



# PCs For People

*An opportunity to help thousands of underserved people in Richmond and Hampton Roads region benefit from first-time personal computer ownership, free computer use training, and low-cost internet access.*

October 2023



# We Are All Working On Making Our Megaregion A Global Internet Hub

[www.GlobalInternetHub.com](http://www.GlobalInternetHub.com)



[www.RVA757Connects.com](http://www.RVA757Connects.com)

## VIRGINIA'S I-64 INNOVATION CORRIDOR: RICHMOND REGION AND HAMPTON ROADS

### The World's Next Global Internet Hub

#### I-64 INNOVATION CORRIDOR

A handful of locations around the world make the internet work. They are called Global Internet Hubs and are winning cities. But who is about to change?

The world's next Global Internet Hub isn't far from us. It's in Virginia. It's in the Richmond area. It's in the Hampton Roads region. It's 4,000 square miles away. In Central and Southeastern Virginia is just two hours south of Washington, D.C. It is often called the I-64 Innovation Corridor.

The key to the I-64 Innovation Corridor becoming a Global Internet Hub is combining the digital assets of both the Richmond area and Hampton Roads to create a world-class digital ecosystem. There is an established list of nine characteristics of what makes a Global Internet Hub. When you view the Richmond area and Hampton Roads together, we have seven of these core components.

#### 10 Largest Global Internet Hubs

Global & Regional Internet Hubs

1. Frankfurt
2. Singapore
3. London
4. Amsterdam
5. Paris
6. Hong Kong
7. Marseille
8. Stockholm
9. Miami
10. Vienna

#### Subsea Cables Landing at Virginia Beach

#### Cybersecurity Expertise

The I-64 Innovation Corridor has a unique advantage in cybersecurity expertise. The region is home to a concentration of cybersecurity talent, including government agencies, private industry, and academic institutions. This expertise is a critical component of a Global Internet Hub.

#### Virginia's I-64 Innovation Corridor Digital Assets

- 1. Data Centers
- 2. Network Carriers and Communications Providers
- 3. Software-Defined Networking Providers
- 4. Cybersecurity Expertise

#### The Megaregion's Educational Assets

- 1. Research and Development
- 2. Talent Pipeline
- 3. Innovation Ecosystem
- 4. Government Support

#### Megaregion Digital Infrastructure Providers

1. Energy: Dominion Energy, Progress Energy, etc.

2. Network Carriers and Communications Providers: Verizon, AT&T, Comcast, etc.

3. Software-Defined Networking Providers: Cisco, Juniper, etc.

4. Cybersecurity Expertise: McAfee, Symantec, etc.

5. Data Centers: Equinix, Digital Realty, etc.

6. Network Edge: Cloudflare, Akamai, etc.

7. Subsea Cables: ATCO, etc.

*At the very first 64-person Global Internet Hub Strategic Planning Steering Committee meeting with 64 executives from the Hampton Roads and Richmond regions, a profound question was asked ...*



## ***“Why does the world need another Global Internet Hub?”***

Dr. Hakim J. Lucas

President, Virginia Union University

*Our answer: Through thoughtful digital infrastructure innovation, investment, and education (The GIH Plan), we can end America’s digital divide right here in the I-64 Innovation Corridor.*

