

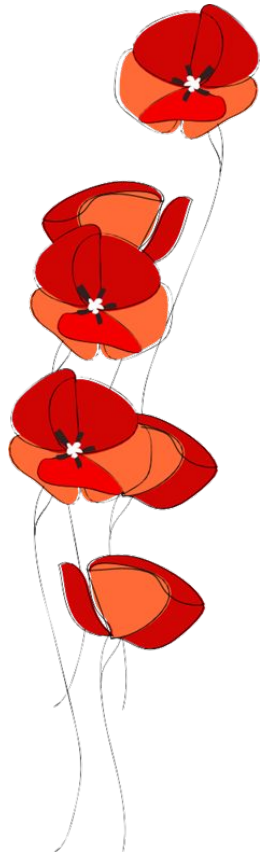
From Concept to Community. Marketing Open Access Networks (OAN)



Clearwater County
Broadband

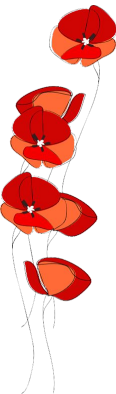


Tall Poppies Strategic Consulting



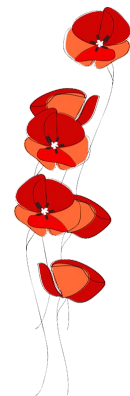
Agenda

1. Introductions
2. Background on Clearwater County Broadband
3. Background on RSG and their role with Clearwater County Broadband
4. Marketing 101 & Customer Profile
5. Game – Elevator Pitch Contest
6. Wrap up and Award Presentation



Background – Clearwater County

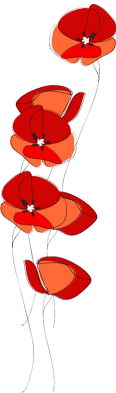
- Clearwater has secured \$91 million in funding through five grants from ISED and the Government of Alberta and Clearwater to support rural development projects. In addition
- The combined funding will drive the development of an Open Access Network (OAN), allowing internet service providers (ISPs) of all sizes, from large firms to smaller, local operators, to access and leverage this new infrastructure.
- Clearwater’s Fiber to the Home (FTTH) initiative is centered on building a scalable OAN to connect rural communities. In the initial phase, Clearwater will engage with our communities and launch awareness campaigns. The full rollout will cover both funded and unfunded areas to ensure comprehensive connectivity. In the long term, Clearwater will focus on maintaining the network, exploring new expansion opportunities, and establishing partnerships to integrate advanced technologies such as Agrotec ,IOT and more



Background – RSG Telecom

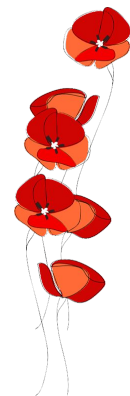
Founded in 1998, our mission is to revolutionize communications by delivering innovative, reliable, and tailored telecom solutions. RSG Telecom is dedicated to connecting industries and **communities** with cutting-edge technology, ensuring seamless communication in any environment.

- ✓ Network Operator
- ✓ Dedicated Network Team
- ✓ Customized & Scalable Solutions
- ✓ Managed Services
- ✓ 24/7 Live Customer Support



Background – RSG Telecom (Clearwater County)

- **Clearwater County** launched the Open Access Network to bridge connectivity gaps, particularly in underserved and rural areas, where traditional ISPs often fall short. Recognizing RSG Telecom's expertise in network management and its extensive experience with rural telecom projects, the county entrusted RSG Telecom to oversee the network's operational and technical facets.
- **Network Operations Management:** RSG Telecom, along with Clearwater County ensures the Open Access Network maintains optimal performance, implementing proactive monitoring and troubleshooting protocols to minimize downtime and enhance reliability.
- **Multi-Provider Support:** The Open Access Network enables various service providers to operate over a single network. RSG Telecom manages the technical and administrative coordination among these providers, facilitating equitable access while ensuring compliance with network standards.
- **End-User and Provider Support:** RSG Telecom's team provides technical support to both end-users and providers on the network, assisting with service-related inquiries, troubleshooting, and ensuring consistent quality of service.



Marketing 101 - Brand

"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."

- Seth Godin

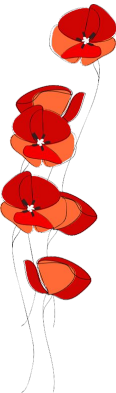
"Your brand is the single most important investment you can make in your business."

