Executive Summary

a) The NTCH Inc, North Carolina Netbookmobile Program aims to bring the benefits of job creation, long-term economic growth, health care access, business opportunities, distance learning and narrowing gaps in broadband delivery and adoption to underserved & unserved rural areas of North Carolina. Broadband service adoption rates will increase when those persons unable to experience the benefits of broadband service for economical or logistical reasons are provided the opportunity to do so. This program brings the internet on a device to the person in need who may not have a device or the means to pay for the service. Those in need, for instance, may include people who may have worked in the textile or tobacco industries in this area of North Carolina and who are now displaced and in need of jobs and a way to both train for and find those jobs or may include those in need of distance learning and those in need of health care who can handle their appointments virtually. We also foresee a need in children whose family cannot afford or will not allow internet service, but would allow the child to check out a netbook for a short time to complete a project or as a reward for something done right. b.) Specifically the need of bringing the internet (as well as devices) to those who don't have them will be met by purchasing 7 Dodge Sprinter Vans, at a cost of $39,405 each - domestic nameplate diesel high roof vans that gets in excess of 25 MPG and which have final assembly in South Carolina. These vans will then be specially outfitted for the purpose of distributing and displaying netbook computers and other advanced technology to needed areas at a cost of $10,000 or less per van. Each van will be manned by two recent college graduates with a technological aptitude who can live in these areas and will work on an alternating schedule to be technology advocates to the places of need within the approximate 5 county areas assigned to each van (compensation costs of 5,000 per month per van). Each van will have a budget to bring on line over its initial year 500 laptop or netbook computers (at a cost of approximately $290 each). These advocates will drive to the different small towns (at a cost of $690 per van per month in diesel fuel), and attend to maintaining these vehicles (at a cost of $400 per month per vehicle). These advocates will put in place sub distribution arrangements with schools and public facilities within their areas, arrange to host technology demonstrations and on request deliver a computer to a home bound person who needs the equipment for medical reasons or distance learning. They will also demonstrate and in some cases sell the technology offerings of companies who agree to sponsor this project for a fee. These vans will operate on this program for a period of three years after which time, if this program is not self sustaining or sustained through other funding, the vans will be sold, and the proceeds and the laptops that are part of this program will be distributed to the Golden Leaf Foundation to be further distributed to needy students. A Program Manager will oversee the technology advocates, the purchasing, and general administration of this program. The Program Manager will monitor the
whereabouts of the advocates through GPS and manage the Program to meet its stated goals. The Manager will also meet with and solicit contributions to the Program from businesses and individuals throughout the state. Technology Advocates will be brought in for training once a month where different technology companies (who have been vetted for appropriateness and agreed to pay a fee) will be invited to present their technology to them and provide them ways of informing people in the areas served about these technologies. All these activities will be organized within a not for profit subsidiary corporation formed by the applicant. This will allow tax deductability to companies and individuals supporting this program. Part of outfitting the vans and part of the attractiveness of theme will be to make a display of those residents of the state and area that the van will visit who have developed noted technology. For instance Charles Townes of South Carolina, the inventor of the Laser, and the beneficial effects of that invention would be featured in the area of South Carolina where he lived and worked. c. The proposal of NTCH Inc (dba Clear Talk) is to cover 19,625 square miles in 38 counties within North Carolina. The map of these counties is included in the supplemental information attached. This area includes 2,079,065 residents and the demographic information for this area is typical of non urban areas of the state of North Carolina. The number of potential users for internet provided by this application, assuming an average 2 week loan out period for the provided netbooks, is over 90,000. d. NTCH Inc. (Clear Talk) started in Grand Junction, CO and has been focused on rural communities in over 10 states for ten plus years. In rural markets, Clear Talk pioneered the concept of unlimited use wireless services, no contract, and no credit check. Clear Talk has also become one of the ten largest owners of tower communication sites in the nation and has never gone beyond its operational or financial capabilities. Clear Talk is the rare wireless company that has built itself through service and entrepreneurship from an original Minority Enterprise Small Business Investment Corporation (MESBIC) funding of $6,000,000 to its current operations. Clear Talk has always honored its obligations, provided excellent returns and still remains virtually debt free. It has respected relationships with the major equipment vendors and tower companies needed to facilitate success in our industry and we have a history of public service and cooperation in working with small local companies across its existing service areas. 

http://cleartalk.net/community.php. e. There will be approximately 20 direct jobs created by this program. Connected Nation estimated that increased broadband adoption in North Carolina would create more than $2.4 billion in direct income growth and create or save more than 69,400 jobs. By adjusting these totals for the covered population in the 38 counties 'Service Area' this program and the network provided in the companion application to this program should create and save over 16,400 jobs and produce $573,000,000 in direct income growth. These are not our numbers but illustrate the thinking of people who have studied this matter. f. The overall cost of the proposed project during its 3 year lifespan is is $7,717,515 ($3,674,012 of which is the requested grant). This includes all the equipment needed to run the program, as well as equipment operation and maintenance costs, and the associated personnel required to run the program. Based on a covered population of 2.1 million people, this equates to a project cost of $3.40 per person in our coverage area. However the cost to the government is only 51% of that or $1.75 per person because of the matching funds we will contribute and the corporate sponsorships and distribution fees we have budgeted for. Please see the detailed budget attachment for further cost breakdown. Conclusion: We believe that the NTCH Inc., North Carolina Netbookmobile Program is a great candidate for the Broadband Technology Opportunities Program. This project is a real example of the benefits that the stimulus package can create by (1)
creating jobs, (2) enabling home based businesses, (3) stimulating the domestic auto business through domestic nameplate purchases, (4) having the least effect on fuel consumption, and (5) making the benefits available directly to the people. The Netbookmobile Program will provide these benefits in a very visible manner where the public at large can see the benefit of this program as these Vans visit them in their small communities and small schools and organizations. The principle author of this proposal, who has had a successful educational and business career, grew up and continues to reside in a town of less than 2,000 people and spent his formative years reading books he obtained from a bookmobile that visited his town once every two weeks.