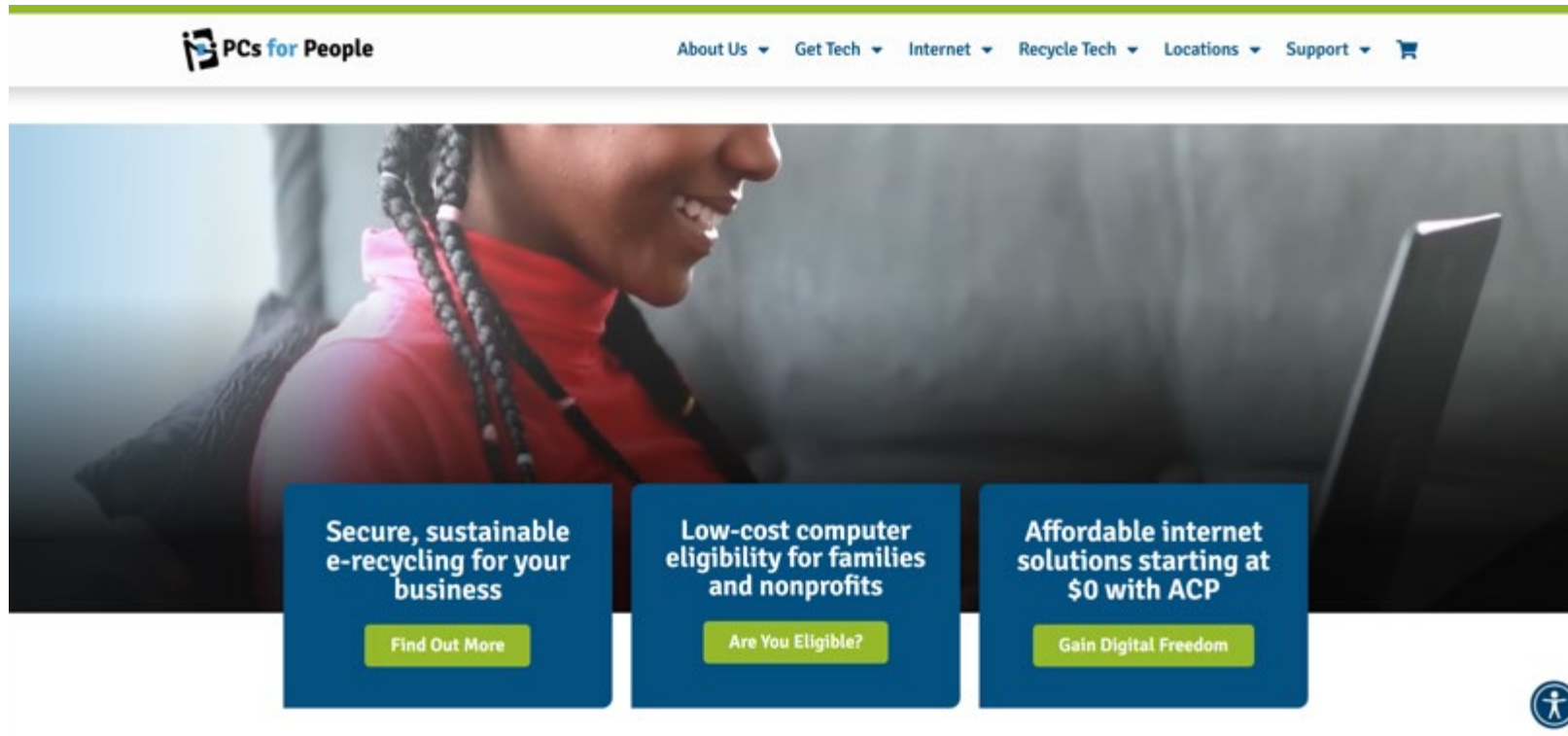
*There are ~400K people in poverty  
across the Richmond region and Hampton Roads.  
41% people in poverty don't have computers \* . . .  
. . . can't afford one . . . don't know how to set one up . . .  
don't know how to use a computer . . .  
can't afford internet service.*

\*Pew Research

# Overview of PCs for People



PCs for People is a national nonprofit social enterprise working to get low-cost quality computers and internet into the homes of individuals, families, and nonprofits with low income.



# PCs for People is Located in 10 Large U.S. Cities

*The Organization is seeking More Location*



**pcsforpeople**

- PCs for People is a national nonprofit social enterprise working to get low-cost quality computers, computer use proficiency, and high-speed internet into the homes of individuals, families, and nonprofits with low income.
- Over the past decade, PCs for People has developed a proven model that now delivers impressive results in closing the digital divide in ten U.S. cities. The organization is seeking to expand into 8 more cities.



# The Impact PCs for People Makes



PCs for People across 10 cities has:

- Distributed 260,000 computers
- Connected 92,000 households to the internet
- Recycled 13,000,000 pounds of technology
- Helped people have a better life: PCs for People increases the average household income of its participants **by 15%**

# How PCs for People Operates



- Businesses donate their old computers.
- PCs for People picks up the old computers at the donating business's location.
- PCs for People wipes the hard drives and refurbish the computers.
- The refurbished computers are sold to eligible individuals, businesses, and nonprofits at a very low price.

Refurbished desktops and laptop computers for \$80. Lowest income qualify for free

- PCs for People operates free computer literacy help desks and classes around the region to help people become computer literate.
- PCs for People provide free to low cost Internet service.
- All non-reusable waste is recycled and never sees a landfill.



# An Initial \$800K Start-up Investment is Needed

- The national PCs for People organization is a non-profit supplying intellectual “how to” startup and ongoing support... think “franchise model,” but it isn’t a real franchise. There are no local owners.
- PCs for People national is a non-profit. Local locations are set up as non-profits, too but all report up to the national LLC.
- The PCs for People concept requires \$800K in total investment to start up a new location. Funds are used for all local start-up needs:
  - Equity for the purchase of the refurbishment warehouse building.
  - Buildout of secure space.
  - Purchase of a few trucks.
  - Initial staff salaries.
- The break-even point is 2.5 years.
- 100% of the local financial surplus after the start-up is reinvested in the local growth of the operation.

