APPENDIX - #1

WIRED CANADA (TORONTO)

BUSINESS PLAN

**IMPROVING TORONTO'S COMPETITIVE ADVANTAGE
BY PROVIDING NEW COMPUTERS WITH INTERNET
ACCESS, SPONSORED BY CORPORATE CANADA,
FOR PUBLIC INTERNET SITES IN TORONTO**

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EXECUTIVE SUMMARY

The Oxford Group has developed an innovative, sustainable program, called **WIRED CANADA**, to introduce Internet-ready computers into Public Internet Access Sites.

The Oxford Group's **WIRED CANADA** program will provide additional resources to prepare Torontonians for the Knowledge-based Economy. The program will substantially increase the number of computers at Public Internet Access Sites, supported by Corporate Canada. Oxford will also serve as a positive and ethical liaison between Corporate Canada and the Public Internet Access Sites.

The City of Toronto, through the **WIRED CANADA** program, would obtain financial benefits in excess of $6 million over the initial five-year period. The **WIRED CANADA** initiative is a multi-year project; the initial period of five years is outlined in this document.

Key features of **WIRED CANADA**:

- 1,000 new Internet-ready computers will be provided to participating Public Internet Access Sites, financially supported by corporate sponsors who want to market to their patrons while simultaneously supplying a concrete benefit, Public Internet Access computers;
- Torontonians would be able to directly access the Internet, if they choose, through a "Direct Connect" icon;
- Computers will be supported by the sponsors that will be able to place "Launch Icons" on the screensavers of the Oxford computers, which will link patrons directly to the sponsor's website;
- There will be a limited number of "Launch Icons" on the computer screensaver; the target for Year #1 would be to obtain 20 "Launch Icons;
- The computers will be leased from, and maintained by, the computer supplier for a three-year period, to keep the computers "fresh";
- The Corporate Partners would be limited to "Tier 1" companies, chosen from members of the Public and Private Sector in good corporate standing;
- Sponsors would have the "right of first refusal" for the following year;
- The program would be inclusive, and available to senior citizen centres, employment centres, Housing Complexes, Native Friendship centres, Immigrant settlement centres, Post Offices, government buildings, recreational centres, and schools.

The Oxford Group's **WIRED CANADA** program would provide a more permanent venue with which Corporate Canada can reach a diverse demographic interested in improving their opportunities for success in the Knowledge-based Economy. Corporate Canada wants to become involved in the community, to assist in providing Public Internet Access to Canadians. The Oxford Group has developed what it believes is a "good compromise". The initial focus is on the 13 Priority Neighbourhoods.

In a crowded marketplace, companies are constantly searching for that unknown, the "X" factor that will provide them with the competitive edge. Corporate Social Responsibility (CSR) is seen as one method for companies to use to separate themselves from the pack, while simultaneously providing benefits to the community. Canadians respond to CSR because sustainability and community health have never been more important, and corporations are recognized as an integral part of the community. The Oxford Group's **WIRED CANADA** program provides Corporate Canada with the opportunity to expand the audience for its website message while simultaneously providing a concrete benefit, Public Internet Access Computers, to Canadians.

Each "Launch Icon" on the computers' screensavers would link the computer user to the sponsor's website. At this website, Torontonians would be able to obtain additional information regarding the product and/or services the sponsor provides. The fact that the sponsor is also providing Canadians with much-needed new, Internet-ready computers would only further enhance their investment in this unique marketing opportunity. In this manner, an interactive relationship is created, and loyalty to the corporate sponsor has been developed. **WIRED CANADA** would provide direct access to the sponsor's website on an ongoing basis for one year, in a cost-effective and broad-based program.

The goal of the **WIRED CANADA** Marketing Program would be to successfully transmit this information to perspective sponsors.

The major focus of The Oxford Group program is to attract a continual stream of "Tier 1" sponsors in order to provide an increasing number of computers with Internet Access to Public Internet Access sites. In order to achieve this goal, it is imperative that all energies in the first year be directed towards marketing and securing companies to provide "Launch Icons" on computer screensavers in the Public Internet Access sites.

