

COMBAT READY:

Empowering Local ISPs

Against Major FWA Players

About Vantage Point Solutions

Start-to-FUTURE Solutions under one roof.

Vantage Point delivers comprehensive engineering, consulting, and marketing services tailored to your needs, from due diligence to deployment – **and beyond.**



**OVER \$3 BILLION IN
GRANT, AUCTION &
LOAN FUNDS SECURED**



**12 PROFESSIONAL
ENGINEERS LICENSED
IN 46 STATES**

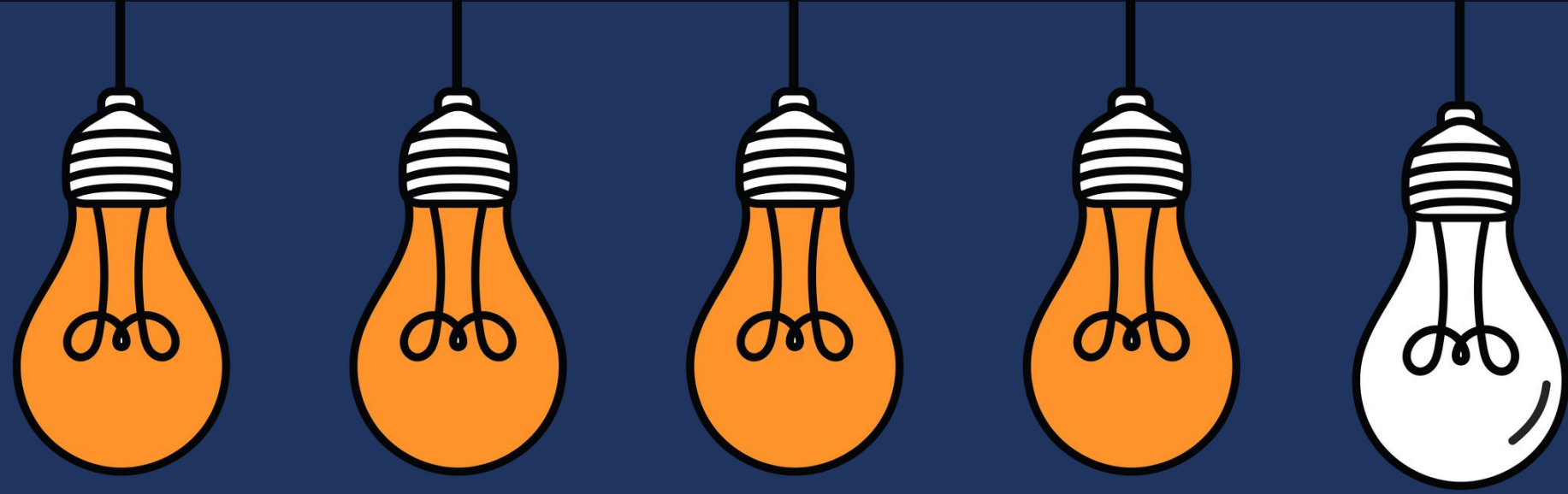


**200+ FIBER &
WIRELESS PROJECTS
EACH YEAR**

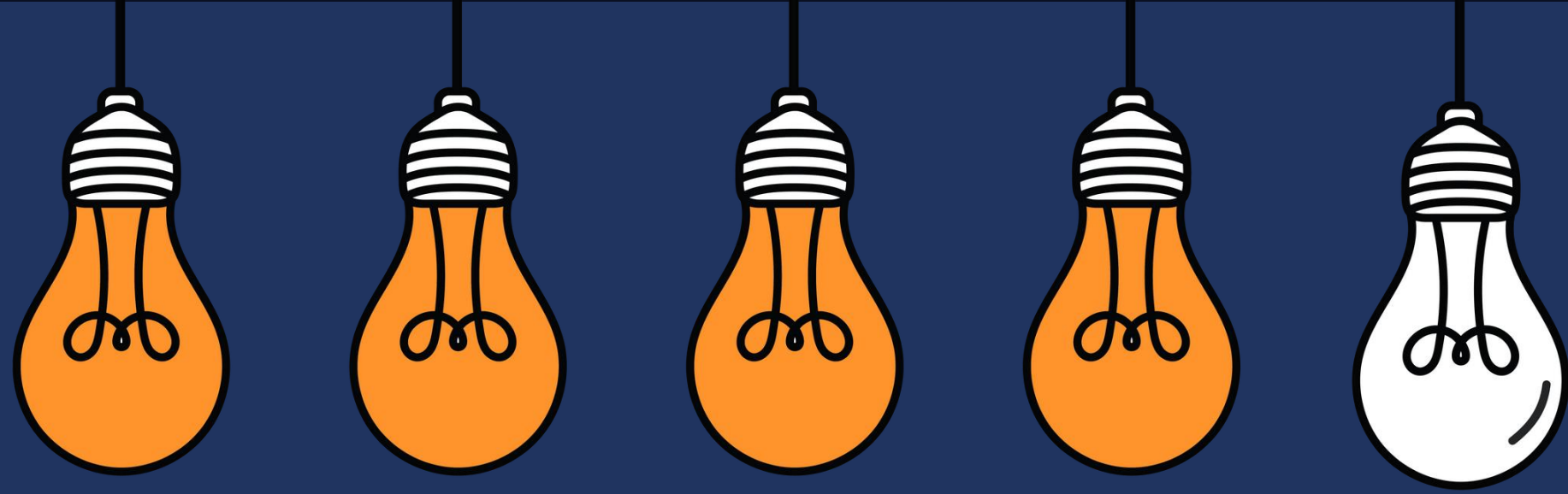
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Why Fixed Wireless Matters



