Applicant Name:  Karakana Communicom, Inc. dba Computerworks of California

Project Title:  Community Technology Access Center

Project Type:  Public Computer Center

EXECUTIVE SUMMARY

Computerworks of California (CWCA), a California C-Corporation founded in June 2001, specializes in LAN and WAN networking and computer/laptop repair as our core service base. Located in the City of Inglewood, it was not long after our doors opened that we identified the need to offer Internet connectivity to our customers and local residents. Within a year from start-up, we were also operating a successful computer center with seven (7) fully equipped workstations for public use.

Community Cohesiveness

In our attempt to assist in the development and creation of a high-technology community, we have taken a leadership role in promoting greater community participation and involvement. CWCA has developed close working relationships with and between the academic community, public, private and business sectors throughout the City. The importance of collaborative efforts in this undertaking has taught us about the importance of community cohesiveness. Over the past six years, CWCA’s General Manager has been involved in the collaborative efforts of the City of Inglewood, the 51st Assembly Districts Sub-Committee on Technology and other such private and non-profit entities to enhance technology. Our collaboration with the non-profit, Manchester Community Technologies, Inc., has enabled us to offer free Wi-Fi Internet access at our facility to those with existing wireless devices without charge.

Business Services

Computerwork’s PCC Project (hereinafter “PCC”), will provide a unique opportunity to expand our existing services to provide computer training to youth, working adults and senior citizens. We have
developed extensive learning tools to help equip interested parties with communication, learning and connectivity through the medium of the Internet.

PCC will provide to the general public:

1. Access to the methods of communication, and volumes of information available on the Internet.

2. Our service will be available in such a way that consumers aren’t socially, economically, or politically isolated. Our goals are to continue to provide the community with a social, educational, entertaining, atmosphere for worldwide communication.

3. Providing the latest in computing technology.

4. Providing auxiliary services including scanning, faxing and printing services.

5. Providing access to powerful software applications.

6. To the extent possible, the PCC will make every effort to provide assistive technology options for those with dexterity, hearing and sight disabilities including (a) Speech recognition systems and/or software and (b) On-screen keyboard program and keyboard filters.

Moreover, improvements in K12 education, particularly for a growing minority population, are essential to supply future skilled workers for technology industries, to insure continuing wage increases, and to lessen the widening wage gap (digital divide) between those with computer and technology skills and those without.

New and emerging technologies provided fertile ground for new technology growth aimed at meeting the demands of emerging commercial markets.

Objectives

PCC’s initial strategy focuses on attracting novice and mid-level Internet users. PCC plans on attracting and retaining these customers by:
• Providing a novice friendly environment. PCC will be staffed by knowledgeable employees focused on serving the customer’s needs.

• A customer service desk available for questions, troubleshooting and general assistance.

• PCC will offer introductory classes on the Internet and email. These classes are designed to help provide users familiarize themselves with these key tools and computer applications in general.

PCC’s objectives for the first three years of operation include:

• The expansion of a unique and innovative environment that will differentiate PCC as a place of learning and exploration.

• Educating the community on what the Internet has to offer.

• The formation of an environment that will bring people with diverse interests and backgrounds together in a common forum.

• Affordable access to the resources of the Internet and other on-line services.

Keys to Success:

• The creation of an environment that won’t intimidate the novice user. PCC will position itself as an education resource for individuals wishing to learn about the benefits the Internet has to offer.

Management Team

Our management team provides over 100 years of combined computer technology experience, covering distance learning, telecommunications, networking as well as hardware and software applications. See resumes attached.

Financing: Overall cost of the project is $400,000. This financing, in addition to the capital contributions from the owner and stakeholders, will allow PCC to successfully maintain operations through year one. The large initial capital investment will allow PCC to provide its’ customers with a fully featured Internet location. A unique and innovative environment is required to provide the customer with an atmosphere that will encourage learning and the on-going understanding of available technologies. The successful operation of year one will provide PCC with an enhanced customer base that will allow it to be self sufficient in year two.
Target Results

1) Total Users - We estimate serving 12,000 users annually at the PCC.

2) Work Force - We anticipate training approximately 144 persons to be IC3 certified.

3) After School INVision Program - We anticipate training over 1500 youth

4) Jobs Created - The program will create total of eight positions: 4 full-time employees & 4 part-time employees.

Conclusion

Although the United States is the richest countries in the world we still have those who are homeless, and hungry. Our market may not meet the strict definition of underserved, however, it does not negate the fact that our population still suffers in the mist of staggering information poverty.