Wireless Broadband Business Plan

Company Overview

Peak360™ Broadband is a forward-thinking internet service provider dedicated to delivering high-speed broadband services, particularly to underserved rural areas. Utilizing advanced fixed point-to-point outdoor wireless technology, our network is built on a robust fiber optic backbone. We aim to provide broadband speeds of at least 100 Mbps+ to our customers, focusing on underserved communities while also competing with existing providers in urban areas.

Leadership Team

William Trent, Founder

Will is an experienced IT Executive, Entrepreneur, Business Owner and Customer Support Leader with over 29 years of progressive management responsibility within the Technology, Healthcare, Customer Service, Customer Support, and End User Services sectors. Will began his career for Prodigy, the first Online Information Service in America, the pre-runner to websites, on one of the first ITIL service desks in America. In 2001, Will started a regional computer sales and service company and ran for over a decade. He was offered a leadership position at a leading managed services agency in Nashville, TN in 2012 before entering into a Health IT Executive role for an FQHC healthcare system In Southwest Virginia, and later, an IT leadership role in a multi-national contact center. After over a quarter century of IT Service and Support Delivery in a variety of sectors, Will has built and overseen large teams of 150+ and has designed and implemented large infrastructure projects and systems to support over 22,000+ work from home employees and over 30,000 endpoints. He has consulted and provided IT and business support for several Fortune 100 companies such as Bank of America, Wells Fargo, and PayPal. Mr. Trent has been recognized for leadership achievements by driving forward the competitive position of major enterprises and guiding large-scale projects and initiatives. He currently provides IT Security, Wireless and VoIP consulting services through his company, Holston Technology Group, LLC. Proven track record as an effective leader and creative strategist who consistently produces quantifiable results. Pioneering global customer support delivery and Best Practices Programs in high growth environments achieving competitive efficiencies, increased services levels/value, resulting in cost savings, and empowered sales and customer retention. Global program governance responsibility in roles for multiple clients serviced from multiple global locations and languages. Talented in Total Experience (TX) plan and program development with exceptional problem-solving skills. Highly versatile; adept at quickly mastering new initiatives and responsibilities. Will resides in Church Hill, TN with his wife and 3 daughters at home has 2 grown daughters who own businesses as well.

Steve Johnson

Steve is a successful inventor and entrepreneur. He has an extensive background of putting business structure teams in place around IP. Currently holds several patents issued license partnerships including the hunting and fishing industries. He originally launched the Mothwing Camo projects that were introduced with great success in brand penetrations in the hunting industry. Prior camouflage IP licensing launched Mothwing brand developments of patterns brands, associated and launched top brands, and created new tactical venue in traditional categories. These include Sitka Gear, Kryptek, Kuiu and performance women's line brand Prois. His key strengths lie in development, IP, legal enforcement, marketing, various IP Intellectual properties, licensing marketing networks, relations and startup business developments.

Leadership Team

Jeff Lampe

Jeff is a seasoned Commercial Construction Owner with over 20 years of management experience in steering intricate projects to successful completion. Known for his strategic vision and meticulous attention to detail, Jeff excels in coordinating cross-functional teams and delivering innovative solutions that drive organizational growth and efficiency. Executing contracts ranging from coast to coast, north to south, in nearly all forty eight contiguous states for AT&T, Sprint, T-Mobile and other large corporations. A track record of excellence lead his team to become a highly desired Critical Emergency Response Unit and ultimately requiring clearance for work with Pentagon communications. Garnering experience through larger scale developments, commercial ground up builds, intricate remodel projects and complex demolitions makes him a worthy candidate in pursuit of the balance between nature and development of our great nation's infrastructure.

Bryan Emerson

Mr. Emerson's experiences in the telecommunications field since 1989 include remotely supervising a call center team in India, developing international long distance programs from the U.S. to ten countries in Latin America, signing and overseeing a five year call center contract with the U.S. Embassy in Mexico City for automated visa processing via a 900 number and pre-paid card access, directing US Embassy call center operations that employed fifty operators, running a value-added services division, which included audioconference, audiografix over the Internet and fax broadcast. He represented in a sales capacity equipment from Newbridge Networks, Mitel, Cray Communications, Hughes LAN, and Micom among others. He orchestrated the sale of the assets of Ulu Telecom, an Alaskan wireless ISP of which he was the founding shareholder, to the Corbridge Group, a publicly-traded telecommunications company based in Spring, Texas.