How Fixed Wireless Systems Work



Fixed Wireless Signal



High Speed Transmitter



Fiber

Fixed Wireless Signal

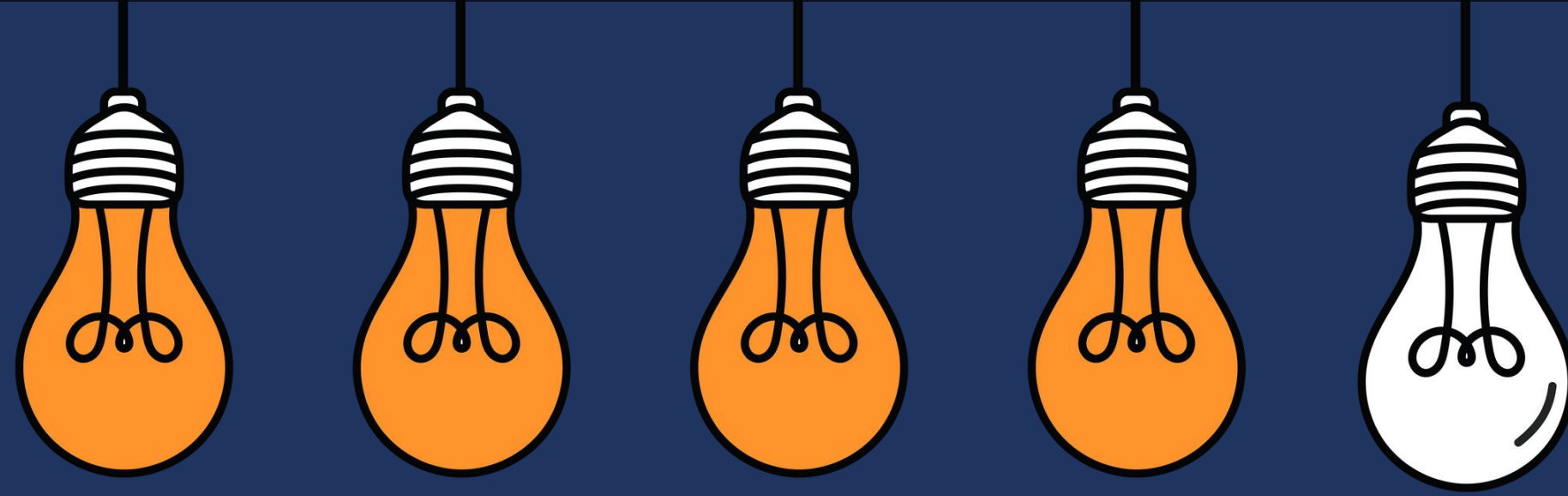


Base Station



Why your system has fixed wireless

- Faster deployment
- Lower costs
- Wider reach
- Scalability
- Flexibility



Analyzing Your Competition

Competitor Analysis

Not just what – **how.**

Competitor Analysis: Identifying Key Competitors

- Market Research Reports
- Subscriber/Member/Customer Surveys
- Online Search Trends

Competitor Analysis: WHAT are competitors saying?

- Product & Service Offerings
- USPs
- Promos & Offers
- Content Themes

Competitor Analysis: HOW are they saying it?

