



Satellite Broadband for European Regions
CIP-ICT PSP Call 6

SABER WP4 Develop Guidelines & Recommendations

***Workshop 6, Brussels
10th April 2014***

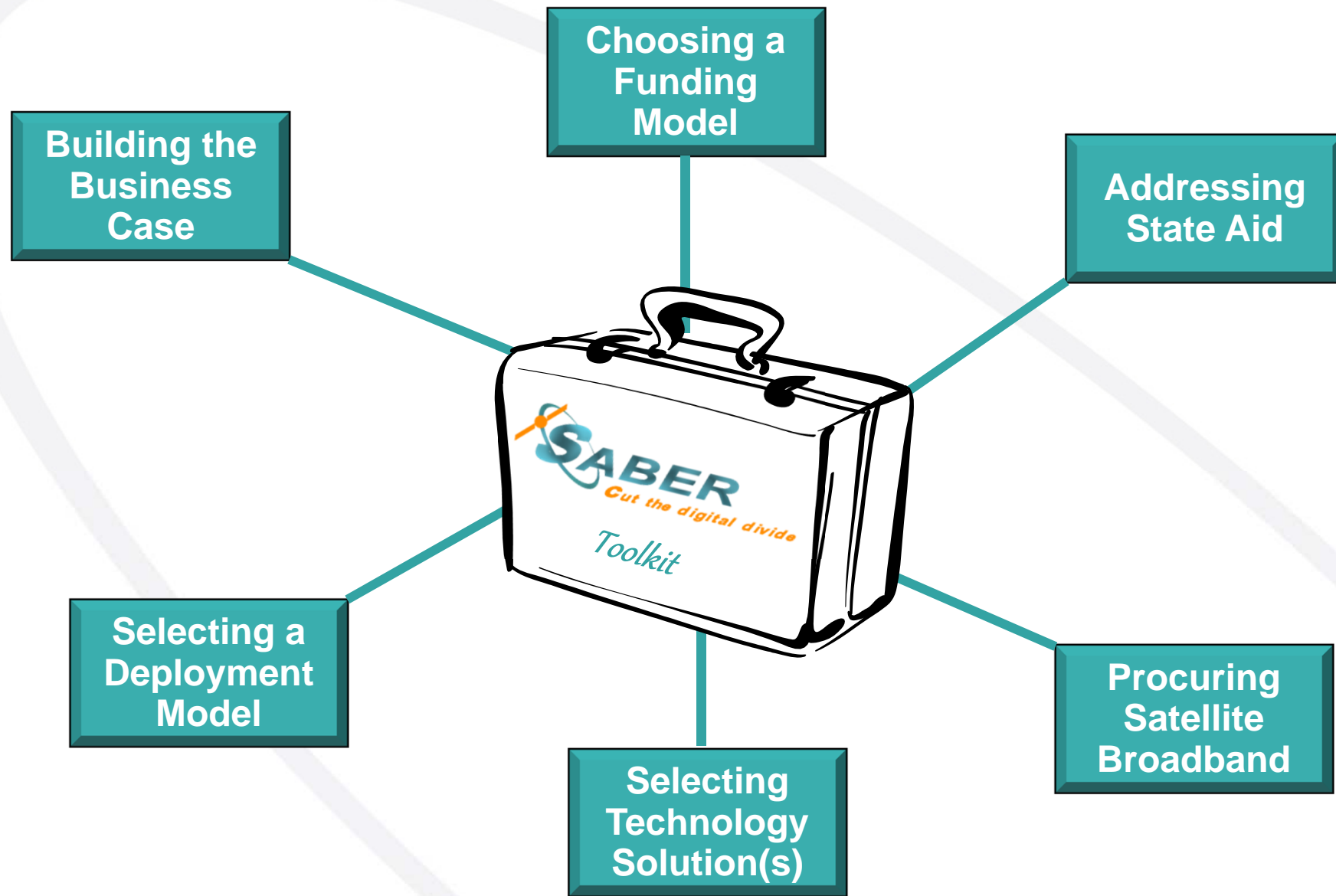
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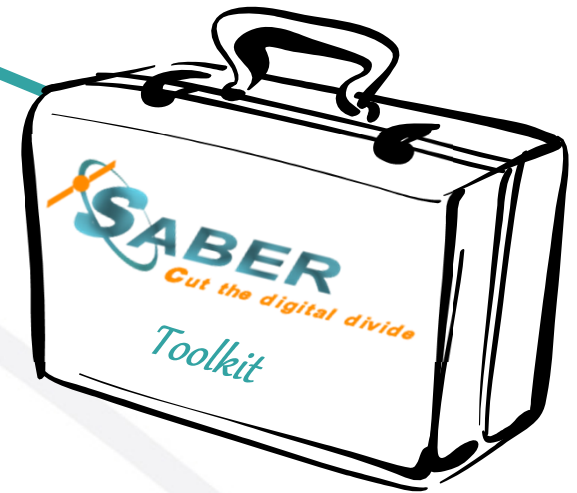
European Commission
Information Society and Media