Oxford would purchase ongoing technical support from the computer supplier as a part of the Lease agreement for the computers to ensure that they are an efficient and effective part of the Public Internet Access system. The Oxford Group would be responsible for maintaining and overseeing the maintenance of the computers. A representative of Oxford will install and maintain the "Launch Icons" on the server. It is imperative that the computers be properly maintained as they reflect on the reputation not only of the Corporate Sponsor, but of The Oxford Group as well.

As The Oxford Group proceeds into the second and third years of its continuing program to place new Internet-ready computers into Public Internet Access sites, Oxford will increase the number of "Launch Icons" on the screensavers. Simultaneously, Oxford will increase the price for the "Launch Icons" which will connect the computer user to the sponsor's website to take into account the increased number of new computers in the Public Internet Access sites.

Oxford will initiate a promotional campaign in the print media to advise the community how these corporate citizens are assisting Torontonians by subsidizing the necessary computers with Internet Access. Oxford would undertake a Research and Development project to develop a media awareness campaign. This campaign will attract additional potential clients to the program while simultaneously reducing any potential criticism by the general public of the companies sponsoring the computers.

It is imperative that Oxford ensure that the program is viewed in a positive light by the community as a whole, and that the participating companies be seen as providing a clear benefit to the community, in order to maintain the maximum benefit for their advertising dollar. The **WIRED CANADA** program would create an ethical environment which provides corporations with an opportunity for community involvement, to make a positive contribution to Canada's Knowledge-based Economy.

In order to ensure that the **WIRED CANADA** program succeeds in Toronto in the first year, the initial placement of 1,000 computers would be concentrated in Toronto. The Public Internet Access computers will be placed in the "13 Priority Neighbourhoods" first.   As the first year progresses, Oxford will "roll out" the balance of the 1,000 computers across the rest of Toronto. As the **WIRED CANADA** program demonstrates sustainability, Oxford will capacity build for the second launch.

MISSION STATEMENT

The Oxford Group's mission is connecting education, community and success through computer distribution. This program will improve Canada's "Digital Divide", and provide an additional source of Public Internet Access computers, supported by Corporate Canada. This program will provide cost-effective access to the Skills Training required for all Canadians to fully participate in building a strong economy for Canada.