- Tone & Voice
- Consistency
- Branding
- Storytelling
- Customer Engagement

Competitor Analysis: Channels & Mediums

- Owned Media
- Paid Media
- Earned Media
- Content Mix

Competitor Analysis: Customer Journey

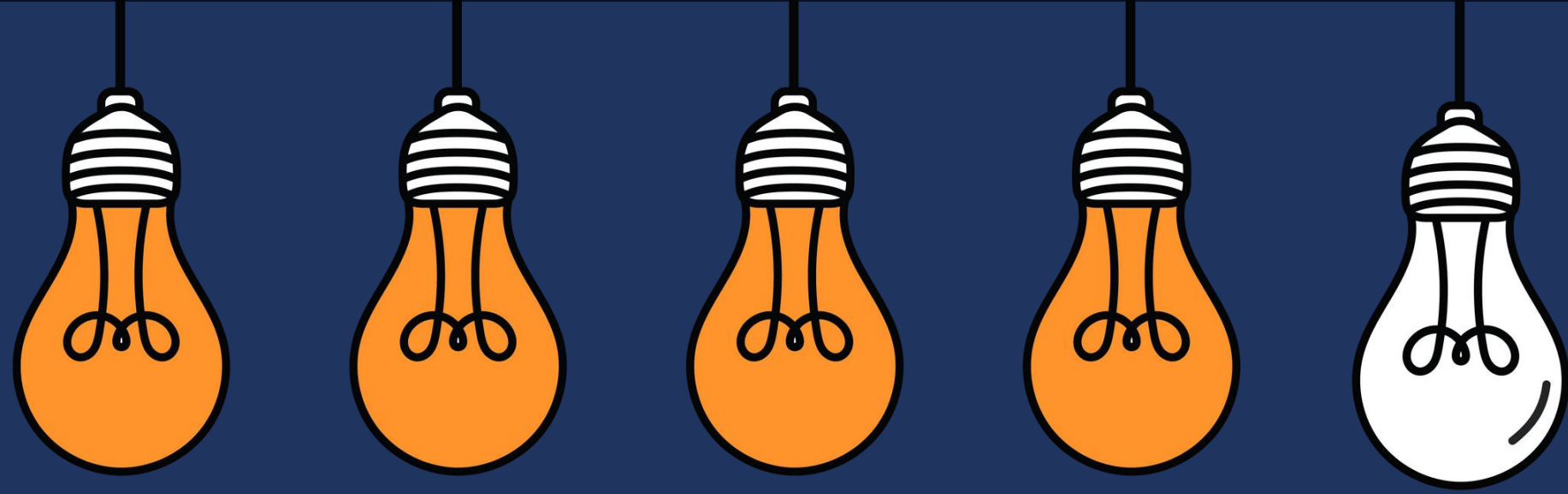
- Website Navigation
- Calls-to-action (CTAs)
- Conversion Funnel

Competitor Analysis: Customer Feedback & Reputation

- Reviews & Ratings
- Social Proof

Competitor Analysis: Analyze Strategic Insights

- Gaps & Opportunities
- Differentiation Opportunities
- Market Positioning



What are we up
against?



LIMITED-TIME OFFER

See 2 promotions >



Home Internet Unlimited

As low as

\$50/mo. ~~\$65/mo.~~

with AutoPay, taxes and fees included.

✔ \$10 online discount applied. ⓘ

Our Unlimited home internet plan is ideal for streaming your favorite shows, video conferencing, homework and working from home, social media and more!

See plan terms ⓘ

Includes:

- ✓ Unlimited data
- ✓ 5G Wi-Fi Gateway

Check availability

Broadband Facts

Fixed Wireless Broadband Consumer Disclosure

T-Mobile plan

T-Mobile 5G Home Internet Promo

See 2 promotions >



Home Internet Plus

As low as

\$70/mo. ~~\$75/mo.~~

with AutoPay, taxes and fees included.

Ideal for larger families and more devices; get faster speeds and more powerful performance in more places throughout your home.

See plan terms ⓘ

Includes:

- ✓ Unlimited data
- ✓ High-performance 5G Wi-Fi Gateway
- ✓ Wi-Fi Mesh Access Point
- ✓ 24/7 interactive video support for your connected devices

Check availability

Broadband Facts

Fixed Wireless Broadband Consumer Disclosure

T-Mobile plan

Home Internet Plus

✔ Your 5G Solution for internet Service Provider Outages >



Home Internet Backup™

As low as

\$20/mo. ~~\$25/mo.~~

with AutoPay, taxes and fees included.

