Business Planning Tools

What are they? Why does a broadband provider need business planning tools?

November 25th, 2020
A Tool for Every Task

Business Planning

Fixed
- Fiber Planning Tool (if Fiber)
  - Aerial / Underground Assumptions
  - Road Geometries
  - Homes passed along each road segment

- Radio Planning Tool (if FWA)
  - Potential Site Locations
  - Elevation Data

- Training Days to Use Design Tools (Optional)
  - Consulting Services (Optional)

Mobile
- RF Planning Tool, Macro Cellular
  - High Resolution Elevation / Clutter Data

- RF Planning Tool, In-Building
  - Building Geometry Data / Architectural Diagrams

- Training Days to Use Design Tools (Optional)
  - Consulting Services (Optional)

RDOF Toolkit / RDOF Location Analyzer / CBRS Toolkit
Why a Business Plan?

- **Why**
  - Internal Decision-Making
  - Equity Investors
  - Debt Investors / Lenders
  - Letter of Credit (RDOF, CAF II)
  - Place Limits on Auction Bidding

- **Developing a Business Plan**
  - Selecting a Geography (Nationwide down to the neighborhood)
  - Selecting a Technology (Fiber, FWA, Cable, etc.)
  - Selecting a Service Concept
  - Income Distribution / Affordability
  - Assessing Competition
  - Forecasting Adoption and Revenue
  - Specifying Key Inputs for an Engineering Design Tool
RDOF – Simple View
Filtering Geographies

- Housing Unit Density (by Block)
  - Minimum Density (Covered A)
    - Metric Units (Kilometers)
      - 500 HU/sq km
      - 50 HU/sq km
      - 100 HU/sq km
      - 200 HU/sq km
      - 500 HU/sq km
    - Imperial Units (Miles)
      - 200 HU/sq mi
      - 50 HU/sq mi
      - 100 HU/sq mi
      - 200 HU/sq mi
      - 500 HU/sq mi
  - Eligible Location (by Block)
  - Minimum Number
    - 1000 Locations
    - 400 Locations
    - 200 Locations
    - 100 Locations
    - 5 Locations
  - Maximum Number
    - 10 Locations
    - 5 Locations
    - Location

- Eligible Areas (non-RDOF in WH)
  - GEOMETRIC Shapes
  - Block Group
  - Coverage Polygons
  - Boundaries, Precise
    - Black Group
      - Black Groups (all HU)
      - Black Group ID 1 (H)
      - Black Group ID 1 (D)
  - Covered Area

Coordinate: 74.22937, 17.5189
Scale: 1:80,276
Resolution: 100%
Housing Units per Block
Residences and Businesses (Exact Addresses)
A lot more when you scroll down
SNAP (a.k.a. food stamps) >> Lifeline
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