# PCs for People Provides a Proven Model

*The success of 10 locations*



PCs for People national organization provides each new region:

- A step-by-step playbook.
- An experienced PCs for People manager who comes to the new market to provide onsite guidance.
- Branding materials.
- Marketing sales materials.
- They get the space, buy the trucks, create relationships with companies, etc.

# PCs for People Needs a Sizable Market (2M+) for its Business Model to Work.



## Current Locations:

- Atlanta, GA, MSA – 6 million
- Baltimore, MD, MSA – 2.8 million
- Cleveland, OH, MSA – 2 million
- Cook County, IL, MSA – 5.2 million
- Denver, CO, MSA – 2.9 million
- Greater St. Louis, MO, MSA (Belleville, IL) – 2.8 million
- Kansas City, MO, MSA – 2.1 million
- Philadelphia, PA, MSA – 6.2 million
- St. Paul, MN, MSA – 3.6 million

PCs for People's business model calls for a market of 2 million plus residents



2M+ population has the number of businesses that will become denoting partners

2M+ population has a sizable underserved population segment:

National average - 13% poverty

$2 \text{ million} \times 13\% = 260\text{K}$  underserved people

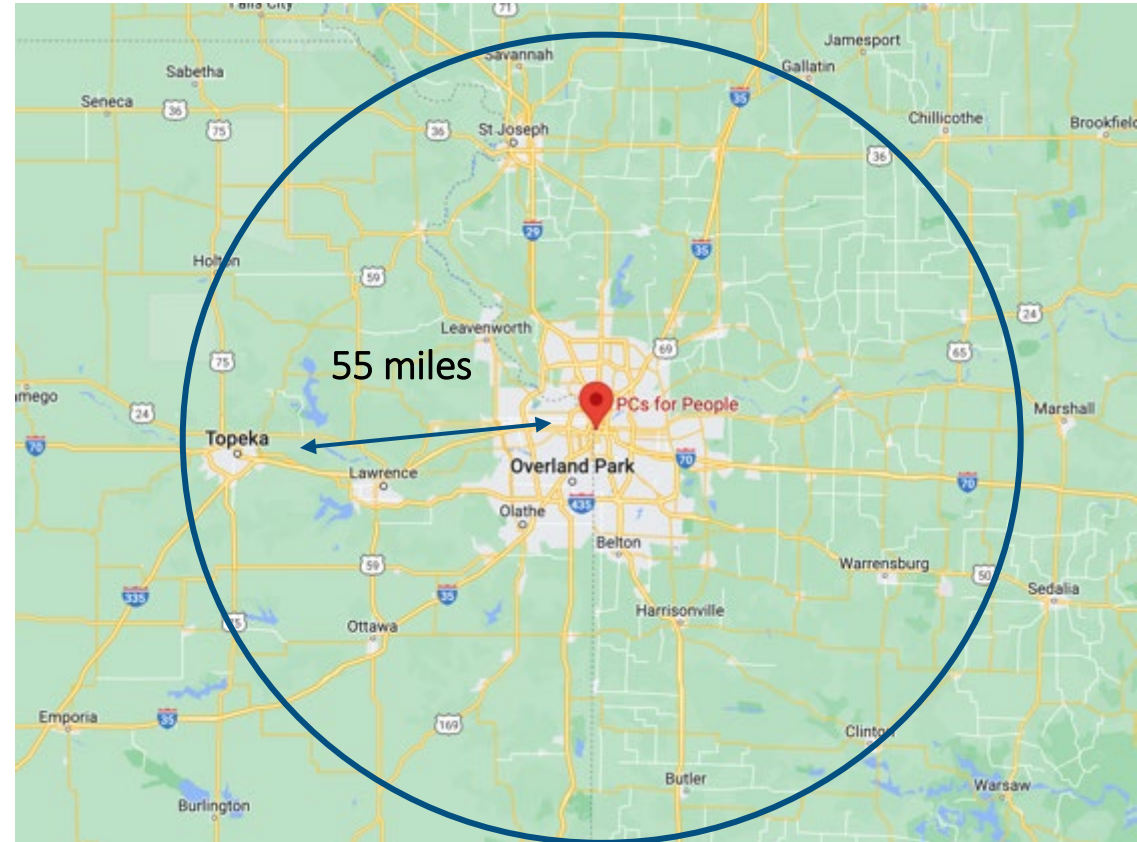
$260\text{K} \times 41\%$  estimated without computers = about 100,000

# PCs for People Optimal Market has a 120-mile diameter service area.



PCs for People local service area is a 120-mile diameter with the central warehouse refurbishing located in the center. PCs for People trucks pick up computers from businesses that fall within this radius.

PCs for People Kansas City Location



120 miles

