

# GIGABIT IQ

MEDIA PACK | FEBRUARY 2026

Speed You Need, Safety You Trust

## About Mashood Ahmad - Founder & CEO

### Professional Biography

Mashood Ahmad is a telecommunications industry veteran with over 25 years of experience transforming how communities connect. As Founder and CEO of Gigabit IQ, he leads the UK's "Safe Broadband Provider" movement, combining technical innovation with social responsibility to address the digital divide and online safety crisis.

### Career Summary

**Education:** BSc Hons Pharmacology, King's College London (1993-1997); Emanuel School.

**Career Evolution:** After leaving a PhD program at Imperial College's Royal Brompton Hospital ("I was talking to test tubes at night"), Mashood transitioned from pharmaceutical research to telecommunications during the 1990s dot-com boom. Over 25 years, he progressed through senior leadership roles at global telecommunications companies including NTT Communications, Nortel, Ciena, and Calix, consistently achieving exceptional growth and building businesses from ground zero.

### Key Leadership Highlights

- **NTT Communications:** Youngest GM in International Global IP Group, 140% YoY growth
- **Ciena:** Founded and grew Middle East business from \$0 to \$57M in 3 years
- **Calix:** Employee #1 for Middle East & South Asia, President's Club Winner 2017-2018
- **Gigabit IQ (2021-Present):** Built award-winning rural ISP from community project to national expansion, rebranded and scaling nationwide

**Connect:** [LinkedIn Profile](#)

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## About Gigabit IQ

**Founded:** 2020 (as Grayshott Gigabit Limited), rebranded 2024

**Headquarters:** Hindhead, England, UK

**Mission:** UK's Safe Broadband Provider

**Core Values:** Speed You Need, Safety You Trust

### Market Position & Growth

- **Addressable Market:** 1.5 million homes across UK
- **Geographic Reach:** 500+ towns and villages nationwide
- **Growth Metrics:** 3x revenue growth in 3 years, doubled customers in past year

### Company Philosophy

Gigabit IQ operates on four foundational principles: **Run by Real People** (not suits), **Enough of Fake Fibre** (transparent education over marketing), **Putting You First** (tailored customer experiences), and **Family First** (founders and staff prioritize family values in all solutions).

### Specialized Sectors & Community Focus

Gigabit IQ serves diverse communities with tailored solutions:

- **Care Homes & Children's Care Homes:** Secure, reliable connectivity for vulnerable populations
- **Schools & PTAs:** Educational partnerships with enhanced safety features and digital inclusion programs
- **Autism Community:** SEND-appropriate online safety solutions and neurodivergent-friendly support
- **Safeguarding Organizations:** Collaboration with Refuge UK Tech Safety Summit, Internet Matters, and online safety advocates

# Awards & Recognition (2024-2025)

## Major Wins

### **Winner: UK's Best Rural ISP - ISPA Awards 2024**

"Grayshott Gigabit's comprehensive suite, great community engagement and their focus on their customers and promoting local businesses made them stand out in this category."

### **Winner: Best OTT Service - UK Fibre Awards 2024**

For Gigabit IQ Managed Wi-Fi Service with advanced parental controls and comprehensive cyber threat protection.

## Highly Commended & Shortlisted

- **Service Delivery Team of The Year - UK Fibre Awards 2025:** For expert rural planning and 69% app adoption rate.
- **Digital Inclusion - UK Fibre Awards 2025:** Reducing installation delays & 52% failure rate.
- **Tech Accountability Award - Refuge Tech Safety Summit 2025:** Shortlisted for implementing meaningful changes to prevent technology being misused by perpetrators.
- **Santander UK X Awards 2025:** Shortlisted.
- **ISPA UK Awards 2025:** 5 nominations including Best Customer Experience.

## Products & Services

### Core Services

**Gigabit Full-Fibre Broadband:** Up to 10Gbps symmetrical speeds using XGS-PON architecture. Future-proof infrastructure that enhances property value.

**FamilyGuard+ (Parental Controls):** Award-winning protection with 20+ content filters, profile-based controls, and VPN/proxy blocking. Includes screen time management and safe search enforcement.

**CyberGuard+ (Cybersecurity):** Network-level protection against malware, ransomware, and phishing. Secures IoT devices and smart home equipment.

**Ultimate Managed Wi-Fi:** Full-home Wi-Fi 6 coverage with GigaSpire BLAST systems, remote optimization, and UK-based support.

