

Broadband USA Applications Database

Applicant Name: WeCare Wireless Networks, Inc.

Project Title: Livermore Area Network Expansion

Project Type: Last Mile

Executive Summary

Opportunity Founded in 2003, WeCare Wireless Networks is a wireless broadband service provider offering high speed internet access with superior Quality of Service, Reliability, and Performance. WeCare currently provides wireless broadband services to hundreds of residential, business, and government customers in and around Livermore. There are still many residents in the Livermore region who do not have access to broadband service. Either their homes were built long before the high-speed technology was included in the neighborhood infrastructure or they are located in areas where the cost to deploy facilities-based terrestrial broadband service is extremely prohibitive. By adding additional point-to-point and point-to-multi-point links, WeCare can begin immediately to enhance and extend its existing wireless network to provide access to broadband service to more than one thousand households in unserved and underserved areas in the surrounding region. Description of Proposed Funding Area Utilizing 2000 census data, the proposed funded service area for this project is comprised of 198 contiguous census blocks, starting within the city of Livermore (population 73K) and stretching out in multiple directions. The number of households in the project service area is 1082. The number of businesses listed is 567. Community Anchor Institutions, Health Care, Education Most community anchor institutions, public safety agencies, and critical community organizations are located within Livermore, specifically within areas served by facilities-based terrestrial broadband providers. No such organizations are listed in the proposed service area in the 2000 census. WeCare aims to provide reliable, affordable broadband service to families in unserved and underserved areas to enhance their opportunities for enrichment at the primary and secondary levels of education. Broadband access will serve to increase telecommuting and online-based employment opportunities for residents in the proposed area. It will also enable adults and children to readily take advantage of the ever-expanding array of online healthcare services, telemedicine applications, and the health information technology framework. Proposed service WeCare will offer access speeds that range up to 2.5 Mbps download and 1.5 Mbps upload with manageable and committed data transfer rates per subscriber. Residential service with these access speeds will be offered for only \$44.95 per month. Non-discrimination and Interconnection WeCare strives to promote the open and interconnected nature of the Public Internet, providing its subscribers with direct or indirect access to the public internet. WeCare ensures that subscribers can access lawful Internet content of their choice, can run applications and use services of their choice, and are entitled to connect any legal device. WeCare will display its network management policies in a prominent location on its website. WeCare's network management system does not and will not favor any lawful Internet applications or content over others. Subject to technical feasibility and current and expectant capacity limitations, WeCare will negotiate with all bona fide requesting parties

that wish to connect to the public Internet on WeCare's network. Broadband Technology WeCare's solution utilizes next generation technology in the FCC approved 900, 2.4 and 5.8 GHz unlicensed wireless frequencies. The network architecture utilizes the advanced 802.16 media access control (WiMax) for improved service levels and security. The use of this technology ensures that only authorized users can access the network and provides an increased level of privacy minimizing unauthorized access to data. The Subscriber Unit antenna is the approximate size of a Kleenex box. This rugged outdoor unit is mounted to rooftops utilizing various options. An Ethernet cable provides both power and connectivity to the Subscriber Unit antenna from the in-building Power-over-Ethernet (POE). The POE connects to the user's PC, router or Wi-Fi equipment via a standard RJ45 Ethernet connection. The network backhaul and several point-to-point and distribution access links are already in place. This project calls for increasing the capacity of the backhaul infrastructure and deploying additional distribution access points and point-to-point links to reach households on the fringe of Livermore and extending outward in several directions.

Applicant Qualifications WeCare Wireless was founded in 2003 to provide wireless broadband services to residential and business customers. WeCare raised private capital and designed and deployed a WiMax based network based in Livermore, CA in 2004. WeCare carefully selected network access equipment and the required software systems necessary to build and operate the network. WeCare identified sites and negotiated co-location agreements with multiple organizations and individuals and installed the backhaul equipment and network access points at those sites. WeCare's CRM system is private labeled from IKANO. This system provides on-line signup and automatic credit card based billing, rate plan creation, on-line technical support, email with Postini management and security, customer account management web portal, and billing for additional value add services. The first customers began using WeCare's network in 2004. Subscribers have been added every year. All the equipment and necessary operating systems are in place. WeCare has now been providing broadband service for more than five years. The overall performance of WeCare's network and their quality of customer service resulted in WeCare recently receiving an Overall Performance Rating of 94 out of 100 by their customers in a survey compiled by Open Ratings, a division of Dun and Bradstreet. Throughout the years, WeCare has also developed extensive expertise in deploying and supporting other wireless networks in diverse environments including private point-to-point networks, Metropolitan Wi-Fi networks and business and residential Wi-Fi networks.

Sustainability The income generated from the existing and additional subscribers will provide the necessary revenue for the ongoing operating expenses of the Company. WeCare will also continue to grow and expand its Integrated Wi-Fi Service™ program with home builders and provide Wi-Fi products and installation service for its broadband customers. These revenues are reflected in the financial statements as "WiFi" revenues.

Infrastructure Cost The total project cost for building the infrastructure and making broadband available to the target households in the proposed funded service area is \$1,202,915. This translates to only \$1110 per passed household in the proposed funded service area.

Subscriber Projections WeCare estimates that at least 506 households in the funded service area will subscribe to broadband service through WeCare Wireless. This represents a 47% adoption rate of the target households. WeCare is basing this adoption rate on its prior history of customer adoption in its current footprint and based on prior inquiries for internet service from residents in the proposed service area.

Jobs WeCare estimates that four specific jobs will be saved/created directly for the Company and another five individuals will be provided with work through sub-contracted professional services. It is

expected that additional jobs will be created through telecommuting and on-line based employment opportunities being made available to the residents in the proposed service area. Recent studies show that 3.7% of all workers telecommute on a daily basis when they have access to broadband and other required facilities. This would mean that approximately 50 currently employed workers in the proposed service area would be able to work from home each day, reducing traffic congestion and overall fuel consumption. In addition, broadband access to the internet allows for the creation of new small businesses. These types of businesses are expected to be a catalyst in assisting in the overall economic recovery.