- Steve Forbes

"You can't build a reputation on what you are going to do."

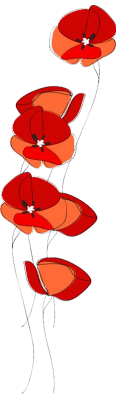
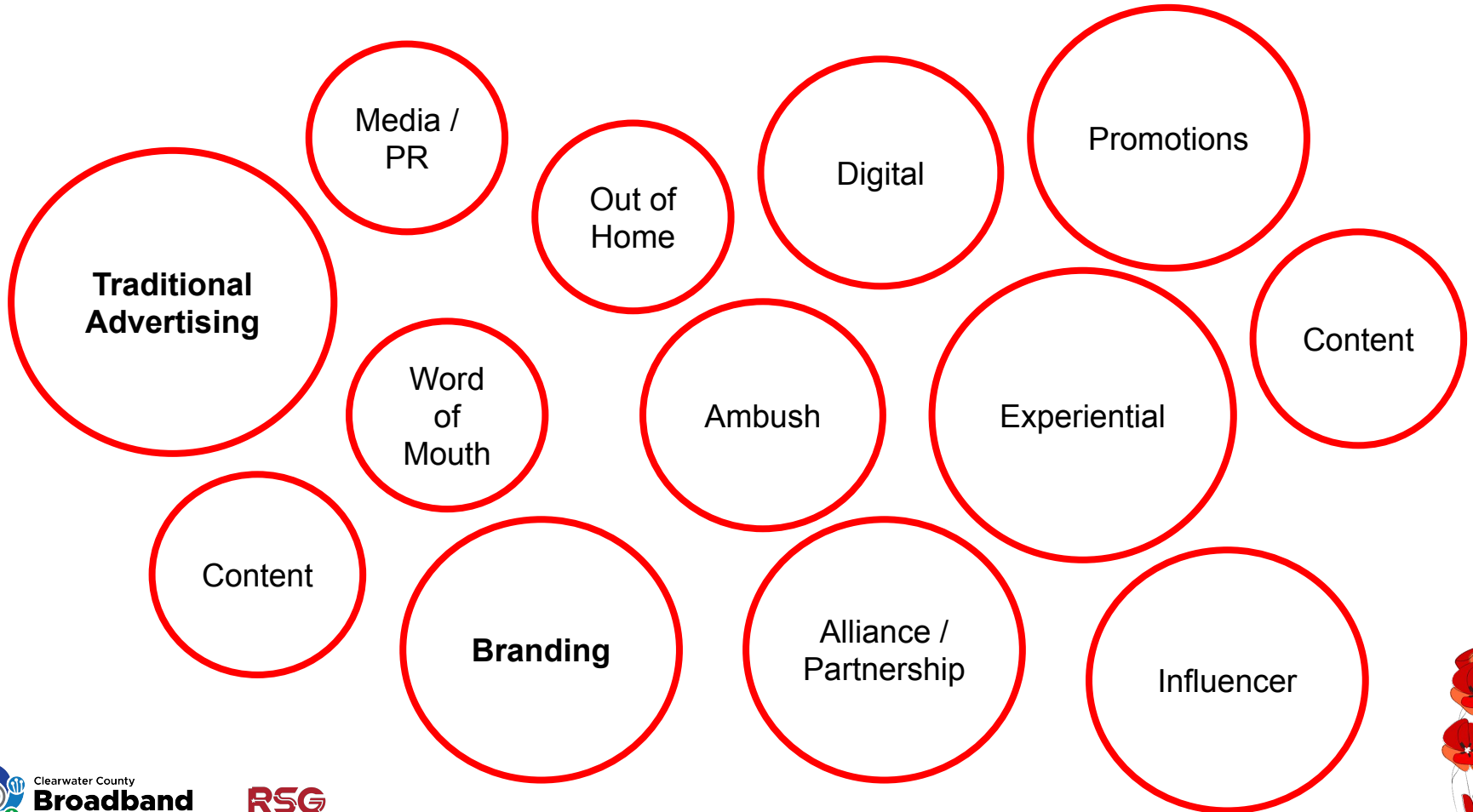
- Henry Ford

Your brand is your starting point; it reflect your "Raison d'être": it's the emotions that customers have based on their perceptions of your company.