### Performance Metrics

Metric	Achievement	Industry Context
Field OPEX Reduction	90%	Industry leading
Support Response Time	92% faster (<24 hrs)	Milestone achievement
App Adoption Rate	69%	Exceptional engagement
Support Call Reduction	43%	Significant improvement
Installation Time	2 weeks	vs. 52% industry failure rate

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## Innovation Spotlight: ParentLine.ai

### The World's First AI Online Safety Assistant

Parents around the world are overwhelmed trying to understand how to protect children online. ParentLine.ai is the AI-powered online safety assistant that gives clear, practical guidance whenever parents need it.

### How It Works

ParentLine.ai combines AI voice and chat technology with verified information from trusted global safeguarding organisations. It solves the problem of "information overload" by giving families a single trusted place for clear online safety guidance, available instantly in more than 20 languages.

Parents can ask questions like:

- "How do I block a harmful app?"
- "Is this game safe for my 10-year-old?"
- "When is the right age for Instagram or TikTok?"
- "My child is being cyberbullied — what can I do?"

### Integration with Gigabit IQ

ParentLine.ai sits alongside Gigabit IQ's mission to bring speed, safety, and intelligence together. It complements **FamilyGuard+** and **CyberGuard+** to position Gigabit IQ as the UK's "safety-by-design" broadband provider.

[Visit ParentLine.ai](https://parentline.ai) to learn more.

## Featured Media Coverage

### The Guardian: Dining Across the Divide

*Originally published in The Guardian, February 15, 2026*

[Read the full article on The Guardian](#): Featuring Mashood Ahmad & Aaran, discussing the digital divide and modern parenting.

#### The Big Beef: Smartphones for Kids

**Aaran:** "Kids shouldn't really have smartphones – it's akin to tobacco in the 1960s and 70s. Tech giants know how addictive smartphones are. I think the government getting involved is a good thing."

**Mashood:** "Why do parents give their kids smartphones in the first place? They say they need to know where they are, but you can't tag your kids like you'd tag a dog. The parents giving their kids smartphones and then asking for bans are outsourcing their own responsibilities to the government."

#### On AI and the Future

**Mashood:** "AI is now ingrained... My company has an AI tool, and my kids did all the development and coding for it. For them, it's an opportunity rather than a threat."

## Podcast Appearances

- **Education On Fire:** "Digital Seatbelts: Making Broadband Safer for Children with Network-Level Parental Controls"  
[Listen on Education On Fire](#) | [Listen on Audible](#) | [Listen on Apple Podcasts](#)
  - **Navigating the Digital Jungle with Sue Atkins and Friends:** Online Safety & Digital Parenting  
[Listen on Apple Podcasts](#)
  - **Drive Time Podcast:** Children's Online Safety (April 2025)
  - **THE XP2 Podcast:** Career Journey - "Why I Quit My PhD? I was talking to test tubes at night!"
  - **Adults with Autism Podcast:** Specialized podcast appearances and advocacy for accessible digital safety for neurodivergent adults
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# Thought Leadership & Key Opinions

## Digital Seatbelts Campaign

Mashood Ahmad leads the UK's most prominent campaign for mandatory network-level parental controls. The core argument is simple: just as seatbelts became mandatory in cars, parental controls should be standard in broadband services, not optional premium add-ons.

*"Digital seatbelts are no longer a metaphor. It is the missing safety layer in the UK's online safety ecosystem."*

## Key Articles & Opinion Pieces

### Digital Seatbelts for Children: Why Safer Home Broadband Must Become a National Education Priority

*Core Opinion Piece on Education & Online Safety*

*"Digital seatbelts for children is no longer just a metaphor. It is the missing safety layer in the UK's online safety ecosystem and increasingly, a global concern for schools, safeguarding leaders, and families. Children receive excellent online safety education inside classrooms. However, when they return home, most broadband connections have no filtering, no guardrails, and no SEND-appropriate protection."*

[Read full article](#)

### Why Social Media Bans Don't Protect Children Online

*Policy & Advocacy Position*

"Social media bans sound simple. They feel decisive. But they don't actually protect children. Without network-level digital seatbelts, harmful content will always find a way through — on any device, through any route. Bans focus on platforms. Protection must focus on the network."

[Read full article](#)

### Why Smartphones Aren't the Real Problem in Schools

*Education & Digital Safety*

"The deeper issue is the lack of digital seatbelts for children — simple, automatic, network-level protections that stop harmful content long before it reaches any device. Children are not being harmed because they have smartphones. They are being harmed because unfiltered internet access follows them everywhere."

