

Description

A brief description of what existing experience or model your organization has and what you propose to do as part of this grant. (1-3 paragraphs)

REV ZERNIAL M BOGAN;

Champaign County Black Chamber of Commerce, President

In affect, the CCBCC assimilates information and matches that information with people to obtain or improve employment, contracts, or entrepreneurship. The chamber has been in existence for six years and continues to develop, improve, and grow. I deal with Human Resource Management, currently a student at Ashford University pursuing a degree in Human Resources, Organizational Management. I propose to be written into your round 2 proposal as an H R manager/agent under your General Manager/Director.

There is no doubt that strategic issues must be utilized in order to initiate and activate UC2B. These strategic decisions will no doubt involve allocations of people, physical assets, and capital that must be utilized to ensure optimal startup and sustained functional ability. Some of the very first strategic issues would be to find out if the targeted area of people do or do not have access to broadband connectivity, will or will not be willing to have broadband connectivity, do or do not have access to a computer, we'll or will not have access to a computer in the future, and if they will or will not want to be trained in computer literacy. As a human resource agent it would be my job to develop questions or surveys that can quickly, effectively, and efficiently gain this information in order to determine what sort of retention rate, for broadband connectivity and use, would be available for UC2B to sustain itself in the coming five to ten year forecast. Please consider the findings done by the City of Champaign in this regard to customer penetration rate.

Customer Penetration Rate. Probably the most significant assumption made in the grant business plan is the 54% customer penetration rate. This seems like a high customer prediction based upon our experience with many other clients. CCG has over 300 clients who sell broadband and we have been able to see how these businesses do in the marketplace. *There* are several factors that influence broadband buying --- the price, the data speeds, the other products being sold along with data, and a trust in the service provider. This business meets the price test. However, there are competitive products, albeit, much slower than yours, already available in the marketplace.

The data products being proposed will be the fastest products for the lowest price. However, you will be launching a new company and customers will not automatically trust the cities to do a good job - trust will have to be gained by doing a good job in the real market - meaning no technical glitches and no customer service glitches for the first few years.

There are two ways that *new* businesses try to predict customer take rates. The first is to conduct a statistically significant survey in the new market and to ask properly worded questions that find out the likelihood that customers there will buy a new product. It has been our experience that these surveys are fairly reliable as predictors of future customer behavior. You don't currently have such a survey, so we have to rely on what we call market segmentation. This is an analysis of a new market based upon experience in selling similar services in other markets.