WIRED CANADA AND THE CITY OF TORONTO HIGHLIGHTS

- The **WIRED CANADA** program is a multi-year program which includes the installation, support, and maintenance of 1,000 new Internet-ready computers in Public Internet Access sites.
- The **WIRED CANADA** program would place these Public Internet Access computers into various sites maintained by the Toronto Community Housing Corporation, and Toronto Parks, Forestry & Recreation.
- It is important that the reputation of the City of Toronto, the Sponsors, and The Oxford Group be properly maintained by ensuring the success of this program. Using this focus, the **WIRED CANADA** will have a positive impact on the City of Toronto.
- The **WIRED CANADA** program would have an initial period of five years, and would be an on-going program past this date.
- The **WIRED CANADA** program would be initiated in the 13 Priority Neighbourhoods.
- The Oxford Group would assume the Capital Expense for the computers by paying the Lease costs, including maintenance.
- The **WIRED CANADA** program would arrange for, and provide, Broadband Internet Access for the 1,000 computers.
- The **WIRED CANADA** program would provide this Internet Access as part of the overall target to provide the City of Toronto with financial benefits in excess of $6 million over the initial five-year period.
- The **WIRED CANADA** program provides tables and chairs for the computers, as well as 200 printers at a cost-recovery basis, creating PODS for the computer access.
- The **WIRED CANADA** program provides a Dedicated Revenue Stream for the City of Toronto, payable as outlined in the Budget.
- The **WIRED CANADA** program compliments the City of Toronto's commitment to saving $85 million in annualized costs, on an annual basis, by providing services and information via the Internet through e-government programs.
- The **WIRED CANADA** program provides additional access points with which Torontonians can access up-to-date information that the various levels of government have posted, via e-government, to keep Canadians informed, such as programs for "At-Risk Youth".
- The **WIRED CANADA** program would be used by a large cross-section of Toronto's population, including Seniors, Aboriginals, people with low incomes, people with limited education, individuals looking for employment opportunities, as well as Small Businesses.
- The **WIRED CANADA** program would place the computers in locations other than Libraries to increase the ability of Torontonians to take full advantage of this program, in places where Internet Access has not previously been made available.
- The **WIRED CANADA** program provides a long-term solution to Public Internet Access.
- The **WIRED CANADA** program allows the various levels of government to obtain the maximum use of their Marketing funds by providing "One-Button Access" to government programs and Departments.
- The **WIRED CANADA** program directly addresses Canada's "Digital Divide", which has stagnated at 73 percent, by providing an additional "arrow in the quiver". Programs such as the **Community Access Program (CAP),** while commendable, have only reduced the "Digital Divide" by 5 percent in 5 years.
- The **WIRED CANADA** program provides Torontonians with an opportunity to use a computer with Internet Access, a proven tool for success in the Knowledge-based Economy, allowing Torontonians to take full advantage of the education and Skills Training programs already available through the Human Resources and Social Development Canada (HRSDC) website.
- The **WIRED CANADA** program would provide an environmentally-friendly delivery platform for various levels of government programs which are dependent on the Internet for their cost-effective delivery.
- The **WIRED CANADA** program is a concrete example of a "Public Interest" partnership, as suggested by Mayor Miller, and assists in building a Stronger Economy for Torontonians.
- The **WIRED CANADA** program would provide a concrete illustration of the partnership which addresses the correlation between lack of public services and very high levels of poverty in the 13 Priority Neighbourhoods, as identified by the Community Safety Plan.

<u>WIRED CANADA AND THE CITY OF TORONTO</u>

The Oxford Group's **WIRED CANADA** program would have an immediate impact on the residents of Toronto, providing visible evidence of the City of Toronto's commitment to improving lives of all Torontonians. This program would provide 1,000 Public Internet Access computers, including maintenance, in addition to Broadband Access, over the initial five-year period of the program, as part of a Canada-wide program.

The Oxford Group has presented The City of Toronto with a program, **WIRED CANADA**, to directly address the "Digital Divide" in Toronto. The **WIRED CANADA** program would provide Torontonians with increased access to the Internet through Public Access computers, supported by Corporate Canada, at **ZERO COST** to the City. The **WIRED CANADA** program will operate at **LIMITED RISK** to the City. Redundancy has been built into the financials to ensure that the City of Toronto is protected for the duration of the program as the program expands, both across the City, and across the rest of Canada.

In addition to providing Public Internet Access through these computers to Torontonians, these computers can also provide cost-effective access to Skills Training and e-learning programs required for all Torontonians to fully participate in building a stronger community for Toronto. Through funding involving community partners, the computers can provide training on how to conduct an employment search by using the Internet, and how to use the Word Processing and Spreadsheet program, by using the programs provided by **WIRED CANADA**.

These computers can be used for Internet Access, Skills Training, At-Risk Youth programs, Literacy Training, Life-Long Learning, e-learning, e-government and Health Care Information. A Launch Icon entitled **HOW DO I FIND A JOB?** linking the federal Ministry of Human Resources and Social Development Canada could make the job seeker's journey through the Internet easier. Access to the Internet, as well as to the Word Processing/Spreadsheet program, would also be provided by a Direct Connect icon.

A Launch Icon will also be placed on the computers, providing the computer user with a direct connection to the City of Toronto Website.

The Word Processing and Spreadsheet software will be supplied by The Oxford Group., and is included in the Lease Cost of the computers. The computers will be Leased from one of the major suppliers, such as Dell and HP, and the software will be that which is found on their computers.

