Executive Summary

The greatest growth in broadband adoption in the past year has taken place among 2 population subgroups Senior citizens, Low-income Americans with below average usage rates in the past.

Overall, people reported that they live in homes with annual household incomes below $30,000 experienced a 34% growth in home broadband adoption from 2008 to 2009 based on the Home Broadband Adoption 2009 Report -Pew Internet & American Life Project.

(http://pewresearch.org/pubs/1254/home-broadband-adoption-2009)

Within the two groups mentioned above as well as other underserved groups, adoption rates are increasing as shown by the above data. However, there is still a significant number of low income Americans and elderly who are fearful of computers, internet and what can be found there. It is our intention to provide the fundamental paradigm shift from no computer/internet to at least understanding a computer and what it can do for communication, friendship, savings, personal education, health and information with an individual and what the internet can do in saving money and streamlining business for entrepreneurs in the SMB arena.

Innovative approach:

Our approach is to provide access to broadband internet access in the public computer centers. We provide training to those people who are not computer savvy or internet savvy. By engaging different community organizations we expect to improve the quality of life and reduce poverty.

We assume nothing about our clientele’s expertise and start with extreme basics. We provide free training on a recurring schedule. For many who are not computer familiar we show them the basics of turning on a computer, how to use a mouse, where applications are and what a browser is and how to
connect to the internet, email services, search engines, where to find what they are looking for and more. Additionally, it is our intention to focus our services and marketing to this socio economic group as well as the local business community. For the unemployed we provide training on building a resume and how to post to job boards and how to do job search using blogs, community web sites, professional membership groups, like linked in, jigsaw, twitter etc.

Sharepoint is collaborative software we will use to share information in all directions, with Federal, State, County and City Governing agencies and bureaus and Community groups.

Our commitment is to market to commercial businesses and provide no cost or low cost webinars and seminars on Achieving Broadband ROI, the power of the Internet, Achieving World exposure at the click of a mouse. Our groups for contact include the Chamber of Commerce, The Business Development Districts, where available, Speak to the Rotary, Subsidized Housing groups, Academic and Social Support Groups with an intention of supporting single mothers, insulated elderly providing an alternative that includes health and well being information, child rearing information, nutrition and general medical information.

Service areas, population and demographics:

Our current targets for a week include touching the lives of 800 people and that is a conservative estimate. 800 people per week multiplied by 52 weeks equals 41,600 visits multiplied by ten locations equals 416,000 people served in the first year of operation. With minimal growth we will be serving approximately over a MILLION people in two years at an investment of $5 per person, whose quality of life will shift some more dramatically than others.

The following locations are chosen based on other criteria not listed here including % of people living with a yearly income of less than $25,000, poverty, possible impact by us etc.

<table>
<thead>
<tr>
<th>#</th>
<th>CITY</th>
<th>Population</th>
<th>Median income</th>
<th>Unemployment rate</th>
<th>Demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Atlantic City, NJ</td>
<td>35,770</td>
<td>$21,034</td>
<td>14.9%</td>
<td>Mixed Race</td>
</tr>
<tr>
<td>2</td>
<td>Allentown, PA</td>
<td>108,900</td>
<td>$36,630</td>
<td>12.6%</td>
<td>Mixed Race</td>
</tr>
<tr>
<td>3</td>
<td>Wilmington, DE</td>
<td>72,664</td>
<td>$36,284</td>
<td>9.6%</td>
<td>Mixed Race</td>
</tr>
</tbody>
</table>
4   Baltimore, MD    631,366    $30,078    8.4%   Mixed Race
5   Roanoke, VA     92,475     $30,719    9.6%   Mixed Race
6   Durham, NC      209,000    $45,361    8.4%   Mixed Race
7   Charleston, SC  110,866    $35,295    10.4%  Mixed Race
8   Augusta, GA     191,991    $36,580    11.1%  Mixed Race
9   Mobile, AL      194,091    $35,239    10.9%  Mixed Race
10  Tampa, FL       325,265    $42,004    11.3%  Mixed Race

Qualifications of the Applicant and ability to implement and achieve success:

The Staff at Siva Systems have delivered similar projects for the FCC DTV Walk-in Help Center Project, with ten centers in the Midwest area which were templated as examples for other centers. Siva Systems staff has also worked on private projects to include setting up several dozen retail 99c stores, flower shops, gift stores, book stores, computer training centers and more. The logistics, marketing and management of the centers are all driven from our commitment and purpose to provide a profitable, growing, self perpetuating business entity serving the public and the community.

Siva Systems is a self certified small, disadvantaged, minority and women owned business (as declared in CCR). We have a valid GSA contract # GS-35F-0514U.

Jobs Created: Our multifaceted strategy creates approximately 36 full-time and 45 part-time jobs, which includes hiring two managers per center for operations management schedules and one community outreach representative who will also be the sales person for the center to deliver presentations that foster increased broadband awareness, adoption and use in the community.

Overall Cost of the proposed project: The cost of the proposal is $4,960,000 for setting up and operating 10 public computer centers across cities in 10 different states as show