Executive Summary

a) A statement of the problem or need your project addresses with regard to improving broadband service adoption rates. We will provide HughesNet® high-speed satellite Internet service to 3400 last mile rural Maine qualified homes and businesses where there are no existing broadband services available for a period of 24 months at absolutely NO cost to the consumer for equipment or installation. There will be a monthly service fee of $29.99 and this fee will be used as additional revenue to provide up to another 1500 last mile homes and businesses with satellite broadband.

Though a collaborative effort with rural municipalities, trade associations, business startups, local business organizations and individuals, we will identify those last mile consumers where cable Internet and DSL are not available.

This project is significant in that 100% of the requested recovery funds will be used to provide this coverage and almost immediate access to broadband service – we are proposing that the 3400 installs be complete in 5 quarters.

This is a gap proposal and industry has identified at least 10% of consumers will be 10-15 years before cable or DSL is available. This proposal is not meant to be competition to any existing service but to be an option to last mile consumers.

b) Your overall approach to addressing the need and how your approach is innovate. This proposal is unique in that we will provide IPOS, a Hughes registered satellite standard, dish and modem equipment. 1.2 Mbps Downstream / 200 Kbps Upstream absolutely FREE to the consumer for a period of 24 months. Service will be $29.99 per month and this fee will be used to provide additional last mile consumer installations. c) Area(s) to be served; population of the target area(s), including demographic information. While the initial primary focus of this application will be 64 rural municipalities in Penobscot County, we have the capacity to take our initiative Statewide and even into New England. We estimate that for 64 municipalities in Penobscot County, an average of 50 homes and businesses have been passed and are considered last mile. In the town of Chester where there are 246 households, NONE of them have access to high-speed Internet coverage. In addition, in Chester there is a municipal office, a Veterinary Hospital, a hydroelectric station and two large sawmills with growing opportunity for increased economic expansion. Working with local municipalities who have already identified those...
home and businesses without access to high-speed cable or DSL service who already understand the utility of broadband. There will be no discrimination and we will meet all interconnection obligations.

d) Qualifications of the applicant that demonstrate the ability to implement the project and achieve its intended results. Founded in 1998, Motorbrain Consulting, Inc. serves the information technology needs of the greater Lincoln, Maine area. Recognizing that traditional terrestrial broadband service would never reach a large percentage of rural Maine, in 2001 Motorbrain partnered with DirecWay which became Hughes Network Systems to provide satellite internet service throughout rural Maine. Our Internet division has the installation contract to install all HughesNet® Broadband satellite systems in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut. Since we began tracking data in 2004, we have installed over 10,422 systems with 4,130 of them in Maine alone. Each month, Motorbrain installs between 500-600 satellite Internet systems throughout New England. HughesNet® maintains all of the licenses necessary for the State of Maine as well as network design and implementation plan certification.

e) Jobs to be saved or created. We estimate the number of jobs created at our company alone by this proposal to be 10-15. With an unemployment rate of 8.8% in Penobscot County and Aroostook and Washington Counties to the north and east of us at 11.1 and 11.2% respectively, they will stand to benefit as well. We believe that there will be additional employment as a result of access to last mile broadband availability.

f) Overall cost of the proposed project. Equipment and installation - $199.99 Service for 24 months - $1439.76 – Total Household cost: $1639.75 – 3400 households = $5,575,150.00

This proposal is meant to bridge the gap only until cable or DSL service is available at which time we will un-install the equipment and identify another qualified last mile consumer for usage.

In Round Two we are proposing charging consumers a basic monthly rate of $29.99 per month and the funds from this will be used to generate revenue for additional last mile installations as they are identified.

Round Two proposes that each customer will pay an approximately monthly rate of $29.99 which will go towards new satellite installations for additional last mile consumers. Over the course of the project, with $29.99 for 24 months = $719.76 representssatellite broadband for a potential 1500 additional last mile consumers.

In summary, 3400 last mile homes and businesses gaining access to the world wide web, $5,571,784 being put right back into the economy, and 10-15 new jobs being created for under-employed and unemployed individuals is truly a “shovel ready” project.