Preparing Businesses for Global Internet Access

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**Introduction**

Global internet access is one of the business dimensions that can bring an evolution in business. A flashback of past highlights how organizations have been strengthened by using the internet. Starlink is one of the events of 2019, that embedded tint of resolutions of businesses, but it was a motivation for all beginners. Starlink is an ambitious network of 20 internet satellites and Space X has planned to launch about twelve thousand satellites in the next few years so as to provide broadband service throughout the entire planet (Cashel, 2019).

**Discussion**

As the launch of Mosaic browser 26 years ago brought a sudden revolution to the world of business, it was found that only half of the global population had access to the internet. According to the information collected from the United Nation's State of Broadband report, it was found that 49.2 per cent of the total population have affordable access to the internet. Technology aims at the revolution of broadband exertions in a more expressive way (Meyers, 2012). In the prevalence of Balloons, and drones’, satellites are one of the promising solutions to the internet problems that are faced by the world. In addition to the narrow edges, SpaceX will be leading the race in the form of LEO satellites, that will be launched up to eight hundred in number by 2020. The first initiative of the Starlink will be practiced in Telkom Kenya, with an aim to provide 4G internet in the rural parts of Africa (Cashel, 2019).

It is assumed that within the next three to five years, a major portion of the planet will have access to the internet. However, the first adopters will be government agencies, businesses, health clinics, and different schools. There are some set dimensions that will interact with the initiative of Starlink. Distinct and diverse populations is one of the major targets taking into account that almost a billion of the consumers who will be using this internet will be low-income communities. Among them, many of them will have limited access to education. In order to address the subject population, products and services will be offered by using the internet so that there are clear instructions for those who are new users. Localized communication is also one of the major necessities to be addressed such as Mandarin, English, Arabic, Hindi, and Spanish (De Waal Alberts & A, 2020).

Many of the consumers will be located in low-income countries who will be having limited resources. Under this initiative, there will be a lot of opportunities for the hybrid business model that involves both philanthropic and governmental partnerships (Meyers, 2012). In addition, the World Bank is planning to invest about 200 billion dollars in renewable energy products in emerging economies by the year 2025. It is more like an initiative that is expected to result in a significant number of opportunities for the private sectors and the new beginner businessmen (Meyers, 2002).

It is also important to note that under this initiative some of the new businesses will be given a prominent chance to come up to the large market with different platforms such as Facebook, because, in many markets, Facebook is offered free. Usually, the consumers are not offered and made aware of the online sources or the other services besides Facebook. Audio and video communication is also one of the major initiatives that will be taken, and these services will be administrated by smart speaker technologies such as Alexa and Google Assistant that are becoming one of the major tools in the latest services. Another reason for introducing audio and visual tools is to analyze and critically evaluate customer usage taking into account that the major population uses smartphones for online functioning (Zuehlke & Henderson, 2020).

Then, it is highlighted that this initiative of providing the internet will also mitigate the gaps that are faced by people in terms of using the current services such as that of rural areas and low income. It is very expensive to work by using the lay fibre optic cable or any of the other cables in this area. Cell towers are also a major topic of discussion taking into account that the coverage of a cell tower is less expensive when it is compared to the other sources of internet facility. Also, there is a need of critical mass of paying the customers so as to make it more economically viable. This issue of economic growth is introduced by different technology firms whereas in the past decades many of the internet firms have experienced “leapfrog” innovations so that they can be provided with better and broader internet coverage. In comparison, the new satellites aim to be smaller, faster and powerful in their performance. It will also offer an internet latency period of about 25 to 35 milliseconds which is more or less equal to or better than the DSL system and cables (Zuehlke & Henderson, 2020).

**Conclusion**

A new broadband network under the name of “Starlink” is one of the initiatives and major topics of discussion in the business world in 2019. It can bring a revolution in the business world because internet is one of the best necessities to bring a shift in the current practices of the business world. Although there are a lot of business models and technological platforms that are working to provide better internet facilities, still there is a gap that defines a business as either a high market or low market. In order to mitigate this gap and promote the technology, this new broadband network will be a shift and a good luck mark for the market to grow both nationally and internationally.

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