

Business Proposal

5G Campus Networks - Antoine Marcel

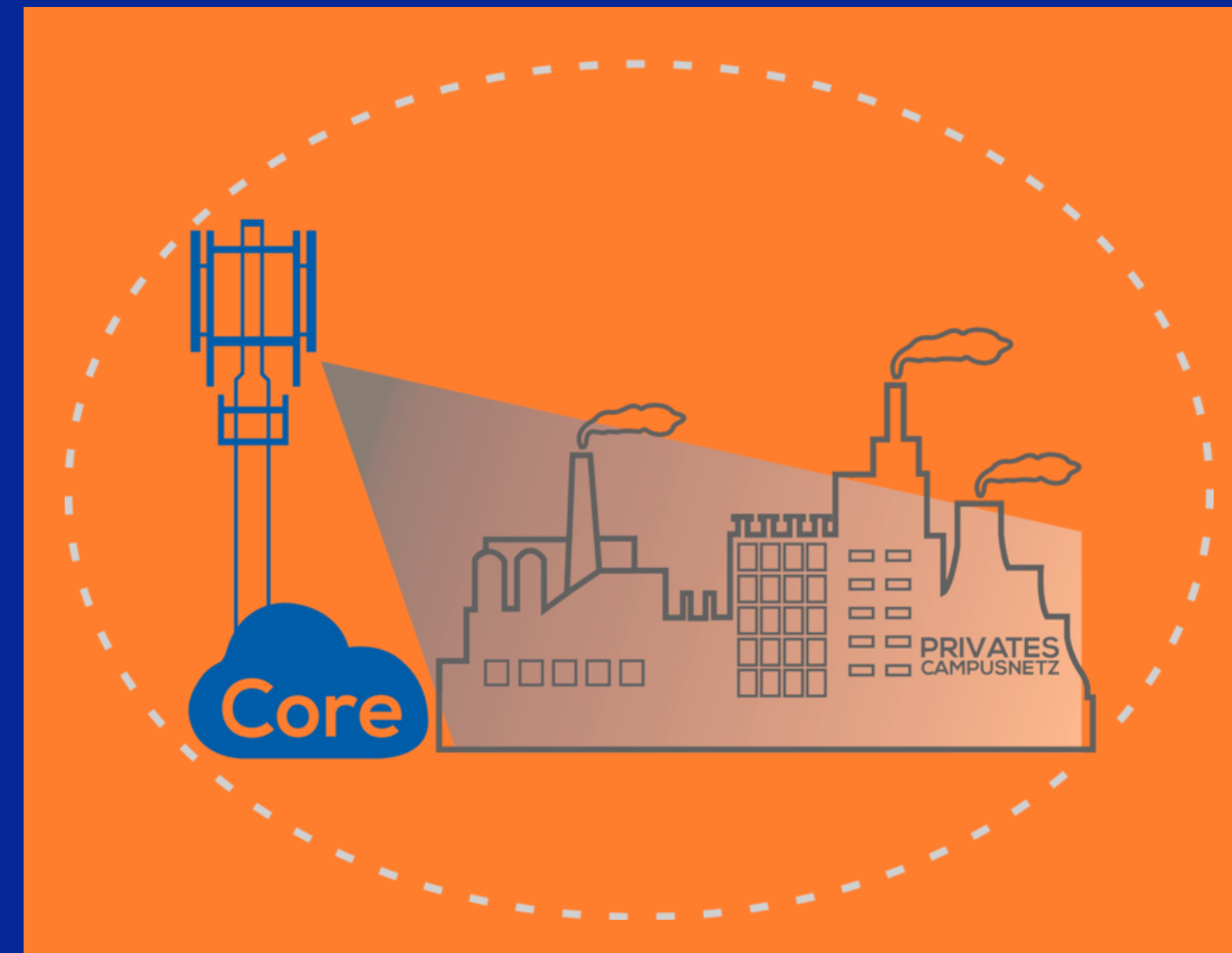
TABLE OF CONTENT

Overview

- Overview of 5G Campus Network
- Comparison between 4G and 5G
- What is a Private/Public Campus Network
- Technical and Legal Requirements
- Campus Network Market Analysis
- The Products
- The Business Model
- Marketing
- Proof of Concept for Tileyard
- Budgeting
- Conclusion

What is a 5G Campus Network ?

A 5G campus network is an advanced wireless technology that brings fifth-generation connectivity to specific locations like campuses, industrial sites, and cities, offering high-speed, low-latency, and reliable communication.



5G vs 4G

What 5G is improving

- Faster download and upload speeds.
- Lower latency, providing quicker response times.
- Higher capacity, enabling more devices to connect simultaneously.
- Enhanced reliability for uninterrupted communication.
- Support for a wide range of IoT devices and applications.
- Advanced network slicing for customised services.
- Better energy efficiency, reducing power consumption.
- Enhanced security with stronger encryption and authentication methods.
- Potential for revolutionary use cases like AR, VR.

Major Improvement



SPEED

Higher frequency bands.

It uses larger bandwidths and multiple antennas, enabling data to be transmitted and received much faster than previous generations of mobile networks.



BANDWIDTH

The wider bandwidth in 5G networks enables it to support more devices and applications simultaneously, leading to a more seamless and efficient user experience with minimal delays or buffering.



SECURITY

5G employs stronger encryption algorithms, making it more difficult for unauthorized access and data breaches. Additionally, 5G utilizes improved authentication methods to ensure that only trusted devices and users can connect to the network.

Private Network

- Owned and operated by a single organisation or entity.
- Restricted access, typically limited to employees or authorised users.
- Offers higher security and control over data and network resources.
- Tailored to meet specific needs and requirements of the organisation.
- Suitable for use cases like corporate campuses, industrial facilities, and government agencies.

EX: University of Glasgow, Scotland

Public Network

- Operated by telecommunication service providers and accessible to the general public.
- Open access for anyone with compatible devices and subscriptions.
- Offers widespread coverage in urban areas.
- Shared resources and data with less control over network management.

EX: London City Airport

Legal Requirements for a Private Campus Network

- Obtain necessary spectrum licenses from regulatory authorities.
- Comply with local data protection and privacy laws.
- Adhere to relevant telecom regulations.
- Secure permits and approvals for infrastructure deployment.
- Ensure compliance with local zoning and land use regulations.