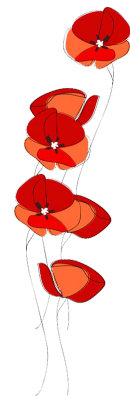
Marketing 101 - Marketing

Marketing is..... The act of making change happen



Customer Profile - Clearwater County, Alberta

- Clearwater County, located in west central Alberta, has a population of 11,865.
- Land area of 18,691.65 km² (7,216.89 sq mi)
- The population is projected to grow to 12,738 by 2033.
- The median age is 46, with 17% of residents aged 0-14, 61% aged 15-64, and 22% aged 65 and over.
- The majority of households (88%) are owned, with a median dwelling value of \$420,953.
- The largest employment sectors are agriculture, forestry, fishing and hunting, and mining and oil and gas extraction.
- The community is predominantly English-speaking, with 99.3% of residents fluent in English.
- The area is known for its natural attractions and recreational activities, including camping, hiking, and fishing.



Customer Profile



Total Population
11,865



Median Household Income
\$83,000

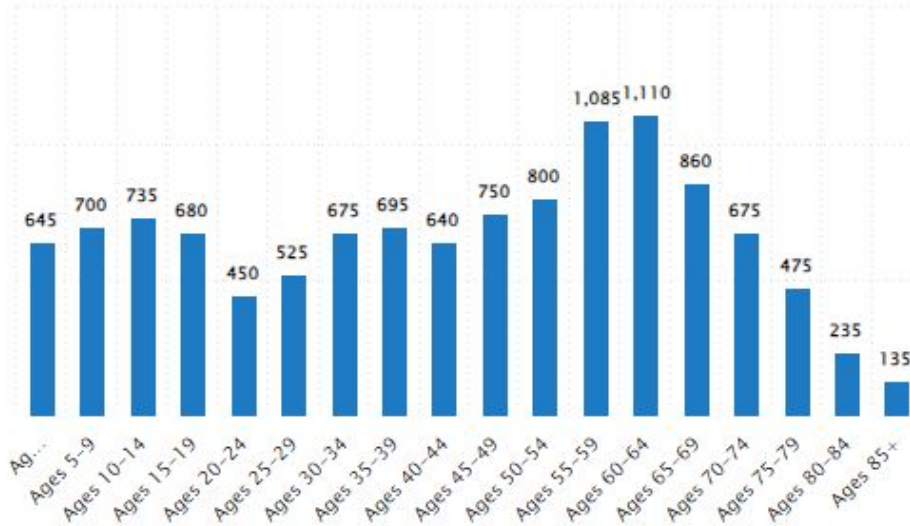


Total Visible Minorities
60

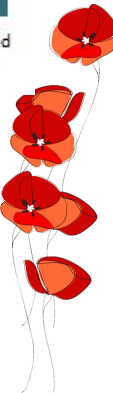
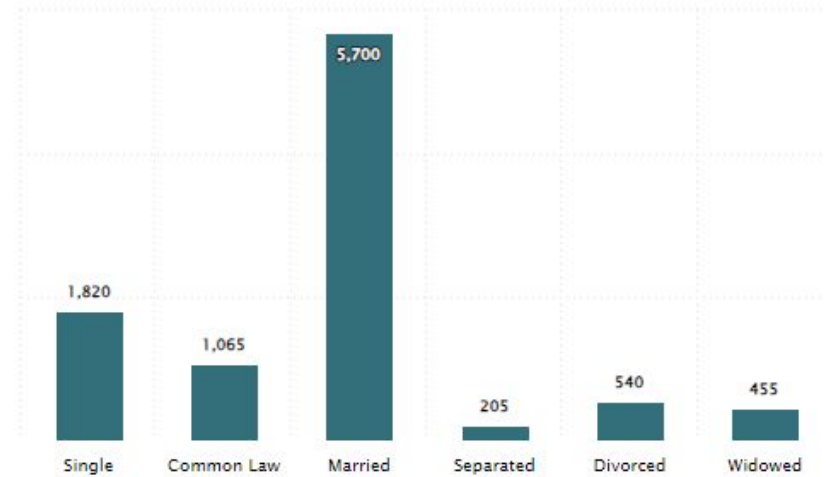


