Nebraska Broadband Bridge Program

Business Plan narrative on behalf of Joint Applicant

Diller Telephone / Diode Cable Co

North Ellis Project

Diode Cable Co (dba Diode Communications) will be marketing our Diode Fiber Edge service in the proposed project areas west of Beatrice, north of Ellis in Gage County as well as areas adjacent to Diller Telephone facilities in both Gage and Jefferson County to Plymouth, Nebraska. Areas being served south and west of Beatrice are adjacent to recent CARES Act buildouts.

The project area today is classified as unserved. Broadband service that is available is primarily served by Diode’s fixed wireless product with a maximum capability of 25/3 speeds (most homes receive 12/2). Homes not subscribing to Diode wireless are served by Windstream DSL capable of 10/1. While some 477 data may suggest slightly higher speeds, upon information and belief, service at such speeds is not being provided in the project area. The Diode Fiber Edge service will be a dramatic improvement for rural residents in the project area (See DillerTelephoneCo-DiodeCableCo\_NorthEllis\_G\_3 and G\_4).

Diode Communications anticipates no issues with zoning, rights of way or county construction permits. We have a long-standing positive relationship with both Gage and Jefferson County officials. In fact, we have been encouraged by county officials to continue fiber builds that expand broadband improvements made in the 2020 Remote Access Broadband Grant (CARES Act) buildouts.

Diode will utilize its seasoned managerial, technical and customer service staff as well as established billing processes to operate the Diode Fiber Edge services in the project areas. Diode will achieve profitability through realizing efficiencies of shared resources, economies of scale and user subscription fees. Financial forecasts result in a return on our investment in 6 years and sustainable positive cash flow the next 20 years providing the means to support and maintain the network, resulting in a financially viable and sustainable project that will serve the educational, healthcare and business needs of the community.