Broadband USA Applications Database

Applicant Name: BROADBAND ALLIANCE

Project Title: Software Wizard to recommend broadband service based on user needs and budget.

Project Type: Sustainable Broadband Adoption

_______________________ Executive Summary ___________________________

The Broadband Initiatives Program and the Broadband Technology Opportunities Program's middle and last mile will allow resources to make considerable strides in rolling out broadband throughout the US. Once that happens, efforts will need to be made to make rural and vulnerable subscribers adept and comfortable with the technology and use it for best results. The speed of adaptation will surely lose momentum if we have to educate new subscribers on DSL, fiber, security, back-haul and other items just to make a choice for their household or business. Our answer is a simple software wizard. This software wizard will walk them through a series of questions designed to determine their broadband requirements. Will they use email? Will they watch videos? How many users in household will be accessing the connection? What time of day will it be used the most? and so on. This information will be used to analyze the available options for that potential subscriber's location. Things like speed, fair access policy, shared bandwidth, back-haul speed, security, distance from backbone all will be considered in addition to cost and contract factors to help them select the connectivity that is right for them. This is about building confidence in the decision. While this project has the normal application development stages of design, prototype/storyboard, programming and testing it will involve a significant amount of data collection from public and private sources. To do this mapping of location based data we will be using college students to provide the sourcing and data mapping of broadband alternatives. We have discussed this opportunity with several university Career Development Centers and are optimistic that we will have more than adequate resources available. The audience for this application are the 40% of US households that do not have broadband connectivity (Pew Internet Project - April 2009). This disproportionately represents rural, Hispanic, African-American and aged population. Our solution is innovative because it doesn't just show them the alternatives it takes their preferences and provides them with the best location based solution for their needs. Our solution uses the most sophisticated geo-referenced data analysis tools available in the market. We anticipate directly creating 15-20 student jobs and 5 technology jobs. The indirect impact will be jobs that are created because of the level playing field of no internet disconnect. The principals on this project represent a 25 year CIO, a Chairman, and a VP of Operations of a technology company. We have individually managed projects much larger and more complex than this one. The overall budget for this project is $672,260.