

ROUTING THE WORLD

**Mikro
Tik™**

www.mikrotik.com

OUTLINE

Business Model

I. Introduction

II. Where Are We Now?

III. Where Are We Going? WiFi PLUS

**IV. Business Model – An Offer You
Cannot Refuse**

V. Business Plan

Technical Overview

VI. System description

VII. Implementation

VIII. Conclusion



I. Introduction

Main objective:

- 1. WiFi Internet access**
- 2. Useful local electronic services**

I. Introduction

First phase of the project –
worldwide network of TNCspots:

1. **Online registration, monitoring and management system**
www.travelnetcon.com
2. **Network of dealers/technicians**
3. **Marketing**

I. Introduction

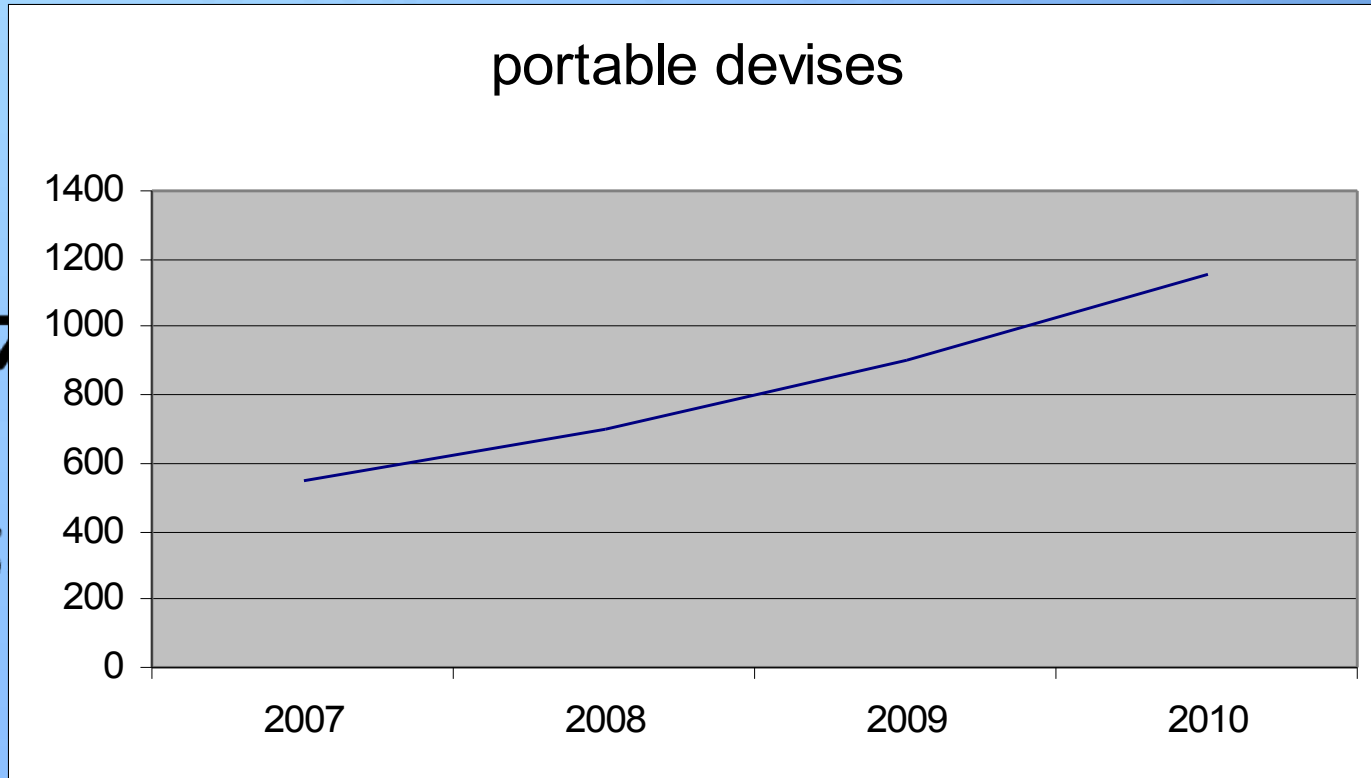
Second phase of the project
WiFi PLUS – WiFi +
useful local electronic services:

- 1. Content collection and management**
- 2. Complex Wireless Service Solution (CWSS) tailored to the needs our customers.**



II. Where Are We Now?

portable devices



hotels, airports and cafes.

II. Where Are We Now?

b. WiFi Hot-Spots:

200 000 hot-spots in integrated networks,

Annual rise in demand will be 100 000 hot-spots in coming years.

Expansion of WiFi to less conventional and less frequented facilities like gas stations, restaurants, health clubs, beauty parlors, shopping centers, etc...

II. Where Are We Now?

c. GSM Solution:

High monthly and roaming fees, limits on data

d. Integrated Solutions BOINGO, TRUSTIVE, FONERO:

WiFi only, limited penetration, mostly pre-paid, safety and security

e. FREE WiFi

No free lunch, new security directives,

II. Where Are We Now?

f. Ad-hoc WiFi

Cost/ benefit and registration problem,
today is there, tomorrow

g. Local Electronic Services

- Reduced to hotel and ticket reservation
systems



III. Where are we Going -WiFi Plus?

1. Low Cost Customer:

*Simple, comfortable and cheap access –
anywhere to everything*

2. Viable Business Model:

All involved partners make money

3. Innovative Service Solution = WiFi + Useful Local Electronic Services:

Save time and money to our customers,



IV. Business Model

– An Offer You Cannot Refuse

- **Low Investment**
- **High Rate of Return**
- **Low Risk**



IV. Business Model

– An Offer You Cannot Refuse

1. *TNCspot Operator*

a. **Low Investment**

200 - 300 EUR initial investment

Software and advertisement free of charge

b. **High Rate of Return**

New Source of Income, New Customers

c. **Low Risk**

Dynamically growing segment

IV. Business Model

– An Offer You Cannot Refuse

2. TNC Dealer/Technician

a. Low, or No Investment

One MikroTic Router board and your time

b. High Rate of Return

immediate 100 EUR for every installation, 6%/3 year commission

c. Low/No Risk

Dynamically growing segment



IV. Business Model

– An Offer You Cannot Refuse

3. TNC Customer

Competitive market environment, Fair price

Simple and comfortable access to WiFi and Info.



V. Business Plan

TNCspot Targets (Min.)

