



MOBIUS
COMMUNICATIONS®

**BUSINESS PLAN 2022
FT ROBINSON.SIOUX**

**MOBIUS EMPLOYEES
IN HIGH PLACES**

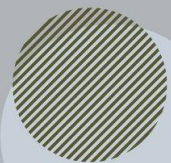


**IT'S ALL ABOUT THE
HARD WORK**



FT ROB.SIOUX

**BRINGING FIBER TO THE HOME
ONE RURAL MILE AT A TIME**



Executive Summary

Mobius Communications Company was founded in 1997 and is a wholly owned subsidiary of Hemingford Cooperative Telephone Company which was established in 1931. The first fiber service was installed in the Hemingford Exchange in 1998 and 1999. Since then, Mobius has buried over 900 miles of fiber with nearly all of those miles being to underserved and unserved residents in our area. Mobius provides service to approximately 550 residents in the panhandle with highspeed broadband.

Mobius has been working for several years to assist Fort Robinson and the surrounding residents with our fiber deployment. Funding has been difficult to obtain and the costs are rising each year. With a contribution from Sioux County and the use of easements from Fort Robinson, Mobius is hopeful we can make this project happen. The rural residents can conduct their important business, schooling and banking from their homes and the Fort will have a high-speed connection that will improve sales transactions, reporting and the ability to provide a park wide WIFI.

Our preference of burying the fiber helps to prevent many weather and animal related issues which would disrupt customers' service. We bury the fiber at a depth of 4 feet to mitigate cuts, however, when a cut does happen, we are on site immediately to complete repairs and to bring the customer's service back online.

To complete the Fort Robinson/Sioux County project with the Bridge grant we will continue to use the same techniques we have used to deploy fiber in our other projects. We will deploy approximately 16 miles of fiber during this project to reach 4 residential homes, but also several connections inside the state park tying into the existing network and facilities. This includes offices and shops in the park; 2 museums; Post Playhouse and a swimming pool.

Mobius Communications has 24 years of experience upgrading and maintaining fiber optic networks. Our staff is well versed in dealing with fiber optic installation, maintenance and repair. From initial contact through installation and beyond, each department strives to provide the best service possible.

Obtaining County easement to bury the fiber optic network in the right of way will be addressed to complete this project. Mobius's staff has already partnered with Game and Parks for easement throughout the park area and have locations earmarked if the grant is awarded. Mobius' staff is experienced in obtaining and recording these easements.

The financial viability for Mobius is very strong as the company has a variety of assets including cash reserves, inventory, investments, and fixed assets. Over the past several years, Mobius has made significant investments in upgrading their network to fiber by completing a portion of their long-range goals each year. A fiber network has a long useful life and the maintenance costs are minimal once the fiber is installed. Once the upfront costs of installing the fiber are completed, Mobius will be able to maintain good cash flows. Mobius has a strong customer demand for fiber services in this area. The Company is also diversified in that it provides telephone service, internet service, TV service, and networking/IT services. This diversity in services allows the company to be stable even when one segment may be underperforming.

Company Description

Mission Statement

We are a locally owned technology company providing high quality communications services to our customers through state-of-the-art facilities & dedicated personnel.

Principal Members

Tonya Mayer, General Manager

Kory Haas, Director of Operations

Susan Morava, Chief Financial Officer

Chris Weber, Outside Plant Manager

Legal Structure

Mobius Communications Company is a for profit Nebraska Corporation created in 1997; as well as a Competitive Local Exchange Carrier (CLEC).

Company Locations & Facilities

Mobius Communications Company operates from our main office in Hemingford, Nebraska with a satellite office in Gering, Nebraska. The main office is the hub for all fiber-optic sales, service and support.

Market Analysis

Industry

Mobius Communications Company is part of the telecommunications industry. With respect to fiber optic specific data, telecommunications will dominate the fiber optic market through 2030 according to a Fortune Business Insights report published in June of 2020.

There continues to be growth in the demand for fiber products due to increased speed, reliability, and ability to carry more data than comparably sized standard wire/cabling.

Customers

The target audience for Mobius is Western Nebraska. We provide remote rural customers with access to phone, internet, and television service that might not otherwise be available.

Company Advantages

Mobius Communications Company is well acquainted with the demands of our rural customers and their fiber optic service needs. We have deployed over 700 miles of buried fiber since 2010 and add to that total every year.

Due to our constant drive to expand our services to the customers that need it most, we are well versed in obtaining the needed permissions from appropriate parties to complete additional projects with rarely any challenges.

Product Longevity

Mobius Communications fiber optic lines have a life span of 20-25 years minimum with an industry average being 40 years or more with properly installed lines.

Strategy & Implementation

Marketing Strategy

Marketing for this project will be a simple task as this is an extension of our current Mobius Communications fiber optic network. There have been numerous requests for service from residents in the proposed expansion area. The remainder of those in this project area will be contacted via phone and mail.

Products & Services

Mobius Communications Company offers a wide variety of services including:

- Residential and Commercial internet: FTTH (fiber to the home), Wireless, DSL, Satellite
- Residential and Commercial phone service and various state of the art phone systems
- Managed IT
- Residential and Commercial monitoring and security systems
- Cellular service
- Television
- Data Cabling
- Computer Sales & Service

Pricing Structure

Pricing with regards to our broadband services is as follows:

Speed Tier	Price includes modem to connect devices to the Internet
25 Mbps	\$ 40.00
50 Mbps	\$ 60.00
100 Mbps	\$ 85.00
200 Mbps	\$115.00
300 Mbps	\$145.00
1 G	\$169.00

Legal Challenges

In all projects, easements of some type are needed. Mobius Communications requests County easements from County government and works with each county's road department to accomplish deployment goals and protect the county right of way. In cases where State easement is needed, Mobius receives a permit from the State Department of Roads which requires a deposit to be made upfront. Mobius has been successful at both a county level and a state level in providing proper documentation and permits, working with the government entity for the area to provide minimal disruption. Occurrences have happened where private easement has been sought and Mobius has worked with individual land owners to reimburse any crop damage and return the area to as normal a condition as possible. Mobius' staff is experienced in obtaining and recording these easements.

PROJECT FINANCIAL MODEL – MOBIUS_NBBP FT ROB.SIOUX 22

	Year 1	Year 5	Year 10	Year 20
TOTAL REVENUES	\$19,392	\$96,960	\$193,920	\$387,840
TOTAL EXPENSES	(\$38,812)	(\$212,060)	(\$436,120)	(\$838,200)
NET INCOME	(\$19,420)	(\$115,100)	(\$242,200)	(\$450,360)

*Financial Models do not include any grant monies that may be awarded. Without a successful NBBP Grant this project is not possible, and not be financially feasible as shown in the parenthesis.