

What information is critical to moving a broadband initiative forward?



strategic
networks group
advancing economies in a digital world

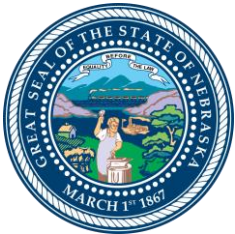
Blandin Broadband Leadership Roundtable
Michael Curri, President, Strategic Networks Group
July 28, 2020

Invest in Your Digital Future

Localities must leverage their most valuable assets

- **Billions will be needed in the next 5 years to build-out broadband to unserved, underserved, and over-charged areas**
- **Choice for Localities, Utilities, and Co-ops**
 - Wait until service providers see enough returns to justify investing
 - Or, invest in digital infrastructure and transformation to connect people, economies, communities
- **Consequence**
 - Loss of jobs, businesses, population, GDP from lack of broadband
 - Or, growth in digital assets and local capacity ... retaining base and sovereignty
- **Localities need the know-how, resources, and commitment to see how they can get started with broadband and invest in their digital future**
 - **Start with the right information to get the right decisions**

SNG: some of our clients



A PROJECT OF THE ARKANSAS CAPITAL CORPORATION GROUP



What information is needed ...

- **To make the case for broadband?**
- **To build local buy-in?**
- **To get funded / financed?**

Anyone that invests their time, money, and/or effort need to see returns based on their terms

➤ **Who are those key groups?**

Key Stakeholder Groups



Local leaders: Elected officials, local champions, local anchor institutions, etc.