Home Internet Backup is our new 5G internet solution that helps you stay connected when your main internet service provider (ISP) has an outage. **It's not your everyday internet—it's for keeping you connected when it matters most.**

See plan terms ⓘ

Includes:

- ✓ 130GB data enough for 7 days of typical use.
- ✓ 5G Wi-Fi Gateway

Check availability

Broadband Facts

Fixed Wireless Broadband Consumer Disclosure

T-Mobile

Home Internet Backup

F
Featuring
with AutoPay

\$20 disc

SEE WHAT MAKES US AMERICA'S LOCAL

The nationw



UScellular took the campaign a step further and created a setting called US Mode that lets people set time and notification limits on their smartphones... Six months after the campaign's launch, UScellular reported a 3% increase in consideration from people who aren't customers, a critical stat for the nation's fourth-largest carrier.

COMMUNITY 2023 BY



\$1.3 MILLION
invested in nonprofits with n
90% supporting STEM.



NEARLY 40,000
youth have Wi-Fi access thro
our *After School Access Projec*



13,500
volunteer hours contributed.



personal donations matched.



MAKE SMART MONIES

families don't have internet
So, the hotspots have
increase the usage
library with people
never been in
ry.

LIBRARY



Nextlink Whole Home Wi-Fi Solution



Fast Internet for Rural Areas in Iowa

Get the best Internet in your community. Nextlink Internet provides service to the following Iowa Cities. Nextlink is proud to offer phone and wireless Internet packages in the following rural areas in Iowa. Contact Nextlink Internet today to find out how you can get fast wireless Internet for your home or business in Iowa. Month to month and contract plan pricing is available.



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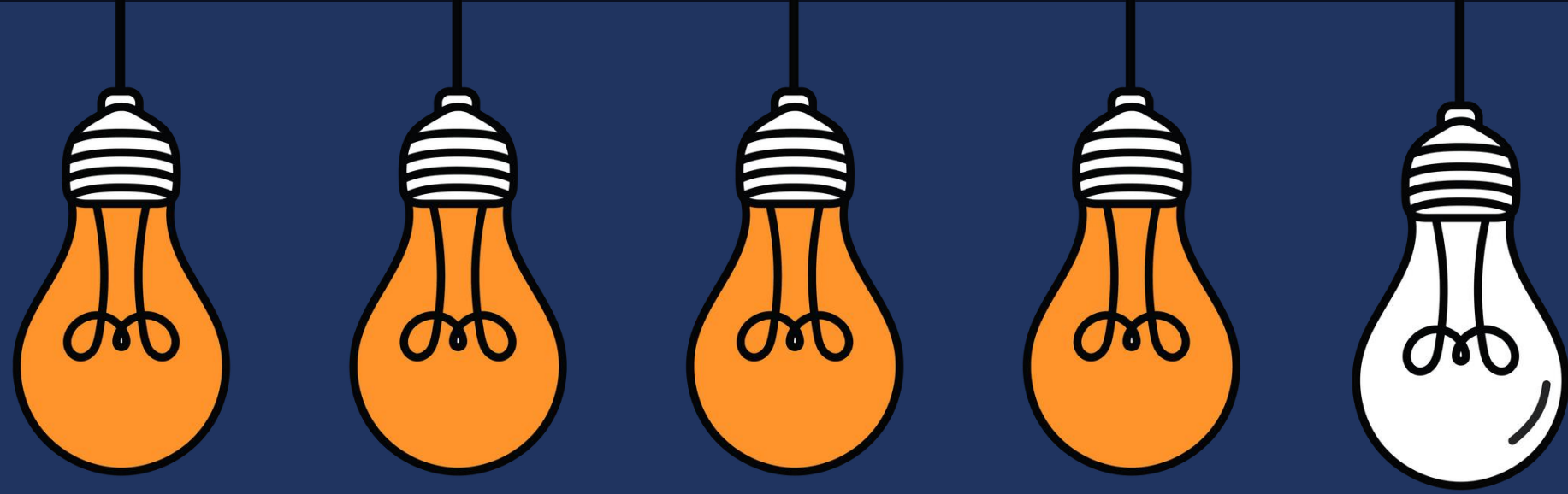
NEXTLINK
INTERNET & PHONE

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NEXTLINK SUPPORTS THE COMMUNITY

We give back to the communities that we serve.

