

## *Executive Summary*

The Internet has become an essential fourth utility in today's society. This fourth utility is now an important tool for school work, research, social media, and entertainment. Since the Internet is such a necessity it is critical to have an Internet Service that works, meets demand, and is dependable. My business plan will focus on providing high-speed Internet to underserved markets in Indiana, especially Frankton, Indiana.

A Wireless Internet Service Provider (WISP) allows for deployment of Broadband Internet services to areas of little, aging, or no infrastructure. WISPs use radio waves to deliver Internet. A WISP bypasses the traditional land-line based technologies such as cable and digital subscriber line (DSL) to deliver Internet to consumers. This is not unlike television companies such as Dish Network and DirecTV. These grew out of demand for television in areas where Cable could not go, and traditional antenna television was not enough.

This business model will focus on two main areas. These areas are high capacity broadband Internet and backup Internet for businesses. Many households today have smart televisions, gaming systems, tablets, computers, and even appliances which can access the Internet. Each of these forms of technology requires more capacity on a "pipe" to access the Internet. This means the larger the connection to the Internet, the faster and more devices which can utilize the Internet.

This business plan focuses on all aspects of running a business including having the right people and the right resources. One of the most important key component of starting a business is identifying if there is a need for the business. MPX Solutions has identified there is a need for Wireless Internet in the underserved areas and this is their plan.

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## ***Background of Wireless Industry***

The Internet has become common language in today's society. Every aspect of technology is built on the basis of the Internet. Society functions on technology and being able to access the Internet. President Bill Clinton said, "Advances in computer technology and the Internet have changed the way America works, learns, and communicates. The Internet has become an integral part of America's economic, political, and social life." This quote is so true based on the way the Internet has become a way of life. In today's society, Internet is now an essential fourth utility. This fourth utility is now an important tool for school work, research, social media, and entertainment. Since the Internet is such a necessity it is critical to have an Internet Service that works, meets demand, and is dependable. My business plan will focus on providing high-speed Internet to underserved markets in Indiana, especially Frankton, Indiana.

The starting point for me in being involved in Internet Service dates back to 2000 when I first met my husband, Justin. He had already been involved in the Internet service business for several years prior by building networks for other people. I started helping him with his work when we started dating and he even proposed in 2006 on a grain elevator. At this point in time, I was helping him on weekends installing Wireless equipment for businesses and watching his wireless Internet knowledge grow. The Wireless Internet business has played a role in our relationship because we have dedicated so much time putting up equipment for other people and helping other people with their networks. This has also built business relationships with other area Wireless Internet providers. In my observation, the Wireless industry is a way of life.

A WISP allows for deployment of Broadband Internet services to areas of little, aging, or no infrastructure. This allows for rapid deployment and growth for our business. We will be able to hook up customers at a rapid pace, thus growing the revenue base. A WISP bypasses the traditional land-line based technologies such as cable and digital subscriber line (DSL) to deliver Internet to consumers. This is not unlike television companies such as Dish Network and DirecTV. These grew out of demand for television in areas where Cable could not go, and traditional antenna television was not enough.

In order to access the Internet a customer needs some sort of physical connection. Historically, the cable and telephone companies have been the ones to provide these connections. The telephone network is based upon a hundred year old technology. In order to upgrade the telephone networks to meet the demand of today's Internet user major upgrades have to be done. This involves large amounts of money, planning, and regulatory approvals. Things such as digging up city streets to dig new lines are not typically done very fast. This results in the telephone companies being slow in rolling out faster Internet connections to customers. This is a case where the demand far outweighs the ability to keep up with that demand. Households are becoming more and more integrated with technology. For example, smart television, security systems, and devices require access to the Internet to send and receive information. As a result, faster and faster Internet connections are needed to meet this ever growing demand.

A Wireless Internet Service Provider (WISP) is an Internet service provider that allows users to connect to a server through wireless connections such as "Wi-Fi". The operating mechanism of a WISP involves pulling an expensive and large point-to-point connection to the