Community: local businesses and residents



Service providers



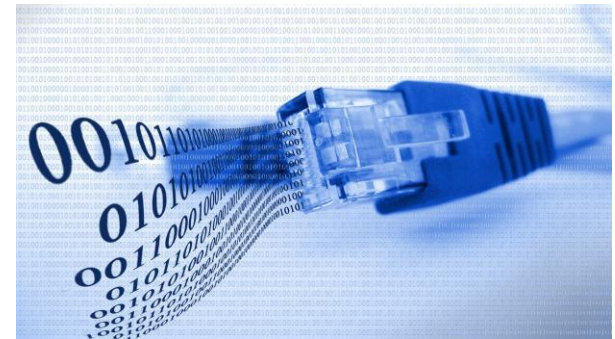
Investors, government funding agencies

Benefits for Key Stakeholder Groups

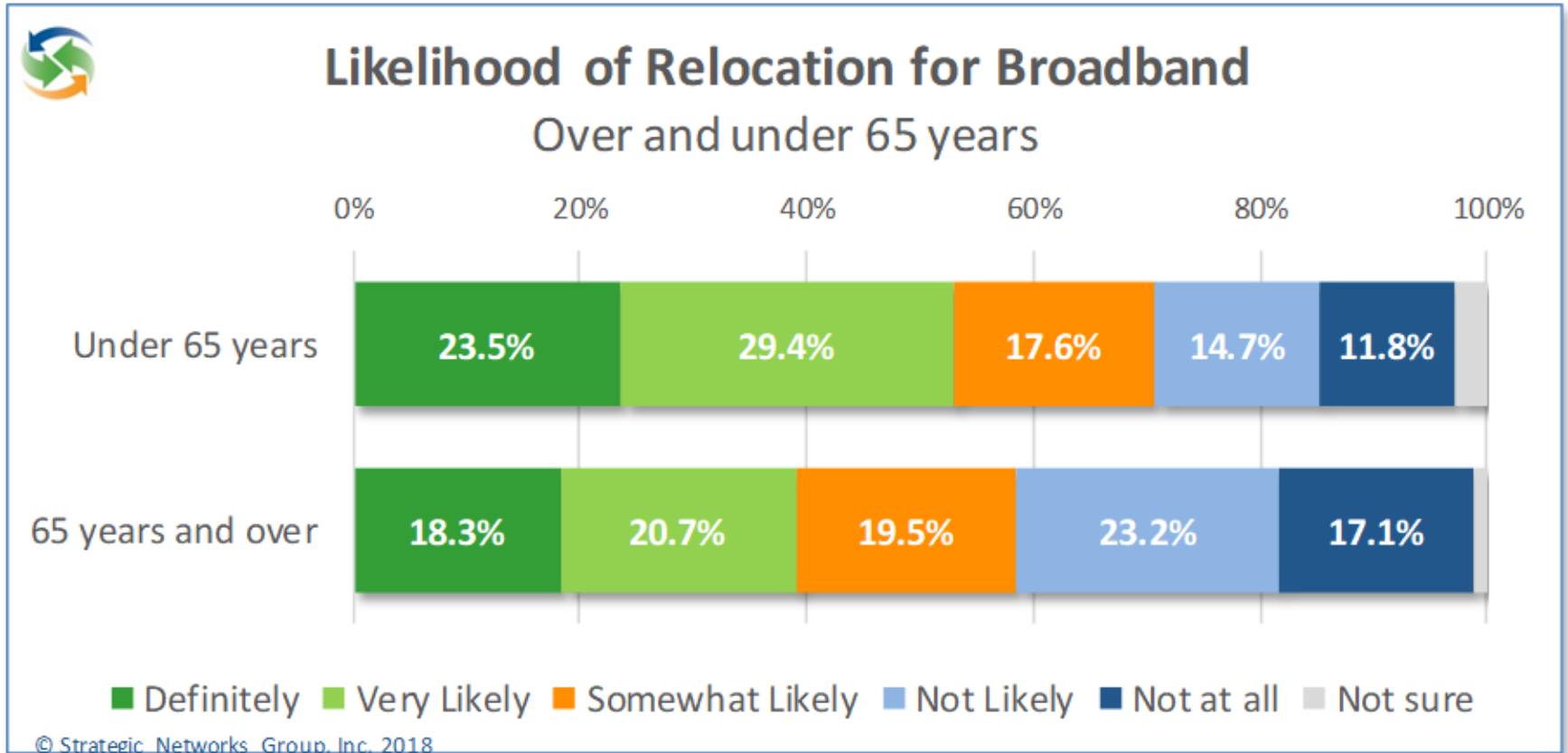
Stakeholder Group	Information for broadband decision-making
Local Leaders	<ul style="list-style-type: none"> • Jobs – retention, growth, attraction • Tax base • Local quality of life: services, amenities, etc. • Population growth /decline
Community	<ul style="list-style-type: none"> • Local economic vitality – good-paying job opportunities • Broadband coverage and pricing • Local quality of service
Service Providers	<ul style="list-style-type: none"> • Addressable broadband market • Revenues vs. capex and opex • Current vs potential demand for value-added services
Investors / Funders	<ul style="list-style-type: none"> • Return on investment – rate and time period • Community commitment, partnership, collaboration to ensure project success

Essential Infrastructure – Relative Costs

- **Roads** were the infrastructure for the **industrial economy**
 - \$2,000,000 to \$10,000,000 build a mile of road
- **Broadband** is the infrastructure for the **digital economy**
 - \$100,000 to build a mile of fiber

