

Project Cauã: An Update

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Project Cauã



History

- Started in 2007 – Jon “maddog” Hall, Linux International
 - Answer question: “How Do I make money with Free Software”
- 2010 – Douglas Conrad, Founder and President - OpenS Tecnologia
- 2014 – Renata Silveira da Costa – Founder of multiple companies
- 2014 - Diana Conrad – Entrepreneurial Instructor

Goals of Project Cauã

- Create *millions* of new, *private sector* high-tech jobs in Latin America (Brazil first), many millions more worldwide
- Make computers easier to use
- Create more environmentally friendly computing
- Decrease cellular wireless contention
- Create gratis WiFi bubble over urban areas
- Create low-cost or gratis Super Computing capability
- Using *sustainable*, private sector funding

Structure

- Millions of “Project Cauã Entrepreneurs”
 - Each independent business person
 - Supplying good support to local customers
 - Income generated from monthly service charge
 - Income augmented by various additional jobs
- Project Cauã a non-profit educational organization
 - Gives education and upper-level support

Various Proposals Formulated: V1.0

- Servers and Thin Clients in high density areas
- Tall residential and business buildings
- Computing as a service



Various Proposals Formulated

- V0.5 – Home media centers
- V0.1 – Raspberry Pi as media center/access to Internet



V0.0

- Provide local, entry-level support and services for small businesses
- Short-term:
 - Part-time job for university students
 - Generate money for students to attend university
 - After university, full-time or sell off
- Long-term goals remain the same

What Types of Services?

- Install new hardware
- Install new software (OS, Drivers, Layered Products)
- Set up networking (wired or wireless)
- Remove viruses, SPAM
- Set up small server systems, web sites, etc.
- Re-cable office for greater efficiency
- Educate end users in how to use their system
- Provide end-user support

Why University Students?

- Students already have much of training needed to do the job
- Students often need money to continue with university
- Project Cauã better fits student's future career path than other “student jobs”
- Could also be part/full time job for single parents or physically challenged
- Many students already doing this, but informally (and illegally).

Benefits To Small Business

- Computer hardware and software are kept up to date
 - Latest security and bug fixes
- Computers tend to work faster and better
- Business may save money on purchasing software and hardware
- Downtime of computer systems reduced
 - “Preventive medicine”
- Free and Open Source Software used whenever possible to meet needs of customer
- Local support that “comes to you”
- Better secondary backup than “skinny geek kid”



Benefits To Community

- Allows greater number of good students to participate in university education
- Develops local high-tech jobs
 - Keeps support money in local environment
 - Helps to develop good local support infrastructure
- Allows Small Business to be more efficient in the use of their computers

Target Market For Entrepreneurs

Small business, emphasis on “small”

- 1- 10 people in office
- Can not afford full-time administrator
- Entrepreneur forms contract with business person for set amount of time per month
 - Estimate five-eight companies, three hours a week each
 - Local to home or school
 - Transportation time not included
 - Estimate 500 USD – 800 USD per month/entrepreneur
 - 200 USD per month per customer
- Entrepreneur can also take “walk-in” business

Training Required

- Minimal technical training to get started
 - Most computer students know these things already
 - Project Cauã would help guide entrepreneurs with upper-level tasks, or sub-contract
- Project Cauã would supply business management training needed

Project Cauã: Non-profit Education

- Provide backup infrastructure and support to entrepreneurs
 - Bug tracking systems
 - CRM/ERP systems
 - Forums
 - Technical manuals
 - Documentation
- Develop new products and services

Over Time

- More skills are learned by Entrepreneur
- Entrepreneurs will have new services and products to offer to their existing customers
 - Existing customers allow for quantity purchase of equipment and software
- Entrepreneurs build up a business that could be:
 - expanded to “full time”
 - sold to new university entrepreneurs

Recently...

- Universities interested in:
 - Using Project Caua in Entrepreneurial studies
 - Giving university credit in students setting up real business instead of “toy” businesses
- Cities and townships giving courses in entrepreneurship

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More to come.....

Next Steps

- Update website
 - Business and Training materials
 - Forums
- Pilot in various cities – May to July
 - *A few* university students
 - Measure, change and rate
- Open it up to large numbers – Target FISL
- Translate all materials to Spanish

Training

- SoliSC – April 17-18
 - This talk April 17
 - Two hour workshop April 18 at 1500 (free)
- OpenS – May 22
 - Much greater depth

Questions?