Median Age
46.4

Ages



Marital Status



Customer Profile



Number of Renters

590



Number of Home Owners

4,225



Most Popular Dwelling Size

3 Bedrooms



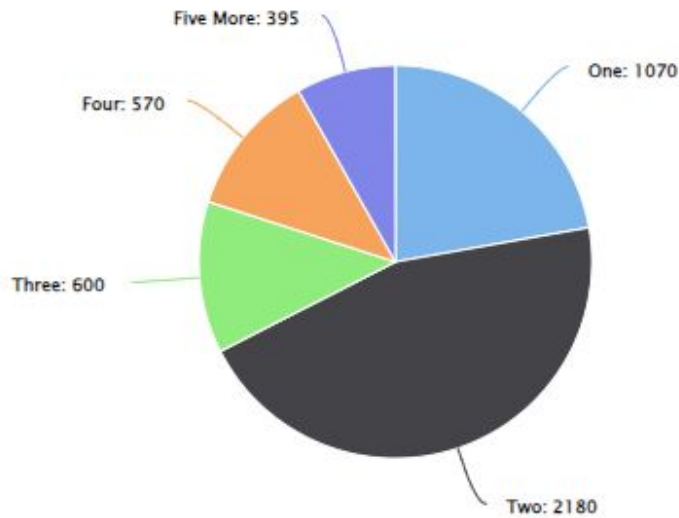
Least Popular Dwelling Size

1 Bedroom or Less

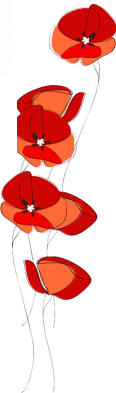
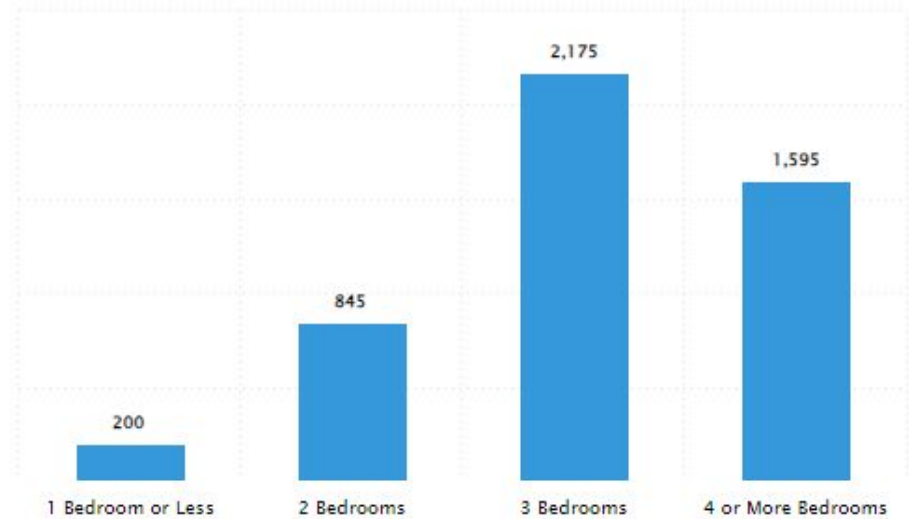
Household By Size

Source: Statistics Canada. Census.