Market Analysis

1.45 Billion \$ In 2021 Projected to reach **41.80 Billion \$** In 2030



Compound annual growth rate (CAGR) of 49.7%.

Market Analysis

Largest Markets

- North America
- Europe
- Asia-Pacific

North America: United-States/Canada

Europe: Germany/United-Kingdom/France

Asia-Pacific: China/Japan/South Korea

Growing Markets

- Latin America
- Middle-East
- Africa

Market Analysis

Market leaders → Germany

- Deutsch Telekom
- Juniper Networks
- AT&T
- Verizon Communication
- Huawei Technologies Co.
- BT Group

↓
5G Personal Licenses:

- BMW
- Bosch
- Siemens
- Volkswagen
- Lufthansa

*33 personal 5G Licenses were allocated in Germany in 2021

Strengths

- Improved Connectivity
- Advancement in technology
- Industry Transformation
- Economic Growth

Weaknesses

- Infrastructure Upgrade
- Compatibility Issues
- Spectrum Availability

Opportunities

- Innovation and new services
- Industry Disruption

Threats

- Security risks (Public Campus)
- Challenges with regulation and Government
- Digital Divide

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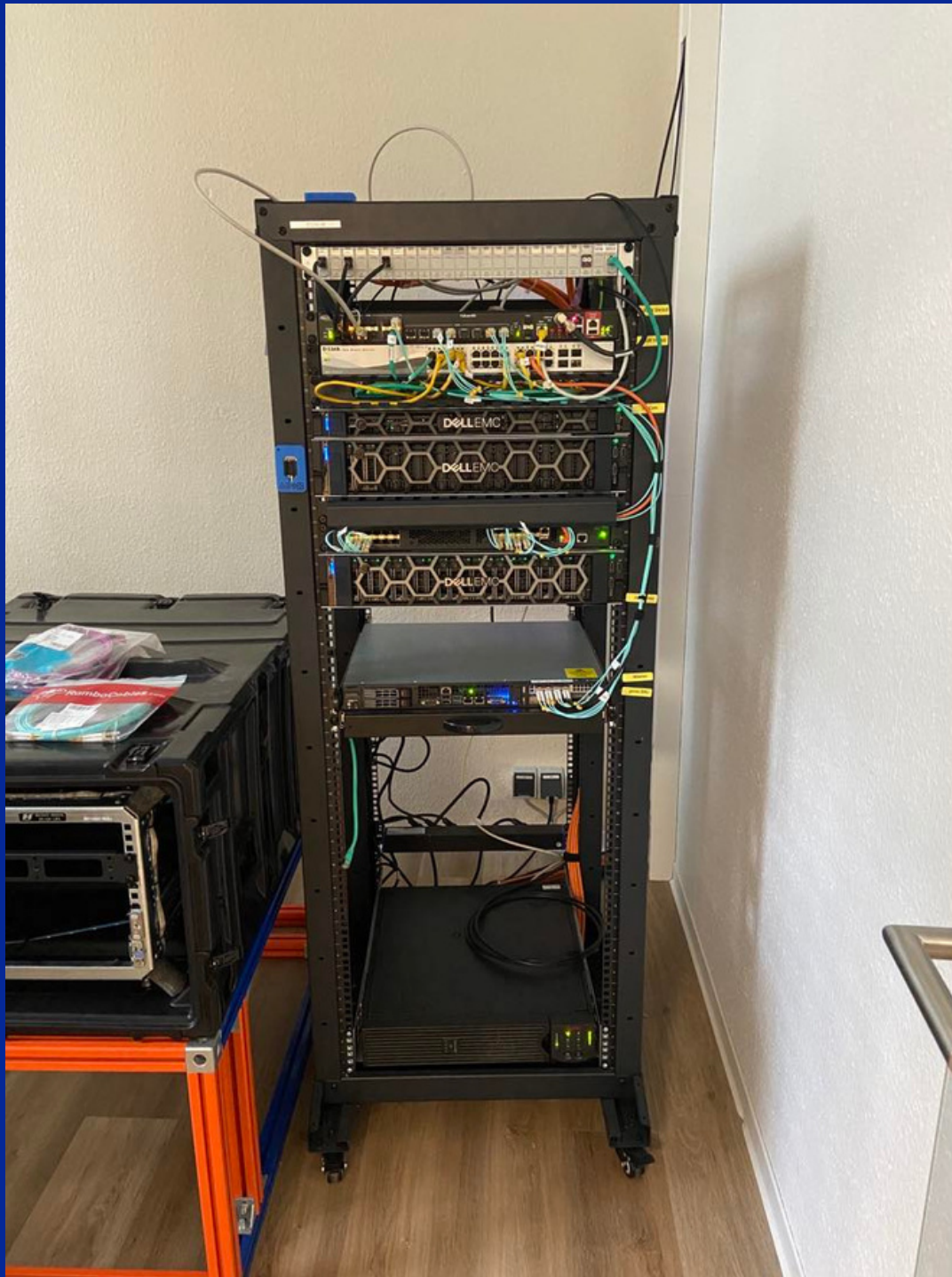
Olav Liebing, Thomas Neukam, Matthias Goltz