Mr. Emerson is fluent in Spanish. He received his B.A. with Honors in Spanish and Economics from Hamilton College in New York, his M.B.A. from the Jones School of Administration at Rice University, and completed Air Command and Staff College, Maxwell AFB. He is an instrument-rated private pilot and Extra Class amateur radio licensee.

Mr. Emerson was the Supervisory Principal of Sequence Financial Specialists LLC, based in Charleston, South Carolina for five years through the end of 2018. Previously, he was the Managing Principal of Starlight Investments, LLC, an investment bank based in Houston, which was focused on private placements of equity from 2000 to 2013. Starlight had approximately fifteen investment professionals with offices in eighteen U.S. states. He is a FINRA-registered broker with extensive financial, marketing and project management experience in a variety of international high- and low-technology industries. He holds the following securities licenses: 7, 63, 24, 27, 79, 87 and 99. Mr. Emerson volunteers as a Lieutenant Colonel with the Civil Air Patrol as the Wing (State) Director of Communications, Wing Public Affairs Officer and National Annual Communications Plans analyst.

He lives with his wife in an off-grid, off-road, solar and wind-powered cabin in the Matanuska-Susitna Valley of Alaska (http://AlaskaUU1.blogspot.com).
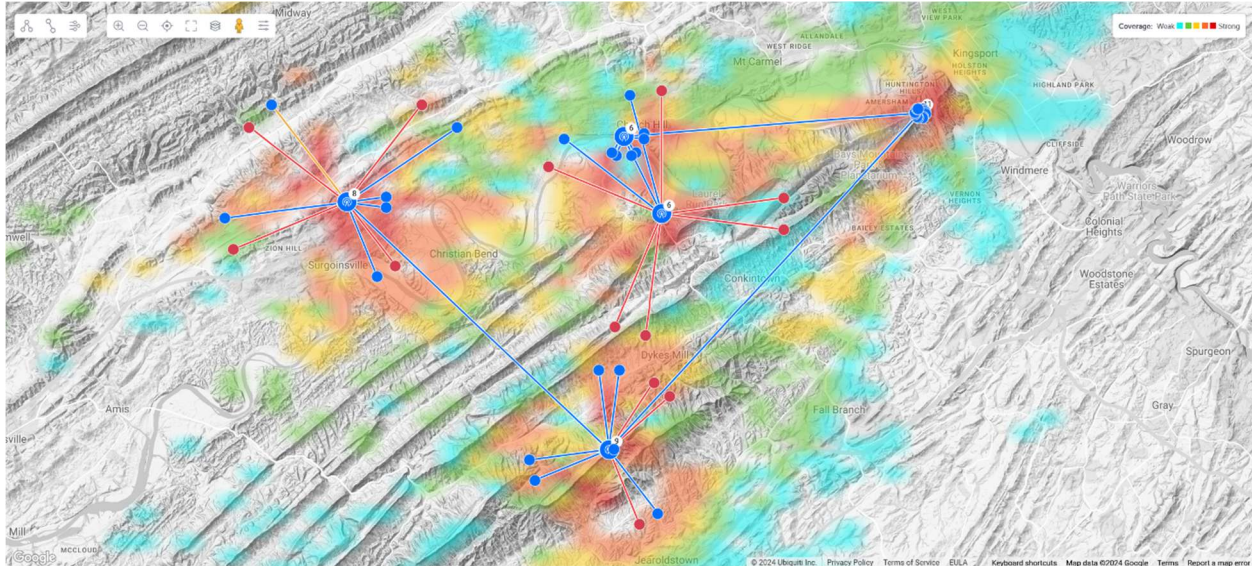
Market Research

Image of Coverage Area. Hawkins, Sullivan, Greene, Washington, Scott County, VA.

