



# ConnectHome Nation Webinar

## Introducing Starry Connect

December 17, 2019



# Agenda

1. **Introducing Starry**
2. **Accelerating Digital Equity: Starry Connect**
3. **Beyond Starry Connect**
4. **Questions**

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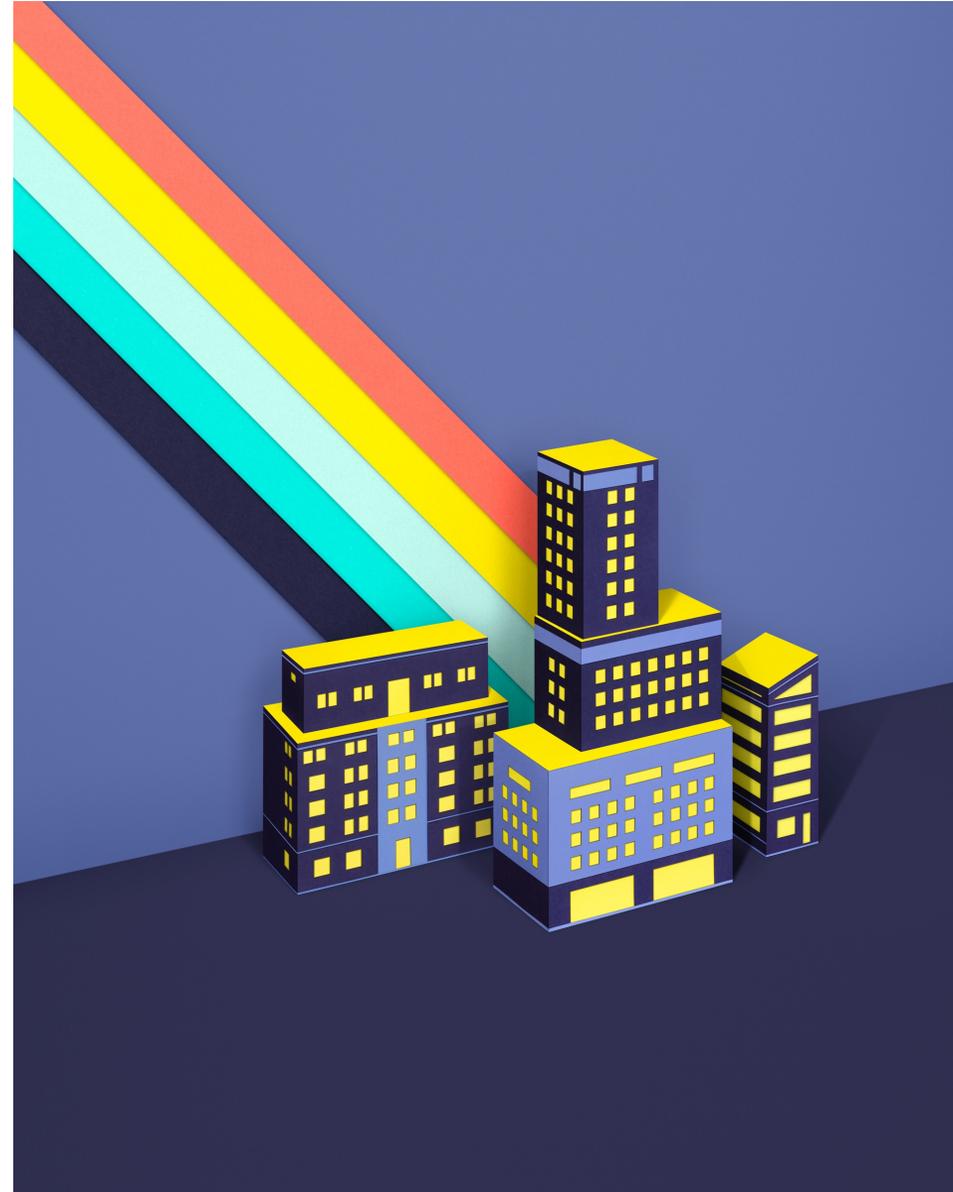


# Introducing Starry

Starry is a wideband hybrid fiber wireless internet company. We build wireless 'last-mile' broadband connectivity to the home.

Our mission is to build better more intelligent access networks to connect more people to affordable, high-speed internet.

We believe everyone deserves access to affordable, high-quality broadband, no matter where they live.