The Products

**Private Campus
Network**

**Public Campus
Network**

5G in a Box



**Fixed Setup
Campus Network**



5G in a Box

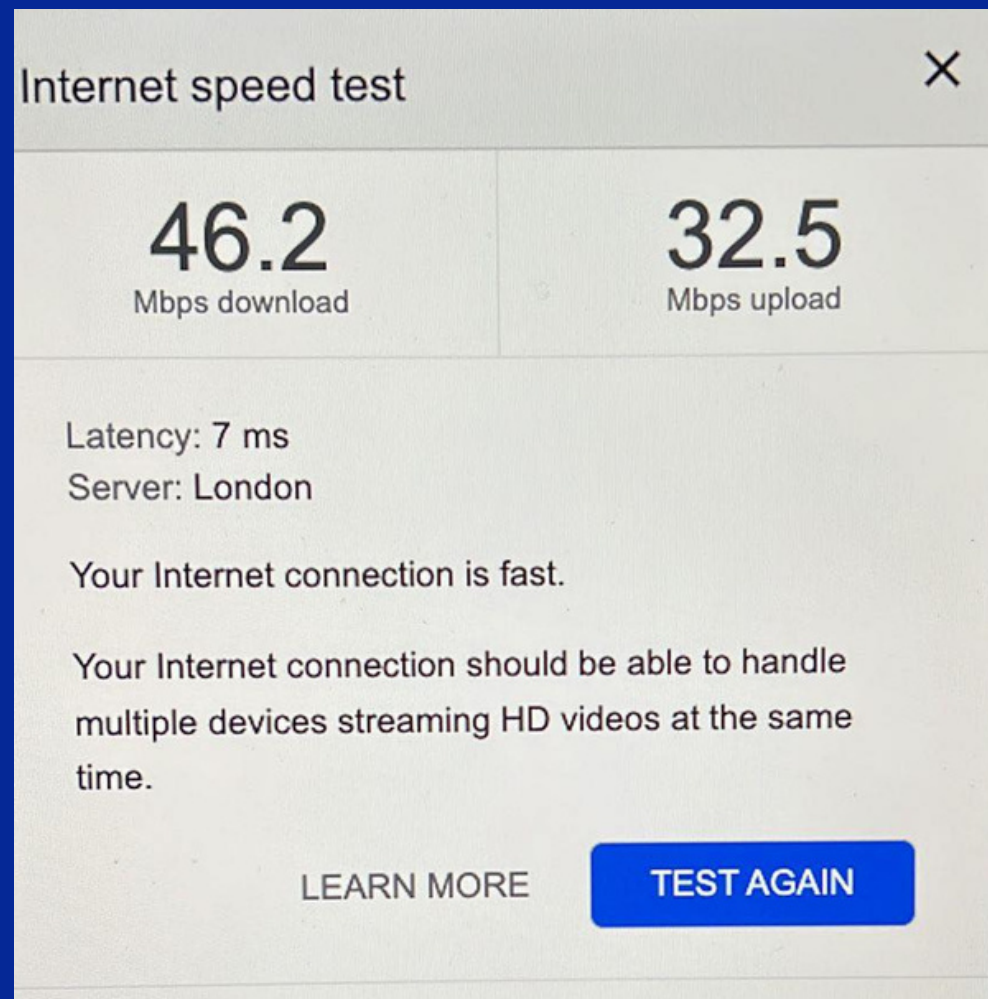


5G in a Box

- "5G in a Box" refers to a compact and portable solution that provides 5G network capabilities.
- It offers a flexible and quick deployment option for temporary or remote locations.
- 5G in a Box is suitable for scenarios like events, emergency response, and trials for 5G applications.
- The "Box" concept facilitates easy transport and installation, making it a versatile solution for various use cases.



