


Tennessee Accelerate Broadband Feasibility Studies

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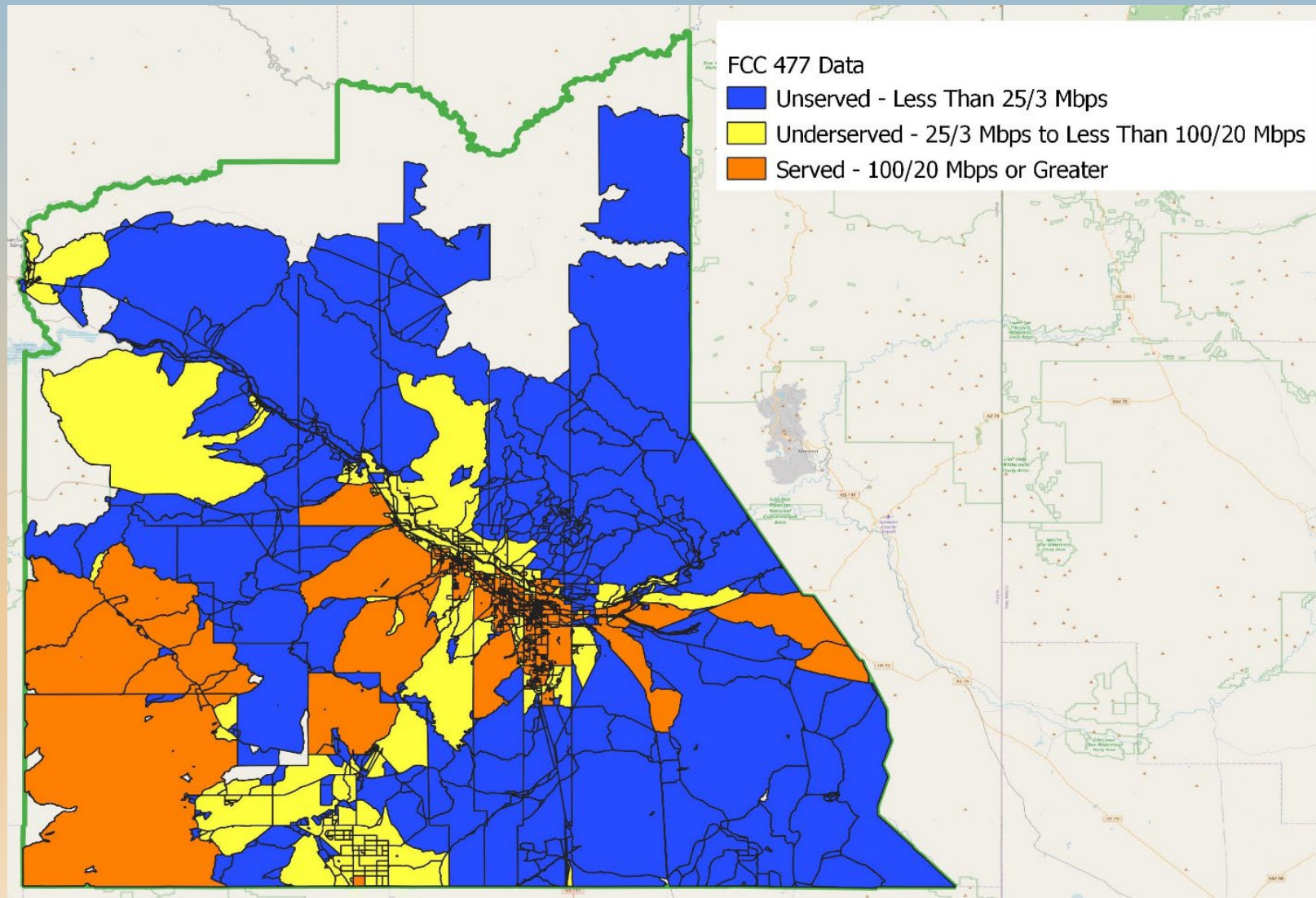
Feasibility Study Basics

- Mapping
- Market Research
- GAP Analysis
- Products and Pricing
- Engineering Estimates
- Financial Analysis
- Funding
- Other