Last Updated: April 2022



Dwellings by Bedroom

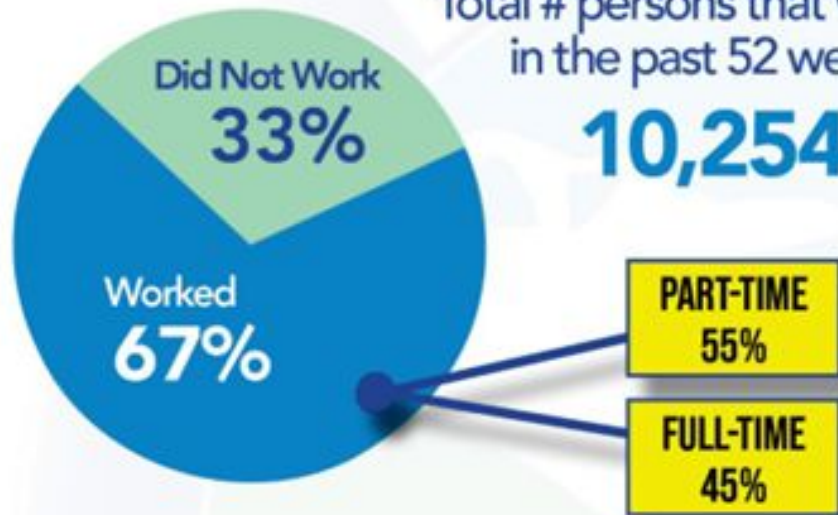




Labour Force

Labour Force Status

Full-time or Part-time weeks worked



ALBERTA
7%

PARTICIPATION

65%

ALBERTA
66%

EMPLOYMENT

60%

ALBERTA
6%

UNEMPLOYMENT

8%

Top 5 Sectors by Industry*



Agriculture, forestry,
fishing and hunting
(19%)



Mining and oil and
gas extraction
(14%)



Construction
(12%)



Retail trade
(9%)



Health care and
social assistance
(7%)

Top 5 Sectors by Occupation*



Trades, transport
and equipment
operators
(25%)



Natural resources,
agriculture and
related production
(23%)



Sales and service
(17%)

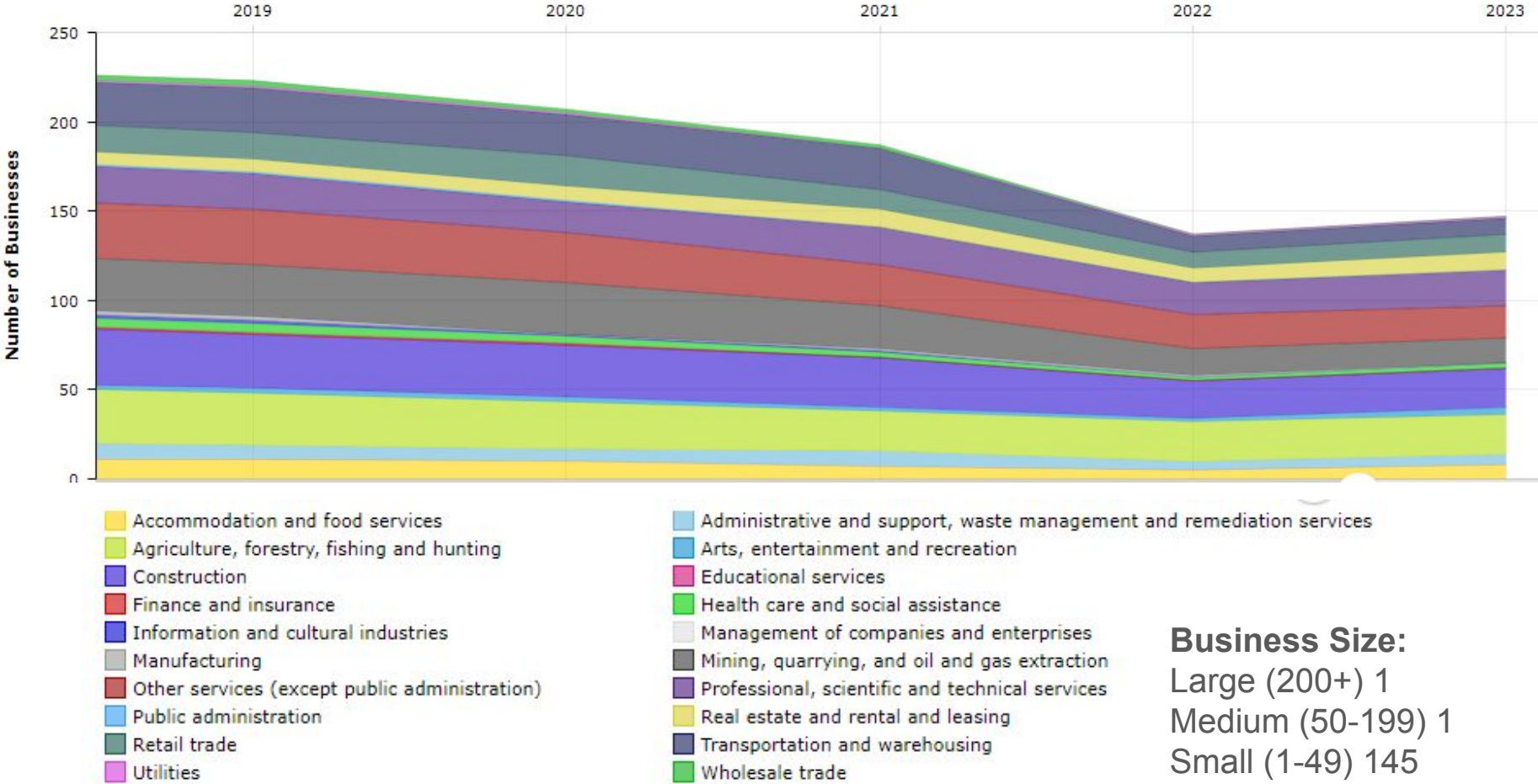


Business, finance
and administration
(13%)



