

Steeplechase Networks Executive Summary

7. Executive Summary of Overall Proposal:

Universal broadband access is impeded by the high cost of connecting to sparsely populated or isolated regions. Coupled with real limits on users' ability to pay, broadband is often unavailable in these regions. Even where available at a reasonable price, adoption is low among key demographic groups, who find it irrelevant or too costly.

Steeplechase Networks, Inc. ("Steeplechase") addresses these problems by offering socially and personally valuable, innovative, and affordable services on top of broadband that justify the investment required for universal broadband. Our program has four elements:

1. Programs to build awareness among users and the agencies that serve them
[REDACTED]
3. Development of a better business model to ensure sustainability
4. Built-in capability to measure broadband use and its personal and social benefits.

Awareness: Steeplechase education and awareness programs help people and small businesses understand the relevance of broadband. Participants in our program are introduced to socially, economically and personally valuable services in education, healthcare, Aging in Place, security, energy, high-speed file sharing, help desk support, and others.

We also make broadband simpler with a unified interface and simplified billing system.

[REDACTED]
This saves network operators money [REDACTED]
[REDACTED] especially in rural areas.
[REDACTED]

In addition, we stimulate adoption by addressing the social goals of agencies serving our target populations. This aligns the goals of these agencies with increased broadband use. Hospitals find it cheaper to offer care via in-home broadband than on-site; schools can offer courses online that they could not offer at school; utilities use home energy monitoring to improve efficiency.

Building a Better Business Model: Steeplechase's services actually lower some costs of infrastructure providers. Our program also includes direct payments to local operators from service revenues. Finally, through joint marketing initiatives we leverage the local operator's awareness efforts, helping increase adoption. All of these amplify impact of the initial investment made in broadband infrastructure. This makes the ROI incentives for market entry more attractive and encourages new investment in unserved markets.

[REDACTED]
We also offer a chance for local developers to become part of our suite of network applications, much like the app store for Apple iPhone applications, vastly increasing the potential for local economic development.

Built-in measurement capability: Lastly, because our applications are diverse and we serve many communities in several states, and because we train key users in our applications, Steeplechase is uniquely positioned to measure the use of broadband applications and their social and personal benefits. We can measure adoption, use, and benefits across various applications, various communities, and various groups within those communities. And this capability is indefinitely sustainable, due to our ongoing, profitable business model.



The services that Steeplechase Networks provides are projected to save and even create jobs in the local community, in the categories of home equipment installers, maintenance personnel, trainers, call center operators, sales, and project management. The impact that our services for small business and home business creation could have on indirect job creation will likely be much larger.

Steeplechase was founded in 2005 by Edward Zyszkowski, a seasoned entrepreneur with success in building complex systems on time and creating hundreds of millions of dollars of market growth. Our management team has created and operated numerous successful software, telecommunications, and consumer services companies. Along with our partner, the High Performance Government Network, we have experience with successful deployments of government funds to solve critical problems.



In conclusion, the Steeplechase proposal meets the mandates of the ARRA in the following ways:

- We drive broadband use in unserved and underserved areas and constituencies.
- We create a more sustainable business model for broadband in rural and underserved communities.
- We create and leverage synergies with many other ARRA, Federal and State programs for the unserved, underserved and needy in areas such as Energy, Healthcare and Education.