Target Market

Peak360™ Broadband targets several distinct customer segments in several states starting in East Tn. Our target customers will be:

1. **Residential Customers in Underserved Rural Areas**
   - **Demographics**: Households with limited or no access to high-speed internet, often consisting of families, students, and remote workers.
   - **Psychographics**: Individuals who value reliable connectivity for education, remote work, and entertainment. They may be frustrated by existing providers and seek better service options.
2. **Small to Medium-Sized Businesses (SMBs)**
   - **Demographics**: Local businesses, including retail shops, restaurants, and service providers that require reliable internet for daily operations, payment processing, and customer engagement.
   - **Psychographics**: Business owners looking for cost-effective and dependable internet solutions that can scale with their growth.
3. **Educational Institutions**
   - **Demographics**: Schools, colleges, and universities in rural areas that require robust internet for remote learning and administrative functions.
   - **Psychographics**: Administrators and educators who prioritize technology as a means to improve student outcomes and operational efficiency.
4. **Government and Public Safety Agencies**
   - **Demographics**: Local government entities and emergency services that require secure and reliable communication channels.
   - **Psychographics**: Decision-makers looking to enhance public safety and communication capabilities, especially in emergencies.
5. **Gamers and Tech Enthusiasts**

- o **Demographics**: Individuals and households with interests in gaming, streaming, and tech innovations who seek high-speed internet for optimal performance.
- o **Psychographics**: Consumers who are early adopters of technology and value speed, latency, and reliability.
6. **Health Care Providers**
- o **Demographics**: Clinics, telehealth providers, and remote health services that require dependable internet for patient care and communication.
- o **Psychographics**: Health care professionals focused on improving patient outcomes and expanding access to care through technology.
7. **Nonprofits and Community Organizations**
- o **Demographics**: Local nonprofits and community organizations that need reliable internet for outreach, fundraising, and administrative tasks.
- o **Psychographics**: Leaders and volunteers committed to serving their communities, often seeking partnerships that can enhance their impact.

Competitor Analysis

Our primary competitors in the rural and urban internet market include **Spectrum®, Electrical Co-ops, Brightspeed®, HughesNet®, Exede® Internet**, and **Starlink®**. Each offers varying speeds and coverage, providing consumers with a range of options.

There are currently over 450,000 people without high-speed internet access in the state of TN alone. (https://www.newschannel5.com/news/nearly-400-000-tennesseans-are-without-reliable-broadband-is-the-connection-getting-better)

Percentage of Tennesseans without access to better broadband internet

This data is compiled at 100/10 megabits per second downstream and upstream. This is the closest calculation to what the state considers access to broadband, which is 100/20.

0.96 15.9   60.7
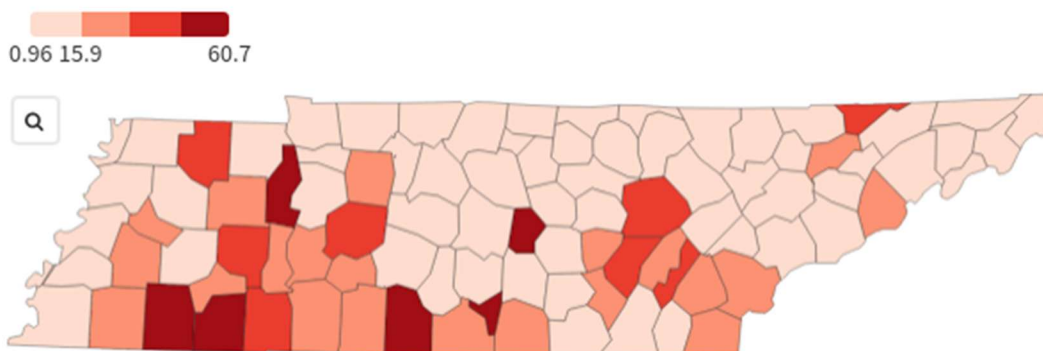
Source: FCC 477 Map • Graphic by Emily R. West

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Strategic Partnerships

Kathy Ireland® Small Business Network

Peak360™ Broadband is proud to announce partnerships with **Kathy Ireland Small Business Network®** and **Ireland Pay®**. This collaboration enhances our marketing capabilities and provides additional resources for managing financial transactions. Notably, **Ireland Pay®** gives **51% of credit card transaction fees to charity,** supporting various organizations, including:

- **The Red Cross®**
- **Feeding America®**
- **The Salvation Army®**
- **St. Jude's Children's Hospital®**

This partnership not only aligns with our corporate social responsibility goals but also strengthen our brand's presence in the community.

