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Meraki Networks Overview WCA

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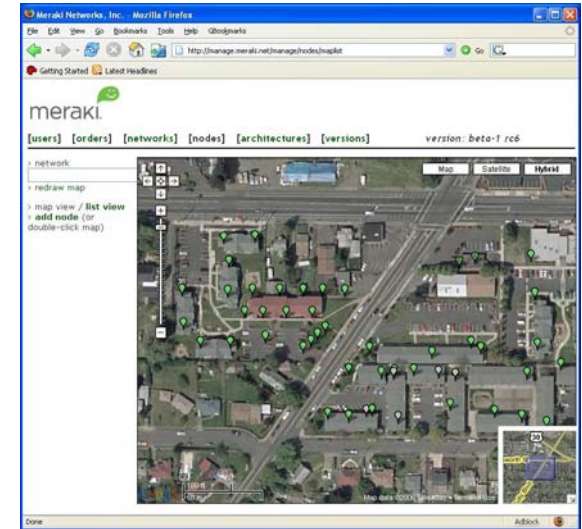
September 19, 2006

Company Overview

- Builds on MIT Roofnet research at CSAIL
- Founded April, 2006
- Beta products shipped July, 2006
- Angel round August, 2006
- 10 employees (8 engineers)

Mesh for the Masses

- Meraki Mesh Firmware
 - Robust, self-configuring mesh protocols
 - Designed for real-world RF environments
- Meraki Hardware
 - 100% commodity 802.11 components
 - Practical form factors
 - Indoor (“Mini”), outdoor*
- Meraki Manage
 - Hosted management service
 - Network monitoring, statistics, authorization
 - Billing*



*Not yet released

Market and Customers

- **Primary Target: Micro WISPs**
 - Knowledge of local business opportunity
 - Modest capital investment
 - Low technical expertise, want everything to “just work”
- **Secondary Targets**
 - Real estate developers
 - Hotels, public venues
 - Consumers with acreage
- **Not Targets**
 - Municipalities
 - Enterprise

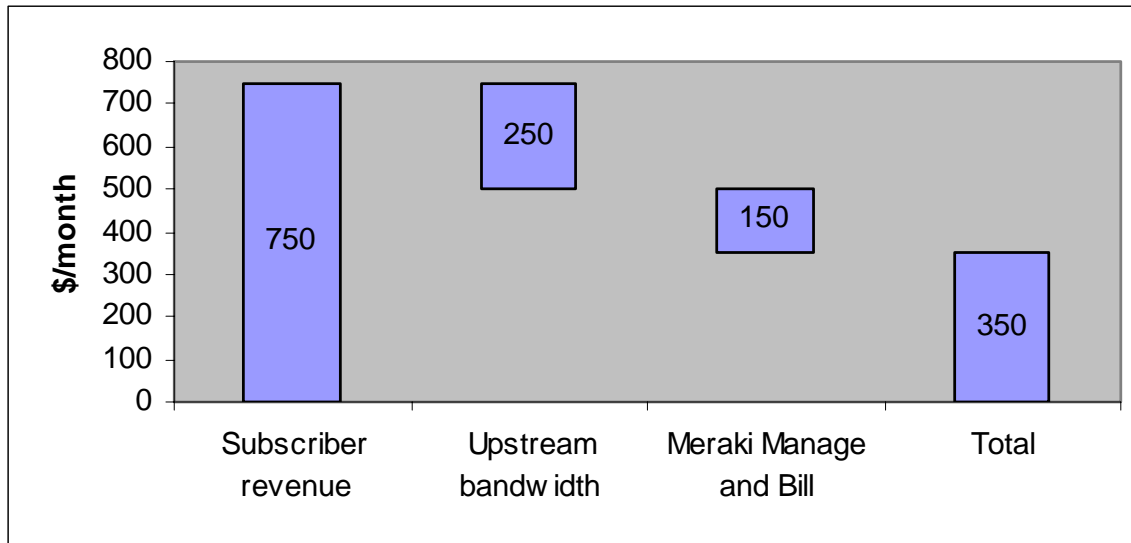
Customer Example: μ WISP (ad-supported)

- New subdivision in old Denver airport
- Local resident pays for and operates
- Mainly garage rooftops
- Started with 10 Meraki Minis
 - Wanted 100 two weeks later
 - Plans to cover 1000's of homes
- Business Model: Ad-Supported
 - Local advertisements acquired by network operator
 - Evening news segment on YouTube (Stapleton Wifi)



Customer Example: μ WISP

- 50 subscribers @ \$15/month



- Capex \$1,200
- ROI: 250% year 1, 900% year 3

Customer Example: Housing Project

- Low income apartment complex in Portland,OR
 - ~400 residential units, ~1,000 people
 - 78 Meraki nodes
 - 1xT1, 1xDSL, 1xCable modem (for HA)
- Up for ~12 months using Roofnet (now Meraki)
- Business model: philanthropic
 - Paid for and run by local philanthropist
- Internet access for under \$30 / residence
 - Typically \$150/unit wireless, \$400/unit retrofit cat5

Future Plans

- General Availability Fall, 2006
- Beta customers, partnerships, distributors

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