The **WIRED CANADA** computers will not be connected to the City of Toronto's network. A Budget allocation has been made for Internet access from suppliers such as Rogers and/or Bell Canada.

The Public Internet Access computers provided by the **WIRED CANADA** program, in addition to the benefits outlined in the Business Plan, will allow Torontonians to take full advantage of some innovative services provided by The City of Toronto. Bizpal Online was launched earlier in 2008, as was the ZEROFOOTPRINT website. These computers could also be used in programs targeted to "Break the Cycle of Youth Violence".

The City of Toronto, through the **WIRED CANADA** program, could obtain financial benefits in excess of $6 million over the initial five-year period. The $6 million figure includes Computer Lease Costs for all computers, furniture and printers, as well as Broadband Access costs. This figure also includes the $585,000 that has been provided over the five-year term as a Dedicated Revenue Stream. The cost for "soft services", such as providing an opportunity for Torontonians to access Job Skills information from the Internet, and use the computers as part of their Skills Training, has not been included. This would be separately-handled programs that would enhance the availability of computers.

The Oxford Group is committed to the **WIRED CANADA** program, and the people in Toronto that it will benefit. Based on our five-year forecasting, Oxford will roll out the **WIRED CANADA** program through our Sponsors and our leadership. All risks directly related to the **WIRED CANADA** program as outlined in the Business Plan and Budget, are for The Oxford Group.

The original intention was to place 400 of the first group of computers into the 13 Priority Neighbourhoods in order to ensure that the program had a positive impact on the City of Toronto. There are a number of other neighbourhoods in Toronto where the need for Internet access is just as great. Regent Park would be one of them.

Providing Public Internet Access to a small town in Northern Canada with a population of 500 is often the goal of many Public Internet Access programs. An apartment complex in an area such as Jamestown in downtown Toronto alone can have a population of 3,000. Many of these residents are new immigrants, some of whom cannot afford a computer. Residents in these buildings need increased access to the Internet, so that they can obtain the information already provided by the various levels of government, as well as for Skills Training. Some of these shortfalls can be addressed though the **WIRED CANADA** program, working in conjunction with the expertise provided by the City of Toronto Departments, such as Toronto Community Housing Corporation (TCHC), and Toronto Parks, Forestry & Recreation (TPF&R).

The **WIRED CANADA** program would work best with maximum access by Torontonians to the computers. Oxford acknowledges that some of these sites are limited due to time and space, and would work within these confines. Oxford is not concerned about the specific age or demographics in the various locations, as this will average out over the total populace of Toronto, then Ontario, then the rest of Canada as the **WIRED CANADA** program expands.

Utilizing the computers to provide training on how to conduct an employment search by using the Internet, and how to use the Word Processing and Spreadsheet programs, by using the programs provided by **WIRED CANADA**, would be acceptable. The computers are available for use by the various Departments as they require, with the overall target of assuring access to Torontonians to the Internet during the major part of the day.

Oxford will also be utilizing the City as a platform to expand the **WIRED CANADA** program across the rest of the GTA, then across the rest of Ontario. In recognition of the assistance the City of Toronto will be providing, an allocation for a Dedicated Revenue Stream for the City of Toronto has been provided. This amount includes an allocation for the incremental costs incurred for electricity to operate the equipment provided under the **WIRED CANADA** program. The Oxford Group has budgeted for a payment of $110,000 per year, increasing up to $120,000 per year, for the initial five years to the City of Toronto.

The Oxford Group emphasizes that it is imperative that the Sponsors be chosen only from "Tier 1" members of Corporate Canada. The reputation of the Sponsors, The City of Toronto, and The Oxford Group, must be maintained to ensure the complete success of the **WIRED CANADA** program. A disclaimer will be placed on the computers signifying the computers and links are not endorsed by the owner of the site, to provide the City of Toronto with an additional level of assurance that their reputation of neutrality is maintained.