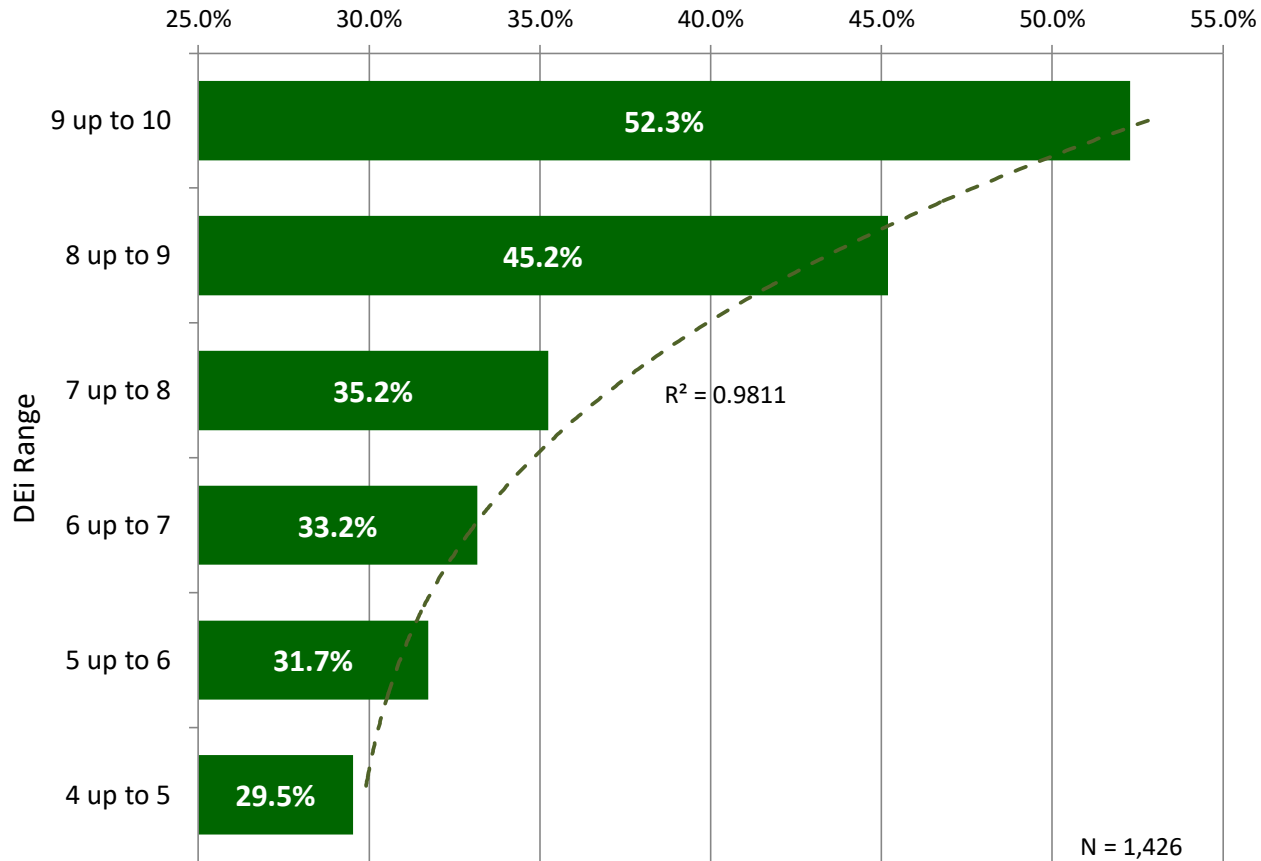


Without Broadband, Communities Decline



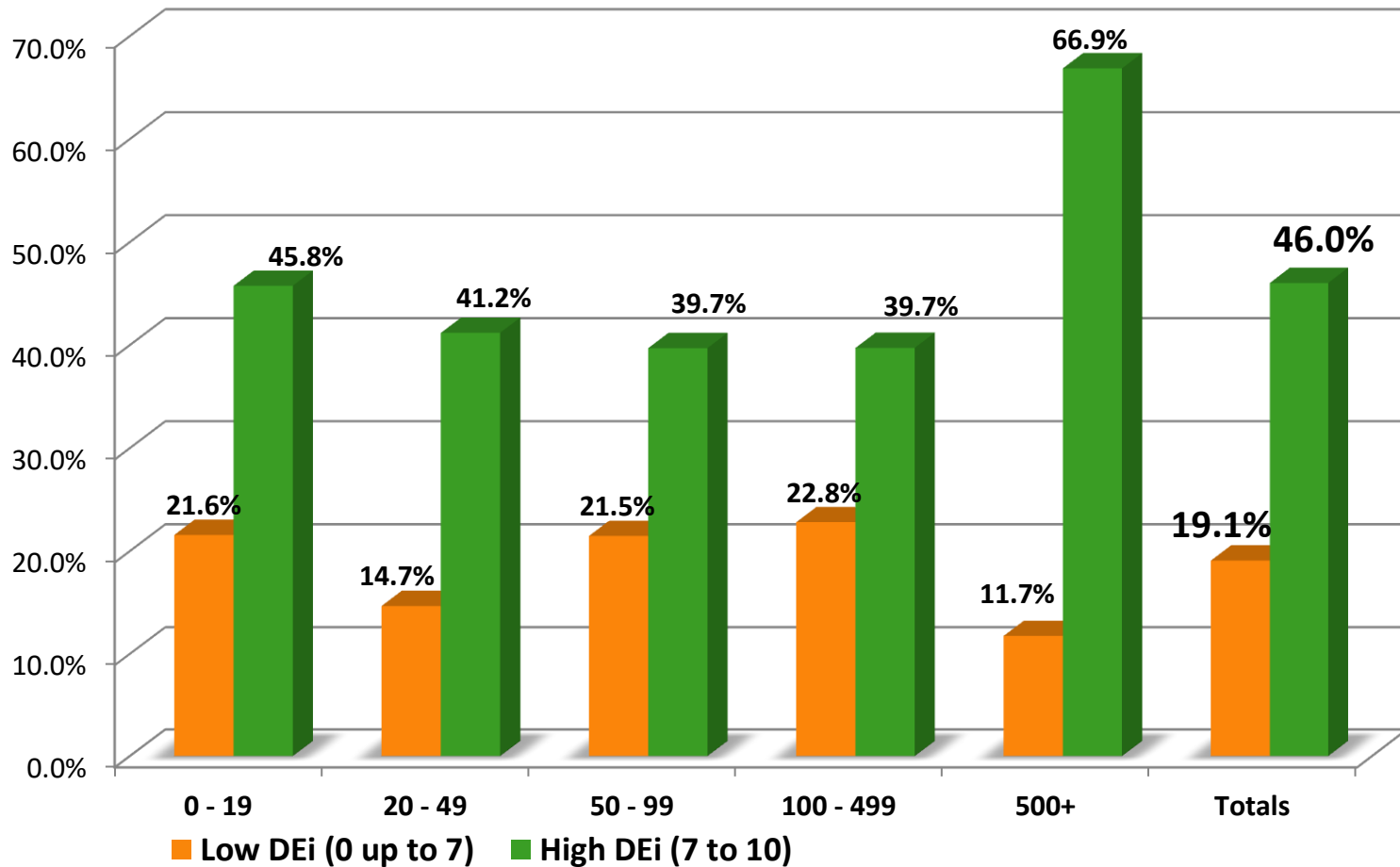
More Effective Utilization Increases Business Revenues

Average % Revenue from Internet Use



The Payoff from Driving Utilization

New Jobs, Low versus High Internet Utilization



Value of Digital Infrastructure comes from how it is used

➔ Digital Transformation



**Driving utilization
increases value of network.**

Framework for SNG Metrics

The *right* metrics to make the *right* decisions



Industry-unique analytics, tools, and *actionable* intelligence



Well-informed decisions for actions relevant to *your* region



- Economic Impact Estimates
- Economic Feasibility Assessment
- Quantify Gaps and Opportunities
- Targeted Strategies to Address Gaps
- Individual Personalized Scorecards
- ... and more

First understand what decisions need to be made, then develop a framework to measure and capture the right data and information

Broadband Market Assessment of municipally-owned network



Impacts from New Gigabit service

Monthly ARPU Increase

88.5%

% New Customers

13.5%

Ability to change the pro forma based on growing demand

Weighing-in with the right information, can tip the scales for network investment