FIBERWISE
First in Last Mile

A Team of Rural Broadband Pioneers

FiberWise team members are veteran experts in their field. They've done the work, dreamt the network, found the right-of-way, spliced the lines, connected the customers, repaired the damage, and made peering partnerships. We help you make the decisions ahead because **we've been there, and we have done it.**

A partnership between a last-mile fiber startup and a wireless ISP could create a powerful hybrid broadband provider, leveraging each other's strengths to expand their market reach, increase funding potential, and provide flexible connectivity solutions. Here is a strategy for how these two companies could work together as one entity, compete for BEAD funding, and develop robust revenue streams:

1. Operational Synergy

- **Hybrid Network Strategy**: Combining fiber infrastructure with fixed wireless access (FWA) technology offers the best of both worlds. Fiber can serve high-demand urban areas and critical community institutions (e.g., schools, hospitals), while FWA can quickly and affordably expand coverage in rural or hard-to-reach areas.
- **Application for BEAD Funding**: The BEAD program prioritizes comprehensive and inclusive broadband plans. A hybrid provider that combines fiber and wireless could strengthen its application by offering diverse, scalable, and resilient options that cater to underserved areas, meeting the goals of federal funding.
- **Service Expansion**: This partnership can expand service faster, using wireless to establish initial coverage while gradually deploying fiber where it's most cost-effective or strategically advantageous. Over time, fiber infrastructure can backhaul wireless sites, optimizing performance.

2. Developing Diverse Revenue Streams

- **Residential and Business Broadband Plans**:
  - **Hybrid Plans**: Offer tiered broadband packages where customers can choose between fiber and wireless based on their location and needs. For example, urban customers may choose fiber for maximum speeds, while rural customers have access to high-speed wireless plans.
  - **Service Bundles**: Bundle broadband with additional services (VoIP, TV streaming, security packages) to increase average revenue per user (ARPU).
- **VoIP and Communication Services**:
  - **Residential and Small Business VoIP**: Provide affordable VoIP services that enhance connectivity options.
  - **Enterprise Communication Services**: Create a managed PBX system for larger businesses, providing secure, high-quality communication that integrates with the broadband infrastructure.
- **Managed IT and Security Services**:
  - **Network Management**: Managed network services (e.g., network setup, security monitoring) for businesses and government offices, especially those in rural areas where in-house IT support might be limited.
  - **Data Security and Privacy**: Offer managed cybersecurity solutions like firewalls, DDoS protection, and VPNs as additional revenue streams.
- **Community Wi-Fi**:
  - **Public Wi-Fi Hotspots**: Deploy hotspots in public areas, like parks and downtown areas, to provide free or low-cost access sponsored by local governments or through advertising revenue.
  - **Affordable Connectivity Programs**: Partner with local municipalities to provide affordable or free Wi-Fi to lower-income residents, meeting BEAD's

focus on equitable access while gaining community goodwill and local funding.

- **Government and Institutional Contracts**:
  - **Educational Networks**: Partner with schools and libraries to deploy high-speed internet through special education funding programs. Fiber can support these entities directly, while wireless could ensure connectivity in nearby areas.
  - **Smart City Initiatives**: Enable services for smart city applications, including public safety, traffic management, and IoT, creating recurring revenue through government contracts and partnerships.
- **IoT and Smart Home Solutions**:
  - **Home Automation Services**: Capitalize on IoT by offering smart home services, from energy management to security systems, appealing to tech-savvy customers.
  - **Industrial IoT**: For agricultural or manufacturing businesses in rural areas, provide IoT connectivity solutions, like smart sensors for agriculture or industrial equipment monitoring.

3. Competing at a National Level

- **Scalable Infrastructure**: The hybrid model could roll out quickly across states, allowing the company to build a presence nationwide with fiber in cities and FWA in rural areas. This also positions them to win contracts and funding in multiple states under the BEAD program.
- **Advanced Customer Service**: Ensure a positive customer experience through proactive maintenance, responsive support, and flexible service plans, differentiating the brand from incumbents with notoriously low satisfaction scores.
- **Innovation and R&D**: Invest in technology upgrades and research to explore new wireless standards (e.g., 5G and beyond) and fiber improvements, keeping infrastructure future-proof.

