



# Wireless Philadelphia 2.0

*Business Strategy Summary*

September 10, 2008

# Vision & Strategy for Advancement



**WP is no longer bound to one technology & old relationships. Our charge now is to:**

- Refocus vision, mission & service approach
- Launch and assess a new business model
- Maximize cost-effectiveness
- Assure financial sustainability
- Plan for future growth



# WP's Core Business



## Digital Inclusion encompassing:

- Providing access / creating demand
- Training / technical support
- Software
- Content / applications
- Hardware

# Transition Plan



1. Secure additional operating capital from leadership foundations for transition year planning & operations
2. Create 3-4 pilots in target communities (geographic & pop-based) from among current and new initiatives. Provide full DI packages to show impact
3. Use evaluation outcome measures to design growth

# Proposed Sources of Operating Revenue



Source	Amount to Pursue
David Haas / Haas Charitable Trust	\$50,000
Knight Foundation	\$250,000
William Penn Foundation	\$150,000
Connelly Foundation	\$50,000
Fels Fund	\$30,000
Philadelphia Foundation	\$50,000
Scattergood Foundation	\$80,000
Board Generated Fundraising	\$100,000
<b>Total Requested</b>	<b>\$760,000</b>

**Note:**

- Not all requests will be granted with a 100% success rate, per typical philanthropic outreach
- Funders will set their own timelines for review and decision-making
- WP hopes to convert certain restricted funds to unrestricted through outreach to current funders, i.e. the William Penn Foundation and the Samuel Fels Fund

# Criteria for Pilot Projects



- WIP Relationship Quality
- Measurable Community Impact
- Customer Trackability
- Funding Opportunities
- Availability of Serviceable Customers

# Proposed Pilot Projects



## Industry Priorities:

- Health
- Education
- Small Business Development
- Other Community Services

## Strengths of these Industries:

- WIP Relationship Quality
- Measurable Community Impact
- Customer Trackability
- Funding Opportunities
- Availability of Serviceable Clients

# 12-Month Cash Flow Analysis



	September	October	November	December	January	February	March	April	May	June	Totals
<b>Beginning Cash Balance</b>	479,436	350,613	259,905	169,196	399,237	358,299	342,140	325,981	309,822	443,663	479,436
<b>Income</b>	-	-	-	300,000	50,000	50,000	50,000	50,000	200,000	60,000	760,000
<b>Expenses &amp; Payables</b>											
Salaries, Tax & Benefits	41,959	41,959	41,959	41,959	62,938	41,959	41,959	41,959	41,959	41,959	440,569
Accounts Payable	71,864	29,500	29,500	23,000	23,000	23,000	23,000	23,000	23,000	23,000	291,864
EarthLink	10,000	10,000	10,000								30,000
Legal fees	5,000	5,000	5,000	5,000	5,000	1,200	1,200	1,200	1,200	1,200	31,000
Audit fees	-	4,250	4,250								8,500
<b>Total Exps &amp; Payables</b>	<b>128,823</b>	<b>90,709</b>	<b>90,709</b>	<b>69,959</b>	<b>90,938</b>	<b>66,159</b>	<b>66,159</b>	<b>66,159</b>	<b>66,159</b>	<b>66,159</b>	<b>801,932</b>
<b>Ending Cash Balance</b>	<b>350,613</b>	<b>259,905</b>	<b>169,196</b>	<b>399,237</b>	<b>358,299</b>	<b>342,140</b>	<b>325,981</b>	<b>309,822</b>	<b>443,663</b>	<b>437,504</b>	<b>437,504</b>
<b>Notes:</b>											
Accounts Payable September	Includes: laptops, wifi-modems (retail) in addition to \$23,000 for monthly invoices										
Accounts Payable October	Includes: wi-fi modems (retail) in addition to \$23,000 for monthly invoices										
Accounts Payable November	Includes: wi-fi modems (retail) in addition to \$23,000 for monthly invoices										
Salaries etc. January	Payroll includes one-time occurrence of 3 payrolls										
Earthlink	Earthlink payable - outstanding invoices for CPE units purchased last FY										
Legal Fees	Extra-ordinary legal fees incurred during Network transfer period										



# Next Step



## Board Retreat, October 1, 12:00 – 4:00pm

### Key Topics for Discussion:

- Access / NAC Relationship
- Relationship with City Government
- Communications Strategy / Name Change
- Pilot Project Confirmation
- Board Fundraising Activities