www.project-saber.eu



**Building the
Business
Case**

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Business Case**



Steps Involved *(to be elaborated in toolkit)*

- 1) Define the problem; what need are you seeking to address**
- 2) Identify the key stakeholders in the region**
- 3) Identify the beneficiaries**
- 4) Assess the time and resources needed; high level project plan**
- 5) Crunch the numbers; look at the investment required versus the benefits to be derived – cost/benefit analysis, ROI analysis**
- 6) Present the overall business case**

Choosing a Funding Model

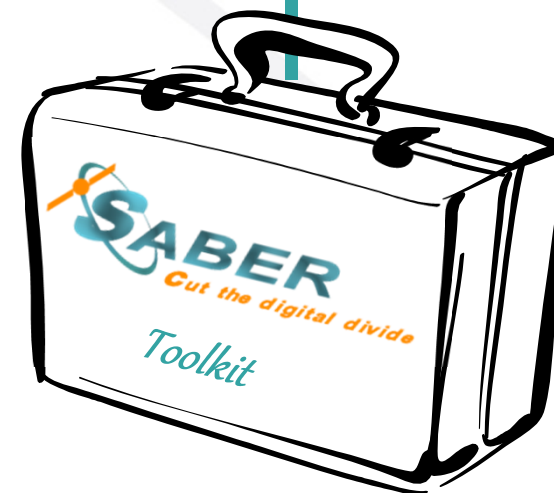
Steps Involved *(to be elaborated in toolkit)*

1) Review funding options

Source	Type
Public <ul style="list-style-type: none">○ Community○ Local Authority○ Regional○ National○ EU	Loan Equity Grant
Private <ul style="list-style-type: none">○ Stakeholders○ Banks○ Venture Capitalists	Loan Equity
Revenue Generation <ul style="list-style-type: none">○ Customers	Commercial income

2) Select most appropriate option(s)

Choosing a Funding Model

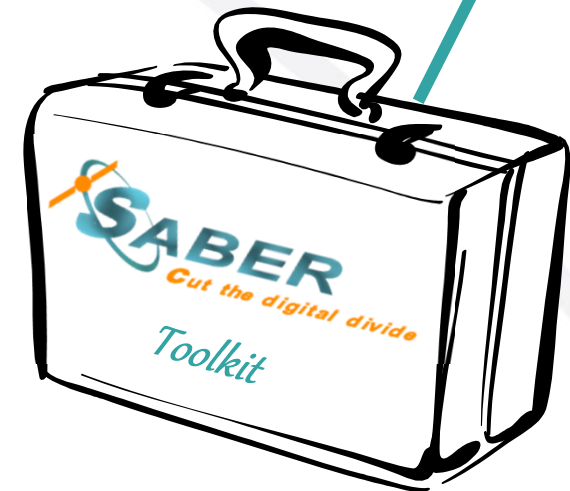


Addressing State Aid

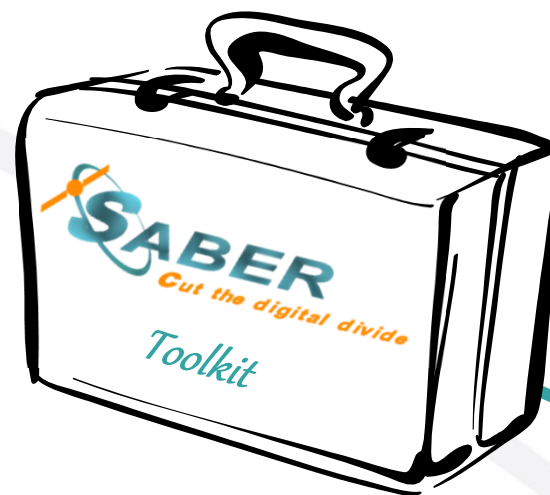
Addressing State Aid

Steps Involved *(to be elaborated in toolkit)*

- 1) Summary of new EU State Aid guidelines
- 2) Interpretation of EU State Aid guidelines as they relate to the deployment of Satellite Broadband
 - *What is compliant under the regulations?*