Through this strategic partnership and diversification of revenue streams, a hybrid fiber and wireless partnership could create a versatile, scalable broadband solution, making it competitive for BEAD funding and positioning it as a top broadband provider in the U.S.

StoanHedge™ Opportunity Zone Investment Fund

Peak360™ Broadband is part of the **StoanHedge™ Opportunity Zone Investment Fund**, which allows us to leverage significant tax advantages and breaks on capital gains for our investors. The Tax Cuts and Jobs Act of 2017 encourages investment in economically distressed areas by providing tax incentives for businesses and investors established Opportunity Zones.

Tax Benefits

- **Deferral of Capital Gains**: Investors can defer tax on prior capital gains if they invest in a Qualified Opportunity Fund (QOF).
- **Reduced Tax**: If the investment is held for five years, investors can reduce their taxes by **10%** and by **15%** if held for seven years.
- **Exemption on Gains**: If the investment in the Opportunity Zone is held for at least ten years, investors can potentially eliminate taxes on any new gains.

By utilizing the **StoanHedge™** Opportunity Zone Investment Fund, **Peak360™ Broadband** can attract investment while providing significant tax benefits to our stakeholders.

Special Events and Disaster Relief Initiatives

Peak360™ Broadband plans to implement mobile towers on trailers, branded for visibility at county fairs, concerts, and special events. These trailers can also be deployed for disaster relief in areas impacted by catastrophic events, such as flooding in North Carolina. Furthermore, we will explore funding opportunities through **FEMA** to establish wireless connectivity during outages and emergencies.

Financial Details

Startup Costs

Peak360™ Broadband anticipates several key costs to effectively reach 3,000 subscribers, which include:

Total Estimated Startup Costs:

- **Infrastructure Technology**: $130,000
- **Network Installation**: $90,000
- **Subscriber Installation (3,000 subscribers)**: $1,041,000
- **Annual Operating Costs**: $180,000/yr 1 | $360,000/yr 2 | $1,500,000/yr 3

Grand Total for Reaching 3,000 Subscribers: $1,800,000
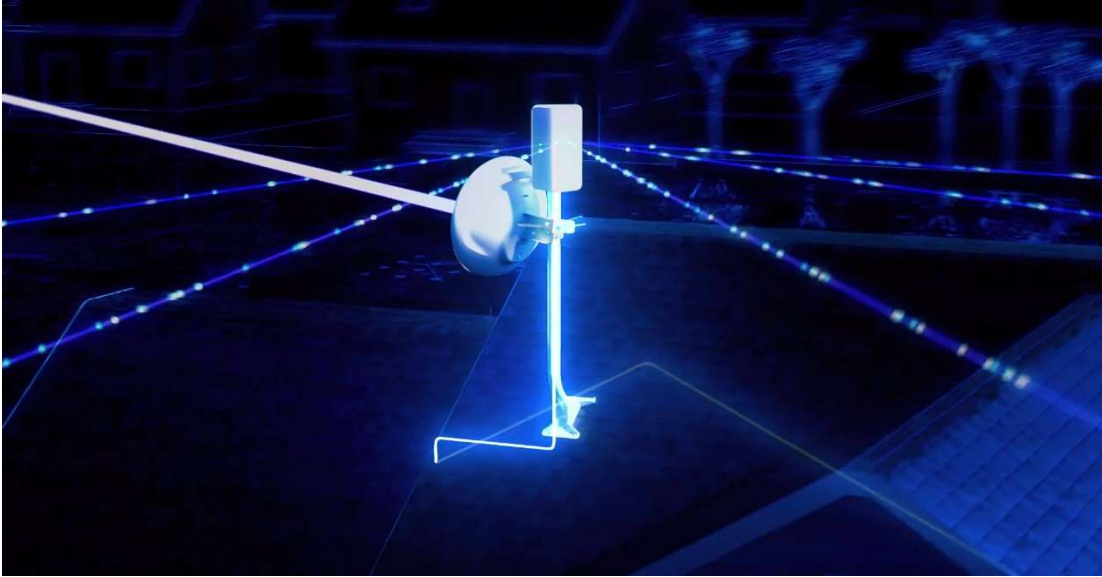
Staffing Costs