2008:

5-10% of the market = 5 000 - 10 000 TNCspots

2009:

10-15% - 10 000 - 15 000 TNCspots

2010:

15-20% - 15 000-20 000 TNCspots

Total TNCspots in 3 years: 30 000 – 45 000

**I would like to pass word
back to Martin Krug.**

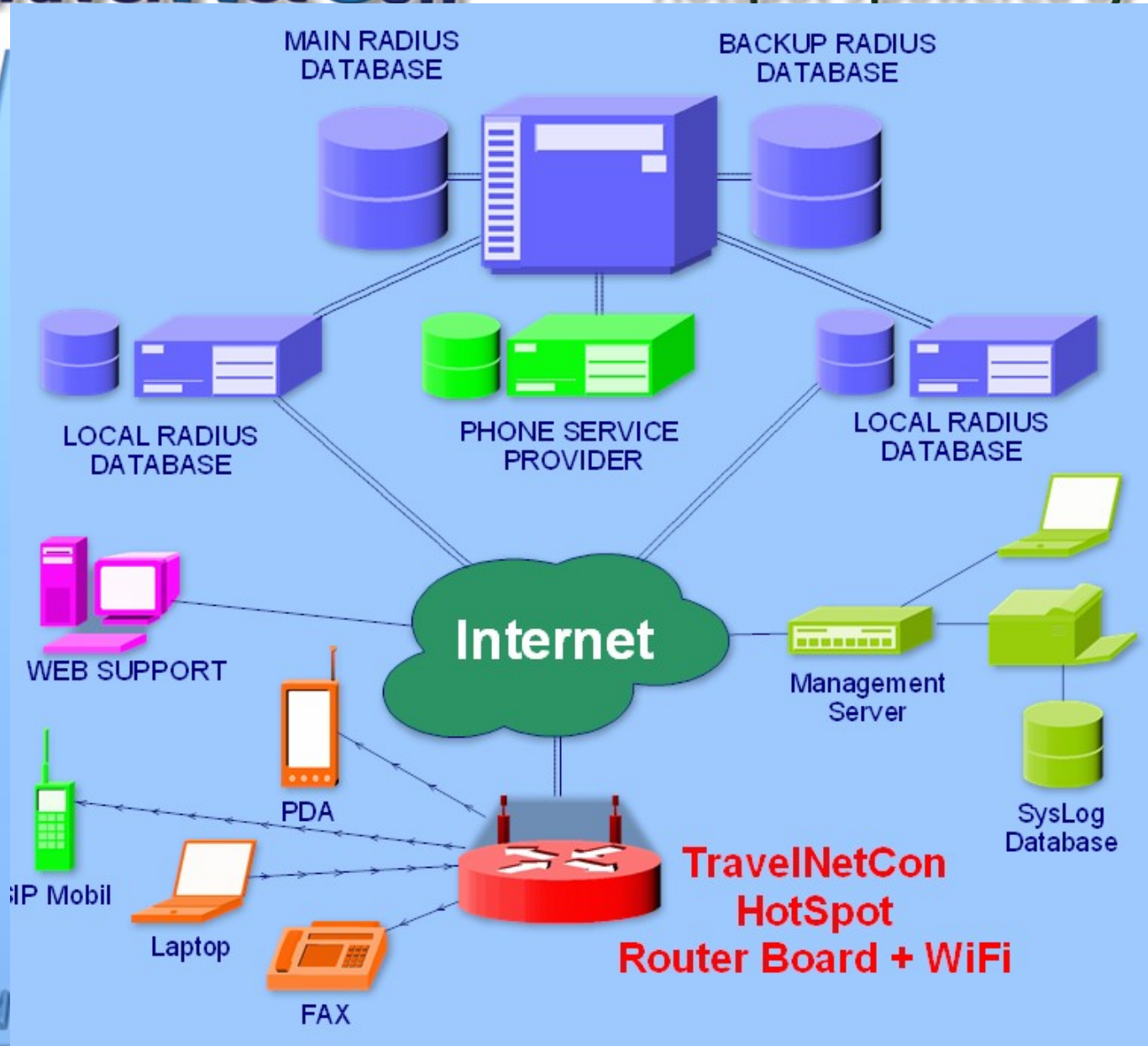
He will explain technical overview.

