

## WISPer Ventures, LLC Customer Questionnaire

Company: \_\_\_\_\_ Date \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: Office \_\_\_\_\_ Cell \_\_\_\_\_

Contact Person E-mail: \_\_\_\_\_

### **Executive / Management / Summary**

1. How long have you been in business? Did you start as another type of service provider prior to your Wireless offering?
2. The number of full time and part time employees. Please list by Name, Title, and job responsibility
  - 
  - 
  - 
  - 
  -

### **Products and Services Provided:**

3. What is your primary Business service? (Internet, VoIP, Applications, Other) – please attach a one page / two page executive summary of your business.
4. Please describe how you market your services (newspaper, radio, direct mail, reseller agents, customer referral program, etc...)?

5. Please describe your customer acquisition costs per subscriber? *WISPer Ventures* offers a financing package that allows for lower or elimination installation fees, which can help you, accelerate growth. Customer Premise Equipment (CPE) cost: \$  
Labor (Installation & Truck Roll) cost: \$  
Marketing (TV/Radio Ads, Direct Mail, Door Hangers, Yard Signs) cost: \$  
Misc. (cabling, mounts, routers, wall plates) cost: \$                      Other cost: \$
  
6. Please describe your marketing strategy for growth?
  
  
  
  
  
  
  
  
  
  
7. Please attach your Business and/or Sales/Marketing Plan, if available.
  
  
  
  
  
  
  
  
  
  
8. Are any of your offered services outsourced? If so, to whom? (VoIP, Storage, Saas, etc.)
  
  
  
  
  
  
  
  
  
  
9. Please identify your payment options. (ACH, Credit Card, Mailed invoices, E-mailed invoices, other) please give percentages as to each type.

**Target Market for your products and services:**

10. What markets (geographically City, State) are you operating in?
  
  
  
  
  
  
  
  
  
  
11. What type of customers do you target? (Residential, Business, Government, MDU, Municipality, other) Please describe and give percentage.
  
  
  
  
  
  
  
  
  
  
12. Number of homes/business's passed?

## **Competition**

13. Please describe the competition within your service area (cable, dsl, cellular, fiber, other wireless operators), and what advantages you have to offer that differentiates you from your competitors? Please list the competition by names and service(s) offered and price of services offered?
  
14. What is your competitive edge over your competition? Price, Availability, Customer Service, Speed, other(s)?

## **Technology**

15. What is your method of last mile delivery of service? (Wireless, Fiber, Re-seller of DSL, etc...)
  
16. What wireless systems are used and/or planned? Please name equipment manufacturer. If providing another type of service such as VOIP, etc... Please describe equipment and/or software and the manufacturer/developer?
  
17. What suppliers have been used to acquire this equipment (Distributors, Vendors, etc...)?
  
18. Describe your back office systems, including Accounting, CRM Software, billing software and network monitoring tool. In-house or outsourced?
  
19. What work force management tool/software do you utilize in scheduling and tracking your installation crew(s)? Please provide a sample.
  
  
20. Please describe how you track your inventory of equipment, and how you track where it has been deployed?

21. The number of outside contractors if applicable and the jobs they are doing for the company (installations, NOC monitoring, tower climbers, accounting, others) please give a brief description of the number of hours and the cost of these outside contractors hourly, monthly, number of calls, cost per subscriber. Etc.)

22. Do you operate a Network Operations Center (N.O.C.)? If so please describe the location and equipment that resides there. Do you own the equipment? If outsourced to whom? Cost?

23. Who are you purchasing your bandwidth from?  
How much bandwidth are you currently utilizing?  
How much is available?  
Cost per Meg?

## **Financials**

24. How many subscribers do you have?  
Current: Business:                                      Residential:

25. What is your average revenue per subscriber (ARPU) for each type? Do you have an installation fee?  
ARPU:      Business \$                                      Residential \$  
Install Fee: Business \$                                      Residential \$

26. How many new subscribers are being added per month?  
Business:                                      Residential:

27. Projected growth within the next 12 months with adequate and approved funding provided by **WISPer Ventures?**

28. What is the average monthly churn rate, based on the prior 6 months? What is the main reasoning behind your churn?
29. How much working capital do you currently have and what is its source?
30. Does the business have any secured debt? If yes please list lender, amount, and collateral.
31. Are there any liens on the company or owners/officers? Please describe.
32. Who is your banking relationship with? Contact?
33. What is the total capital invested in your company to date?
34. What is the company's current equity ownership distribution? Please include Personal résumés of the owners if available.
35. Estimated current value of your business?

### **Financing Needs**

36. Funding amount requested from *WISPer Ventures, LLC*?
37. Over what period of time would you utilize the funding?

38. Use of funding?

- Equipment Purchases? If so, what percentage?
- Soft Costs? Percentage?
- Sales/Marketing? Percentage?

39. What are your current and projected equipment capital requirements? Please provide a description of current equipment purchasing needs:

Current \$                      12 Months \$                      24 Months \$

40. Do you have any acquisition targets? If so please describe? Location, Size, Subscribers, Tower Sites, ARPU, Additional Services? Reason for acquisition?

**Financial Overview (please complete)**

Client Company Name	Date			
<b>WISPer Ventures, LLC</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Residential Subs.</b>				
Total Number of Subscribers	0	0	0	0
Recurring Revenue	\$0.00	\$0.00	\$0.00	\$0.00
New Subscribers	0	0	0	0
Lost Subscribers	0	0	0	0
Total bandwidth cost	\$0.00	\$0.00	\$0.00	\$0.00
Number of distribution sites	0	0	0	0
Cost of distribution sites (Rent)	\$0.00	\$0.00	\$0.00	\$0.00
Cost of Goods Sold*	\$0.00	\$0.00	\$0.00	\$0.00
Operating Expenses**	\$0.00	\$0.00	\$0.00	\$0.00
<b>Monthly Metrics</b>				
New Subscriber Growth %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Lost Subscribers % (Churn)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
\$ of Bandwidth Cost per Subscriber	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
\$ of COGS Expense per Subscriber	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
\$ of Operating Expense per Subscriber	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
ARPU (Avg Revenue per Subscriber)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

\*Cost of goods sold includes:equipment sold,installation expenses,installation labor,computer service,etc.

Thank you!

WISPer Ventures, LLC 506 W. First Street Tempe, Arizona 85281 [www.wisperventures.com](http://www.wisperventures.com)

Confidential

WISPer Ventures, LLC