

One Economy Corporation:

Creating Opportunity Through Technology

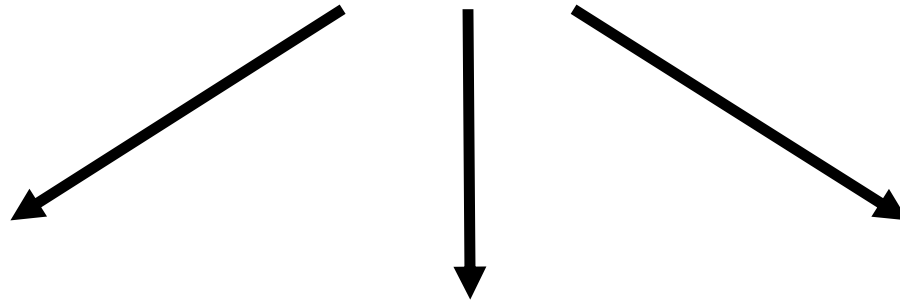
One Economy is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people, connecting them to valuable tools for building better lives.

Our **mission** is to maximize the potential of technology to help low-income people improve their lives and enter the economic mainstream.



One Economy Strategy

How we work:



Access Services

Facilitating the deployment of **broadband and hardware** into the homes of low-income people

Adoptive Services

Employing youth as Digital Connectors™ who provide a cultural bridge between technology and their communities.

Public Purpose Media

Producing informing and engaging **public-purpose media** resources.



Donors and Supporters



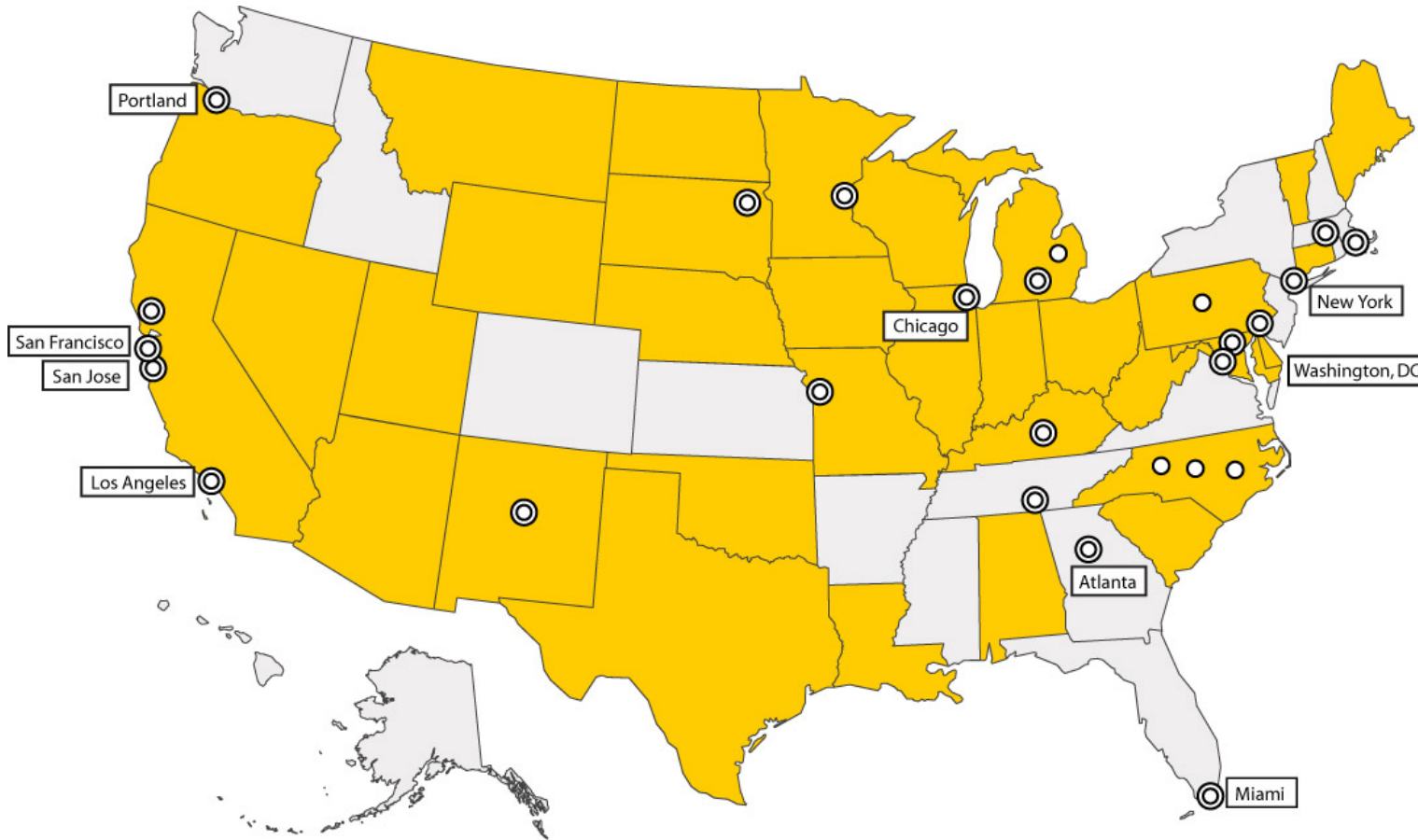
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Adoptive Services



