



1930 Baseline Rd.  
Grand Island, NY 14072  
716-775-9572  
sales@entuitinc.com

## Executive Summary Business Model of Smart City Light Poles

With the rapid development of mobile broadband (MBB) there are increasingly requirements for capacity expansion in densely populated urban areas and hard to get to areas. Adding sites has become an inevitable method to meet coverage requirements. However, adding traditional; macro base stations require high costs as well as long Construction period and operators require a time and cost-effective network deployment solution. Therefore we have introduced the light base stations solution with Smart City solutions that can be added on an as need basis.

Compared with traditional macro base stations Light base stations feature small size, light weight and environment integration that enables the light base stations to be fast deployed. Light base stations as preferentially selected when base stations need to be added in densely populated urban areas or hard to access areas.

The Smart City Light Pole Marketing foot print has been the development of a **Public Private Joint Venture**.

The Municipality has assets that cost them money to maintain and operate. We lease back these existing assets from the municipality (Street Poles) and the Sub lease these Pole locations or buildings, structures back to a third party for a shared income stream. This usually works as follows:

By utilizing existing Municipality assets that are currently owned and maintained by the Municipalities. This maybe existing street lights, power poles, buildings or structure. We along with the aid and help of the Municipalities staff to complete a short study to existing assets of the municipality. We also review the existing assets of the municipality. We also review the existing yearly costs and maintenance of these assets. We then look at the possibilities.

Secondly: We consider the needs of Community and position issues of the third party Lessee's to provider of additional services to Municipality and the community. This is usually Telecom providers or security providers.

The marriage of the three parts is a win for all parties for example:

### **Municipality**

The Municipality creates a new found benefit from it's existing non-performing asset. Example Street Light poles. The Municipality would lease the existing poles sites to Energy Solutions Group for a fee or service. This process turns a Non Performing asset into a community benefit through a new income stream, security system, Traffic Control or whatever their needs could be.

### **Leasing Company**

Leasing Company (Energy Solutions Group) Leases the Municipality asset for 10 years. The leasing group then leases the Location with our without equipment to a third party that would have a use for said location.

### **Third Party Lessee**

The Third Party Lessee then would provide upgraded Cellular service or WiFi to its existing customer base. It may negotiate addition advertising as part of the lease but their goal is customer satisfaction and services by providing upgraded services to the Community or Parks for example. Most of these type of locations are dense in population and have issues with connectivity thus disrupting the Data Volume.



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For this Public, Private Partnership system to work all three components must work together.

We have completed this process in Saudi Arabia with Contracts for 5000 smart poles throughout the Eastern Province.

## Phased Process for Development

### Phase I

- Municipality assets assessment
- Potential End users
- Municipalities long and short range plans (Smart Cities)
  1. Base station easy Micro
  2. LED Street Lights
  3. Video Surveillance
  4. Traffic Surveillance
  5. Public Wi-Fi
  6. Parking
  7. Municipality services monitoring (Trash pickup, Life Safety Emergency Services)

### Phase II

- Partnership requirements with Municipality (terms and conditions)
- Revenue Model
- Lease Agreement Municipality

### Phase III

- Lease Agreement Telecom Operator
- Operations Model

### Phase IV

- Funding

### Other Funding Models

- Government Funding
- Develop Exaction
- Private Funding