



Broadband Stimulus

Lessons from the First Funding Window

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Lessons from the First Funding Window

Introducing Skycasters

First Window Strategies

Future Windows

Introducing Skycasters

Headquarters: Akron, Ohio,

B2B broadband satellite Internet

Remote

- **Oil, Gas & Mining**
- **Communities**
- **Travel Destinations**

Disaster Response

Business Continuity

iDirect Technology



First Window Strategies: Unserved & Underserved

Speed of Implementation

Relatively quick stimulus → relatively quick implementation

- What can you implement within a year?

Recyclability

Will future infrastructure upgrades require additional investment?

- Is the solution middle mile agnostic?
- Is it a useful continuity solution upon upgrade?

Sustainability

Will one vendor be able to provide all pieces?

What sustains the community?

- Sustainable funding
- Use of local labor
- Tier I service center
- Enhance local agencies, schools, hospital
- Ensure access for the community disadvantaged

Speed

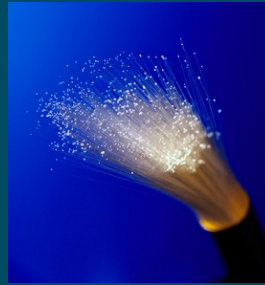
Recyclable

Sustainable

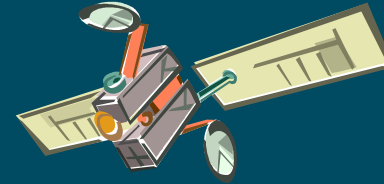
Fiber

Satellite

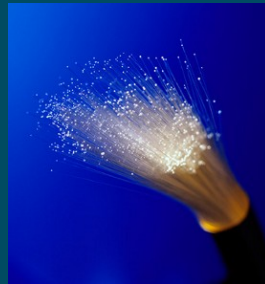
Middle Mile



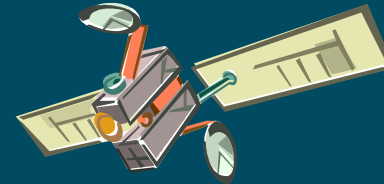
or



Last Mile



or



Speed

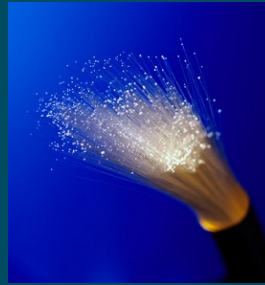
Recyclable

Sustainable

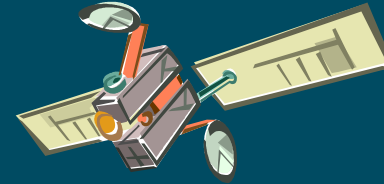
Fiber

Satellite / WiMAX

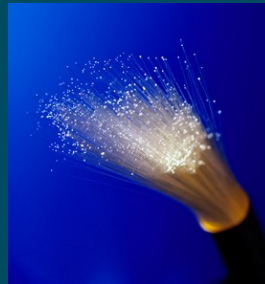
Middle Mile



or



Last Mile



or







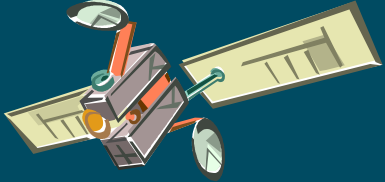









WiMAX

Speed

Recyclable

Sustainable

Fiber Satellite / WiMAX

		Fiber	Satellite / WiMAX	
Middle Mile	Mbps			
	Build			
	Cost			
Last Mile	Mbps			
	Build			
	Cost			





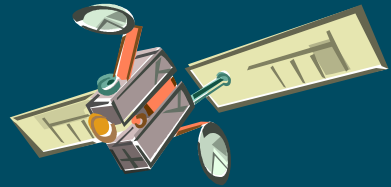











Speed

Recyclable

Sustainable

Fiber

Satellite / WiMAX



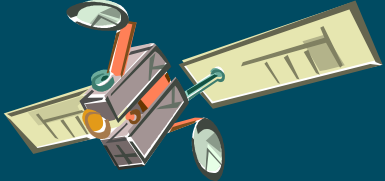











		Fiber	Satellite / WiMAX		
Middle Mile	Mbps				
	Build				
	Cost				
Last Mile	Mbps				
	Build				
	Cost				

Speed

Recyclable

Sustainable

Fiber Satellite / WiMAX

		Fiber	Satellite / WiMAX	
Middle Mile	Mbps			
	Build			
	Cost			
Last Mile	Mbps			
	Build			
	Cost			



First Window Strategies: Think Outside the Dish

Mixed Plans

B2C

- High contention rates & no minimum bandwidth
- Throughput managed with FAP

B2B

- Guaranteed minimum bandwidth
- Throughput managed with overage charges or FAP

Stimulate the Local Economy

Services:

- Community news site with free access
- VoIP & RoIP PBXs
- Web caching & Video on Demand servers

First Window Strategies: Partnerships

Satellite *is* Partnerships

Suppliers

VARs & VNOs

Project partners

ARRA

Communities in need

Other Experts

- We know satellites
- We know less about:
 - Communities
 - Last mile technologies



Future Windows: Number & Requirements Unknown

Gov FAQ answer:

“If an application is not successful in the first round, the applicant may resubmit the proposal for the next round of funding.”

Applicants should be aware that NTIA and RUS intend to learn from the first funding round.”

As a result, the agencies may issue subsequent NOFAs that contain different programmatic information from the July 2009 NOFA to better achieve the agencies’ goals and to adjust the process based on the applications received.”

In this situation, applicants resubmitting applications may need to adjust their applications before resubmitting them.”



Future Windows: Exceed Expectations

4 States Awarded Broadband Mapping Grants

NTIA:

- “Award recipients submitted grant applications that met or exceeded program requirements...”
 - Data Collection
 - Verification
 - Collaboration

Future Windows: Exceed Expectations

Enable communities to ensure their own futures

Stimulate now, Plan for the future

Keep in mind compression advances

- Fiber may never be needed

Partner with the experts

Talk with as many as possible

- You may not partner, but you may learn more

Your stable of experts:

- Geographical
- Technological
- Cultural

Future Windows: Too Good to Be ...

The promises of technology

Don't be lured in by the first vendor

- Do your due diligence
- Get comparisons

Political intrigue on the local level

Both distrust of Feds & of each other

- Local governments can be both highly
 - Sophisticated
 - Divisive



Thank You

www.skycasters.com