

EXPERT PANELS
SUGGESTED TENTATIVE QUESTIONS AND POINTS FOR DISCUSSION
Dec 8, 2005

BUSINESS MODEL

- Different business models were summarized in taxonomy. Have we missed anything? What are the challenges ahead?
- Our business model is predicated on alternative pricing schemes, projecting a revenue stream and estimating break-even year. Is this reasonable?
- Our estimates are based on comparative studies with other systems, and more importantly on user surveys. Is there experience elsewhere that we have overlooked? Are the estimates reasonable?
- We have made provision for cost sharing options depending on concessionaire arrangements. We'd like to discuss concessionaire arrangement alternatives as well as cost or revenue sharing arrangements.
- Possible other revenue streams and commercialization potential
- Deployment strategy, timing, bidding and outsourcing approach
- What more detailed business model research should be conducted?
- How will Services Providers Differentiate or Unify themselves when participating in a Concessionaire?
- What are the market segments that will drive the demand for the services of Internet connectivity on train? How big will the pie become by 2010?
- Which service providers have achieved return on investment and how? Will they plan to upgrade to Mobile Environment on Trains?
- How to combine Multiple IP-based Services (Data, Voice and Video) for profitable business case.
 - What are the most promising applications and key elements?
- What do Service Providers expect for providing WiFi on Trains?

- Expected performance aspects -- range, throughput, non line-of-sight all at varying speeds
- Application requirements -- for data, voice and video
- Subscriber distribution models - should the end result model Wi-Fi or GSM?