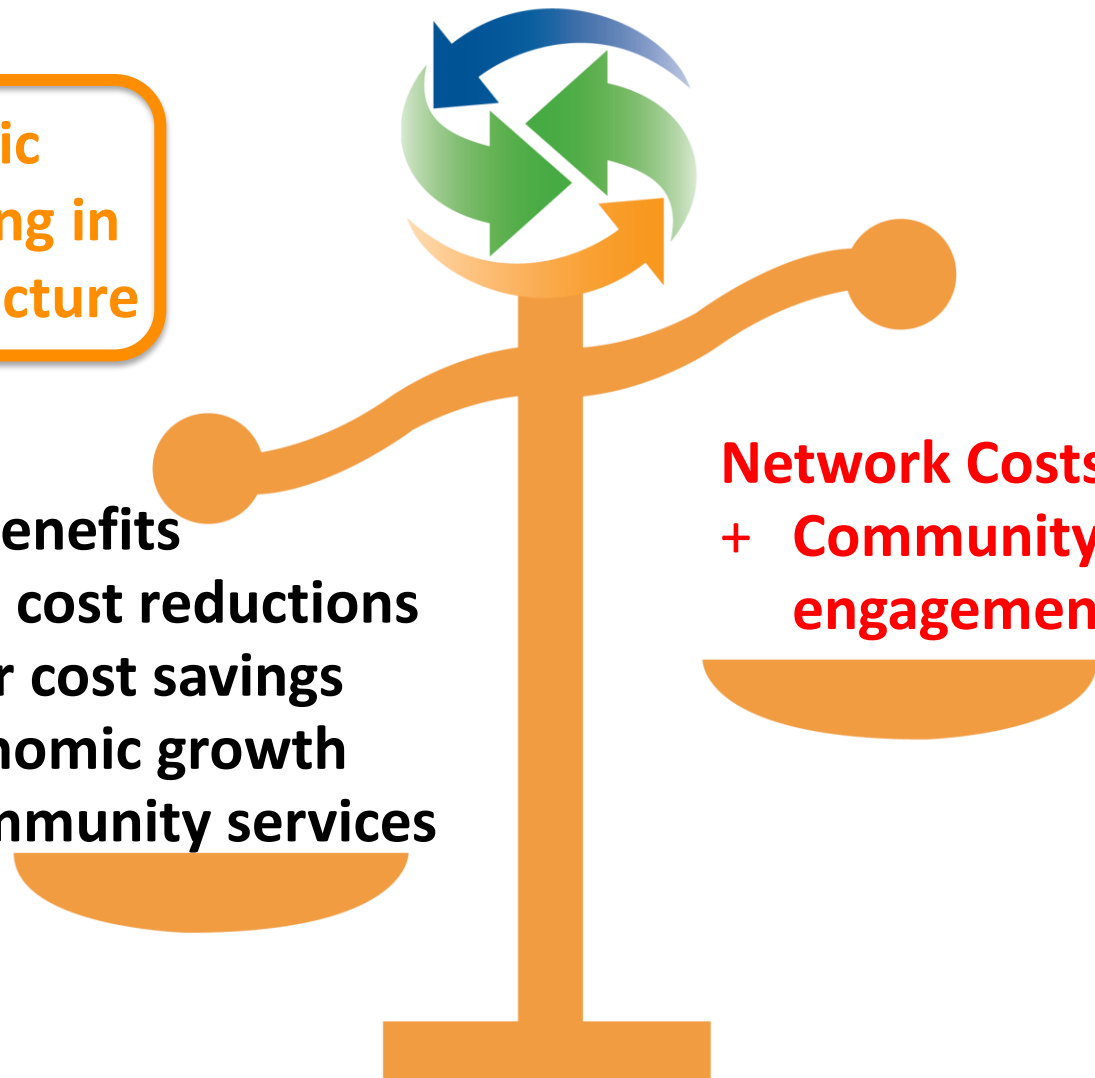
Assess economic case for investing in digital infrastructure

Community Benefits

- + Municipal cost reductions
- + Subscriber cost savings
- + Local economic growth
- + Smart community services

<http://sngroup.com/efa/>

Network Costs
+ Community engagement



Thank you. Now let's connect.

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