

RovAir addresses both a problem and a need. Presently, a large number of persons connect to the internet wirelessly via local hotspots. Current demand for hotspot connectivity has changed the need for internet as a luxury to a necessity; the internet enhances the way we work, live, learn and play. Accessing WiFi hotspots or even wired internet connections is challenging in many areas. Not to mention, it is impossible for much of the population who has no internet accessibility at all; this is the problem.

Despite the efforts of six primary WiFi providers that advertise a combined total of roughly 250,000 hotspots in the United States, wireless internet is still widely inaccessible. Although, WiFi does not require the user to connect via hardwire, it does however anchor a user users to a certain location. These WiFi locations are considered hotspots and are commonly utilized by hotels, airports, colleges and chain cafes. This infrastructure, familiar to several bustling corporate operations, is not found in many rural or underdeveloped areas.

RovAir brings the hotspot to the individual rather than having to find one. Through our innovative distribution model, RovAir activates 3G data cards (or more accurately, a 3G antenna) which our customers insert into their computer allowing them to receive internet access through the 3G networks of Sprint and Verizon. The infrastructure for Sprint and Verizon is extensive, and currently extends into thousands of rural communities around the country.

Perhaps the only deficit to owning an aircard is the long term contract required by all of the providers (Verizon, Sprint, AT&T, etc.). Typically, with each company there is a start up cost, a two year contract and monthly fees for the duration of the contract. The deal makes sense to the few who may need mobile internet access on a daily basis, but fails to utilize the enormous potential of the short term users.

Because of the short-term nature of our target customers' usage patterns, the 3G data card can be considered a "day-pass". As we gain economies of scale, this could become an hourly pass. Because demand for internet connectivity is very high and we eliminate the requirement for a contractual commitment, we anticipate the adoption rate of our service to be strong.

Our primary premise is to allow users temporary internet access to the "existing" Verizon and Sprint cellular based (3G) broadband networks, with RovAir acting as the intermediary; thus, eliminating the need for long term contracts. RovAir enters into the contracts and essentially time shares them to the general user, ultimately passing along our buying power to the customer. The larger we grow, the less expensive our service gets. RovAir addresses both a short term need and long term problem.

RovAir addresses the need and problem through a virtual and physical distribution model. [REDACTED]

[REDACTED]

In the physical distribution model, customers actually take possession of our 3G data card or one of our corporate partner's 3G data cards. Perhaps most importantly, our model can be replicated very easily in any area of the country, as we are able to add accounts [REDACTED] at anytime.

Through a combination of our physical and virtual distribution system, our model enables us to reach anyone in the U.S. population with a short term internet need. Our initial focus will be in the Northeastern United States with a focus on deploying to public institutions and public access facilities, such as hospitals, public universities and community colleges, libraries, train stations, and airports.

Because our service addresses anyone with a short term need for internet connectivity, our population target is approximately 70 million people. Essentially, internet under our model becomes available, affordable, and easily accessible to anyone who needs it.

RovAir was formed in October 2007 and has been in operation under our existing model since March of 2008. We have been deploying data cards since this time. Our principals come from a variety of backgrounds with experience in hospitality service and real estate, software development, technology sales, advertising and publishing, and business continuity. While we are a service based entity with roots in the hospitality sector, the combined efforts of these varied backgrounds have enabled us to build a website, market our firm, and sell our product and service. Further qualifications of our principals are detailed in a later section of this application.

Based on this application, we anticipate creating 35 jobs. Unlike many of the infrastructure programs, we are creating long term jobs, and not short term work. Of the 35 jobs to be created, we anticipate three jobs in line level distribution, six jobs in customer service and technical support, twenty jobs in retail sales and awareness, two jobs in software development, and four management personnel.

The overall financial budget of our proposal is anticipated to be \$7,689,115. The budget is set forth in the addendum to this application. RovAir intends to comply with the 20% matching contribution. In addition, RovAir anticipates generating over \$20.0 million in program income through its innovative approach to distribution. As mentioned, this model can be replicated with relative ease throughout any area of the country.