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
Contact Doug Dawson

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