

FTTH FAST TRACK POLITICAL ADVANTAGE™ SERVICES

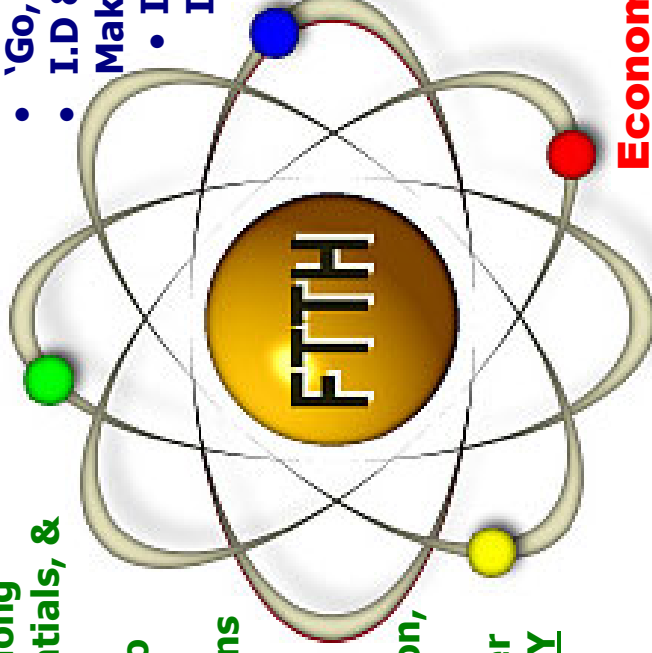
Synergism at its Finest

Political Action Institute

- Crisis Management
- Consensus Building among Power Brokers, Influentials, & other Stakeholders
- Pro-active Strategies to Mobilize Advocates
- Build Effective Coalitions
- Neutralize Opposition
- Orchestrate & conduct Town Hall Meetings
- Enhance Client retention, moving your customer base BEYOND Customer Satisfaction to LOYALTY

Strategy Research Institute

- FTTH Market & Policy Research
- Tax Measures & Ballot Initiatives
- 'Go, No-Go Model' (tax measures)
- I.D & Overcome Barriers to Making Decision to Purchase
 - ID Power Brokers and Influentials
 - Focus Group Research
 - Opposition Research
 - Customer Satisfaction & Customer Loyalty Research



Integrated Marketing

Communication Corp.

- FTTH Marketing Consulting
- GIS Mapping of Early Adopters
- 'Closing the Chasm'™ between Early Adopters & the Mainstream Market
- Build Customer Loyalty; Reduce Churn

Economic Development Group

- Helping Clients Develop New Revenue Streams
- Building Public/Private Partnerships
- Retain & Expand Existing Local Business & Commercial Enterprise
- Attract New Business & Commercial Enterprise to Region



STRATEGY
RESEARCH
INSTITUTE