ROUTING THE WORLD

Mikro

Tik TM

www.mikrotik.com



RouterBoard

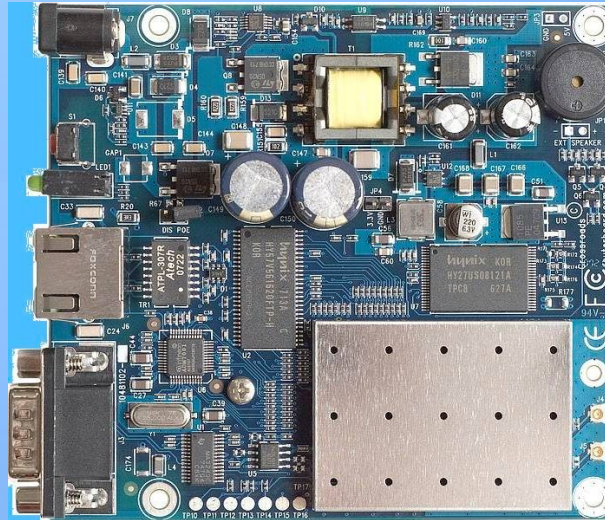
We will help you to chose

Right selection of Hardware

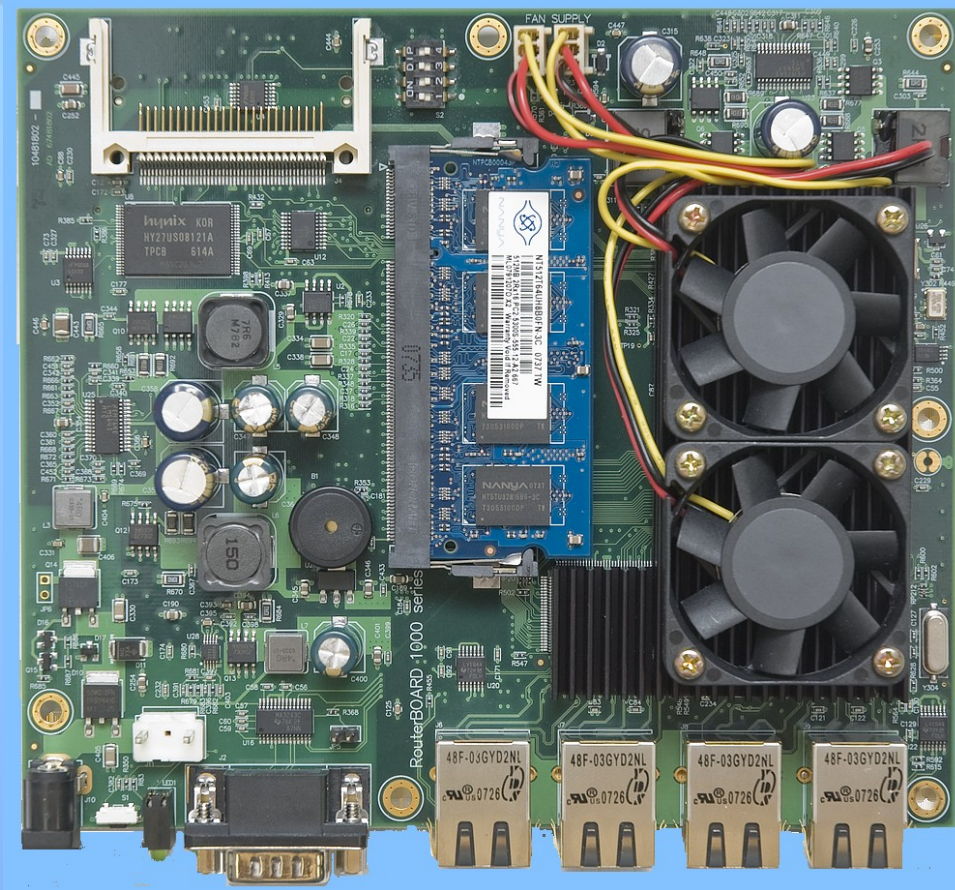
For yours application



Hardware platform Starting from CROSSROADS



To the High end RB1000



MUM Poland, Krakow, February 27 – 29, 2008

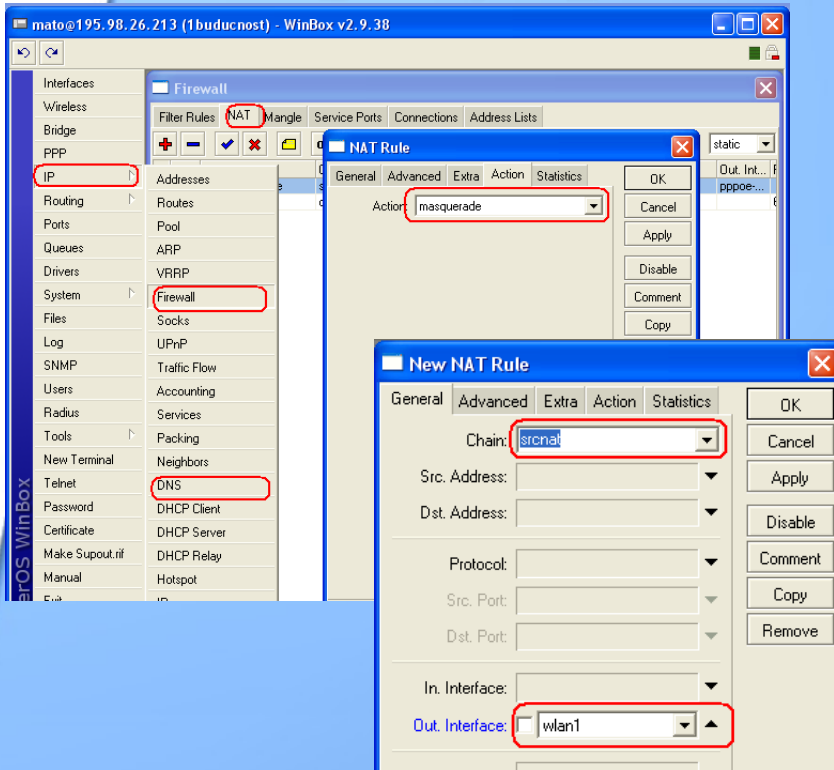


HotSpot www.travelnetcon.com

**Software platform
We are using all possible
MikroTik functions.**



Basic RouterOS functions



mat@195.98.26.213 (1buducnost) - WinBox v2.9.38

Firewall

Filter Rules: NAT Mangle Service Ports Connections Address Lists

NAT Rule

General Advanced Extra Action Statistics

Chain: srcnat

Action: masquerade

Out. Interface: wlan1

New NAT Rule

General Advanced Extra Action Statistics

Chain: srcnat

Src. Address:

Dst. Address:

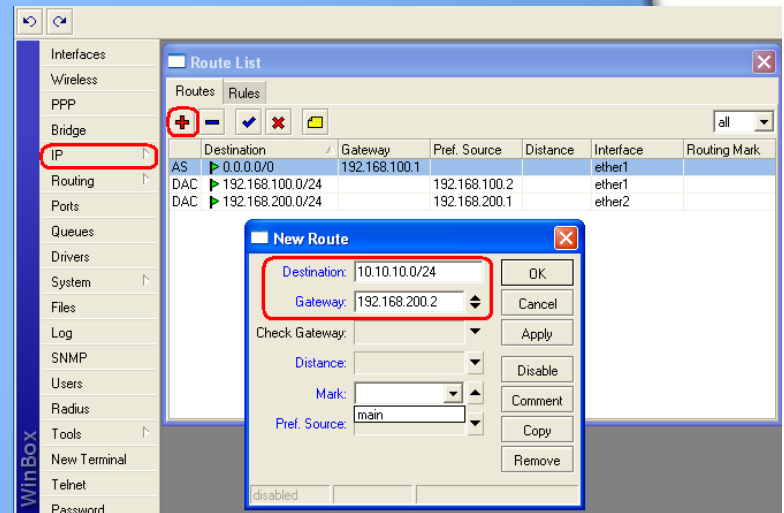
Protocol:

Src. Port:

Dst. Port:

In. Interface:

Out. Interface: wlan1



Route List

Destination	Gateway	Pref. Source	Distance	Interface	Routing Mark.
AS 0.0.0.0/0	192.168.100.1			ether1	
DAC 192.168.100.0/24		192.168.100.2		ether1	
DAC 192.168.200.0/24		192.168.200.1		ether2	