[Make A Donation Request](#)



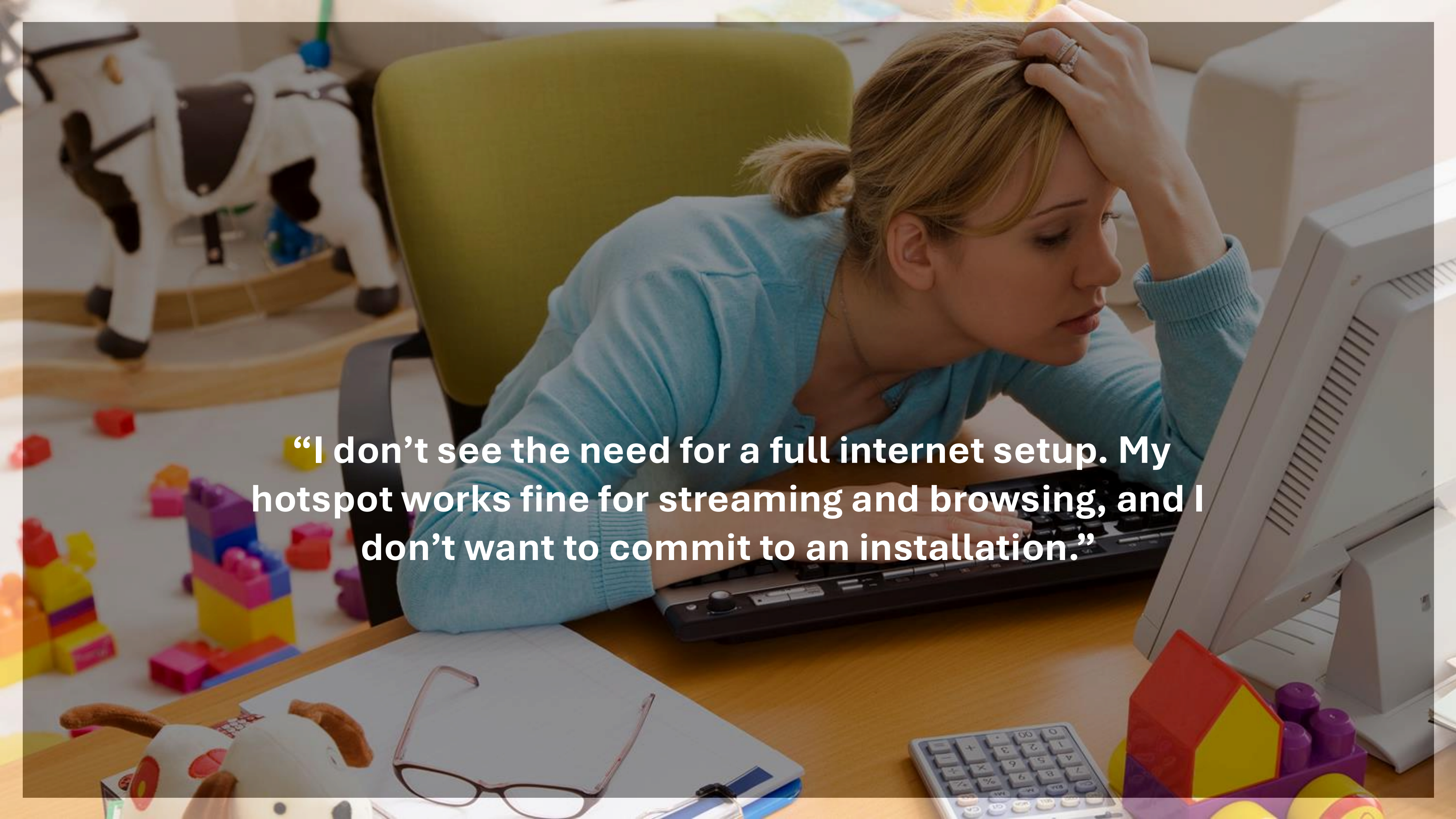
Why Subs Choose Major FWA Over Local Providers



“I just needed something quick and easy to set up. The major provider had a no-fuss, plug-and-play option with no waiting for installation.”

“I tried the local provider before, but I had too many service interruptions. I figured a bigger company would have better resources and infrastructure.”



A woman with blonde hair tied back, wearing a light blue sweater, sits at a wooden desk in a room filled with children's toys. She is leaning forward, looking at a computer monitor with a distressed expression, her right hand pressed against her forehead. The desk is cluttered with various items: a black keyboard, a silver calculator, a pair of glasses, a clipboard, and several colorful plastic blocks. In the background, a white rocking horse and more toys are visible on the floor.

“I don’t see the need for a full internet setup. My hotspot works fine for streaming and browsing, and I don’t want to commit to an installation.”

