Logiclink proposes to implement Middle Mile/Last Mile/Computer Broadband Services by providing free broadband access via 522 self-serve business centers located in rural unserved/underserved counties. These Centers shall be implemented at public safety agencies, community anchor organizations and public institutions in unserved and underserved rural counties in designated state localities. Logiclink believes that the two key elements to promoting sustained household broadband subscription are as follows: A. Making an initial introduction to broadband access with no entry barrier. B. Demonstrating benefits of broadband access to everyday lives. Logiclink proposes an economically sustainable program to address both elements. The program consists of two components: A. The Business Anywhere' Center
The Business Anywhere' Center offers free broadband access (at least 1.5 Mbps download/256 Kbps upload) and other business center/computing services such as shipping, printing, copying, and faxing. Most importantly, a physical location for social networking, community organizing and voter education shall be promoted. B. The Business Anywhere' Membership
The Business Anywhere' Membership with its easy-to-use Business Anywhere' Interface is accessible both at the Business Anywhere' Center and at home. It is specifically designed to demonstrate the benefits of broadband to everyday lives by providing premium broadband based services such as computer and Internet proficiency training, health care, community development, and business opportunities. The emphasis is to generate tangible economical benefits far exceeding the cost of broadband subscription. Logiclink, with its trademarked products (Business Anywhere' Center), was established to bringing easy-to-use broadband access and value added services(such as copying, faxing, computing, printing and mailing/postage) to the hospitality industry, cruise lines and other public and retail locations. Logiclink has deployed over 1000 Business Centers and 2,000 Cyber-Shell Business Centers nationwide with clients such as Hilton, Starwood, Marriott, and Royal Caribbean Cruises. Logiclink is a premier provider of self-serve business center services and broadband Internet access in public venues. This existing installed base and track record makes Logiclink uniquely qualified to implement and operate a large-scale computer workstation infrastructure as a retail endpoint to broadband service. Logiclink has developed the easy-to-use Business Anywhere' Interface, which can be preinstalled on machines at the Business Anywhere' Centers and distributed on CDs. Logiclink shall customize the Business Anywhere' Interface for this program to deliver the services included in the Business Anywhere' Membership. Logiclink proposes to place Business Anywhere' Centers in conveniently centralized and publicly accessible areas in all 522 rural counties (based on 2003 FCC Rural Urban Code 7, 8, and 9) in America. Based on general demographics, it is estimated that a total of 10.4 M citizens, 52K businesses and 5.2K public organizations (community
anchor institutions, public safety entities and critical community organizations) shall be offered and have public access to the Business Anywhere' Centers. Logiclink shall support the public safety agencies and community organizations that serve the venerable populations by giving them priority consideration in receiving the Business Anywhere' Centers. The Business Anywhere' Membership shall be promoted and made accessible at the Business Anywhere' Centers and through the distribution of the Business Anywhere' Interface CDs to the targeted households. The membership shall initially offer the following premium broadband based services. A. Training B. Job Center C. Health Care D. Export E. Community/Voter Development F. Government Service Logiclink shall fund this program with a $2.9 MM budget based on internal investment, ongoing revenue from self-serve business center services, membership program, and BTOP Federal assistance. Based on a self-promoting business model, the program shall become increasingly self-sustaining and economically attractive as the number of installed Centers reaches critical mass. It is estimated that after the second year and implementation of 522 locations, the economies of scale based on membership, physical installations and premium services shall lead to a self-funding and economically profitable organization. Specific demand stimulation strategies shall be employed to promote immediate trial usage and membership. Based on conservative acceptance rates at the end of two years, Logiclink estimates a home broadband adoption base of over 156K (300 per county) households with an additional 26K (50 per county) Business Anywhere' Membership subscribers who access the membership at the Business Anywhere' Centers. Permanent job creation is estimated at one full time operator/technician per Business Anywhere' Center and one full time support staff at Logiclink headquarters per 10 Business Anywhere' Centers. Significant number of temporary jobs will also be created to fulfill installation requirements of the Business Anywhere' Centers. Logiclink shall be agnostic in selection of technology and use technology that is best in class for the specific site location. It is anticipated that the majority of the middle mile and last mile technology shall be satellite based and local WIMAX implementation.