SpeedTest



Tileyard's Network

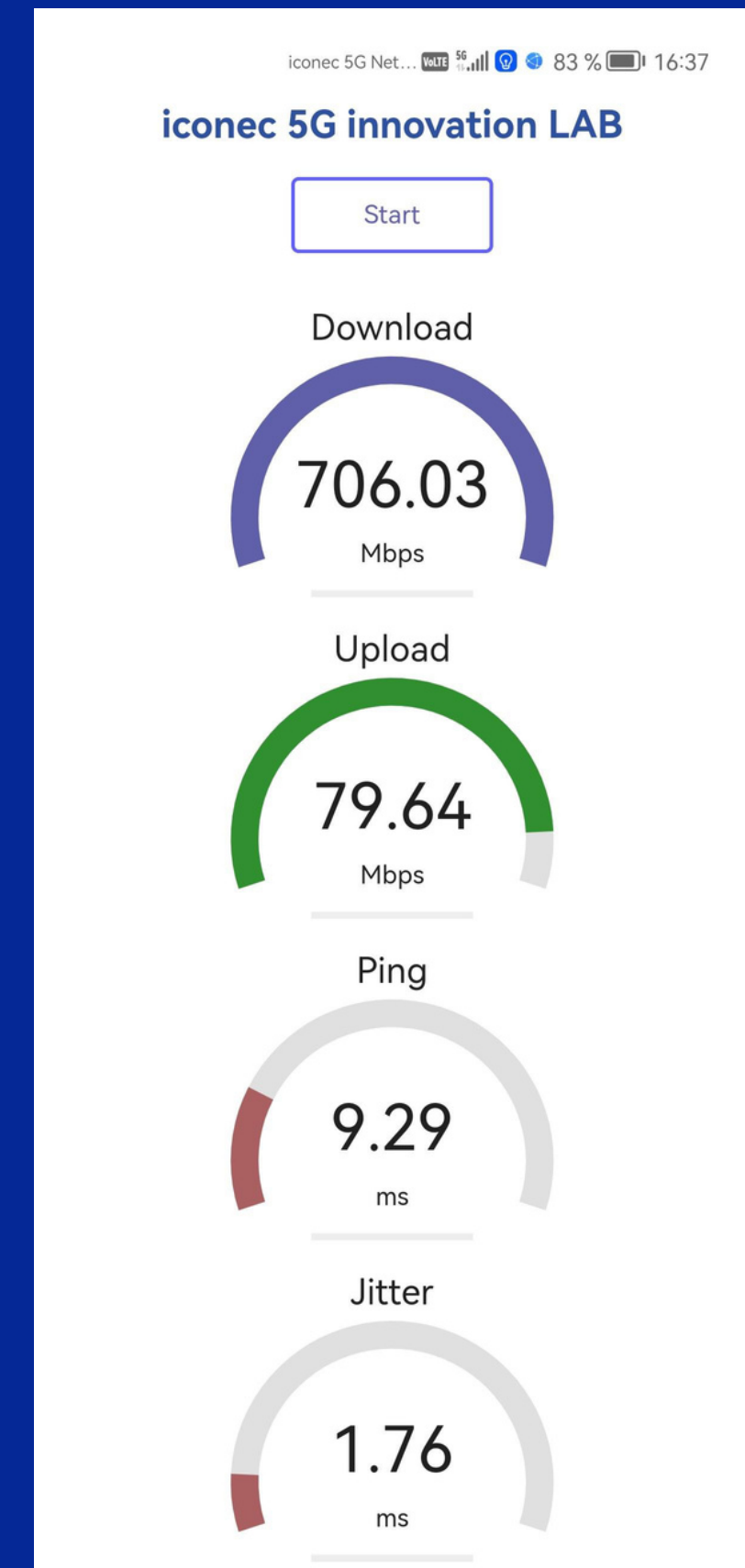


Campus Network



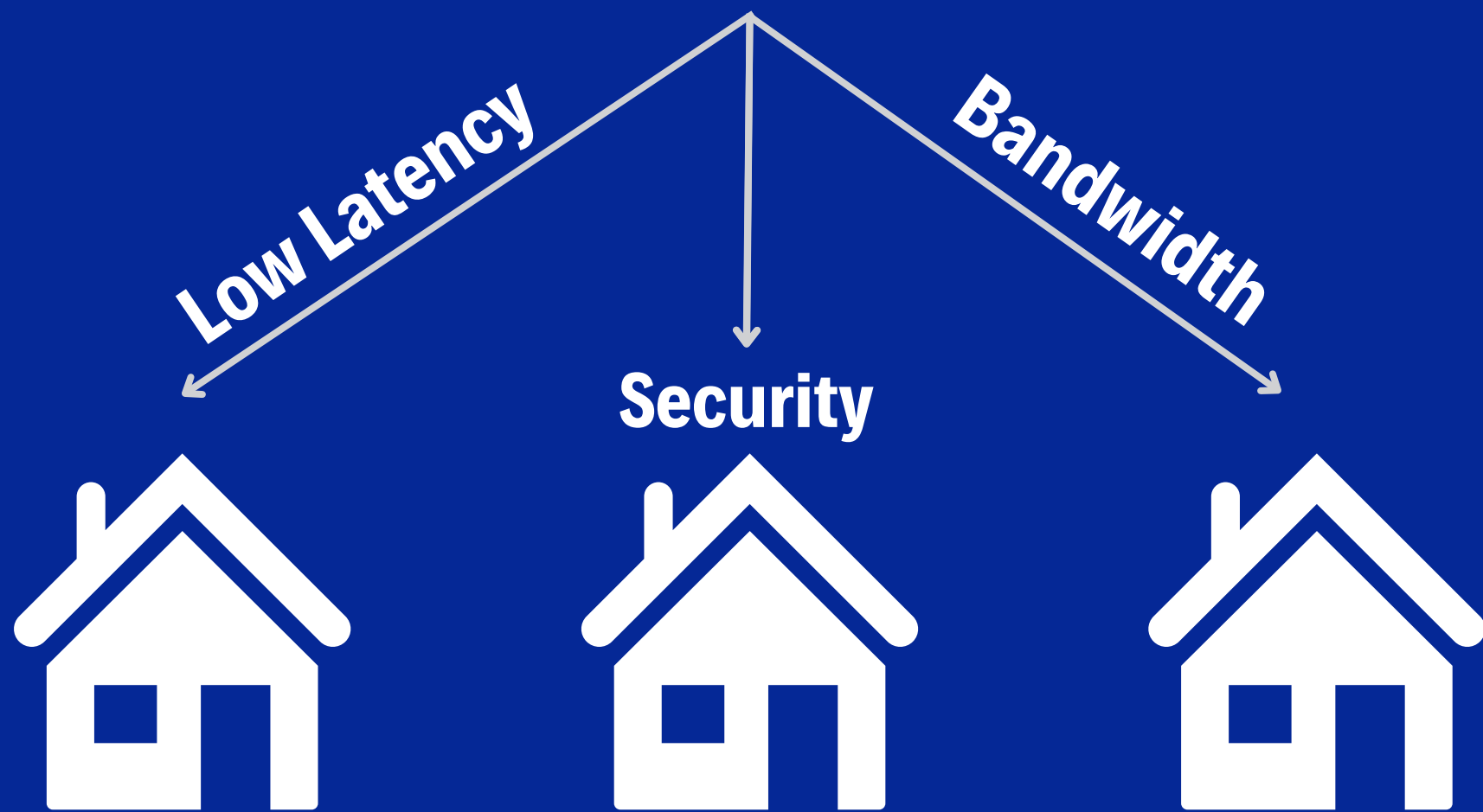
15x Faster Download

2,4x Faster Upload

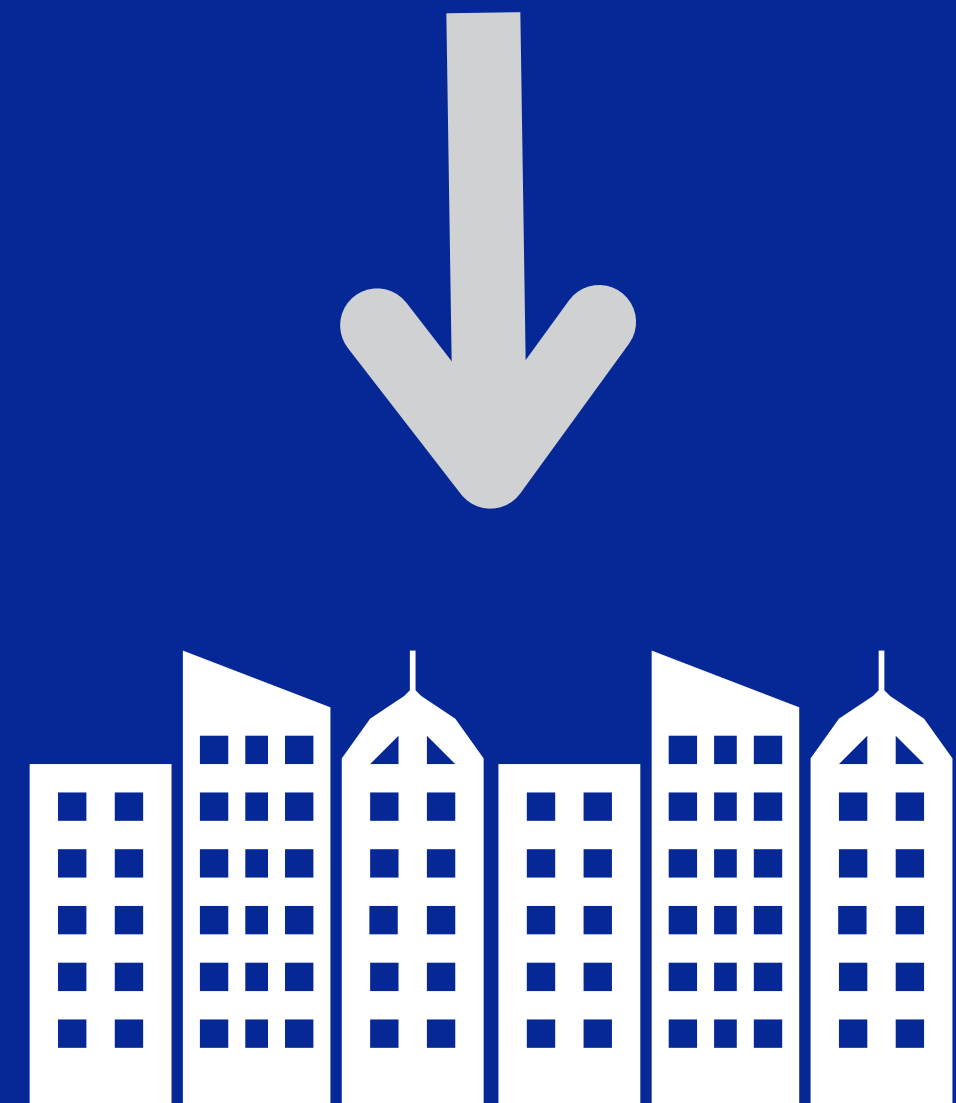


Core Server Optimisation

Slicing



Bandwidth



The Business Model



Marketing

- Strong Online Presence
- Development of a new website
- Strong content on social media with 3-4 posts /week
- Search Engine Optimisation (SEO)

	A	B	C	D
1				
2	Keyword	Suchvolumen	cpc in \$	Keywordschwierigkeit
3	5g-campusnetz	200	8,55	26
4	campusnetze	90	2,24	31
5	5g campus	100	5,38	28
6	5g campus network	70	10,12	29
7	5g-technologie unternehmen	90	1,95	25
8	private 5g	90	9,09	31
9	wer baut 5g in deutschland	80	1,91	31
10	industrienetze	30	1,8	15
11	industrie 4.0	20 500	3,14	43
12	smart factory	2 700	15,32	31

*search volume/Cost per Clic/keyword difficulty

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2 sem. • Modifié •

Unser Veranstaltungshighlight der Woche: **#5gDialog** 🗨️

Zur 10. Ausgabe war unser **#5G** Experte **Christopher Branston** vor Ort ...voir plus