# ABOUT STARRY

## ORIGIN

- Starry was formed in 2014 on the foundational belief that connectivity is a social good and with the goal of building a new, customer-focused broadband network and service.
- To drive down cost and improve service quality, we designed and manufactured our entire technology stack, including our own proprietary millimeter wave, point-to-multipoint technology.
- We built our company from the ground up and built a brand and work culture deeply focused on customer experience.

## COMPANY

- Today, we employ nearly 700+ full-time employees across five markets. We have core competencies in radio frequency, hardware, software, electrical, cloud, network design, deployment, and consumer marketing.
- Starry is backed by a diverse and world-class group of investors including Tiger Global, KKR, FirstMark Capital, Fidelity Management and Research Company, ArrowMark Partners, and IAC.

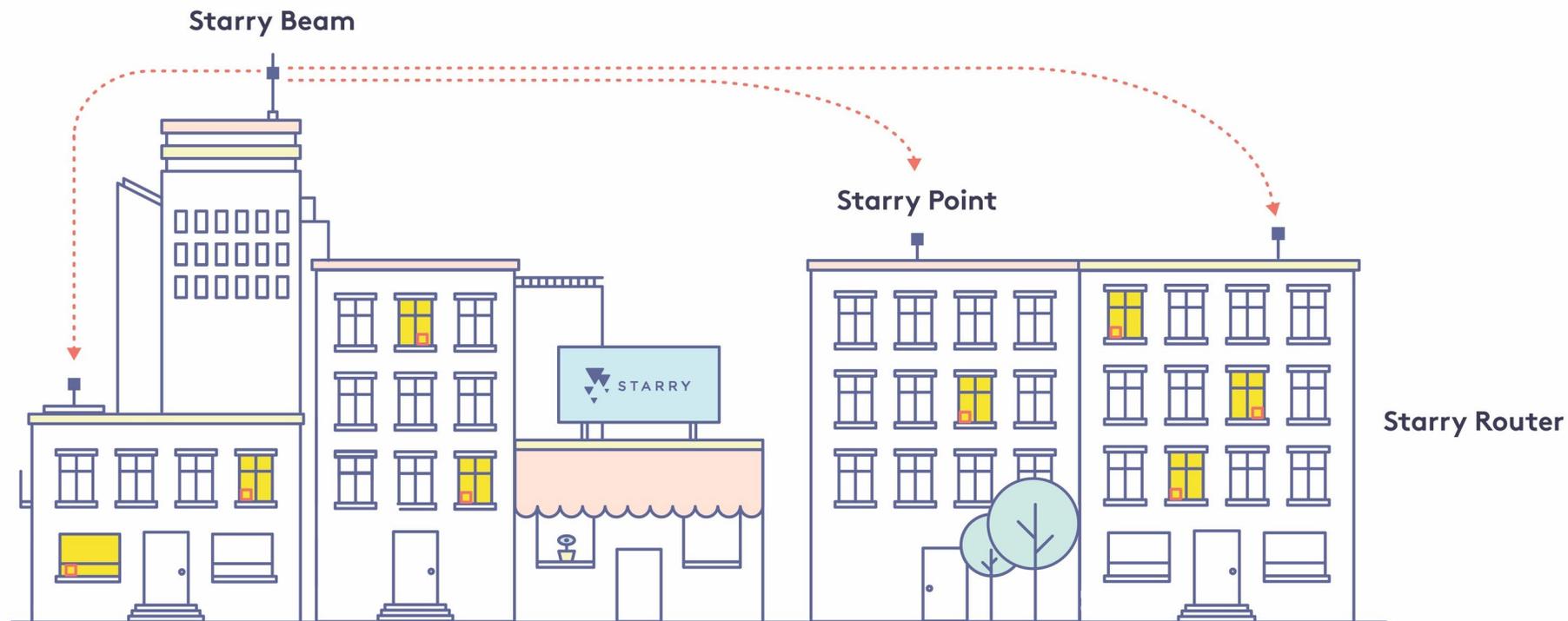
## OPERATIONS

- We are live and operational in five major U.S. cities including Boston, DC, Los Angeles, New York City, and Denver.
- Starry was successful in the FCC's recent 24 GHz auction, expanding the company's spectrum footprint to more than 40 million households nationwide.
- Additional significant buildout will occur in 2020, 2021 and beyond.

# STARRY: HOW IT WORKS

## Delivering High-Capacity Internet Wirelessly

Starry's 'last-mile' connection is wireless, which means we can build our network and connect households with little to no disruption to the communities we serve. We don't have to tear up sidewalks and streets to serve a neighborhood with competitive broadband service.