Convenience of DIY Setup
No-Commitment, Flexible Contracts
Brand Recognition and Trust
Attractive Promotional Deals
Seamless Bundle Options

Aggressive Marketing & Influencer Partnerships

Perceived Advanced Technology

Streamlined Online Sign-Up

24/7 Customer Support

Lower Upfront Costs

“Set It & Forget It” Mindset

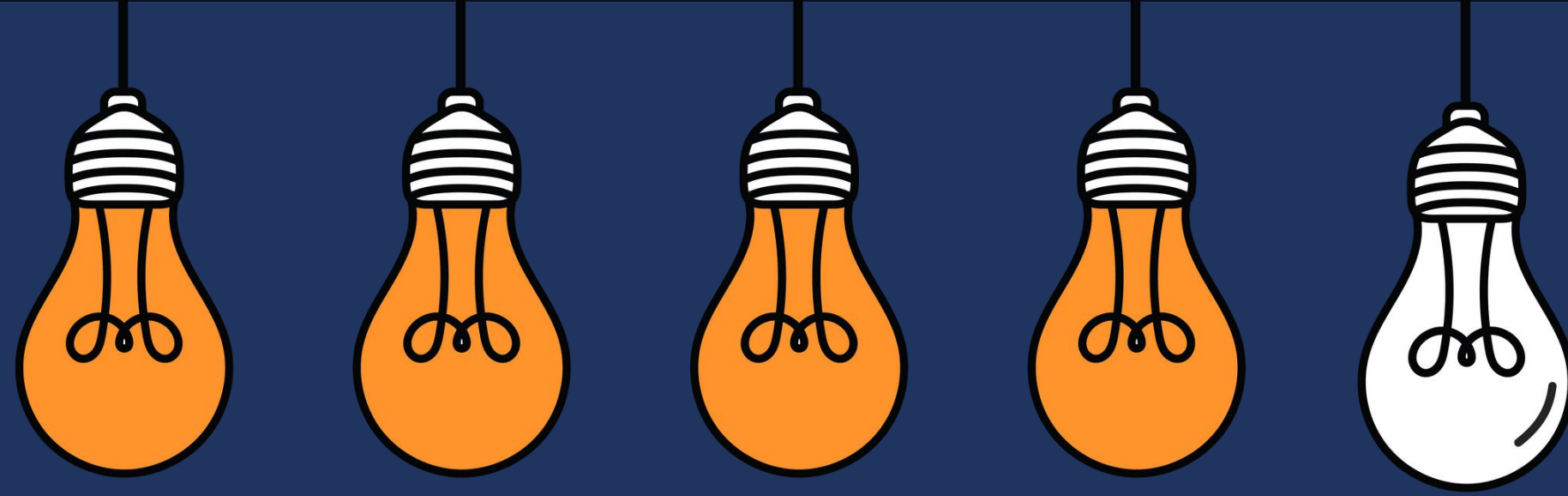
Friends & Family Recommendations

Assumption of Better Speeds/Capacity

Nationwide Mobility & Compatibility

Minimal Equipment Footprint

Environmental or “Minimalist” Appeal
FOMO from Influencer & Celebrity Endorsements
Perception of Faster Troubleshooting
Access to High-Quality Streaming Services
Belief That Bigger=More Stability



Strategies for Winning Against the Big Guys

Convenience of DIY Setup

- ✂ Emphasize fast, professional install
- ✂ Offer fast, flexible scheduling
- ✂ Provide self-install instructions

No-Commitment, Flexible Contracts

- ✂ Offer Contract-free or Risk-Free Trial
 - ✂ Month-to-month Flexibility
 - ✂ Satisfaction Guarantee

Brand Recognition & Trust

- ✂ Showcase Testimonials, Local Awards & Partnerships
 - ✂ Emphasize Reliability & Trust
- ✂ Speak LOUDLY About Your Community Impact

Attractive Promo Deals

- ✂ Introductory offers, no install fees
 - ✂ Bundle with other services
- ✂ Highlight your consistent pricing and fewer hidden fees

Seamless Bundle Options

- ✂ Community-based discounts/opportunities
- ✂ Build-Your-Own-Bundle with security, parental controls, etc.
 - ✂ Flexibility & Value

Aggressive Marketing & Influencer Partnerships

 Local Influencer Marketing

 Commitment to local growth and prosperity

Perceived Advanced Technology

- ✂ LOUDLY reenforce your world-class system
 - ✂ Us vs Them Comparison Charts



Streamlined Online Sign-Up

- ✂ Establish/Optimize Your Online Sign-Up UX
 - ✂ Show them the process
 - ✂ It's easy to Switch campaign



24/7 Customer Support

- ✂ Local, accessible customer support
 - ✂ No call centers
 - ✂ You know the area

