

**MOBIUS BRIDGE GRANT BOX BUTTE\_G**

Attachment **G**

Mobius Business Plan



**MOBIUS**  
COMMUNICATIONS®

*Möbius Bridge Grant Box Butte*

*Project Business Plan-Attachment G*



## 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 700 miles of fiber with nearly all of those miles being to underserved and unserved residents in our area. Mobius provides service to approximately 185 residents in rural Box Butte County.

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 Box Butte County project with the Bridge grant we will continue to use the same techniques we have used to deploy fiber in our other projects. Expanding on our previously completed Otoe Road project with this grant will allow us to bring fiber optic service to 35 additional residents of rural Box Butte County. We will deploy approximately 17 miles of fiber during this project to reach those residents, tying into the existing network and facilities.

Mobius Communications has 23 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' 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 few 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 rural customers with access to phone, internet, and television service that might not otherwise be available.

In rural Box Butte County (this does not include customers in any town), we currently serve approximately 185 customers with fiber optic service to their homes or businesses. This project would add an additional 35 homes to that number.



## **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 due to it being 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 Analysis

## Box Butte County Project-Financial Model Summary

	Year 1	Year 5	Year 10	Year 20
<b>TOTAL REVENUES</b>	\$36,120	\$180,600	\$361,200	\$722,400
<b>TOTAL EXPENSES</b>	\$35,641	\$178,205	\$356,410	\$581,290
<b>NET INCOME</b>	\$479	\$2,395	\$4,790	\$141,110