# The Starry Experience: Customer First

*Our goal is to delight our customers. We do that by being laser-focused on what counts: customer care, customer experience and affordability.*

- We provide high-speed internet service to the home at a fraction of the cost of incumbent fixed wireline providers. For \$50 per month, customers receive 200mbps symmetrical speeds, with **no bundles, no data caps, no long-term contracts**, and **no extra fees for equipment, installation or care**. Starry also adheres to strict privacy protections and to net neutrality, a commitment we include in our terms of service.



Just  
internet  
No bundles or  
packages



High Speed,  
High Capacity  
Multigigabit network



Commitment  
free  
No long-term  
contracts



Serious about service  
24/7 help from  
real humans



Starry WiFi  
Hub  
Home WiFi router  
included



Setup on your  
schedule  
No more  
six-hour windows

# Accelerating Digital Equity: Starry Connect

- Starry understands how critically important internet access is for individuals, families and communities to thrive. We also recognize that the cost of broadband internet is often out of financial reach for many.
- We surveyed existing affordable access programs offered by incumbents and identified significant barriers to adoption for consumers. We designed Starry Connect to specifically address these deficiencies and accelerate adoption of broadband access among residents of public and affordable housing communities.
- Our program partners directly with owners of public and affordable housing to offer free and low-cost internet access solutions to residents living in their communities. We work collaboratively with owners to design an internet access strategy that best suits the needs of their communities. We try not to take a 'one size fits all' approach.

# How Do Existing Low-Cost Access Plans Work?

## **Most Existing Affordable Internet Access Speed Plans Offered to Low-Income Communities Aren't Fast Enough to Qualify as Broadband and Exacerbate Digital Inequities**

- The definition of broadband, as determined by the FCC, is 25mbps download / 3mbps upload speed. The Starry Connect Plan exceeds that definition at 30mbps download / 30mbps upload speed. These speeds are the floor NOT the maximum, meaning residents will often experience higher speeds.

## **Credit Checks and Complex Eligibility Requirements Create Barriers to Adoption**

- It is often too hard for low-income families to apply for and utilize existing affordable internet offers. Many require participation in an assortment of federal programs. Ineligibility can occur if they stop receiving certain federal benefits, or if the qualifying child receiving benefits ages out of the household. Some also require that you not be a prior customer of the provider (virtually impossible in single-provider markets) and require mandatory credit checks.

# How is Starry Connect Different?

- Starry Connect offers a **\$15 per month**, true broadband access plan that provides 30mbps (minimum) symmetrical speed speed, all equipment and installation, 24/7 customer care and includes our same no bundles, no data caps or long-term contracts promise to our customers.
- Importantly, **Starry does not require any pre-qualification, credit checks or other cumbersome eligibility requirements** to participate.
- When we work directly with public and affordable housing owners, **we tie program eligibility to the apartment unit – not the individual**. Regardless of who may move into 'Apt. 3A,' if that unit has been designated as Starry Connect eligible, the resident will always have access to our ultra low-cost offering.
- Our goal is to lower barriers to adopting Starry Connect by removing eligibility burdens from the consumer and closely partnering with housing owners to develop effective outreach strategies.
- As the federal government revises eligibility parameters for programs like SNAP, our approach ensures that those changes will not affect an individual's ability to access Starry Connect if they live in a partner community.

# Where is Starry Connect Today?



5,000+ units of public and affordable housing and growing!

# BEYOND STARRY CONNECT

- Starry may not be able to serve your community in the near term, but we encourage cities and public housing authorities to look beyond traditional fixed wireline providers when considering how to enhance and expand broadband connectivity in your communities.
- Starry unveiled its Broadband Investment Toolkit at the National League of Cities City Summit in November and the steps we suggest for municipalities can easily be translated to housing authorities to attract competitive broadband providers to serve your community. Our toolkit is available at **BetterBroadbandNow.com**.
- Housing authorities have unique characteristics and assets that make them attractive for competitive broadband investment from a fixed wireless provider. For example housing authorities have:
  - ✓ Access to detailed data about the size and scope of the broadband needs of your community. And, your communities generally have household concentrations/density that are attractive to competitive providers.
  - ✓ The ability to effectively communicate to residents and mobilize community stakeholders (local elected officials, community advocates).
  - ✓ Access to vertical assets (rooftops of your communities) that could serve as key infrastructure points in a fixed wireless network. Housing authorities can look to these assets as ways to generate revenue and to help meet digital equity goals.



Q & A