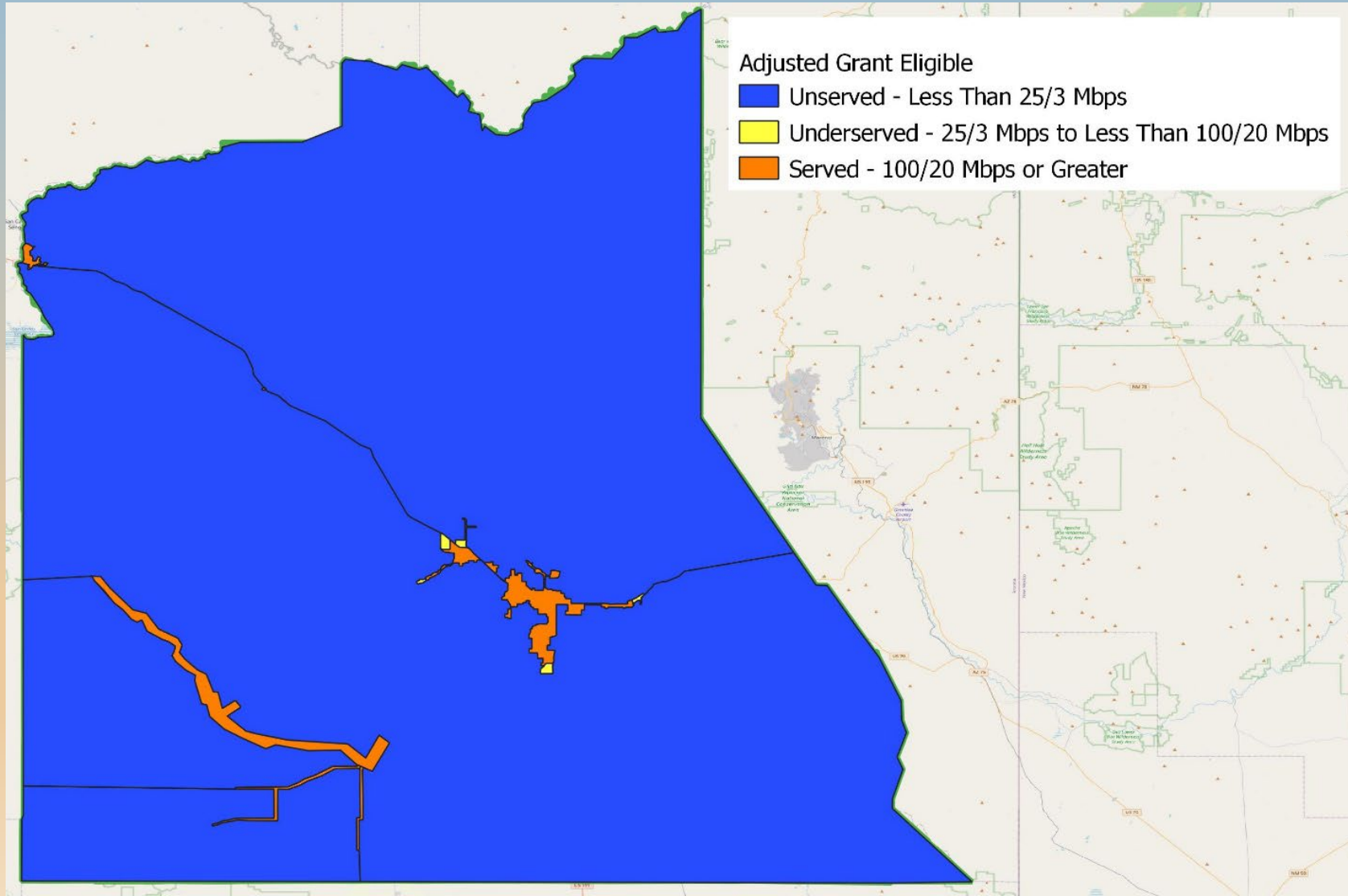
Mapping

- Counting Passings - How Many Locations?
- How Many Have / Don't Have Good Broadband?
- Comparing Public Data (FCC/State) to Counts Done by Detailed Analysis.
- Engineering Field Analysis
- Speed Tests

FCC Map



Actual Map



Market Research

- Residential Survey
- Business Survey
- Interview Key Stakeholders
- Focus Groups

GAP Analysis

- Demographics
- Figuring out the Digital Divide
 - Affordability
 - Computer Usage
 - Trends of Broadband Speeds

Products and Pricing

- Investigate the Prices and Broadband Products of Other ISPs in the Area and Region.
- Dealing with Competition

Engineering Analysis

- What's the Best Technology?
- Estimate the Cost of Each Network Option
 - In Enough Detail that You're Willing to Live With the Results

Financial Analysis

- How Much Grant is Needed?
- Can an Ongoing Business be Successful?
- Are There Options for Alternate Business Models (like Public-Private Partnerships)?

Funding

- What Grants Are Available?
- How to Raise Matching Funds
 - Loans
 - Equity
 - Loan Guarantees
 - Esoteric Financing

Other

- Benefits of Broadband
- How to Find a Partner
- Industry Trends
- Operational Analysis
- Legal / Regulatory
- Timeline
- Regional Collaboration

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13

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