Overview of 3 Levels of Seminars

Level 1

Business Considerations:

- Services, customer segments, market participants
- Business/ownership models

Technology Talks:

- Overview of broadband technologies
- Definitions, descriptions, graphics

Policies and Tools:

- State/federal funding overview
- CPUC role and available tools (maps/data)

Level 2

Business Considerations:

- Resources required to deploy broadband
- Strengths/weaknesses of different technologies

Technology Talks:

- Funding strategies and fundamentals of finance
- Intro to business plans

Policies and Tools:

- Asset mapping and identifying peer networks
- Timeline for accessing grant opportunities

Level 3

Business Considerations:

- Business plans, financial modeling, forecasting
- Marketing and strategic planning

Technology Talks:

- Best practices for deploying broadband
- IRUs, pole attachments, easements, etc.

Policies and Tools:

- Using the Federal Funding Account + Loan Loss Reserve
- Data collection, mapping, and reporting requirements

GOAL: A community that completes the seminar series will be prepared to acquire grants and subsequently develop a successful broadband network