

There are two key elements to promote sustained household broadband subscription.

- A. Making initial introduction to broadband access affordable
- B. Demonstrating benefits of broadband access to everyday lives

Logiclink Inc. (“Logiclink” or “Company”) proposes an innovative, economically sustainable program to address both elements. The program consists of two components.

- A. The Business Anywhere® Center
- B. The Business Anywhere® Membership

The Business Anywhere® Center offers free broadband access (at least 1.5 Mbps download/256 Kbps upload) and computing services such as shipping, printing, copying, and faxing.

The Business Anywhere® Membership with its easy-to-use Business Anywhere® Interface is accessible both at the Business Anywhere® Center and at home. It is specifically designed to demonstrate the benefits of broadband to everyday lives by providing premium broadband based services

Logiclink, with its trademarked products (Business Anywhere® Center), was established to bring easy-to-use broadband access and value added services including copying, faxing, computing, printing and mailing/postage to the hospitality industry, cruise lines and other public and retail locations. During the course of its history, Logiclink has deployed over 1000 Business Centers and 2,000 Cyber-Shell Business Centers nationwide with clients such as Hilton, Starwood, Marriott, and Royal Caribbean Cruises. Logiclink is a premier provider of self-serve business center services and broadband Internet access in public venues. This existing installed base and track record makes Logiclink uniquely qualified to implement and operate a large-scale computer workstation infrastructure as a retail endpoint to broadband service.

Logiclink has developed the easy-to-use Business Anywhere® Interface, which can be pre-installed on machines at the Business Anywhere® Centers. Logiclink shall customize the Business Anywhere® Interface for this program to deliver the services included in the Business Anywhere® Membership.

Logiclink proposes to place Business Anywhere® Centers in conveniently centralized and publicly accessible areas in all 1731 rural counties (based on 2003 FCC Rural Urban Code 6, 7, 8, and 9) in America. Logiclink shall support the public safety agencies and community organizations that serve the venerable populations by giving them priority consideration in receiving the Business Anywhere® Centers.

The Business Anywhere® Membership shall be promoted and made accessible at the Business Anywhere® Centers. The membership shall initially offer the following premium broadband based services.

- A. Training
- B. Job Center
- C. Health Care
- D. Export
- E. Community Development
- F. Government Service

Logiclink shall fund this program with a \$51MM budget based on internal investment, ongoing revenue from self-serve business center services, membership program, and BTOP Federal assistance. Based on a self-promoting business model, the program shall become increasingly self-sustaining and economically attractive as the number of installed Centers reaches critical mass. Specific demand stimulation strategies shall be employed to promote immediate trial usage and membership.

Based on conservative acceptance rates at the end of two years, Logiclink estimates a home broadband adoption base of Business Anywhere® Membership subscribers who access the membership at the Business Anywhere® Centers. Significant number of temporary jobs will also be created to fulfill installation requirements of the Business Anywhere® Centers.

The objectives of this program are closely aligned with the purpose of the BTOP.

- A. Promote sustainable broadband adoption.
- B. Provide free broadband access to the public in unserved/underserved areas.
- C. Improve health care delivery.
- D. Empower public safety agencies and community organizations that serve the vulnerable populations.
- E. Stimulate economic development.
- F. CREATE JOBS!

The outcomes of this program are:

- A. Sustained broadband subscription for 519K households;
- B. 1,895 permanent jobs averaging \$22K of federal assistance per job;
- C. 1,731 Business Anywhere Centers, one in every rural county in America;
- D. Free broadband access available to every rural American;
- E. Convenient and low cost access to health care information;
- F. Intuitive introductory computer and Internet training;
- G. Measurable economic development through entrepreneurship and export.