BACKGROUND INFORMATION ON THE OXFORD GROUP

The Oxford Group was incorporated to investigate the potential to increase Public Internet Access via computers in an educational environment, supported by corporate sponsors. The original intention was to increase the number of computers in schools in both the Elementary and Secondary school levels. Changes to the financing of the education system over the past ten years had reduced the available funds in many areas of the schools, including technological equipment. The School Boards were searching for financial and physical solutions to this problem.

The corporate sponsors indicated that by setting up this program just in schools, the demographic was too narrow for the financial investment required. By increasing access for all Canadians through Public Internet Access sites, The Oxford Group's **WIRED CANADA** program would be able to reach more of the target market than could be achieved by going through the schools. The dynamic growth of the Internet in the past few years has created an opportunity for computers to become an educational tool outside of the traditional school system. The additional technology will provide more opportunities for all Canadians to fully participate in the Knowledge-based Economy.

Ronald Valley has been involved at the senior management level of a number of companies. Some of these operations include Airbase Inc., the Tibbett and Britten Group Canada Inc., Transcare Inc. and The International Shipping Corporation. He has been involved in starting up and developing four separate companies. Through experience in distribution, warehousing, logistics, and airline industries, he has gained extensive knowledge in managing operations over extended geographical areas.

Robyn Haughton has, for the past 25 years, carved her pathway as a business owner/operator and has established her ethical and professional reputation throughout the sweepstake/contest and packaging arena. As founder of a Co-Pak Packaging facility, Robyn has managed a staff of 75 persons within the competitive packaging market. For 15 years, Ms. Haughton continues to act as a third party auditor for Sweepstakes and Contests for the fast food industry.

Ms. Haughton is Director of Business Development for International Organization of Entrepreneurs. The IOE is recognized as The Connecting Link, providing Entrepreneurs with local and international key services, education, mentoring and networking. A network providing Entrepreneurs with the opportunity to Connect, Learn, Share, and Prosper, and stay competitive in today's global market. Robyn has maintained her involvement and position within this organization since conception.

Ms. Haughton has, for the past four years, focused the majority of her coaching energy within a non-profit organization that delivers programs targeted at individuals from a wide variety of backgrounds, life experience, and age. Her specialty has been working with youth and youth-at-risk who are exploring self-employment as an option.

Joan Kerr is the Director of the Foundation for Building Sustainable Communities (FBSC). The FBSC is dedicated to helping communities to achieve sustainable access to prosperity, empowerment, education, knowledge and success. Ms. Kerr has over 20 years experience as a facilitator and leader in business development. She brings with her a diverse background in Project Management, financial administration, fund raising, strategic planning, project coordination, marketing and film production. Ms. Kerr's expertise lies in the Not for Profit, Private, and Entertainment sector. For the past 18 years, Ms. Kerr has focused on green technologies, small business development, and community organizing. Some of her expertise includes Director of FBSC, President of Global Catalysts, Program Director of Women Indeed Rescue Centre, and Project Manager of Energy Conservation Society of Ontario.

Ms. Kerr also sits on the Boards of Directors for numerous committees, community and volunteer organizations, such as the Ministry of Citizenship, Culture and Recreation Policy Advisory Council, Durham District School Board – Prevention of Hate Crimes and Future Vision Committees, Chair of the Racial Minority Reference Group, Founding Member of the Durham Home & Small Business Association, and is the President of the local chapter of the Entrepreneurs Breakfast Network.

By drawing on the expertise of other individuals with strong backgrounds in Job Skills training, "At-Risk Youth" programs, and Information Technology management, The Oxford Group is able to provide a broad experience to the **WIRED CANADA** program as outlined in this Business Plan.

<u>MARKETING PROGRAM</u>

The goal of the **WIRED CANADA** program is to cover all of Toronto with the 1,000 Public Internet Access computers. Oxford would place an average of 5 computers, plus a printer, in each location. By working with representatives of the Toronto Community Housing Corporation, and Toronto Parks, Forestry & Recreation, Oxford will be able to implement the **WIRED CANADA** program to work more effectively in specific areas of Toronto. By using the wealth of experience in these Departments, Oxford will achieve the goal of improving the lifestyle of Torontonians.