To reach 3000 customers, **Peak360™ Broadband** will need the following staff by year3

Role	Average Salary (Annual)	Number of Staff	Total Cost (Annual)
CEO	$120,000	1	$120,000
VP of Operations	$90,000	1	$90,000
Network Engineer	$85,000	1	$85,000
Field Technicians	$55,000	3	$165,000
System Administrator	$75,000	1	$75,000
Customer Service Representatives	$40,000	3	$120,000
Technical Support Representatives	$45,000	2	$90,000
Sales Manager	$80,000	1	$80,000
Marketing Specialist	$60,000	1	$60,000
Business Development Representative	$65,000	1	$65,000
Finance Manager/Accountant	$70,000	1	$70,000
Administrative Assistant	$40,000	1	$40,000
Legal Advisor (part-time)	$30,000	1	$30,000

Total Estimated Yearly Staff Cost: $1,325,000

Performance Summary

Projected Yearly Performance for Peak360™ Broadband:

Yearly Performance	300 Subscribers	1,000 Subscribers	3,000 Subscribers
Subscription Revenue	$248,400	$828,000	$2,484,000
Equipment Rental	$25,200	$84,000	$252,000
Gross Income	$273,600	$912,000	$2,736,000
Cost of Customer Equipment	$104,100	$347,000	$1,041,000
Operating Expenses	$180,000	$360,000	$1,500,000
Net Income	**$(110,500)**	**$185,000**	**$615,500**

Profitability Timeline

Peak360™ Broadband projects to achieve profitability by the beginning of Year 2

- **Year 1**: **Net Loss** of **$(110,500)**

- **Year 2**: **Net Profit** of **$185,000**

- **Year 3**: **Net Income** of **$615,500**

This analysis demonstrates that once **Peak360™ Broadband** reaches approximately **3,000 subscribers**, it will not only cover its operational costs but also generate significant profit and established for rapid expansion. *Note: projections are for broadband only.*

- Year 4 - no new capital projects. Collect Revenue.

Year 5 – Grow to 5000 subscribers

Additional Revenue Streams

VOIP Business and Residential Services will be added upon network completion. We expect 1/2 of our subscribers to add VOiP services at an average of $30 per month. This will generate an extra $73,500 per month add nearly $882,000 in annual revenue.

Managed Wireless for Multi-Dwelling Units, Hospitality, and Healthcare. Very lucrative market. Provide one fiber line that can be served over wireless to multiple homes and resold by Property Managers, Hospitals, & Hotels as a way for these companies to also generate revenue.

Over Subscription Ratio

Upon Network Completion, our goal is to implement an over subscription ratio of 10:1. This is standard practice in the ISP industry since users do not use bandwidth simultaneously to do a 25:1 or even 100:1 in some markets. We will 10x our subscriber base to 30,000+ subscribers with minimal new infrastructure capex.

Funding Request

We are requesting **$500,000** in initial seed money and total funding over 3 years of **$1,800,000** to build out a state-of-the-art wireless broadband network, customer installations and operating costs the first 3 years.

Additional Funding

We are exploring various financing options Notably; **Peak360™ Broadband** is ready to participate in the **Broadband Equity, Access, and Deployment (BEAD)** funding opportunities in all 56 states and territories, which could provide substantial financial support. **We also seek a strategic partner to back us with a 25% match on BEAD funding requests.**

BEAD Funding

The BEAD program offers a total of **$42.45 billion** in funding to expand high-speed internet access across the United States. To apply for BEAD funding, we will need to demonstrate a **25% match** through a letter of credit and provide financial statements to support our request.

Conclusion

Peak360™ Broadband is strategically positioned to become a leader in high-speed internet services, particularly in underserved areas. With a solid business model, diverse revenue streams, and strong community partnerships, we are set for sustainable growth and success.

By focusing on our defined target markets, leveraging funding opportunities, and utilizing innovative solutions for disaster relief, **Peak360™ Broadband** aims to make a significant impact in the telecommunications industry while generating attractive returns for our investors.