New Route

Destination: 10.10.10.0/24

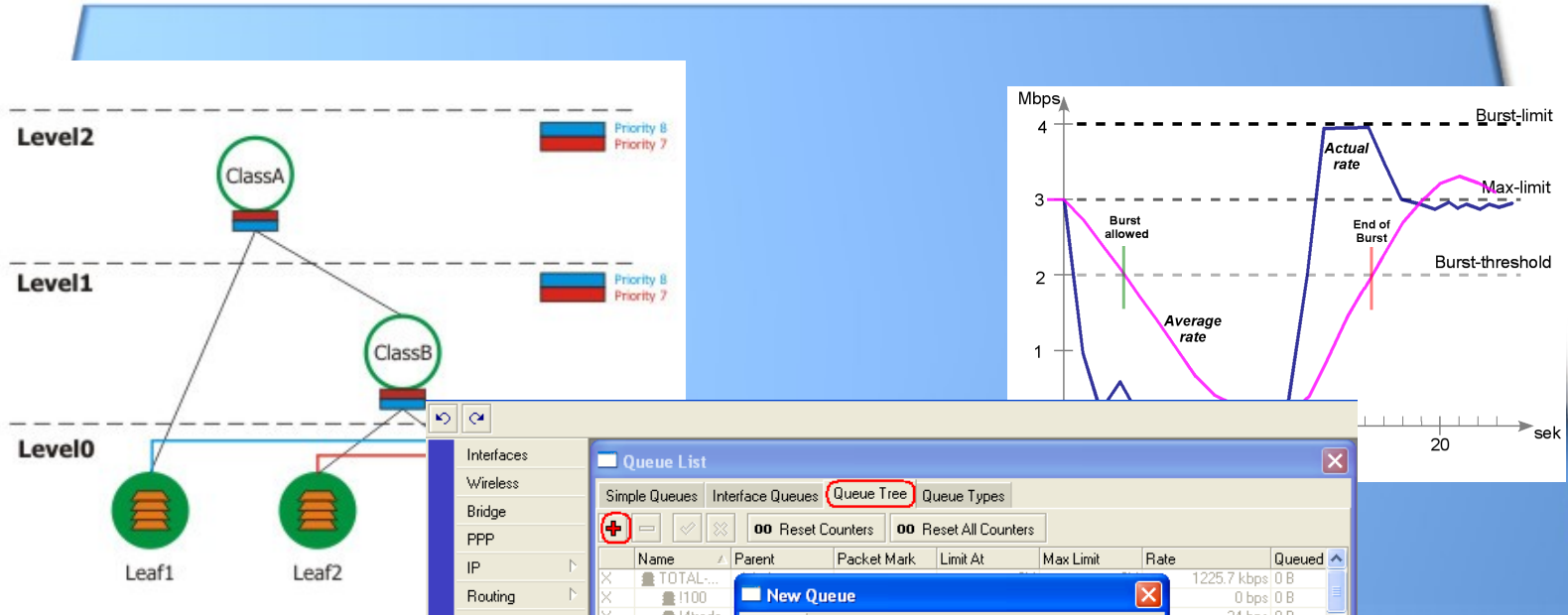
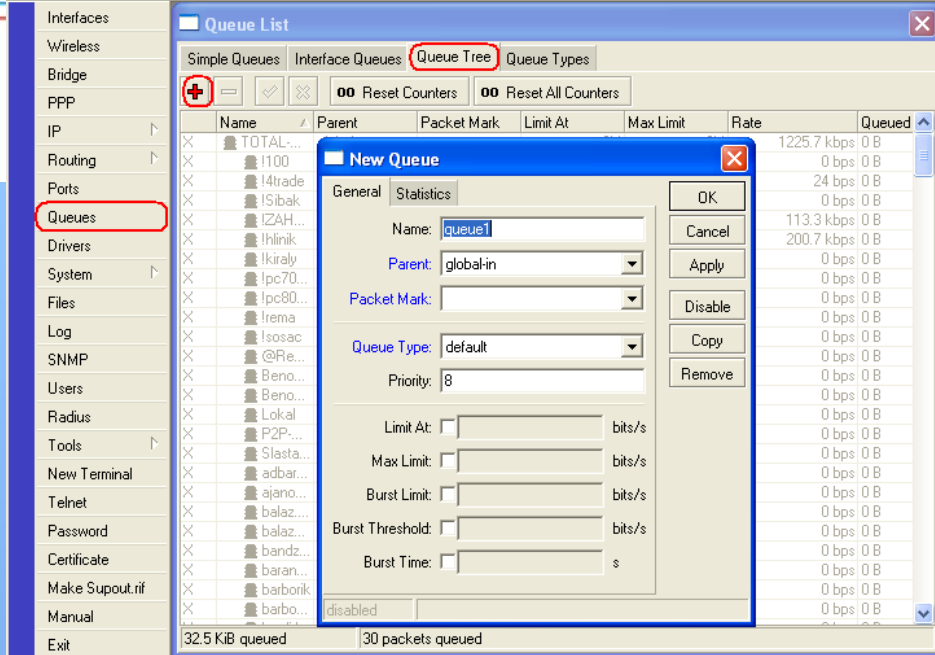
Gateway: 192.168.200.2

Check Gateway:

Distance:

Mark:

Pref. Source: main

The screenshot shows the MikroTik WinBox interface. The 'Queue List' window is open, displaying a list of queues. The 'New Queue' dialog box is also open, showing the configuration for a new queue named 'queue1'.

Name	Parent	Packet Mark	Limit At	Max Limit	Rate	Queued
TOTAL...					1225.7 kbps	0 B
!100					0 bps	0 B
!4trade					24 bps	0 B
!Sibak					0 bps	0 B
!ZAH...					113.3 kbps	0 B
!hlinik					200.7 kbps	0 B
!kiralj					0 bps	0 B
!pc70...					0 bps	0 B
!pc80...					0 bps	0 B
!rema					0 bps	0 B
!sosac					0 bps	0 B
@Re...					0 bps	0 B
Beno...					0 bps	0 B
Beno...					0 bps	0 B
Lokal					0 bps	0 B
P2P...					0 bps	0 B
Slasta...					0 bps	0 B
adbar...					0 bps	0 B
ajano...					0 bps	0 B
balaz...					0 bps	0 B
balaz...					0 bps	0 B
bandz...					0 bps	0 B
baran...					0 bps	0 B
barbonk					0 bps	0 B
barbo...					0 bps	0 B
disabled					0 bps	0 B

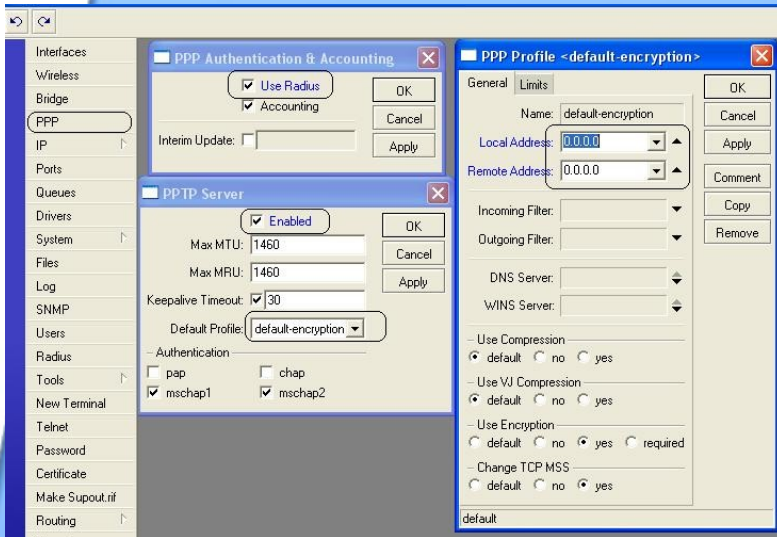
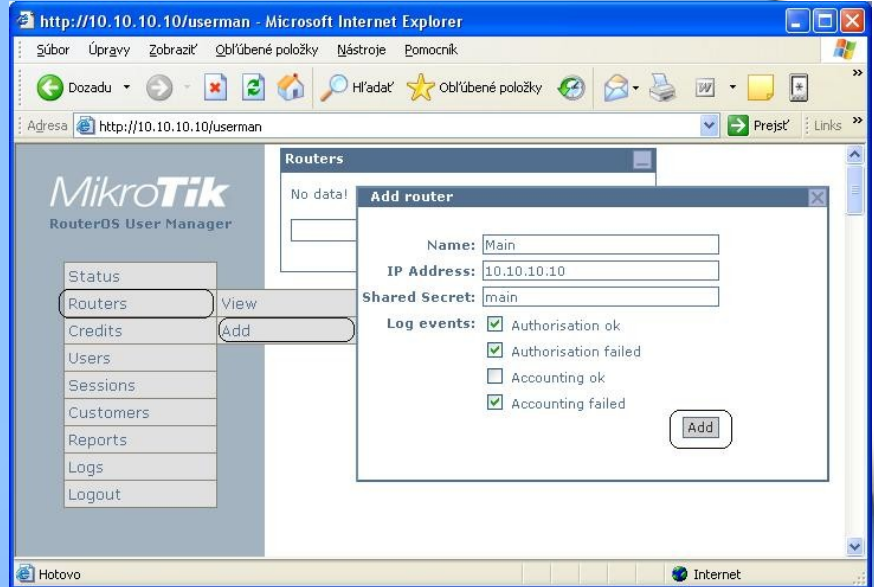
New Queue Configuration:

- Name: queue1
- Parent: global-in
- Packet Mark: (empty)
- Queue Type: default
- Priority: 8
- Limit At: (checkbox) bits/s
- Max Limit: (checkbox) bits/s
- Burst Limit: (checkbox) bits/s
- Burst Threshold: (checkbox) bits/s
- Burst Time: (checkbox) s

32.5 KIB queued | 30 packets queued

Radius Client and Server
For easy and
Secure connection
-Authorization
-Of Users and Routers into
MAIN SYSTEM





**Radius Authorizarion mixed
With main Feature
MikroTik
Wireless/HotSpot**

Make's it all working.



Wireless Tables

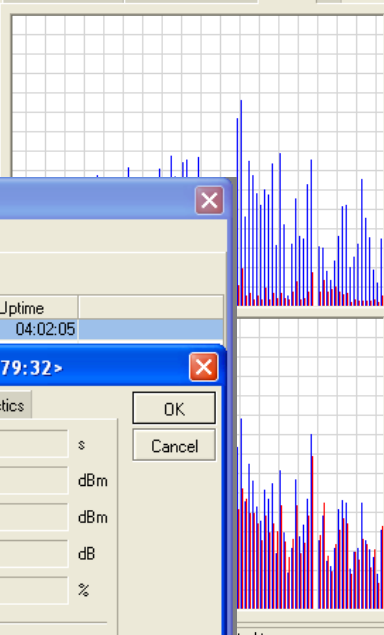
Interfaces | Access List | Registration | Connect List | Security Profiles

Copy to Access List | Reset

Interface	Radio Name	MAC Address	AP	Tx/Rx Rate	Last Activit...	Signal Strength...	W...	Uptime
wlan1	000C42057932	00:0C:42:05:79:32	yes	12Mbps	0.000	-82	no	04:02:05
wlan2		00:4F:62:09:44:07	no	11Mbps/2Mbps				
wlan2		00:4F:62:03:F7:85	no	11Mbps/2Mbps				
wlan2		00:4F:62:08:B7:70	no	11Mbps				
wlan2		00:4F:62:05:18:07	no	11Mbps/1Mbps				
wlan2		00:4F:62:03:F3:FC	no	11Mbps				
wlan2		00:50:C2:53:58:94	no	5.5Mbps/1Mbps				
wlan2		00:4F:62:05:19:4E	no	11Mbps/2Mbps				
wlan2		00:02:72:58:29:41	no	11Mbps				
::: Finkova								
wlan2		00:4F:62:08:32:D9	no	11Mbps/1Mbps				
wlan2		00:4F:62:03:F9:AF	no	11Mbps/1Mbps				
wlan2		00:E0:98:80:9A:D1	no	11Mbps/1Mbps				
wlan2		00:02:72:58:28:D1	no	11Mbps/1Mbps				
wlan2		00:4F:62:06:FA:01	no	11Mbps/2Mbps				
wlan2		00:0E:2E:AE:CF:EB	no	1Mbps				

Interface <wlan1>

Advanced Status | Compression Status | Traffic



OK
Cancel
Apply
Disable
Comment
Scan...
Freq. Usage...
Align...
Sniff...
Snooper...

AP Client <00:0C:42:05:79:32>

General | Signal | Nstreme | Statistics

Last Activity: 0.000 s
Signal Strength: -82 dBm
Tx Signal Strength: -80 dBm
Signal To Noise: 20 dB
Tx/Rx CCQ: 50/30 %

Signal Strengths

Rate	Strength
6Mbps	-82
9Mbps	-83
12Mbps	-81
18Mbps	-83

OK
Cancel

MikroTik has it all

IT IS:

- **Flexible**
- **Affordable**
- **Easy to configure**
- **Ready to implement any IDEA!**