Friends & Family Recommendations

-  Referral Programs \$\$\$
-  Testimonial campaign

Assumption of Better Speeds/Capacity

-  Broadband Labels Scavenger Hunt
-  Local attention to local capacity issues

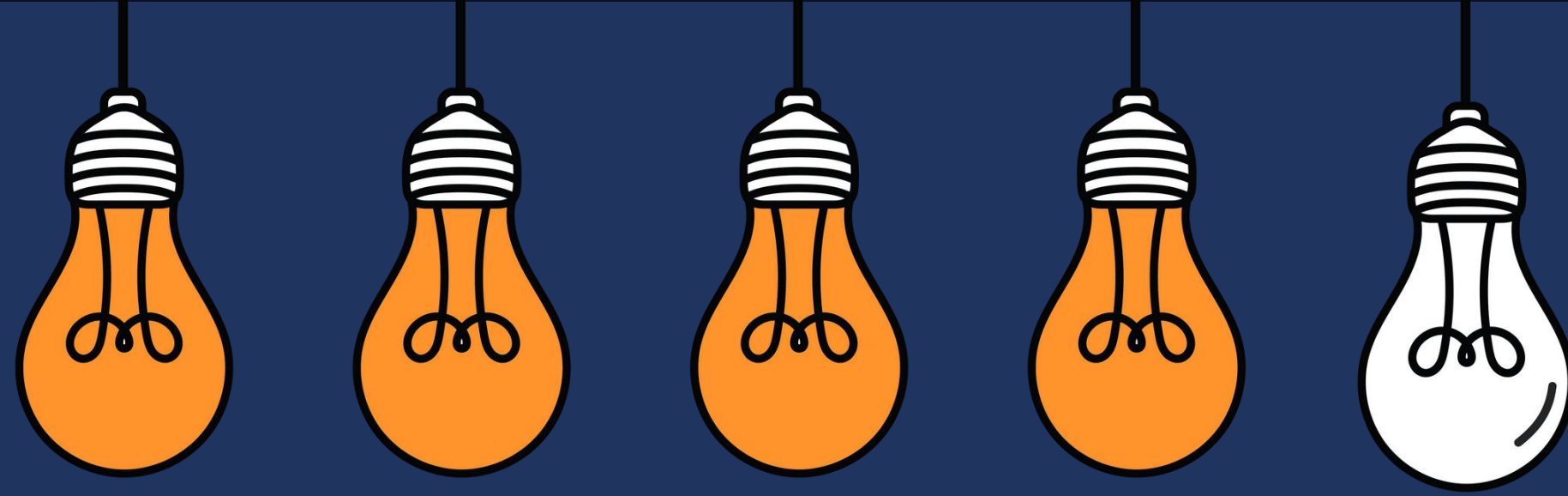
Environmental or “Minimalist” Appeal

- ✂ Local sourcing and support
- ✂ Highlight sustainable practices

Belief That Bigger=Better Stability

 YoY Data Points

 Highlight sustainable practices



Make Your
Message Heard



THE AVERAGE ATTENTION
SPAN OF A HUMAN IN
2000



THE AVERAGE ATTENTION
SPAN OF A HUMAN
NOW

AND...



THE AVERAGE ATTENTION
SPAN OF A
GOLDFISH



M
MOCKUP

ROADSIDE
BILLBOARD
ADVERTISEMENT
MOCKUP PSD



WHERE
MAXIMUM
PERFORMANCE
LIVES

maxell

WINNER
BEST
MUSICAL
THEater World Awards
**BILLY
ELLIOTT**

THE WELCOME WAGON
A PRESENTATION BY
THEATRE WORKSHOP
MAMMA
MIA!



Helped injured
opponent win.

