Broadband and Fertile Ground

Improving the Environment for Startups and Other Small and Large Business

Rollie Cole, PhD, JD
Senior Fellow
Director of Technology Policy
Sagamore Institute for Policy Research
Economic Development Quadrants

More Wholesale

More Employees

Incentives – Tax, Land, Services

More Retail

Tax Policy, Marketing

? The Least Considered Quadrant

Heart of the Fertile Ground Approach

Loans, Coaching

Broadband
What Makes Ground Fertile?

**Business Sector**
- Suppliers of Goods and Services
  - Customers
- Supportive of Firms of All Ages and Sizes

**Nonprofit Sector**
- Culture, Diversity, Recreation
  - Quality of Life

**Government Sector**
- Infrastructure
  - Services
- Taxes $\approx$ Value
<table>
<thead>
<tr>
<th>Complements</th>
<th>NOT</th>
<th>Alternatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchor Institutions, Large Firms</td>
<td></td>
<td>SOHO Sites “=“ Residential</td>
</tr>
<tr>
<td>Wired</td>
<td></td>
<td>Wireless</td>
</tr>
</tbody>
</table>
## Our 7B Checklist

<table>
<thead>
<tr>
<th>➢ Beg</th>
<th>Marketing Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Borrow</td>
<td>Temporary Use</td>
</tr>
<tr>
<td>➢ Buy</td>
<td>Obtain from Others</td>
</tr>
<tr>
<td>➢ Build</td>
<td>Make Your Own – Construction, Education</td>
</tr>
<tr>
<td>➢ Boss</td>
<td>Require Certain Activities</td>
</tr>
<tr>
<td>➢ Boost</td>
<td>Provide Incentives</td>
</tr>
<tr>
<td>➢ Ban</td>
<td>Prohibit Activities</td>
</tr>
</tbody>
</table>

From: Wholesale Economic Development I. Approach
http://preview.tinyurl.com/wholesaleeconomics