You Can Never Have Too Many Broadband Partners

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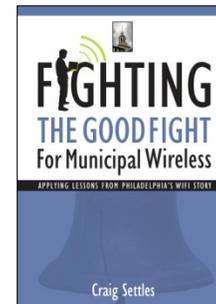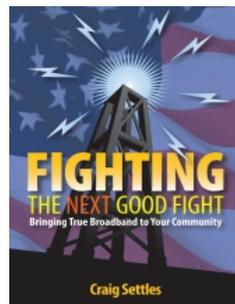Communities United for Broadband

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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.
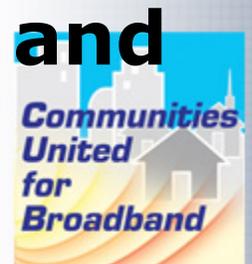
Financial Sustainability

- **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

Communities United for Broadband

A Towns&Technologies EVENT

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**

Q&A

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