



# Story behind Nitonet Global Communications

Gabriel Akindeju

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## Background

The world, as we know it, continues to be shaped by the large-scale migration of humans. Global demographics reveal the flow of mobile workers and migrants, and this continues to have a tremendous impact on how we live and communicate. Most of the world's mobile and migrant populations have personal stories to tell just like myself.

I grew up in the South Western part of Nigeria, and although I enjoyed family and work life in Africa, but I had to leave and unfortunately, I have not been back since. The past 12 years have been full of enriching work and travel opportunities, and I am now happy to call New Zealand home.

Like many migrants, I am from a close-knit family where communication is very important. Being my family's oldest son, as per African culture, I was expected to lead conversations and major decision-making processes. However, due to the high cost of international communications and consistently poor call quality, it became impossible to keep up with familial developments and consequently; relationships would break down.

Over the years, I have tried to maintain contact with my parents but at huge expense. Communications tended to be one way. Mostly it was me calling them and on the relatively rare occasions that they called me, I knew and/or expected something must be very wrong.

I tried many different solutions on the market (Skype, Viber, international calling cards etc.) to bridge the gap but in most cases with differing degrees of success and at times, with none. Calls from my parents and old friends (and contacts) in Nigeria and other remote parts of the world were almost always of poor quality and at huge expense. This came to head about 5 years ago and I decided to do something about it. I set up a project to rebalance the inequitable geo-socio-economic access to quality telecommunications.

Like many great companies who came from humble beginnings, I began active work on the Nitonet project from my garage in 2009. Over the past few months the project reached a critical stage and I actively engaged the services of people whom I had developed relationships with both socially and through my career in Information Security Management Consulting, and whom I felt had the skillset and resourcefulness to join me as we take the developed suite of solutions to the market and make my personal dream a reality.

It has not been without challenges, but I am delighted to announce that we have now created a suite of solutions that has not only resolved my own telecommunications problems but has the capability to resolve the problems for more than half of the world's population. I now talk to my friends and family in India, Kenya, Tanzania, Australia and Nigeria almost every day. Many of them comment that it seems as if I am just around the corner. In fact, some do not realise I am not calling them from within their local countries.

Every human being has the right to access quality telecommunication services at reasonable prices regardless of where they are in the world. Nitonet Global Communications brings that to all.

We invite you all to join us as we pioneer a new paradigm for 21<sup>st</sup> century telecommunications. The countdown to the official launch has begun.



## Meaning of Nitonet

Being from South Western Nigeria, I have taken inspiration from my culture to name the business. Nítò-Ótò in Yoruba (the language of the people of South Western Nigeria) means “In truth and honesty – candidly”. So, Nítò-Ótò Network = Nítò Net or Nitonet is the human network of honest and candid people.

This goes to the heart of how we have designed and will operate the business. We have designed our platform to only accept customers who:

1. Have valid authority (government recognised) verified identities (ID Verification). We will be verifying identities through multiple government security databases across the world, including but not limited to the USA, UK, Australia, New Zealand, other OECD countries and all other countries with the capability. We will observe all relevant local protocols at all times, where and when necessary.
2. Have verifiable residential addresses, wherever that may be. The address must be positively linked to the identity and/or a recognised government database.
3. Have a valid bank account against which all their transactions will be charged.

The above criteria have been defined and designed in alignment with key telecommunication laws across the world, including but not limited to “Know Your Customer, Counter Terrorism Financing, Anti Money Laundering, Telecommunication Privacy Codes, Telecommunication Interception Laws, Digital Identification Laws, Place of Value Tax rules in the EU”.

## Company Values

We have defined and shall foster the following corporate values:

Ref	Value	Commentary
CV1	Transparency	We will operate with transparency both internally and externally
CV2	Integrity	We will act with integrity both with our customers and external regulatory authorities
CV3	Relationship	We will build relationships and create platforms that build, foster and sustain relationships
CV4	Trust	We will build trust through all that we do
CV5	Empathy	We will put ourselves in the shoes of our customers and operate in ways that will not disadvantage our stakeholders