Education, law and
social, community and
govt. services
(9%)

Clearwater County Business Community



Business Size:
 Large (200+) 1
 Medium (50-199) 1
 Small (1-49) 145

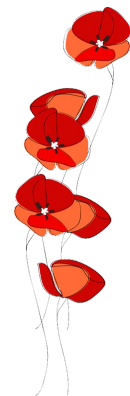
Environics Prizm Data

Who they are:

- Found mostly in Alberta and Ontario, nearly 2/3 of residents work in agricultural and blue-collar occupations.
- 40% are between 45-64 years old, and nearly 45% have children typically of all ages.
- Most own their own detached home and fill their driveways with power boats, ATV's and snowmobiles.
- Their daily routine is not unlike the one their grandparents enjoyed. They like hunting, fishing, and camping.
- They are known for their deep roots in the community, and ¾ of residents are 3rd+ generation with fewer than 10% foreign born
- Many enjoy watching professional sports, rooting for their favourite pro hockey, football, soccer teams
- With teenagers at home, they make a strong market for toys, pets and sporting goods

<https://prizm.environicsanalytics.com/en-ca>

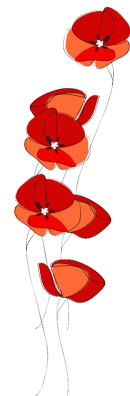
Prizm types 11, 25, 26, 33, 43, 57



Environics Prizm Data

How they think

- “I like to share my opinions about products and services by posting reviews online”
- “Out-of-Home and outdoor advertising affects how I see a brand”
- “Life in the country is much more satisfying than the city”
- “I do some form of exercise at least once a week”
- “How I spend my time is more important than the money I make”
- “It is important that the country hold a strong position in the world”



Prizm Data – How They Live



Leisure Activities

Exhibitions/Fairs
ATV/Snowmobiling



Digital

Access Pro Sports
Real Estate Listings



Shopping

Camping Equipment



Financial

Mortgage
Personal loans



Media

TV/Internet
Flyers / Mail



Green Living

Buy Canadian
Support Local



Restaurants

Coffee / Donut Shop
Pizza / Pub



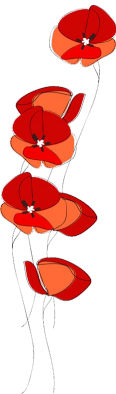
Projected EV Purchase

Less likely to
purchase



Automotive

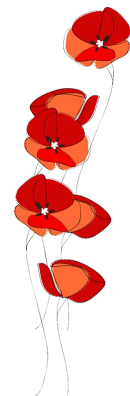
GMC



Elevator Pitch Game - CRRBC ISP

Things to consider:

- Your why - why does CRRBC ISP exist? Or you can chose another name.
- What is your focus of your ISP-
 - Understand and define your target customer – are you going to go broad residential and business, focus on business only, focus on consumer behaviour or lifestage – i.e. teen influencers, or gamers, stay at home mothers, empty nesters, sports lovers, online shoppers
- Your unique selling proposition / value proposition - what makes you different?
- What key points do you want to get across, keywords?
- What impression do you want to give - fun, loud, serious, tech, caring, community, global.....
- How are you going to connect with your customers (saving money, high tech/speed, community/local, niche, personality, specific target market/segment)



And the winner is.....

Best Overall Pitch

- Simplicity of message
- Generated an emotional connection
- Focused on the customer wants/needs
- Originality - how are you going to stand out as compared to other ISP's in the area.
- Clarity
- Easy to understand - you want to be able to repeat this elevator pitch over and over again. You want your employees to be able to repeat the pitch to their friends, family, customers. You want your stakeholders to be able to retell your elevator pitch to their friends and others.