There are 13 Priority Neighbourhoods in Toronto which have been acknowledged to be the most severely under-serviced and among the most troubled in the City. A variety of programs, such as those aimed at addressing "At-Risk Youth" and Skills Training, are being made available to all residents of those 13 Priority Neighbourhoods to ensure that they have full access to all the benefits that the City can offer.

These Priority Neighbourhoods are:

- Crescent Town
- Dorset Park
- Eglinton East – Kennedy Park
- Flemington Park –Victoria Village
- Jamestown
- Jane - Finch
- Kingston – Galloway
- Lawrence Heights
- Malvern
- Scarborough Village
- Steeles – L'Amoreaux
- Westminister – Branson
- Weston – Mount Dennis

The Oxford Group's **WIRED CANADA** program would provide 1,000 new, Internet-ready Public Access computers for Torontonians in the first year. These computers will provide Torontonians with some tools with which to become more productive members of the Knowledge-based Economy, through various levels of government and e-learning.

Corporate Canada is continually seeking new methods to present their message to Canadians, as many Canadians are not responding to traditional methods of Marketing. These same Canadians are often concerned about their futures, and their ability to succeed in a rapidly-changing, Knowledge-based Economy. Some are also frustrated with their lack of access to the Internet, and are looking to various levels of government and Corporate Canada for some assistance. The Oxford Group's **WIRED CANADA** program provides an innovative solution.

The Oxford Group's **WIRED CANADA** program will be financed by providing a limited number of "Launch Icons" to both Public and Private entities. These up-standing members of Corporate Canada have already set up websites as part of their Marketing Program. The Oxford program will allow these companies to increase their market penetration beyond the 73 percent "Digital Divide" which presently exists in Canada.

Corporate sponsorship of computers in Public Internet Access sites would be cost-effective as there is a wide demographic with the goal of improving their future; that is why they are visiting the sites. These Canadians are looking for information on companies, products, employment programs, and Federal Government programs to which they would not otherwise have access. By providing "Launch Icons" on the computers' screensavers, companies will be able to tie their corporate identity to a useful technological tool, demonstrating their Corporate Social Responsibility. "Launch Icons" on the computers would provide a two-way method of communicating, simultaneously providing a concrete benefit to the computer user.

Although the importance of increasing public access to the Internet has been realized, it is in conflict with the diverse financial commitments of the City of Toronto. An additional supply of Public Internet Access computers is required to directly attack Toronto's stagnant "Digital Divide". Corporate Canada is searching for new methods to demonstrate their Corporate Social Responsibility in a cost-effective manner. The Oxford Group's **WIRED CANADA** program for

placing Internet-ready computers into Public Internet Access sites supported by Corporate Canada provides an effective solution.

The major selling points to potential Sponsors on the Public Internet Access computers screensavers are:

- The City of Toronto has made strong commitments to increased use of the Internet as a way of increasing access to the government while simultaneously saving the City of Toronto millions of dollars.
- In many of Corporate Canada's messages, potential customers are directed to their respective company website for additional information; by participating in the **WIRED CANADA** program, Corporate Canada would increase its potential marketing audience by 27 percent.
- It is a cost-effective means of reaching millions of Canadians that are being missed by current marketing programs.
- Provides a direct link to the Sponsor's website, which no other means of communication provides.
- Allows the sponsor to continually keep their information current by updating their own website.