From its inception, One Economy recognized not only the natural affinity for technology among young people, but also their potential for spreading technology knowledge and creating a culture of use in their neighborhoods. One Economy's Digital Connectors program identifies talented young people, immerses them in technology training, and helps them build their leadership and workplace skills to enter the 21st century economy.

Digital Connectors are also motivated by community service. A major program requirement is to give back to their families, friends and communities what they have learned.



Public Purpose Media



The Beehive - Health

The screenshot shows a Windows Internet Explorer browser window displaying the 'Manage Your Diabetes' website. The browser's address bar shows the URL: <http://www.thebeehive.org/Templates/Health/DiabetesNoRight.aspx?PageId=1.2.2>. The website header includes the 'the Beehive' logo, navigation links for 'English', 'Español', 'Email', and 'Help', and a 'Welcome Login' link. Below the header, there is a search bar and a 'Go' button. The main content area is titled 'Manage Your Diabetes' and features four columns: 'Take Your Meds' (with a pill icon), 'Monitoring' (with a thermometer icon), 'Eat Well' (with a carrot icon), and 'Get Moving' (with a green circle icon). A video player titled 'Video: Diabetes and You' is visible, with a 'Diabetes and You' title and playback controls (PLAY, PAUSE, REWIND). To the right of the video player, there is a 'Virtual Health Coach' section with a 'Get going! >' button and a 'Learn the Language' section with a 'Check it out >>' link. The browser's status bar at the bottom shows 'Done', 'Internet', and '100%' zoom.



ACCESS SERVICES – History & Strategy

Create a market within affordable housing for low-cost, high-speed Internet access.

The Bring IT Home Campaign: Through advocacy and education, changed housing finance policies in 42 states to provide incentives for affordable access.

Key Message for Housing Developers: Connect residents to resources and the 21st century economy, provide cost savings, and improve property values by installing a wired or wireless data network for your project.

Supply the market with value-added products and services and a national network of corporate partnerships and subcontractor relationships.



Access Services

How we work:

- **Technology Agnostic**
- **Affordable Internet Access, \$0-\$15**
- **Affordable Housing** – wireless mesh networks to share bandwidth. 100 projects/year. \$200/unit to install network; \$5-8/month/unit for ongoing Internet access. Typically paid for by owners of housing.
- **Community Consulting** – Engage community stakeholders. Develop business plan. Provide adoption services: computers, training, youth technology corps, marketing, welcome packages. 20 projects/year.



Affordable Housing Program

CETF

Partnership with the California Emerging Technology Fund

- Three year program.



Bring IT Home California

Connect 30,00 low income households to free high-speed Internet service

21st Century Communities

Comprehensive Technology-led community development

- Nine communities in three years
 - Localized content
 - Digital Connectors
 - Access Services
 - Affordable Computer Purchase



How We Can Work With You

We Need Affordable Access

Flexible Approach

- We can install affordable access in affordable housing developments or low income neighborhoods if shared bandwidth is allowed.
- Business planning services for low income deployments or tiered pricing alternatives
- Cisco gear donations for projects with our engagement
- Adoption services to build culture of technology use and future market



How a low income program will benefit You

- Low income market is hungry for technology and viable with proper price points and adoptive services.
- Share bandwidth & access capacity to build your market for the future
- Additional resources may result from a focus on low income and community connections
- Implement adoptive services to increase current penetration rates
- Improve public relations in the community



We are looking for pilot programs

- In California, perhaps as part of 21C Community program with CETF
- In rural communities anywhere
- In underserved, low income neighborhoods anywhere



Thank You!

David McConnell
Senior Vice President
Access Services
One Economy Corporation

503.282.2835
dmcconnell@one-economy.com