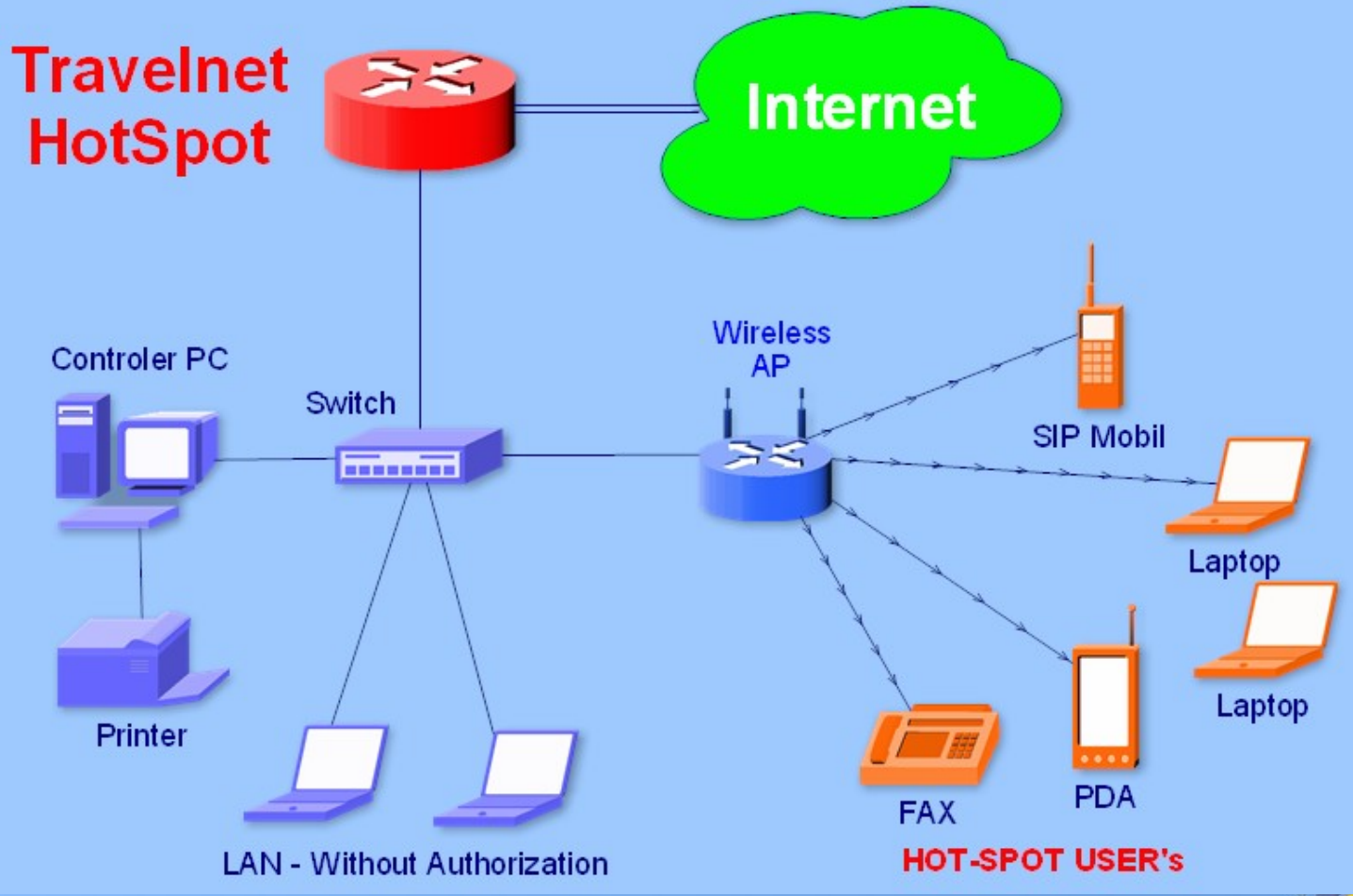


Implementation

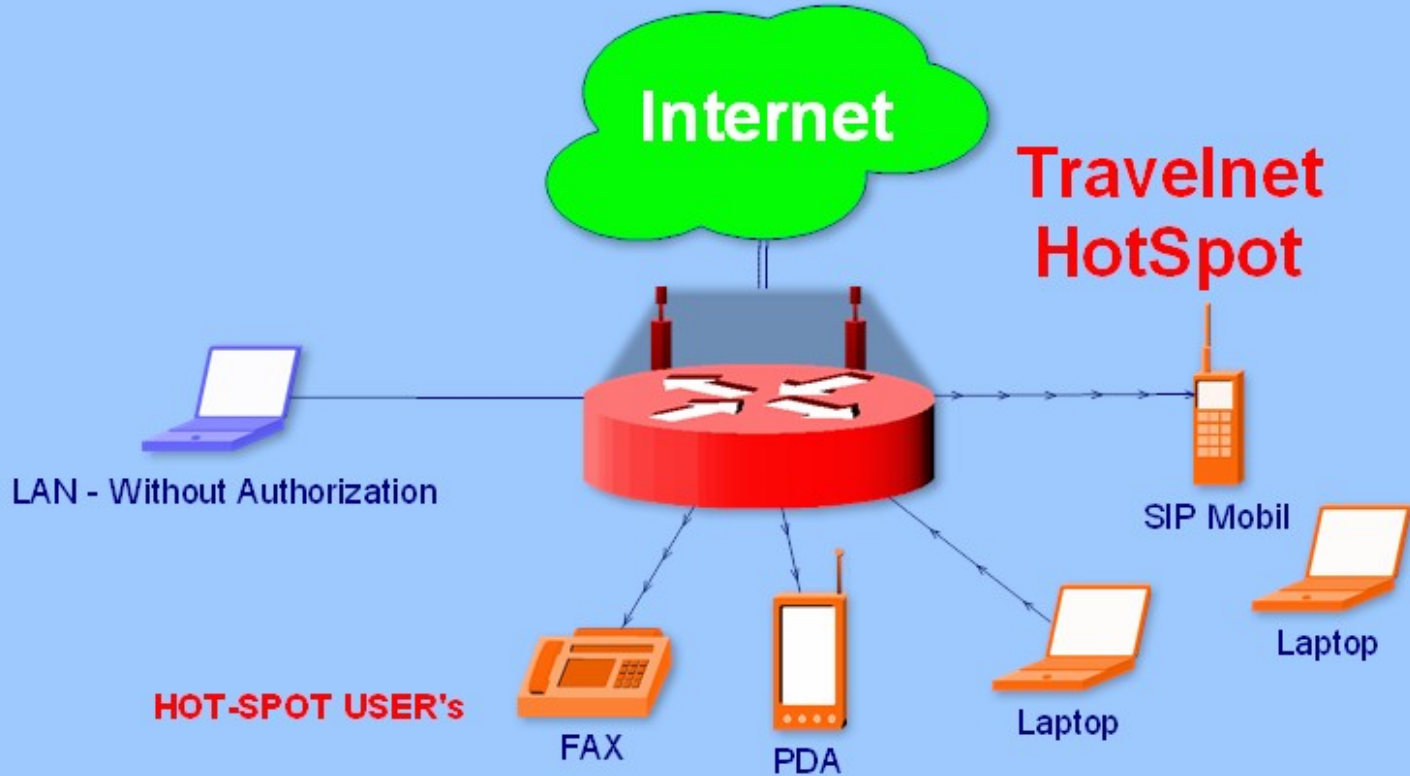
**In next few minutes we
will explain cases
of implementation
Into existing systems.**