We will approach selected members of Corporate Canada using a variety of methods:

- Developing a list of target sponsors
- Direct mailing of proposals outlining the **WIRED CANADA** program
- Cold calling
- Follow-up referrals

The list of target sponsors would be developed using the following methods:

- Newspaper advertisements
- Send proposals to larger advertising agencies
- Networking through Board of Trade and Chamber of Commerce
- Referrals
- Publicity in both community and larger newspapers
- Contacting local MPs, MPPs, and Mayors

A major target of The Oxford Group's Marketing Program will be to highlight:

- Sponsors are looking for more effective models to get their message across to the consumer;
- One of the more important considerations for sponsors is that their product message not "run up against" that of their competitor;
- Oxford has divided their over 700 "Sales Contacts" into 60 GROUPINGS. The Oxford program would provide exclusivity for the first year under a GROUPING heading as a Sales incentive;
- The Oxford program would also provide the "right of first refusal" for the second year;
- The **WIRED CANADA** program would have a limited number of "Launch Icons" on the computer screen;
- The "Launch Icons" allow Canadians to interact and engage the Sponsor's website and gain knowledge of their product and/or service without overt marketing.

The Oxford Group's **WIRED CANADA** program will be marketed only to "Tier 1" members of Corporate Canada, as follows:

FEDERAL GOVERNMENT WEBSITE

- The "Launch Icon" would not simply link to CANADA.GC.CA but also lead to a list of Ministries and Official Government Sites.

FEDERAL GOVERNMENT INFORMATION SITE

- The Federal Government is looking for ways to distribute information which is constantly changing in a cost-effective manner in various languages about health concerns.
- Examples of these websites are Health Canada, Anti-tobacco Information, and Obesity Information.
- Health Canada could sponsor a "Launch Icon" for the CANADA FOOD GUIDE, distributing information on nutrition cost-effectively, which provides the tools required to make life-altering decisions.
- Health Canada could provide a "Launch Icon" to the Canadian Adverse Drug Information System (CADRIS), an on-line database that can be searched for possible adverse reactions to a multitude of prescription drugs, which was introduced in May 2005.

HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

- The HRSDC Ministry could sponsor a "Launch Icon" on the computers' screensavers, such as **HOW DO I FIND A JOB ?**, which would direct job-seekers to the numerous programs made available by the Federal Government to assist Canadians.

PROVINCIAL GOVERNMENT WEBSITE

- The "Launch Icon" would not simply link to a provincial government website, such as GOV.ON.CA, but also lead to a list of that province's Ministries and Official government websites.

CORPORATE SALES CONTACTS

There would be a limited number of "Launch Icons" on the computers' screensavers. As part of The Oxford Group's **WIRED CANADA** Marketing Program, Corporate Canada Sponsors would be offered exclusivity under the primary Sales Contact Grouping heading for the first year. Sponsors would also be offered the "right of first refusal" for the following year. The Oxford Group has identified over 700 potential Sales Contacts, divided into 60 SALES GROUPINGS. Sponsors would be obtained from the following fields:

- ASSOCIATIONS – BUSINESS, HEALTH, AND GENERAL
- AUTOMOBILE INDUSTRY
- BANKS – ALL LEVELS, PLUS CREDIT, INVESTMENT AND FINANCIAL INSTITUTIONS
- BEVERAGE AND FOOD COMPANIES
- "BIG BOX" STORES – HARDWARE AND GENERAL
- BOOK PUBLISHERS AND BOOK STORES – INTERNET
- CELLPHONE INDUSTRY
- CLOTHING MANUFACTURERS AND ATHLETIC FOOTWEAR
- COLLEGES AND UNIVERSITIES
- COMMUNICATION DEVICES AND ELECTRONIC MEDIA
- COMPUTER COMPANIES
- DEPARTMENT STORES
- EDUCATIONAL INSTITUTIONS
- ENTERTAINMENT VENUES – GENERAL, MUSIC, AND VIDEO
- ENTERTAINMENT VENUES – SPORTS
- ENVIRONMENTAL INFORMATION
- GOVERNMENT AGENCIES – FOOD, HEALTH, FEDERAL AND PROVINCIAL
- INFORMATION TECHNOLOGY
- INSURANCE COMPANIES – GENERAL AND LIFE
- INTERNET INDUSTRY – CABLE AND TELEPHONE
- JOB SEARCH COMPANIES
- JOB SKILLS
- NEWSPAPER AND PRINT MEDIA INDUSTRY
- RESTAURANTS
- SATELLITE RADIO
- SEARCH ENGINES
- TOURISM INDUSTRY – FEDERAL AND PROVINCIAL AGENCIES, TRANSPORTATION, AND GENERAL