[Read full article](#)

### Why We're Building the UK's Safest Broadband: Safety-by-Design

*Safety-by-Design Philosophy*

"At Gigabit IQ, we believe online safety shouldn't be an afterthought or an annual awareness campaign. It should be built into the infrastructure itself. That's why we're pioneering 'safety-by-design' broadband — where protection is automatic, always-on, and accessible to every family, not just those who can afford premium add-ons. Every day should be Safer Internet Day."

[Read full article](#)

## **Online Safety for Children: Smartphones, AI & Parenting in 2026**

*Modern Parenting Challenges*

"AI-powered tools are changing childhood faster than parents can keep up. From deepfake risks to algorithmic content feeds, the digital landscape demands smarter protection. ParentLine.ai and FamilyGuard+ represent our commitment to empowering parents with both technology and guidance."

[Read full article](#)

## **Cyberbullying & AI Harassment: What Parents Need to Know in 2025**

*Emerging Threats & Solutions*

"Cyberbullying has evolved beyond mean messages. AI-generated deepfakes, voice cloning, and coordinated harassment campaigns represent new threats that traditional parental controls can't address alone. Network-level protection combined with AI-powered guidance offers a comprehensive defense."

[Read full article](#)

## **A Dad's Guide to Protecting Kids Online**

*Personal Perspective from Mashood Ahmad*

"As a father and CEO of a broadband company, I see both sides of the digital safety challenge. Here's what I've learned about protecting my own children online — and how those lessons shaped the safety tools we build at Gigabit IQ."

[Read full article](#)

## **Cybersecurity & Resilience Bill: Why Router Security Matters**

*Policy & Technical Analysis*

"The Cybersecurity and Resilience Bill recognizes what many ISPs have ignored: home routers are the frontline of digital security. Default passwords, unpatched firmware, and unsecured IoT devices create vulnerabilities that put entire families at risk. Managed Wi-Fi services like Ultimate WiFi address these gaps."

[Read full article](#)

## **Comparing WiFi Extenders vs Mesh: Which is Best for Your Home?**

*Technical Guide for Consumers*

"Not all WiFi solutions are created equal. Understanding the difference between WiFi extenders and mesh systems can dramatically improve your home network performance. Here's what you need to know to make the right choice."

[Read full article](#)

## **Why My WiFi is So Slow: Troubleshooting Guide 2025**

*Consumer Education*

"Slow WiFi is one of the most common complaints in UK homes. But the cause isn't always what you think. From router placement to device congestion, we break down the real reasons your WiFi might be underperforming — and how to fix it."

[Read full article](#)

## **Cybersecurity Myths Busted**

*Public Education & Awareness*

"We all know hackers are out there... But here's the twist: it's not just cybercriminals that put people at risk—it's the myths we believe about cybersecurity. Myth #1: 'I'm not a target.' Reality: Hackers run automated attacks that scan for any vulnerable device. Your personal data is valuable."

[Read full article](#)

## **Online Misogyny Isn't Just Political — It's a Public Safety Crisis**

*Gender-Based Online Harm & Infrastructure Response*

"Online misogyny has evolved into a systemic, connected threat — amplified by algorithms, embedded in tech platforms, and woven into the infrastructure of our daily lives. The latest Ofcom report on 'Experiences of Online Hate and Abuse Among Women in Politics' paints a chilling picture: one in three female politicians have received online threats of physical or sexual violence."

Featured at Refuge Tech Safety Summit 2025 - Breakout Room 3: "The Hidden Threat in Every Home: Why Wi-Fi Safety Is Everyone's Responsibility" exploring how unmanaged broadband can enable stalkerware, CSAM access, grooming, and coercive control.

[Read full article](#)

## **Broadband Safety Rating: Why the UK Needs ISP Accountability Now**

*Policy & Regulatory Reform*

"If a toy could choke your child, it would be pulled from the shelves. Yet your Home Internet—used every single day—has no safety rating at all. We're calling for a nationwide Broadband Safety Rating—a clear, visual system that holds ISPs to account and helps families make informed choices with opt-in parental controls."

Advocating for government-backed ISP safety standards, similar to energy efficiency labels or food hygiene scores. Campaign includes movement to email MPs and present whitepaper to policymakers.

