The Steeplechase Networks, Inc. ('Steeplechase') project is based on the Steeplechase Common', a unique platform that accelerates the integration of broadband into local communities. It provides broadband applications that are relevant to a variety of constituents, especially those living in unserved and underserved markets in rural areas. Currently Steeplechase provides services in three states (MI, CA, VA). Steeplechase seeks funding to improve broadband service adoption rates by offering its innovative platform through partnerships with municipalities that are building local broadband networks throughout the country. Steeplechase addresses three important problems: 1) Reducing barriers to broadband adoption; 2) Applying broadband technology in communities to provide useful services; 3) Enabling sustainable adoption of broadband services while stimulating local economies, promoting the creation of meaningful and durable jobs in the community served. The value of broadband is realized by offering effective and useful applications. Steeplechase provides a platform for doing so. Without provision of applications that are valued and therefore used by citizens, broadband is an underutilized technology in search of a greater purpose. The Steeplechase project provides an engine that enables broadband applications and new markets that create jobs. In this manner, Steeplechase reveals the greater purpose of broadband technology in the 21st Century: an enabling technology for developing, sustaining, and evolving the economic fabric of local communities and creating self-sustaining jobs in those communities. The Steeplechase project has two components that are valuable incentives for broadband partners: cost reduction and revenue enhancement. First, working with Steeplechase augments the business model of local network operators by reducing costs while providing additional revenue streams that enhance the ROI for these network operators. Second, the use of Steeplechase's services brings significant jobs, economic and social opportunities to the targeted regions. Steeplechase's programs have the added benefit of streamlining government operations and supporting social programs. Steeplechase's services increase efficiencies in the provision of healthcare, education and energy efficiency, providing regional cost savings, while enhancing government's ability to deliver services. The project provides a broadband-based education model and ability for users to experience first-hand, relevant benefits of broadband like distance learning or in-home medical support provides a compelling way to increase sustainable broadband adoption. Project Details The Steeplechase sustainable adoption program comprises five major elements: 1. User education to build awareness 2. Community involvement to drive adoption 3. Development of a better business model to ensure sustainability 4. Regional economic development and job creation 5. A built-in capability to test and measure Broadband Adoption and Use User Education: Despite the wealth of products, services, and information available on the Internet, many users don't know how to fully take advantage of a new high-
speed connection. We simplify broadband with a unified interface and a service focused on online literacy. Steeplechase helps people understand how broadband is relevant to them. Participants are introduced to economically and personally valuable services, like healthcare; aging in place; home security and energy efficiency. All are provided applications including high-speed file sharing, shared calendaring and local news distribution. Steeplechase's Apptop' is an easy-to-use software interface that enables users to leverage their broadband connection to manage multiple aspects of their lives.

Community Involvement: We stimulate adoption by addressing the needs of communities, as well as those of government and private agencies who also serve our target populations. This aligns the objectives of these agencies with the objective of increasing broadband adoption. Hospitals can find ways to lower readmission rates and offer follow up care via in-home broadband rather than using expensive in-hospital resources; schools can offer courses online that they might not offer at school; unemployed people can train for a new career online; and homeowners and utilities can employ home energy monitoring to reduce usage and improve efficiency. Providing a Better Business Model for Rural Broadband: Steeplechase supports a sustainable model for providing broadband in towns with sparse populations. The model reduces costs to network providers due to more efficient data flow and storage. But more importantly, our program, which costs operators nothing to offer, provides the network operators a share of the service revenues, creating a new and sustainable revenue stream for them - ultimately enabling the construction of new networks and expansion of existing networks. The value customers attach to the proprietary services also increases the network's take rates and reduces churn. In addition, through joint marketing initiatives we leverage the local operator's awareness. Regional Economic Development: By providing broadband applications that support and streamline the operations of businesses and organizations, Steeplechase’s project increases regional economic development and local employment. By providing technology that helps citizens and businesses create and use broadband applications, economies become more efficient in providing a variety of services that employ more people locally. Offering services that increase profits for local businesses and attract business to a region has significant benefits. Importantly, providing services locally instead of over the internet means a significant portion of the revenue stays in the local economy and that local, sustainable jobs for installers, support, sales & marketing are created. Built-in Measurement Capability: Lastly, because we provide a diverse set of services and are planning to serve multiple communities in several states, Steeplechase is uniquely positioned to measure how different types of applications impact broadband adoption and usage. We can measure how communities and demographic groups differ in their approach to broadband, which groups take which services, which applications accelerate broadband adoption and impact usage, and can track these beyond the project’s funding period. The Steeplechase BTOP funding application links projects that currently pass around 360K homes in at multiple states (current LOI's or Agreements from networks in MI, CA, IN, VA, MN represent these homes passed). Steeplechase reaches out to underserved populations such as those over 65 years old. Roughly 15% of these homes (and rising every year) contain seniors, an underserved group we have specifically targeted with a complete suite of Aging in Place applications that improves seniors' quality of life while also saving taxpayers money every year they remain at home. The current Steeplechase deployment pipeline includes partnerships with at least 50 additional municipal and privately owned networks where we can replicate the Steeplechase local network approach. As of April 2009 another 950 broadband projects across the USA had been identified as prospects that would derive leverage in
broadband adoption from the Steeplechase offering. The Steeplechase model enables improvements in health care delivery; access to education; energy efficiency; civic participation; and public safety, by providing a platform that delivers these benefits to the community. Network economics imply that job creation follows as a direct consequence of connecting a community via broadband applications that provide useful services to citizens. The value-added services that Steeplechase provides are projected to save and even create jobs in the local community, in the categories of home equipment installers, maintenance personnel, trainers, call center operators, sales, and project management. On average, Steeplechase expects to add nearly one sustainable full-time job for each 1000 homes passed. More importantly, Steeplechase stimulates local economic activity and creates jobs through a multiplier effect. The total cost of the Steeplechase project is $12.42M and we are prepared to contribute a match of 32.2% ($4.00 Million) thereby requesting $8.42M. If funded our efforts will reach ~1.2M individuals at a cost of ~$10 each. CONFIDENTIAL & PROPRIETARY