

# FirstMile.US

## Making Change Happen

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big broadband everywhere

# The First Mile Philosophy

- Connect yourself to the rest of the world and all it has to offer.

Titus Moetsabi, an African, developed the idea of communities as being at the first mile of connectivity.

# The time has come for action

**shouldn't your children receive  
the best education possible—  
no matter where you live  
or how much money you have?**

**sick and tired of watching our nation  
lose the broadband race?**

**shouldn't EVERYONE have access  
to the latest in e-healthcare—  
something that could lower costs?**

**why can't YOU choose where and how  
you get your information  
and entertainment?**



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# Our Mission

- Catalyze understanding of big broadband
  - Build demand
  - Focus on applications
- Hitchhiker's Guide to the Galaxy
  - “the reason why it was published in the form of a micro sub meson electronic component is that if it were printed in normal book form, an interstellar hitchhiker would require several inconveniently large buildings to carry it in.”

# There is a national consensus that broadband is good

- Every member of the American public has access to big broadband, the 21<sup>st</sup> century pathway to a better overall quality of life

# The Players

- Current and future uses of broadband
  - Telephone companies
  - Cable TV companies
  - Other companies
    - Municipalities
    - Government



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**O Deep Thought Computer. We  
want you to tell us the answer.**

# Many, many different agendas

All gassed up and nowhere to go.

- What should we do to make things happen
  - Government
    - Federal
    - State
    - Local
  - Providers
  - Industry
  - Consumers

# Federal Government

- **Far back in the mists of ancient time, life was wild, rich and largely tax-free.**
- Regulation and policy
  - Extreme light hand with a focus on preventing barriers
- Invest/Seed innovation ala early Internet

# State Governments

- Stay barrier free within the state
  - Don't make stupid rules
- Encourage innovation
  - Tax credits
  - Ease of building new infrastructure
  - Set a statewide broadband goal and build the internal state networks to prove their point
- **Anything you still can't cope with is therefore your own problem. (from hgttg)**

# Local Governments

- Lots of pressure to “do something”
- Not a lot of technical wherewithal to understand how to make the ‘right’ decision for their communities
- Need a cookbook
- **Very unevenly edited and contains many passages that simply seemed to its editors to be a good idea at the time. (from hgttg)**

# Providers

- Everyone needs to please stockholders
- Cablecos
  - Driving the ship right now
  - Quietly watching
- Telcos
  - Trying to change the rules
- Munis
  - Struggling
- Other providers
  - Emerging and existing

# Industry

- Protect their investments
- Keep 'control' of their own infrastructure
- Follow the money

# Consumers

- What's in it for me
  - Entertainment
  - Healthcare
  - Education
- How much is it going to cost?
  - What are we really paying now.....

# What to do?

- Help consumers understand why
- Help local government understand how catalyze economic development
- Help state government understand how to help
- Help federal government stay out of the way and seed innovation