[Read full article](#)

## **Keeping Children Safe in Education 2025: Why Parents & Broadband Providers Must Step Up**

*KCSIE 2025 Analysis & Family-School Partnership*

"It's 2025, and the way we protect children in education is changing fast. The UK's Department for Education has released a new version of its Keeping Children Safe in Education 2025 (KCSIE) guidance, and while schools are doing their part, this update makes something else clear: families play a bigger role than ever before."

Bridging the gap between home and school with network-level parental controls, DSL partnerships, and support for 91% of 11-17-year-olds who now own smartphones.

[Read full article](#)

## **Why Age Checks Alone Won't Protect Your Child from Online Porn**

*Online Safety Act & ISP Accountability*

"Starting 25 July 2025, major pornography sites like Pornhub must implement robust age verification. It's a step in the right direction — but it's not enough. We're calling on Ofcom to mandate ISP-level broadband parental controls, because only ISPs have the power to block harmful content at the source — the network."

Analysis of Online Safety Act gaps and why platform accountability alone fails to protect children from content on Reddit, Discord, Telegram, and unregulated sites.

[Read full article](#)

## **Why the Online Safety Act Must Evolve: The Case for ISP Engagement**

*Parliamentary Advocacy & Regulatory Evolution*

"At London Tech Week 2025, I heard these issues discussed first-hand with Dame Melanie Dawes, CEO of Ofcom, and raised them directly with Sir Chris Bryant MP, Minister of State for Data Protection and Telecoms. His response: 'The Online Safety Act must evolve, and ISPs absolutely should have a role to play in the next iteration.'"

Advocating for formal ISP engagement in the Online Safety Act, universal opt-in parental controls, and stronger collaboration between Ofcom, government, and the ISP industry. Featured at ISPA Parliament & Internet Conference.

[Read full article](#)

### **Community Care: Elstead FC Ladies Sponsorship**

*Community Engagement & Women's Empowerment*

"At Gigabit IQ, we believe in the power of speed, safety, and community—not just online but in everyday life. Our sponsorship of Elstead FC Ladies reflects our commitment to empowering women and leveling up the digital divide in rural communities. The kits proudly feature our values: #SpeedYouNeed #SafetyYouTrust."

[Read announcement](#)

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## Community Impact & Social Responsibility

- **Community Wi-Fi Projects:** 30+ free public Wi-Fi hotspots deployed in rural villages, transforming local economic vitality.
- **Digital Inclusion Programs:** Bridging the digital divide with targeted solutions for underserved communities.
- **School Partnerships:** Active collaboration with PTAs and educational institutions for enhanced connectivity and online safety.

### Key Partnerships & Advocacy

- **Refuge UK Tech Safety Summit 2025:** Online safety advocacy and tech-enabled abuse prevention. **Shortlisted for Tech Accountability Award** - recognizing companies implementing meaningful changes to prevent technology misuse by perpetrators. [Learn more](#)
- **Parliament & Internet Conference (ISPA UK):** Mashood Ahmad spoke on the Online Safety Panel "Whose Responsibility Is It Anyway?" chaired by Sarah Owen MP, addressing ISP accountability and infrastructure-level protection
- **Internet Matters:** Collaboration on digital parenting resources and online safety education
- **Care Home Sector:** Providing secure, managed connectivity for elderly and vulnerable residents
- **Children's Care Homes:** Safeguarding-first broadband with enhanced parental controls
- **School PTAs & Educational Institutions:** Community partnerships for digital inclusion
- **Autism & SEND Community:** Specialized support for neurodivergent children and adults online

### Government Recognition

**Rt Hon Damian Hinds MP:** "I welcome the work being done by Grayshott Gigabit to deliver the service for local residents and businesses."

**Greg Stafford MP:** Parliamentary speech highlighting Gigabit IQ as "award-winning full fiber broadband service."

# Connect With Us

## Gigabit IQ

The UK's Safe Broadband Provider

[Website](#) | [LinkedIn](#) | [Instagram](#) | [Facebook](#) | [X \(Twitter\)](#) | [YouTube](#) | [TikTok](#)

## ParentLine.ai

AI Online Safety Assistant

**Website:** [www.parentline.ai](http://www.parentline.ai)

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## Media Contact

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## Available Media Assets

- Logo variations
- Executive headshots and professional photography
- Product photography and technical imagery
- Video content library and B-roll footage

*This media pack contains forward-looking statements based on current expectations. Last Updated: 23 February 2026.*