Procuring Satellite Broadband



Procuring Satellite Broadband

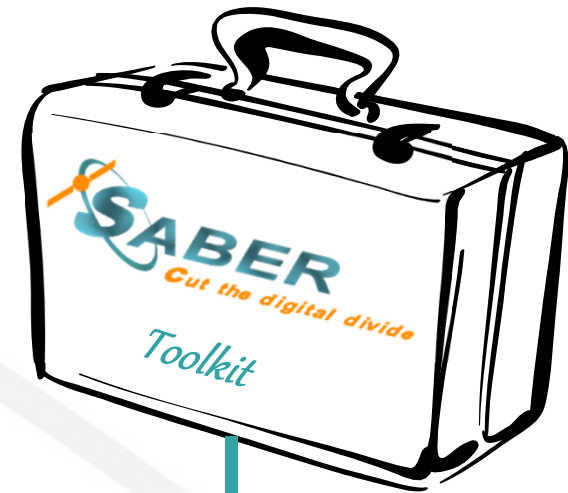
Steps Involved *(to be elaborated in toolkit)*

- 1) Build on previous guidelines re voucher scheme
 - Take into account new regulation
- 2) Procurement guidance for regions planning a wider broadband procurement to ensure satellite can be included

Selecting Technology Solution(s)

Steps Involved *(to be elaborated in toolkit)*

- 1) Articulate needs of geographic area/sector
- 2) Map existing infrastructure/services
- 3) Identify gaps in infrastructure/services
- 4) Define infrastructure requirements
- 5) Define technology requirements
- 6) Review technology options
- 7) Selection most appropriate technology solution(s)

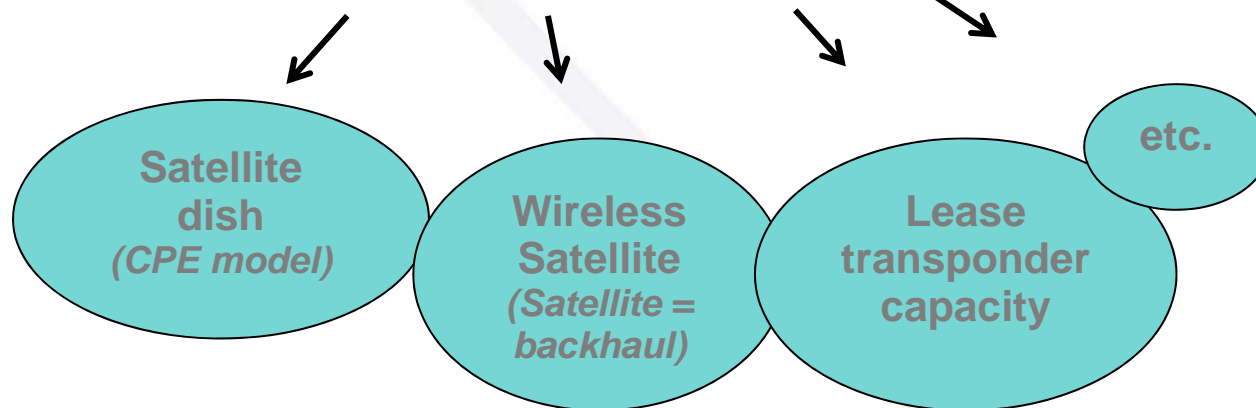


Selecting
Technology
Solution(s)

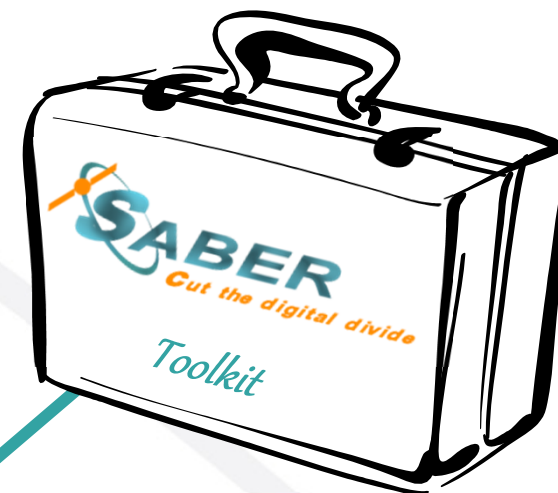
Selecting a Deployment Model

Steps Involved *(to be elaborated in toolkit)*

- 1) Identify stakeholders in satellite broadband deployment (*e.g. community group, satellite operator, telco provider...*)
- 2) Identify role of stakeholders
- 3) Articulate needs of end users/geographic area
- 4) Explore options for deployment



Selecting a Deployment Model



Demand Aggregation

Cross cutting topic to be addressed....

