



## Winning Grant Applications for the Broadband Technology Opportunities Program (BTOP)

### Course Overview:

This course provides the attendee with the necessary framework to write a grant application.

There are \$4.7 billion budgeted for the BTOP grants. Speculation is that the initial round of BTOP grants will start at \$5 million and will favor innovative broadband infrastructure projects. There should be literally thousands of these grants awarded.

The Broadband Technology Opportunities Program (BTOP) requires the service provider applicant to meet a wide range of social goals with modern telecommunications technology. You will need to provide a few hundred pages of detailed documentation to explain how your plan qualifies for \$5 million in federal funds.

This workshop helps you write a detailed outline of your plan in class. Please remember to bring your laptop.

This course will enable the attendee to understand:

- the requirements of the program
- how to write a grant application integrating technology to meet the social goals
- how to be prepared for audits and oversight
- suggestions on technology and innovations that will add weight to your application
- how to include WiMAX in your grant application



## Winning Grant Applications for the Broadband Technology Opportunities Program (BTOP)

---

### Expected Outcome for Attendees:

---

- Determine if this is a strategic opportunity for your company
- Determine strategic opportunities made possible by the programs
- Discover new broadband wireless-based revenue-generating applications
- Get an understanding of the scope and scale of writing the application
- Compile an outline in class that is specific to your grant application

September 1<sup>st</sup>, 2009 is the deadline for the first round submittals.

---

### Course Outline

---

#### I Review of the Rules, Goals, Nuances of the Program

#### II Your Company

- A** Your history: got local roots?
- B** Business now: broadband technologies and speeds currently offered
- C** Financials: are you financially capable of doing the project?
- D** Management: do you have the team to do this?

---

Applied Learning Solutions  
(785) 838-4337  
jgriggs@e-als.com



## Winning Grant Applications for the Broadband Technology Opportunities Program (BTOP)

### III Your Proposal

- A** How to address the goals of the BTOP
  - 1** Serve unserved and underserved markets
  - 2** Broadband to support specific institutions related to education, healthcare, public safety
  - 3** Affordable broadband for low income households
  - 4** Job creation and economic development
  
- B** Local and political support for your proposal
  - 1** Coordinate with State offices
  - 2** Letters of support from local target entities (schools, sheriff's departments, hospitals, etc)
  - 3** Letters of support from members of Congress
  
- C** Your Innovative Technology Solution

Summarize what you are proposing to do to address the problems described above

  - a** Type of technology and spectrum you intend to use
  - b** "Speed plan"
  - c** Customer base
  - d** Geographic scope/number of pops covered
  - e** "greening" the application with renewable energy innovations



## Winning Grant Applications for the Broadband Technology Opportunities Program (BTOP)

- D** Your deployment strategy
  - 1** Phases and timelines
  - 2** Monitoring the deployment
  - 3** Auditing
  - 4** Project management
- E** Detailed Budget for the Project
- F** Sustainability
- G** Why the project can not be done without federal funds in the time frame of the grant program

### **IV Measurable Outcomes of Your Proposal**

- A** Service in unserved or underserved markets
- B** Service to low-income households
- C** Support to education, healthcare, public safety, job creation, economic development
- D** "smarter" government through broadband

*Questions about the course or to enroll please call 785-838-4337 or write to [jgriggs@e-als.com](mailto:jgriggs@e-als.com)*

Applied Learning Solutions  
(785) 838-4337  
[jgriggs@e-als.com](mailto:jgriggs@e-als.com)