Standard – common structure

**Travelnet
HotSpot**

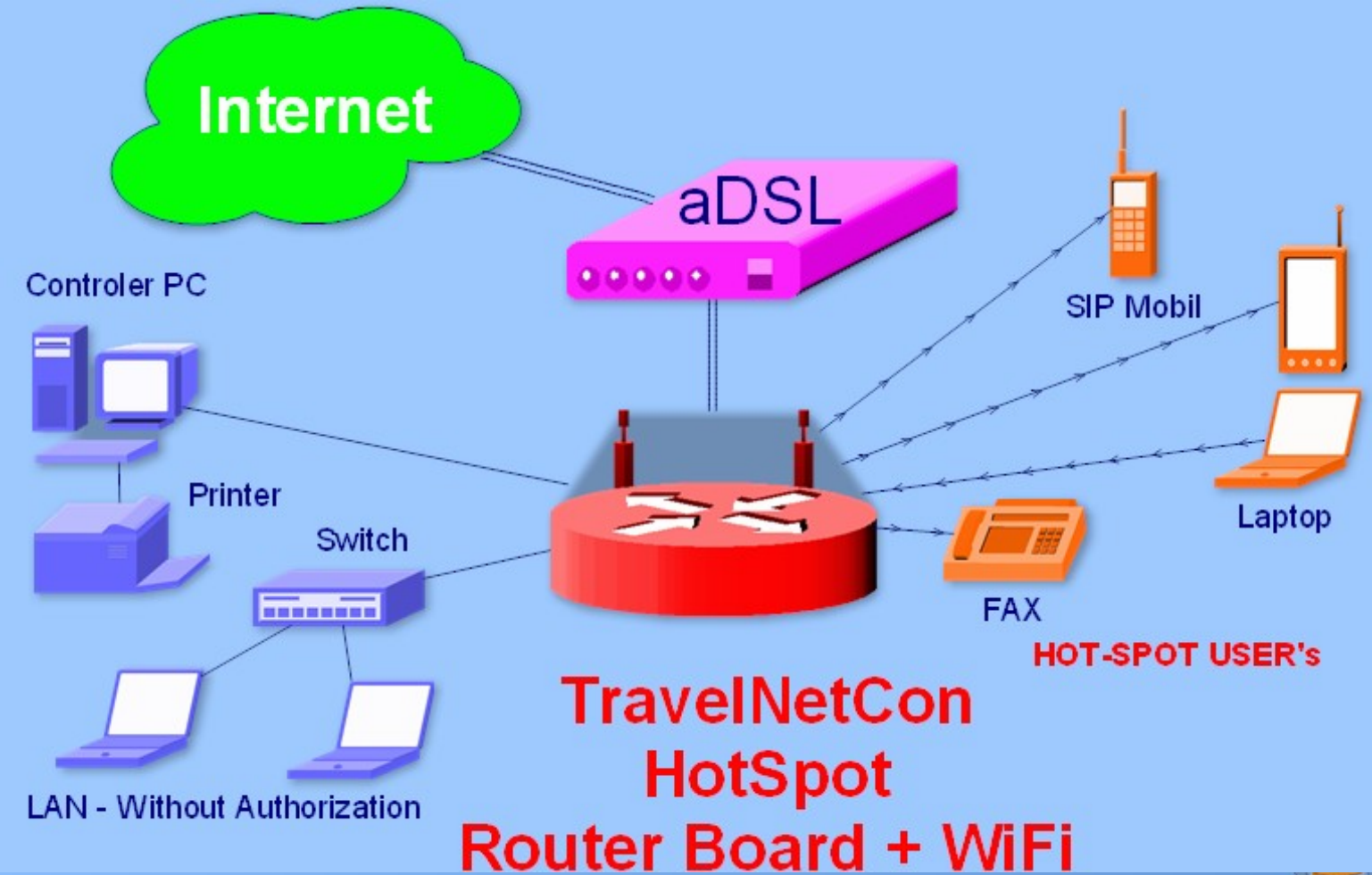


Cofe-Shop - small ISP



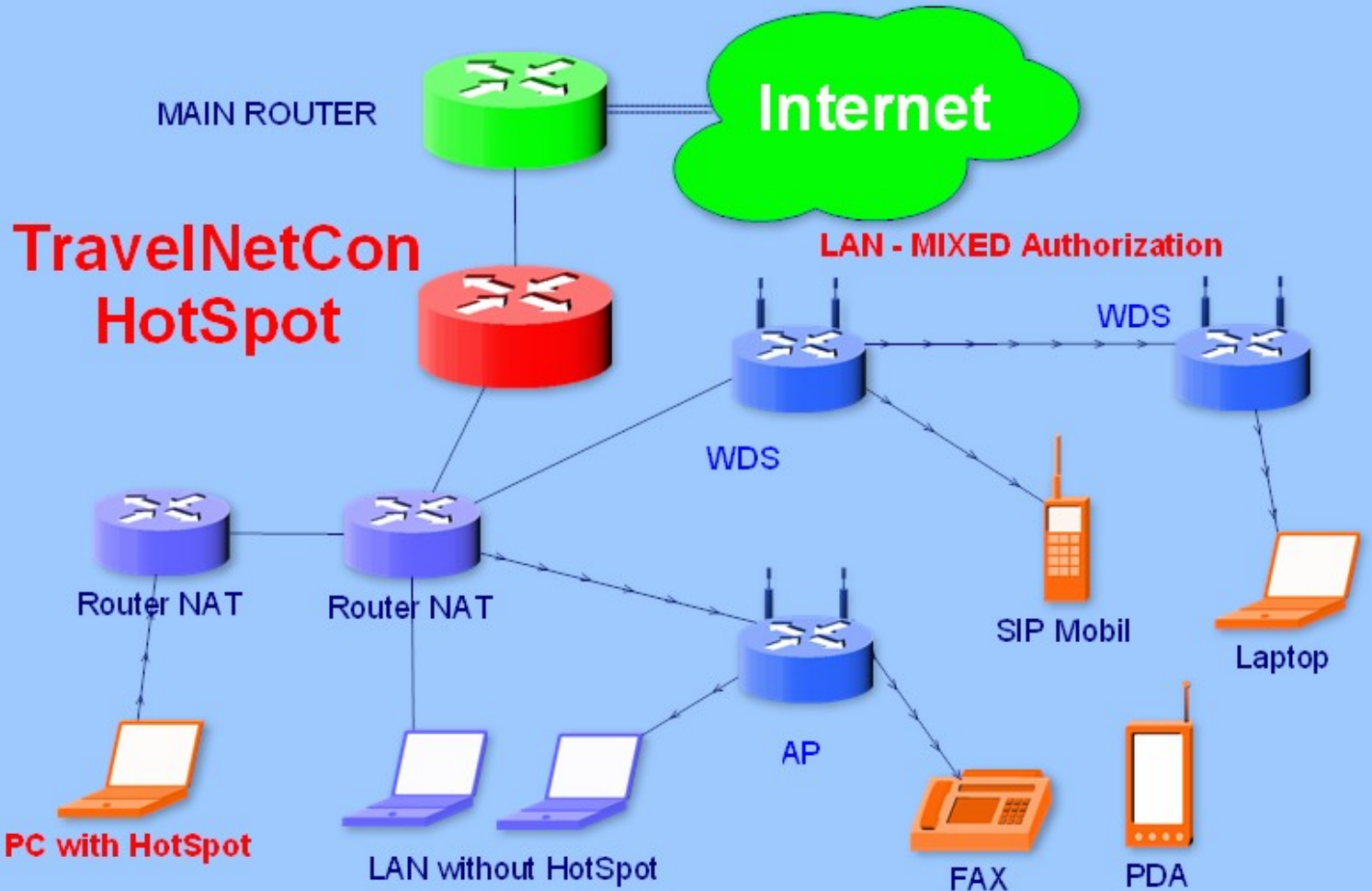
TravelNetCon

aDSL – line – Small ISP - Office



**TravelNetCon
HotSpot
Router Board + WiFi**

Complicated SETUP



TravelNetCon - Setup


**As you can see that setup's are
simple and you can flexible
and easy adjust your router
to solve any problems.**




www.TravelNetCon.com

WWW interface

- easy for customers
- easy do add new HotSpot
- easy to find HotSpot close to yours destination


TravelNetCon
25 February 2008

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Let's Grow Together

TravelNetCon

TravelNetCon Global

CUSTOMER

- Do you have a portable wireless device?
- Would you like to have an internet access on your ways?

Then TravelNetCon is your partner for a low-cost internet!

DEALER

- Do you know how to connect a router?
- Are you interested in making an extra 1000 EUR or more per one month?

Become a TravelNetCon dealer - technician!

PROVIDER

- Would you like to create a source of extra income for your business?
- Would you like to increase customer traffic in your business?

Become a TNCspot Operator!

Welcome on TravelNetCon

On the Move?
We are Your Partner for Low-Cost Internet.

TNC Global is a company with a single objective: Enabling WiFi Internet access at a fair market price everywhere in the world.

