You Can Never Have Too Many Broadband Partners

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Background

• Industry analyst, consultant
• “Tech Titan on Twitter”
• Develops broadband business strategy
• Author of books, reports, blog
Objectives

- Reinforce importance of partnerships
- Understand how to pursue
- Maximize benefits
Polling Question #1
(use form on right side of screen >>>)

What *main* role do (or will) you play in your project’s partnership dance?

- Driving the partnership effort
- Potential/actual financial partner
- Community partner
- Local/regional government partner
- ISP/vendor partner
- Association or nonprofit partner
- Local business or anchor institution partner
- Other
Definition: Broadband Partner

Private, nonprofit or government entity, constituent block, organization or others in the project’s orbit who can facilitate network’s financial, operational and political success.
Financial Sustainability

• Those bringing investment
• Groups that attract grants
• Groups that draw customers
• Entities facilitating service, service delivery
Tapping the Long Green

- Financial institutions
- Local investors
- Contributions in kind
- Potential high-end customers
Grant It To Be

- Current grant recipients
- Nonprofits
- Specific constituent groups
Sourcing of Crowds

• Associations
• Top dogs in constituent groups
• Defined through needs analysis
Partners in Service

- ISPs and vendors
- Nonprofits
- Local organizations via an intranet
Polling Question #2
(use form on right side of screen >>>)

So far, which types of partnerships have you been most successful forming?

- Financial sector
- Local governments
- Communities and nonprofits
- ISPs and vendors
- Anchor institutions
- Local businesses
- Leaders of constituent groups
- Haven’t started this process yet
Where to Find Them

- Needs assessment
- Project steering committee
- Don’t hide your light under a bushel
Steering Committee’s Role

- Political
- Private sector
- Key communities, constituents
- Designated person
Maximizing Partnerships

- Know your partners
- ID mutual goals, potential minefields
- Sound contract
- Assign person long term
You Need a Plan, Stan

- Defined during assessment, refined with time
- List targets, benchmarks
- Measure progress
Getting Through the Rough Patches

• Partner in haste, repent at leisure
• Proactive monitoring
• Establish conflict resolution process
Communities United for Broadband:  
www.communitiesforbroadband.com/

At Broadband Properties Magazine:  
www.munibroadband.com  
Broadband Properties homepage: www.bbpmag.com

Join us Wednesday, September 22 at 2 PM EDT for the next Webinar in this series: **When Broadband Becomes Political: 10-Point Survival Guide**  
Register at www.Muniwebinar.com

Craig Settles delivers on-site workshops for communities and organizations that want to develop and execute effective broadband strategies.  
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