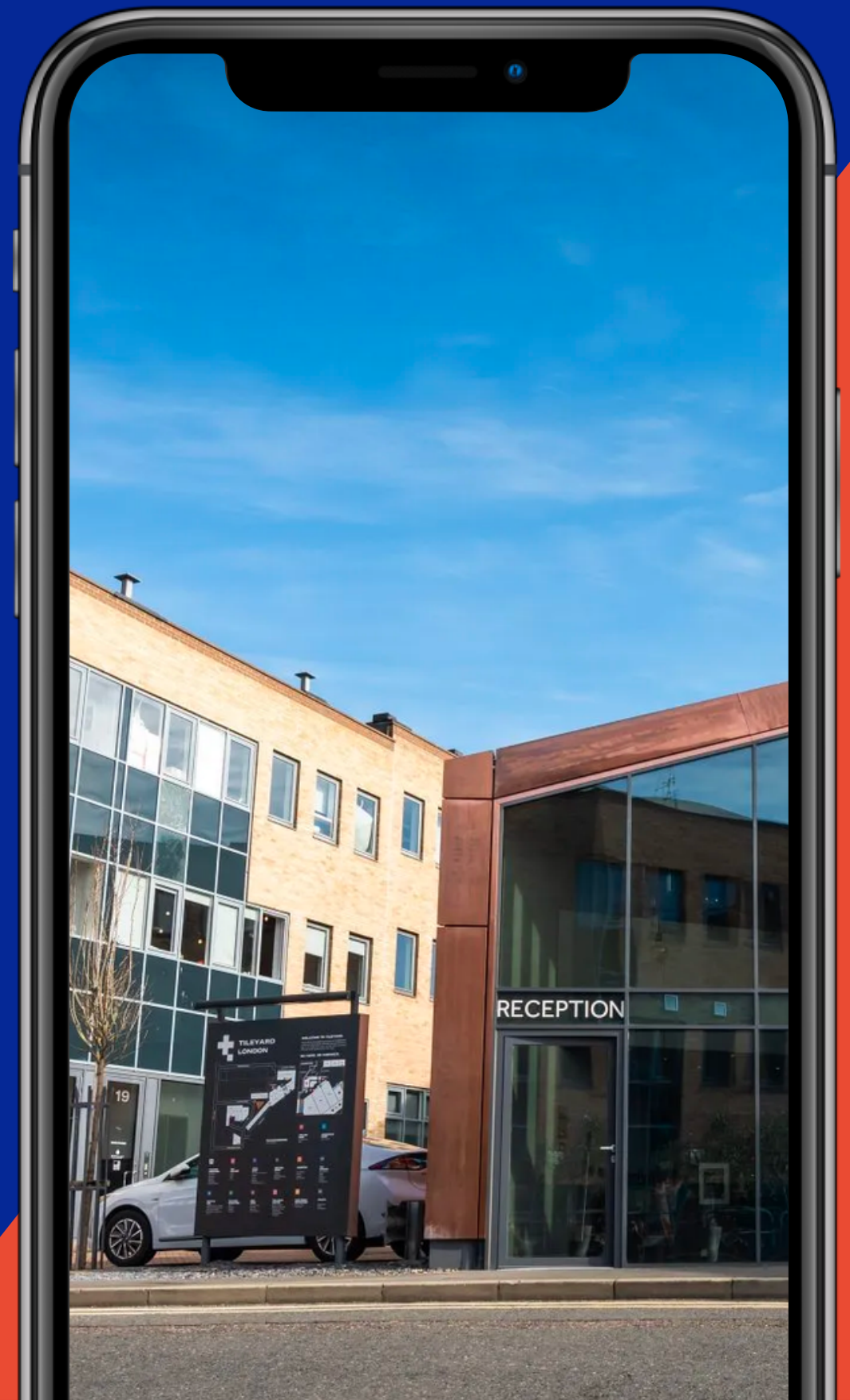
Notez cette traduction • 🌐

Our event highlight of the week: **#5gDialog** 🗨️ For the 10th edition, our **#5G** expert **Christopher Branston** was on site in Nuremberg at the OM7 start-up and creative industries centre to gather valuable impressions. The 5G Dialogue is a meeting place for innovations and groundbreaking ideas. Far away from traditional sales events, the opportunity for open discussion was offered – around the topics **#5G**, **#6G** & **#Campusnetze** – with a lot of **#Kreativität** and inspiring lectures 💡 The highlight was undoubtedly the interactive exchange with experts from various industries, who promote the active transfer of knowledge and joint development. ⚡ The 5G Dialogue showed us once again that 5G technology has the power to push the boundaries of our industries and open up new horizons. 🚀 Many thanks to the organizers of **NIK e.V.** & **Fraunhofer IIS** for a wonderful event 🙌 We are already looking forward to the next opportunity 😊 **#Innovation** **#Wissenstransfer** **#TechnologieDerZukunft**



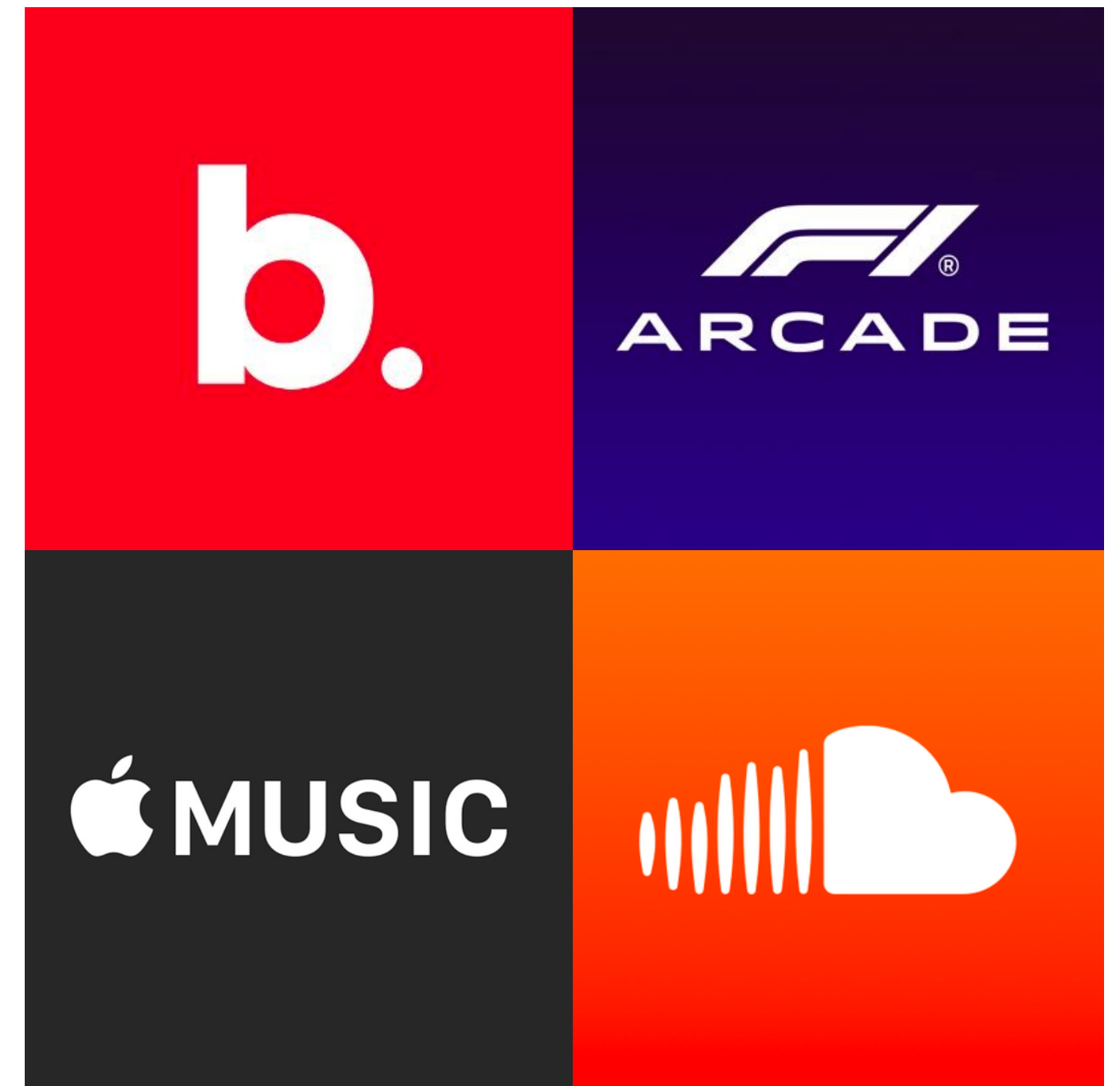
Proof of concept

Tileyard London



Tileyard

- More than 250 businesses
- Wide Range of creative businesses
- Modern Recording Studios
- Community and co-working spaces
- Event Location



Tileyard

Music Studios

- Streaming/Downloading important files
- Communication with other musicians

Game Production

- Multiplayer Testing
- Downloading Game assets and update
- Interaction with gaming communities
- Cloud Based development tools and resources



Tileyard

Cinema/TV

- Cloud-based rendering services
- Perform remote collaborations with clients and talent
- Upload or download high-resolution video files

Marketing/PR

- Secured Network
- Data Analysis
- Process Automation



Tileyard

Tech Entrepreneurs

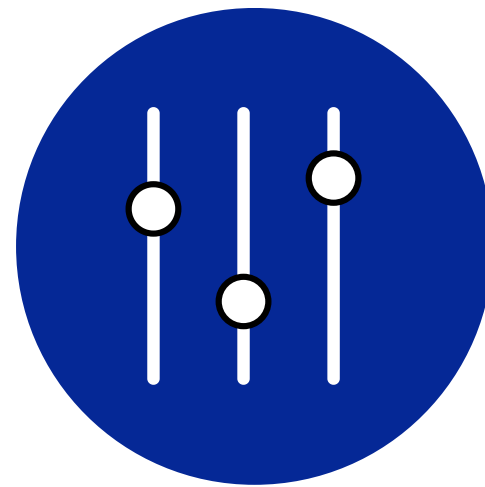
- Creation of software
- Creation of Apps
- Online Platforms
- Robot Automation



Why Tileyard ?