TNC Global clients will pay no more roaming charges, will never loose a single second of their prepaid Internet credits and will determine when, where and how they will connect to the internet in our network.

Search a HOTSPOT


- select a country -

New Hotspots

- Art`Oase - 13.02.2008
Country: **Germany ...** City: **Hannover**
- Cafe Sonne - 13.02.2008
Country: **Austria ...** City: **Graz**
- Qubus Hote - 13.02.2008
Country: **Poland ...** City: **Krakow**

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Search a HOTSPOT

- select a country -


Search

Hotspot: **Qubus Hotel** Krakow
Typ: **Hotel** Tarifa: 2 €/h



Qubus Hotel

ul. Nadwiślańska 6, Krakow
Kategoria: **Hotel**
Web: <http://www.qubushotel.com/>
Tarifa: 2
Lat: 50.047714233398
Lon: 19.952962875366



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www.TravelNetCon.com
MMM*119A61M6fCON*COM

Important for the DEALER !
Secured way of communication

Account management

HotSpot statistics

Payment's statistics

 **TravelNetCon** 25 February

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My Profil

 **Operator**  Laci (provider) Feldsam Last Invoice: Január 2008  Account information **0.12€** from February 2008 **Invoicing**

 [Change Profil](#)

 [Change Password](#)

Your IP Address: **78.98.49.217**
Domain Name: **adsl-dyn217.78-98-49.t-com.sk**
Your Country: **SK**
Country Code: **SK**
Abbreviation: **SVK**
Country Name: Meno krajiny: **SLOVAKIA (Slovak Republic)**








-  [My Account](#)
-  [Provider Statistics](#)
-  [Show Map](#)
-  [My Hotspots](#)
-  [Order, Buy Voucher](#)
-  [My Invoice](#)
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Connection statistic

 Operator  Laci (provider) Feldsam
 Last Invoice: Január 2008
 Account information **0.12€** from February 2008
Invoicing




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Period 2007 Hotspot DATex Select a period

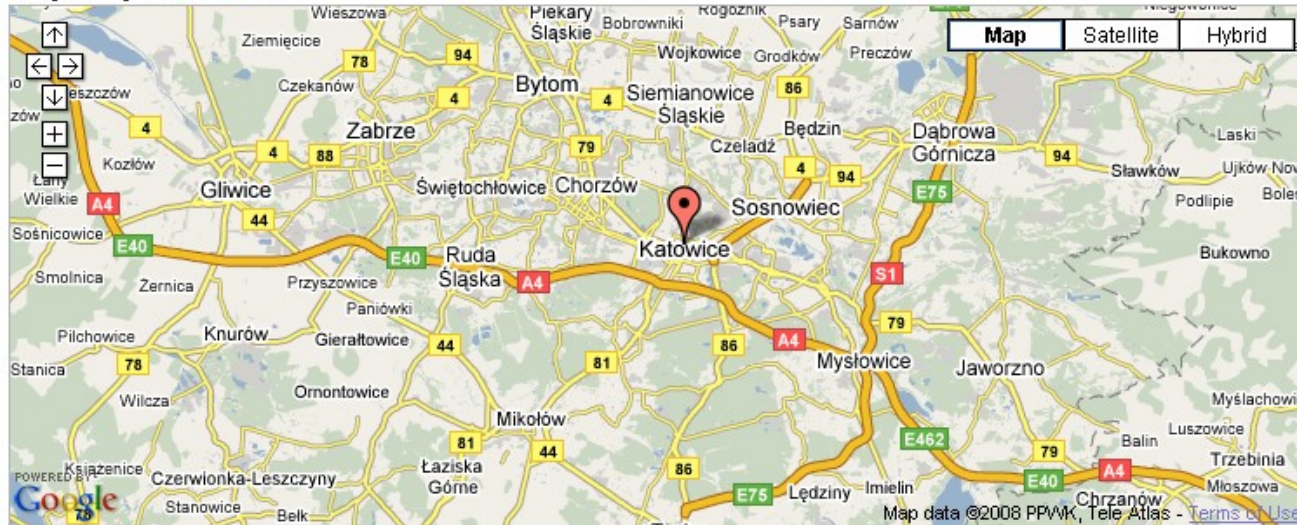
Your Hotspots	January	February	March	April	May	June	July	August	September	October	November	December	Súčet
DATex..	0	0	0	0	0	0	2.93	-	0	-	0.01	0	2.96€
DATex..	-	-	-	-	-	-	11.22	0.55	-	0.23	-	8.5	20.49€
DATex..	-	-	-	-	-	-	-	11.05	-	-	-	-	11.05€
TravelNe..	-	-	-	-	-	-	-	-	-	-	-	-	0€
LCNet..	-	-	-	-	-	-	-	-	-	-	-	-	0€
Hotel P7..	-	-	-	-	-	-	-	-	-	-	-	-	0€
Grand Ma..	-	-	-	-	-	-	-	-	-	-	-	-	0€
Oaks Gol..	-	-	-	-	-	-	-	-	-	-	-	-	0€
Imperial..	-	-	-	-	-	-	-	-	-	-	-	-	0€
Lisola (..	-	-	-	-	-	-	-	-	-	-	-	-	0€
Hrad..	-	-	-	-	-	-	-	-	-	-	-	-	0€
Total	0€	0€	0€	0€	0€	0€	14.15€	11.6€	0€	0.23€	0.01€	8.5€	34.5€










Month	No. of Connections	Total Time of Connection	Value of Connection	Operator's Share
Jan	0	00:00:00	0	0
Feb	0	00:00:00	0	0
Mar	0	00:00:00	0	0
Apr	0	00:00:00	0	0
May	0	00:00:00	0	0
Jun	0	00:00:00	0	0
Jul	20	01:36:11	16.03	11.22
Aug	4	00:04:42	0.78	0.55
Sep	0	00:00:00	0	0
Oct	2	00:19:29	0.32	0.23
Nov	0	00:00:00	0	0
Dec	16	12:08:14	12.14	8.5
Total	42	14:08:36	29.28	20.49



 Dealer
  Laci (dealer) Feldsam
 Last Invoice: April 2007
  Account information **3.39€** from May 2007
 [Invoicing](#)

Údaje hotspotu 1 2 3



-  My Account
-  Dealer Statistics
-  Show Map
-  My Hotspots
-  Add Hotspot
-  Router Configuration
-  Manual
-  My Invoice
-  Logout

Krajina	<input type="text" value="Poland"/>	Poskytovatel'	<input type="text" value="299999991"/>
Meno HotSpotu	<input type="text"/>	Tarifa	<input type="text" value="2"/>
Mesto	<input type="text"/>	Typ	<input type="text" value="Vyber si typ HotSpotu ..."/>
Adresa	<input type="text"/>		
Web stránka	<input type="text" value="http://"/>		

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VIII. Conclusion

Every project starts with an IDEA, but the rest is a lot of hard WORK.

This presentation has taken more than 1 year to prepare and now we are ready to **START.**



**Thank You for
Your
Attention**

MUM Poland, Krakow, February 27 – 29, 2008



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