

Applicant: Industrial Grade Broadband, LLC
Project Name: A Green Bridge to Everywhere

Q07 – Executive Summary (with Redactions)

Executive Summary of Overall Proposal: Industrial Grade Broadband’s “A Green Bridge to Everywhere”

By 2010, the average household will use 1.1 terabytes of bandwidth. In other words, twenty homes next year will generate more traffic than the entire internet in 1995. But the “average household” does not include everyone. About 1 in 3 households in the United States has little or no participation in today’s boom in use of internet bandwidth. The primary goal of Industrial Grade Broadband (IGB) is to level the playing field, to make broadband adoption as universal as possible. IGB’s plan for sustainable broadband adoption takes the internet to new levels of capacity and access – for everyone. Until now, the primary obstacles to achieving these much-desired ends have been the poor quality and excessive costs of the “last mile” in delivery of that broadband signal. These have been the chief culprits in preventing broadband adoption in unserved and underserved communities (typically defined as those communities more than 50 miles from any central office and/or served by only one internet service provider).

IGB, however, turns these obstacles into an opportunity through a new generation of green technology: state-of-the-art carrier switching and routing equipment that transform the present patchwork of old technologies and inefficient, overpriced services into a seamless whole [REDACTED]

[REDACTED] IGB’s technological innovations in delivery of broadband signal generate:

- 1) Superior Signal Quality – regardless of modality of “last mile” delivery.
- 2) Superior Support Services – through strategic alliances with cutting-edge vendors in the broadband industry.
- 3) Superior Price Points – which make broadband affordable for everyone, everywhere.

The result? IGB’s solutions go far in bridging the digital divide through delivery of cost-effective, stronger, more reliable broadband signal to unserved and underserved communities – first in Michigan and Ohio, then nationwide.

Innovation in broadband technologies makes possible innovation in IGB’s business model. Rather than treat the digital divide as a boundary between profitable and unprofitable markets, IGB identifies the unserved and underserved as key opportunities for economic growth. What makes IGB’s solutions so promising in the long term, therefore, is the coupling of affordability (for the 1 in 3 households without broadband signal at present) with profitability (for IGB and its partners in developing and deploying these new technologies).

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In terms of sustainability, however, we seek to go one step further. Though a private corporation, IGB is designed to give back to the communities it will serve by directing a portion of its profits to local and state initiatives that are truly sustainable. IGB recognizes that increasing the adoption of broadband is not an end in itself. Instead, affordable access to broadband is the gateway to many other forms of community empowerment. As such, long-term adoption of broadband services can serve as a fulcrum for other local endeavors – and IGB envisions a role in that ongoing process.

By leveraging the combined strengths of our nationally recognized partners and potential suppliers, IGB/GBAND™ will accomplish what no other entity has yet been able to do. Until now, the delivery of broadband service has been limited by older, uncoordinated technologies run over copper wires. The resulting costs have been prohibitive enough to prevent reaching nearly 1 in 3 homes in America. Through the application of IGB/GBAND™'s green solutions, these technological and economic limits are surpassed.

IGB/GBAND™'s “A Green Bridge to Everywhere” project program will reach up to 553,824 businesses and, 2,424,903 residential subscribers. Moreover, IGB/GBAND™ will create up to 100 Green-Collar management and service staff jobs, and approximately 11,000 Green-Collar installation jobs as a result. The overall cost of this investment? IGB/GBAND™'s innovative solutions – “A Green Bridge to Everywhere” – is approximately US\$149,994,946.

In brief, IGB/GBAND™ offers a systemic cure for a systemic problem through the application of innovative technologies linked with the execution of an innovative business model of social investment. Sustainability, therefore, is a question of converging incentives on the part of the provider of broadband signal and the un/underserved communities – whoever and wherever they may be. And IGB/GBAND™ is the point of convergence.