

GRUCom

A Division of GRU

Item #140826

RUC

7/9/15

GRUCom

- Business History
- Technology and Market Research
- Business Drivers/Business Cases
- Other Approaches

GRUCom History

- Market Demand led each Business Line/Product
- Business Case Driven
- Profit Center
- Limited Speculative Projects/ Avoid Overbuild
- Prudent Network Expansion

Technology and Market Research

- Technology & Network Expansion Research
- Market Research
 - Single Family Surveys
 - Student Focus Groups
- Industry/City Approaches to Expanded Broadband
 - Chattanooga
 - Lafayette

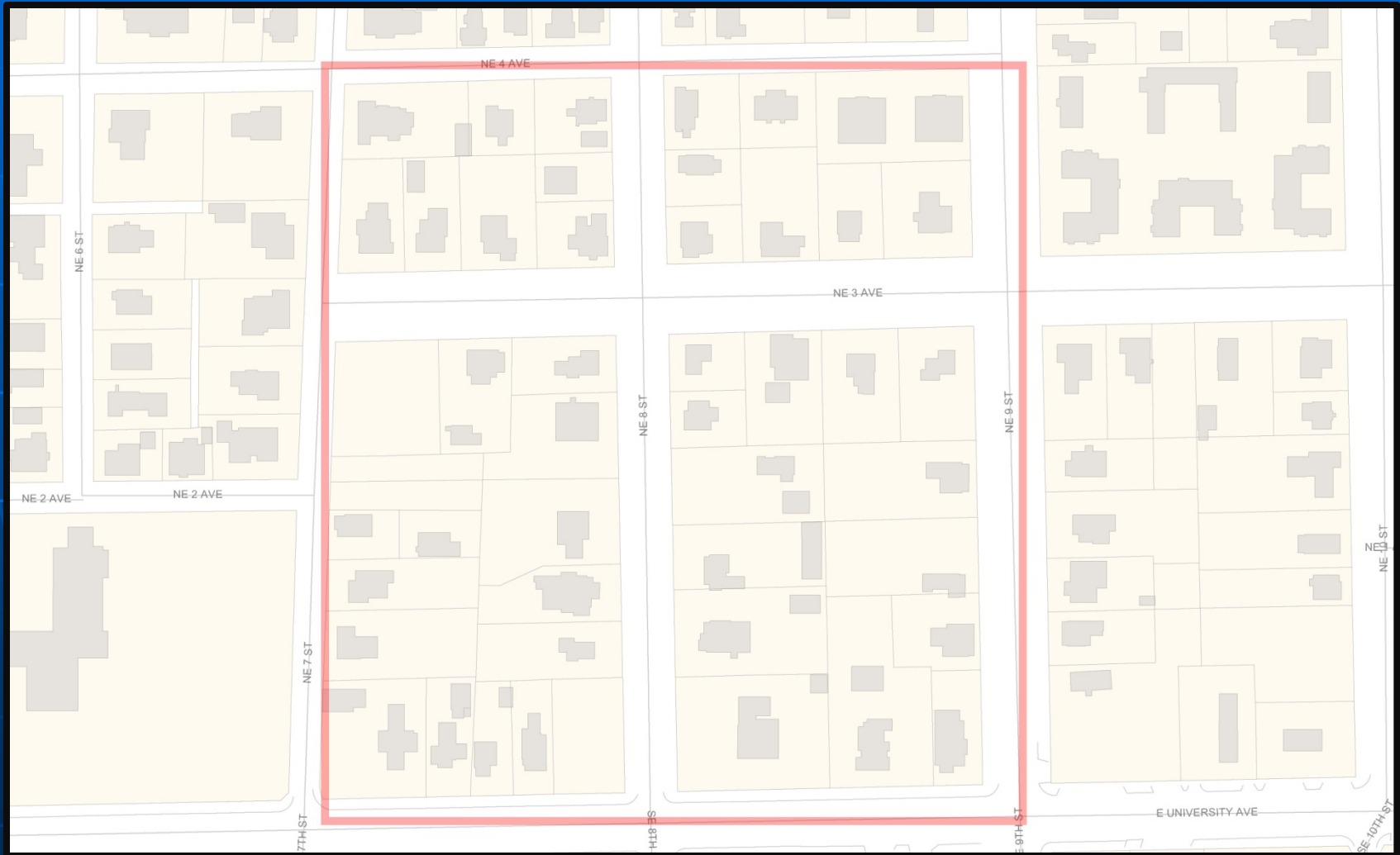
Google

- Google Fiber Is Igniting Kansas City's Startup Scene
- Complaints mount as Google Fiber extends its reach in Kansas City
- Google Fiber: Pros and Cons

Business Case - Bulk MDU

- Construction costs - \$100,000
- Ports 1000
- Price per port \$10.00 (market based)
- Monthly Income \$10,000
- Recovery time of Construction costs
– 10 months

Business Case – Single Family



Business Case - Single Family

- Construction Costs - \$122,500
- Ports 49
- Monthly Price to recover construction costs in 48 months -\$52.00
- Does not include inside costs (Homeowner)
- Does not cover operating costs
- Internet only

- **Installation of citywide Wi-Fi begins next week in Council Bluffs**

Seattle officials: Municipal broadband too risky and expensive for city to build alone

Elon Musk wants to provide Internet service from space