Tileyard needs to stay competitive !



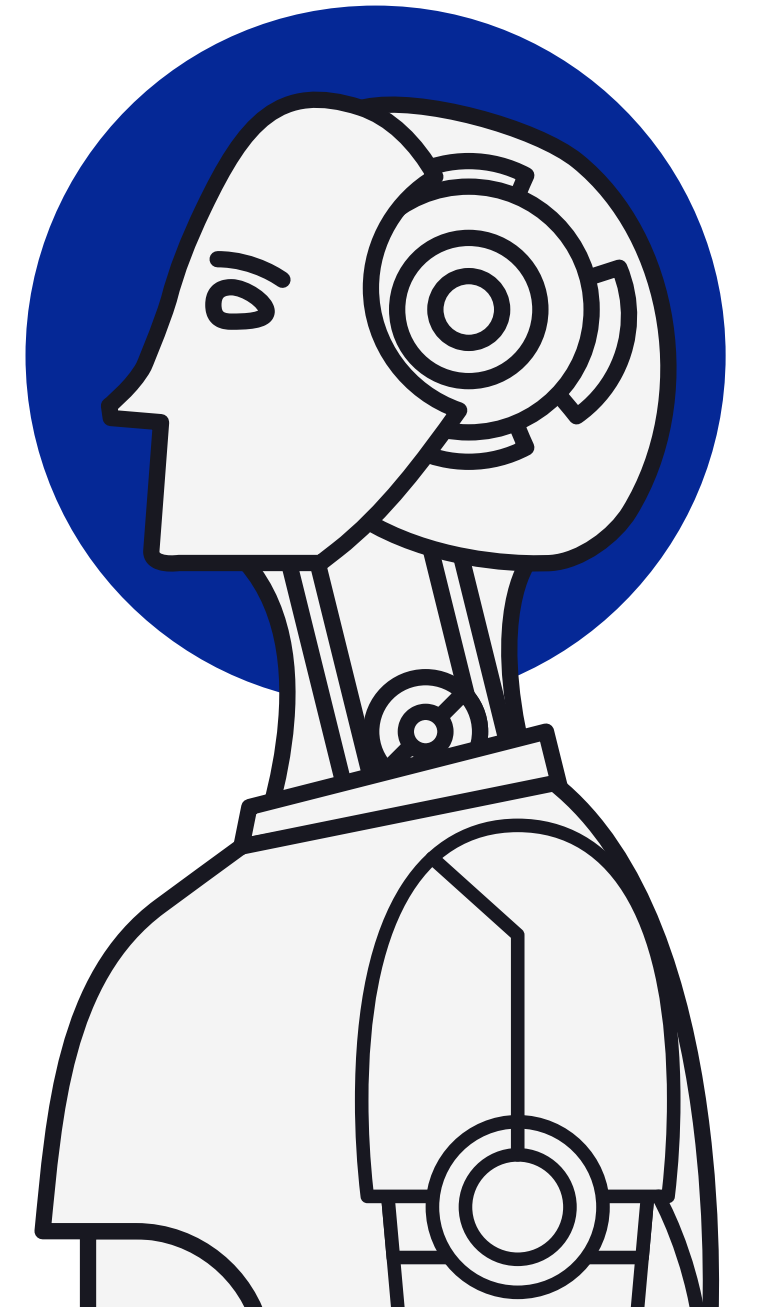
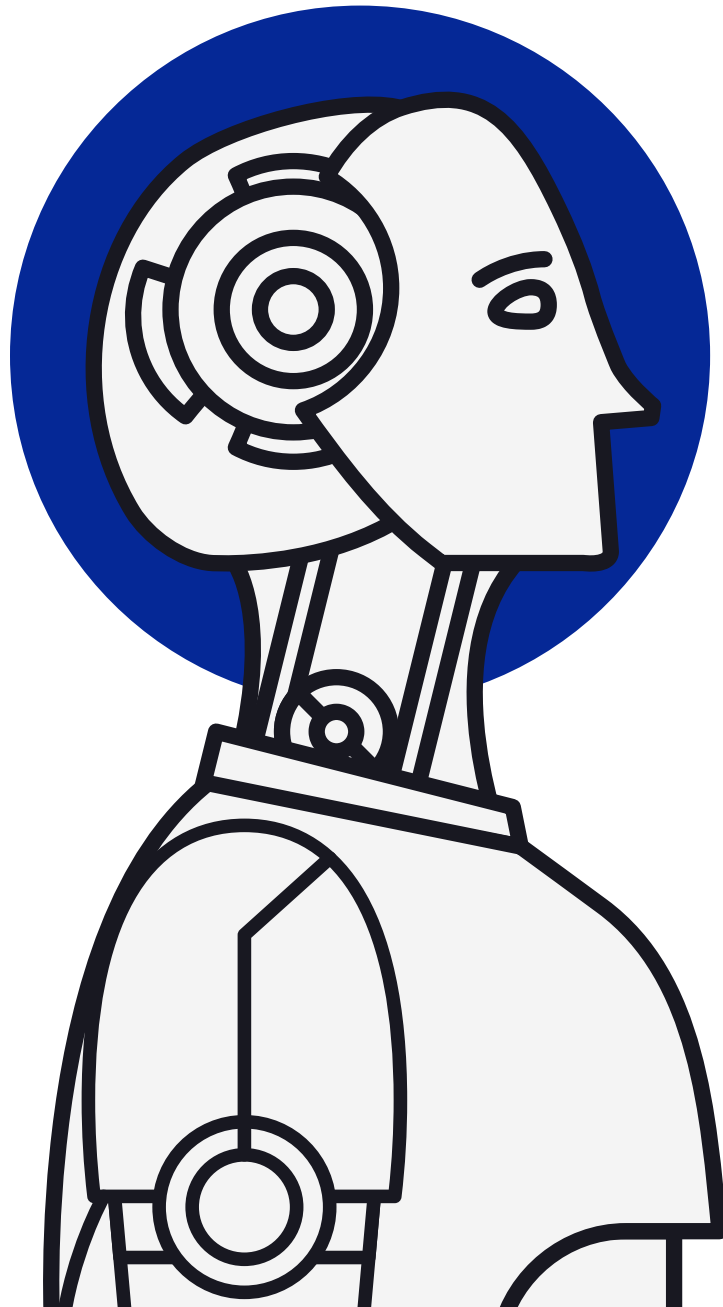
Customised !