SPORTSMANSHIP

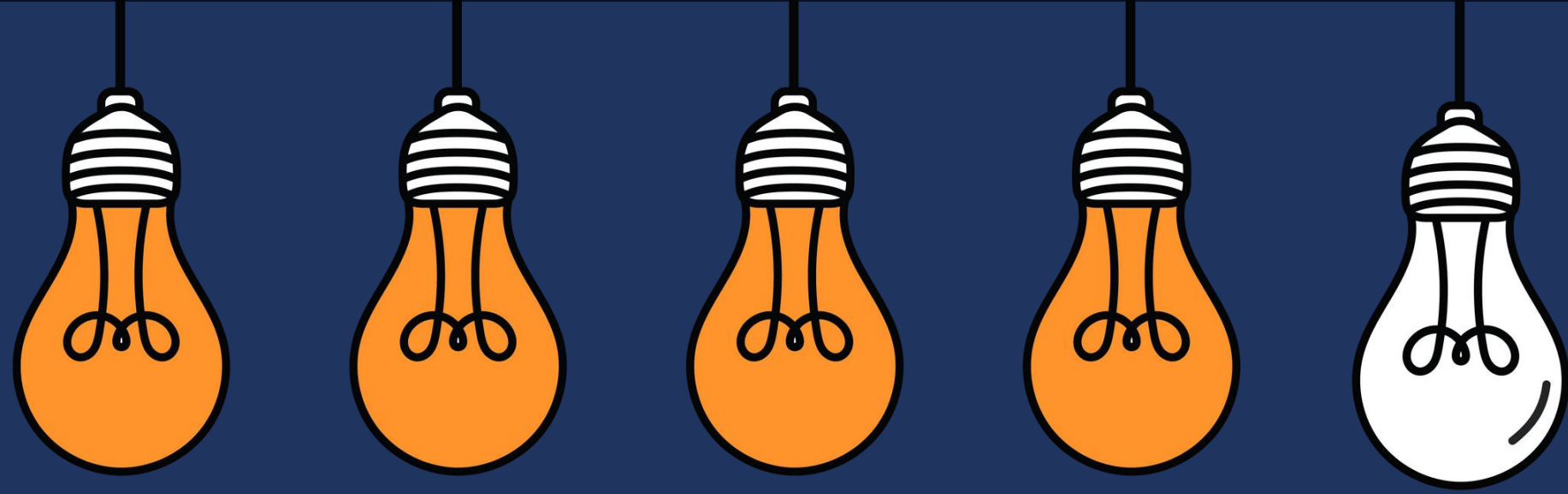
That's It!

Bank of America

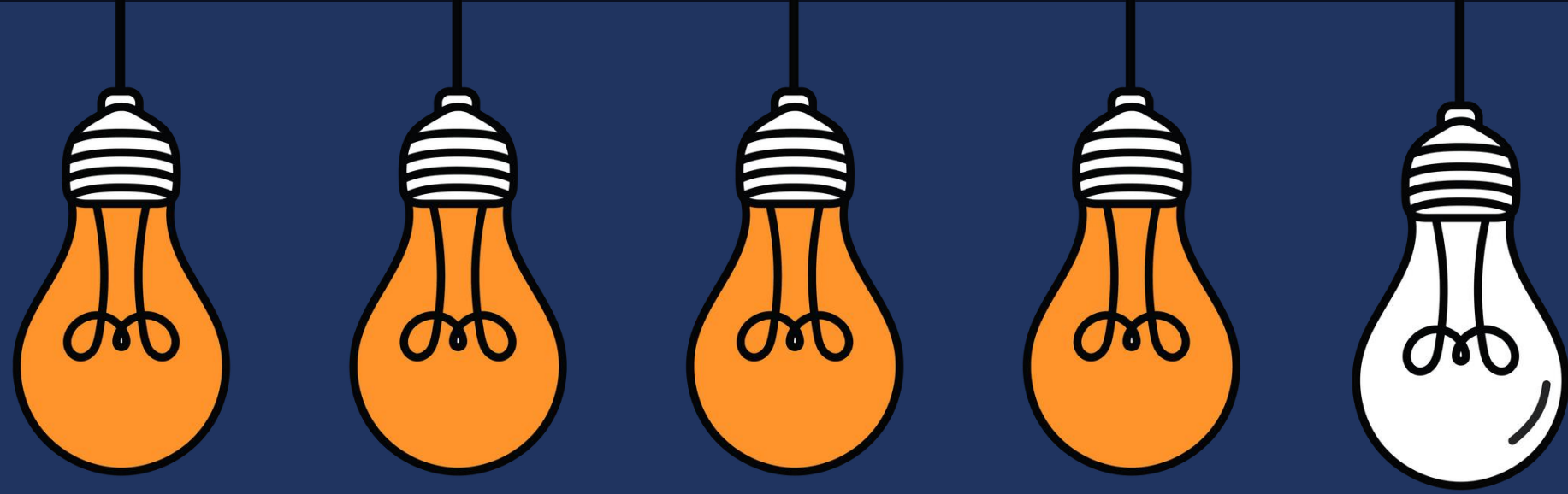
One thing 100 times vs 100 things 1 time



PROTECT. CONNECT. EMPOWER. **RISE.**



Key Takeaways



TO: RUBY.HIBBEN@VANTAGEPNT.COM

SUBJECT: Let's Talk – ICA