CONCLUSION

The recent Statistics Canada report entitled **CANADIAN INTERNET USE SURVEY – 2007** dated June 12, 2008 highlighted a number of items which reinforce the need for the **WIRED CANADA** program in the City of Toronto.

Statistics Canada states that the "Digital Divide" in Canada is at 73 percent. This rate of access has been in the 68 to 73 percent range for the past five years. If Canada has only improved its internet access by 5 percent in the last five years, to close the gap even to 80 percent at the present rate could take another five to ten years.

The "Digital Divide" is the gap between those individuals who have access to a digital world of computers and Internet technologies, and those who do not, mainly due to their economic status. Most of the improvement in Canada's "Digital Divide" has occurred in the middle-income and upper- income groups. The largest gap in Internet access persists between people with the lowest incomes and those with the highest incomes. Torontonians who do not have Internet Access can miss out on important job and educational opportunities.

In order for Torontonians to fully participate in the Knowledge-based Economy, Torontonians need more Public Internet Access computers to fully access the e-government programs and "media enriched" websites being provided by the various levels of government. The line-ups at Libraries across Canada for Public Internet Access computers highlight the need for more computers.

The Internet needs of Canadians are not being met. The funding for these computers, through programs such as the **Community Access Program (CAP)**, is tight and is only going to get more restricted. Both the Provincial and Municipal levels of government have less money to spend as their perceived "Infrastructure Deficit" increases.

Access to the Internet is no longer a luxury. For millions of Canadians, it is a necessity that serves as a foundation for education and life-long learning initiatives, access to knowledge, health care, e-government services, financial activity, entertainment and communication. High-speed Internet is a social and economic necessity in the digital age that can provide greater services in areas such as health as well as education. Only providing the high-speed connection is not enough. There is a need for an increased supply of computers at "the end of the chain". The Oxford Group's **WIRED CANADA** program would provide increased access points to the Internet for Torontonians.

The Public Internet Access computers provided to Torontonians through this program would be installed in locations as directed by the City of Toronto, working in conjunction with The Oxford Group. In order to ensure that the **WIRED CANADA** program succeeds in Toronto in the first year, the initial placement of 1,000 computers will be concentrated in Toronto. The Oxford Group is targeting the 13 Priority Neighbourhoods with the initial instalment of the Public Internet Access computers, as that is where the "Digital Divide" is most evident in Toronto. As the first year progresses, Oxford will "roll out" the balance of the 1,000 computers across the rest of Toronto, so that all residents will be able to take advantage of this program.

Internet-ready computers in the Public Internet Access sites are "passive"; the person often goes in and simply uses the computer. The Oxford Group's **WIRED CANADA** program would have "Launch Icons" which will be placed on the computers' screensavers to finance the program. This would provide "One-Button Access" to the Websites of our Corporate Partners to make the journey even more efficient for Torontonians. The Oxford Group would promote the **WIRED CANADA** program as being interactive, like a "community bulletin board". The sponsors would be part of the overall community, providing other community members with access to information about their products and/or services. They would also being providing computers for the community to access the Internet as part of their commitment to Corporate Social Responsibility.

The Oxford Group's **WIRED CANADA** program allows the novice computers user to link effortlessly and directly to information and programs being offered by various levels of government, as well as with participating Corporate Partners, through "Launch Icons". The experience on these Public Internet Access computers must be easy and enjoyable, especially for the novice computer user. When a Senior in Weston-Mount Dennis can easily access information from multiple Websites, and print off her copy to take home, then the **WIRED CANADA** program will be a success.