Encourage to collaborate !

Why Tileyard ?

**Keeping up with technological
improvements**



5G in a Box for Songwriting Camps

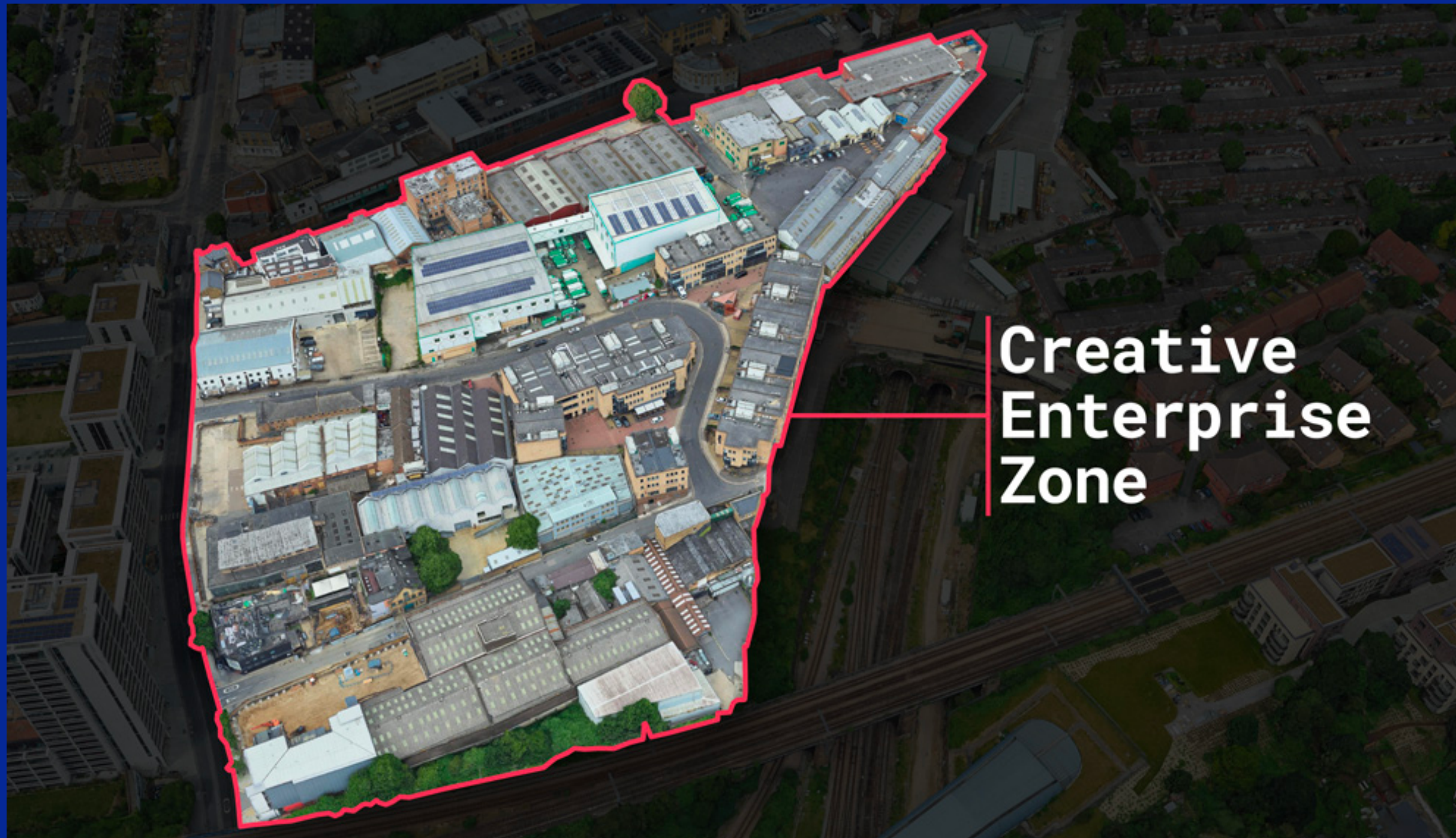


- National/International songwriting camps
- Rich and varied experience that promotes cross-cultural collaboration
- Essential due to the music industry's reliance on digital technology

Budgeting

Private Campus network for
Tileyard

Budget sheet for Tileyard



	Customer / End price net
Material	
Indoor RAN (BTI): 1x Base Band Unit, 1x Switch (EU) N x Radio Unit (12sqm ~3 Radios per floor)	61 400,00 €
5G core 10Gbit/s HW platform + Switch + 2500 user license, commercial use/ Academic use	120 000,00 €
Small parts, cables, feeders, adapters, splitters, mast etc.	6 000,00 €
2500 SIM Cards	8 000,00 €
Sum Material	195 400,00 €
Design	
Site Survey	4 800,00 €
Net architecure & Design	25 000,00 €
Documentation (network planning, component documentation etc)	10 000,00 €
Sum Design	39 800,00 €
Installation	
Pre configuration	24 000,00 €
Installation (Core + Radio) Indoor	9 600,00 €
e2e Integration on site	9 600,00 €
Acceptance e2e system	48 000,00 €
Sum Installation	91 200,00 €
Training	
Training of employees as required (2 days)	4 500,00 €
Sum Training	4 500,00 €
Maintenance & Support	
SW subscription and best-effort support annually 5G core & RAN	20 000,00 €
50 man days technical support on call (2h blocks) first year (ticket system, phone contact, remote support)	40 000,00 €
Sum Services	60 000,00 €
SUM Project	390 900,00 €

Budget sheet for Tileyard

- Material = 195K
- Design and Architecture = 39K
- Installation = 91K
- Training = 4,5K
- Maintenance and Support = 60K

Total: 390 900 €



Thank You



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Questions ?