

“Surfs up! And everyone is catching a wave.” The surfing experience is always heavily influenced by the size and speed of the wave. And using broadband is like catching that ultimate big wave – fast and able to accommodate large volumes of data efficient - thus enhancing the all around internet surfing experience.

But, according to Don Winstead, special advisor to the Governor of Florida, 65% of the State of Florida does not have access to broadband! And this trend is not unique to Florida; other states nationwide are reporting similar levels of non-broadband adoption among their residents.

In a recent Princeton Survey Research International survey the following barriers to broadband adoptability emerged: 50% of dial-up and non-internet users did not use broadband at home because they did not perceive it as relevant; 19% thought Broadband access to be too expensive; 17% cited availability problems while 13% stated ease of use as a deterrent to their broadband use. The Community Connect project will directly address and remove two of these aforementioned barriers to Broadband adoptability in our target markets. They are namely the problems of Relevance and Ease of Use. These problems are statistically significant since combined they account for 63% of the recently cited barriers to broadband adoptability by non-users.

Community Connect proposes a two fold solution:

- (a) The re-launch of its flagship web-based technology program – Sked-It – to give clear purpose for using broadband and motivation for continuing its use;
- (b) A series of awareness-based training sessions aimed at educating potential new broadband users about advantages to utilizing the Sked-It tool and its immediate usefulness and relevance in their lives.

For several reasons, our approach is innovative in addressing a resolution to the broadband adoptability problem. According to PewInternet.org most people utilize broadband technology for email or reviewing websites. However, the Sked-It tool will add another dimension to Internet use that is presently under utilized – providing non-users with another valid reason to connect and desire broadband technology and access. The tool by itself is also original to the industry and performs a function that no other presently performs – linking multi-programmatic calendaring systems. This revolutionary tool will allow for the formation of new pathways of internet communications and a new category of Internet usage.

Initially, Community Connect will launch its initiatives among anchor institutions in the Southeast region of the country, with plans to expand nationwide and into commercial environments as organizational growth allows. During the period of the grant funding the project will target individuals between the ages of 19 and 75, living in rural, suburban, and urban districts, having an average household

income between \$25,000 and \$60,000. Community Connect expects to directly reach 500,000 new and existing broadband subscribers.

However, since the nature of our project will be opening the gates to a whole new segment of internet use, presently non-existent, we expect that as other organizations and corporations start to utilize the internet in this category, exponential growth of broadband subscribers will occur and the project will have reached many other subscribers indirectly.

The project's leadership team has an excess of 50 years combined management and technical projects experience of comparative and even greater complexity and size. Key members of the management team have previously worked together on a variety of other projects including several startup ventures. And each member of the management team has also operated their own organizations successfully. With their diverse experiences and strong understanding of the internet market space they bring energy, focus, dependability and stability to a project of this nature.

The CEO and visionary behind the new technology, has built and managed 2 technology-based startups as well as a fortune 100 business unit. The startups he built averaged \$10 million in investments and achieved sustainability within 4 years. The CEO's Startup experience and directorship will ensure that the team has focus, is delivery sensitive, and values the funds being utilized; while simultaneously preserving the integrity of the Project's innovativeness.

The Community Connect project will have an impact on job creation both directly and indirectly. The project will itself directly hire 57 professionals and plans to be headquartered in Saint Lucie County, Florida. St. Lucie County has recorded as of June 2009 an unemployment rate of 14.1% according to FRED (Florida Research and Economic Database), and is in desperate need of quick economic stimulation. Indirectly, because the project will introduce a whole new subset for internet use, many new jobs will be created nationwide since the base technology Community Connect introduces can be leveraged for replication in other areas of the country.

The total cost of the project is \$7 Million with a grant request of \$4 Million. The grant monies will be used for starting the project, and staffing costs for 2 years. There is an inverse relationship between the dollars utilized from grant monies and the project's generation of revenue. As the project achieves sustainability and generates revenue, the grant monies required for its operations diminishes. The average cost to reach each potential broadband user equates to \$14 per person.