

PAUL ALEXANDER

Proposal for New Connections

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Prepared For :
CLIENT



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CONNECTIVITY REINVENTED



PAUL EATON

Founder & CEO Paul Alexander



About Our Company

OUR STORY

From 2014 when we first entered the world of 'Connectivity to Homes' with a very high-end managed service which essentially, was a connection to a home that was the same as you would receive in an office - a business grade connection, the scene for the future home internet service was set.

No one in the UK offered this level of service to a home.

This offering came with a guaranteed service level, a guaranteed fix, financial compensation if speeds or timescales weren't met, the fastest speeds in the UK across three tiers of 250Mbps, 500mbps and 1Gbps with a portal to buy additional services if you wanted them.

It was a game changer for the industry.

We have continued to innovate ever since, not just on the technology front but with the commercial model offering.

The different models today allow you to have a really tailored solution that fits your budget and aligns with stakeholder and investor approvals as we have proven, time and time again.

Having built two multi million pound Internet Service Provider businesses, delivered our services to some of the UK's largest pension funds, build to rent operators and national housebuilders, we are very well placed to assist you in choosing the right platform for your projects.



PAUL EATON

Founder & CEO Paul Alexander

www.paulalexanderservices.co.uk



Mission & Vision

MISSION

01

Our mission is to build partnerships across the UK with the best service providers in partnership with housebuilders and developers that can bring together exponentially high value services for all stakeholders.



VISION

01

Our vision is to extend our partnerships through greater communication, innovation and ideas to ensure that homes across the UK are set to be ready for the Digital Age that is still in its infancy.

Our partnerships are built on trust, empathy
and credibility



Our Partnership with Pulse Fibre

PULSE FIBRE

Pulse Fibre is building the next generation of full fibre infrastructure for the UK, deploying state of the art, future-proof FTTP connectivity.

They implement their own end to end dedicated fibre optic network, giving them full control of their design, installation and maintenance.

Their mission is to level the playing field amongst internet service providers and fibre network operators to ultimately empower organisations and individuals with the power of affordable high-speed internet, enabling them to thrive and stay connected in an increasingly digital world.

Pulse deliver network speeds up to 10Gbps for both uploads and downloads which is crucial for those home-working, running a businesses, using collaboration tools and other evolving interest services setting the bench mark for ultrafast connectivity in the decades to come.

From their dedicated, owned national core network to your connection in your home, Pulse Fibre's infrastructure is focussed on the latest, high capacity, next generation technology.

When you invest with Pulse Fibre, you will be certain that your residents will have a future-proof connectivity platform that will last them a lifetime.



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One Solution

Pulse Fibre offer one solution for multiple challenges that both housebuilders / developers and residents face as well as the biggest rebates.

#01



10GBPS ULTRA FAST

Speeds available are up to 10Gbps to the home which is unheard of in the UK. Pulse Fibre are pioneering with their technology platform and leaving others behind.

ESG / SUSTAINABILITY

#02

ESG / Sustainability is important to both the housebuilder / developer and the resident too - **one duct, one fibre, reduced materials** - reduce your carbon footprint.



#03



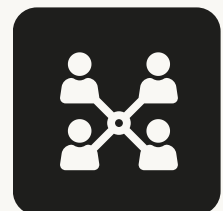
INSTANT ACTIVATION

Day One connectivity - Live as soon as the resident connects to their router and they can seamlessly switch to providers at the click of a mouse if they so desire. No engineer visit required.

CHOICE

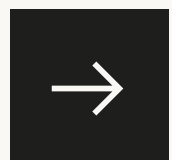
#04

Pulse Fibre operate an Open Access Network, so the resident has choice. **A choice of four household brand named providers** to choose from - Sky, Vodafone, PlusNet and Talk Talk.



EXTRA CONNECTIVITY

Included at no extra cost as an additional free option is a free site connection for your project - this is a connection to your site office and sales & marketing suites for an early connection to your project.



Open Network

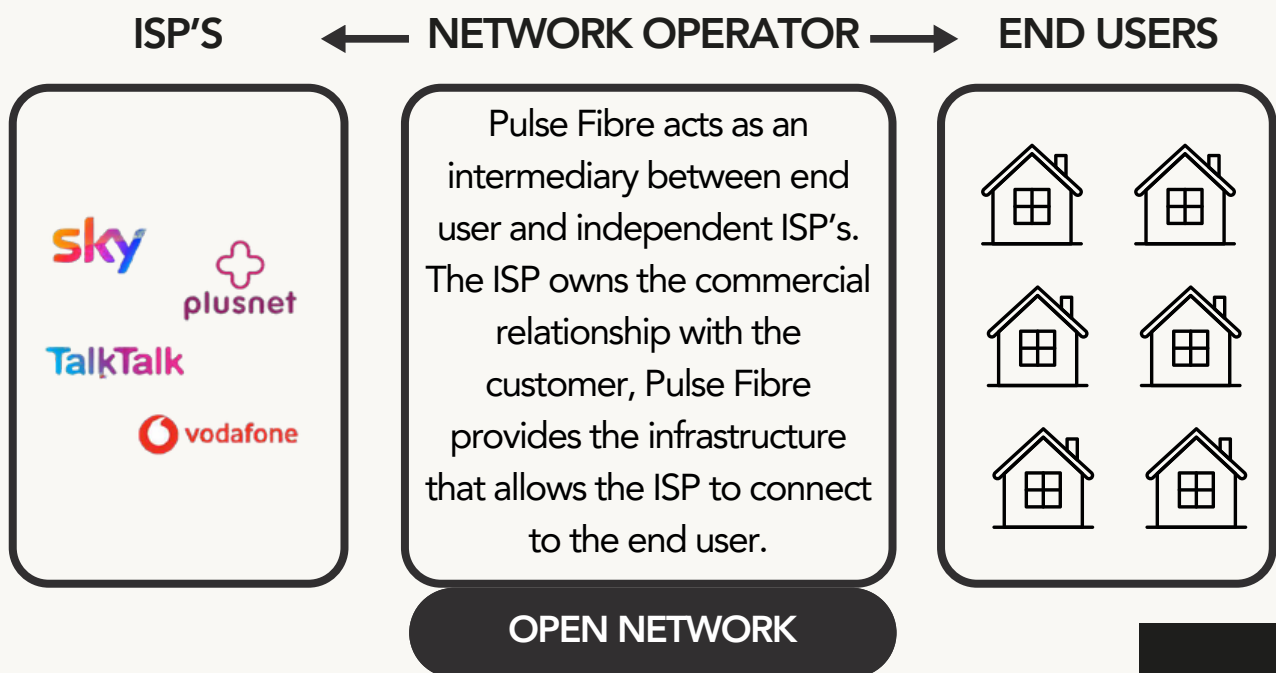
Pulse Fibre's vision is to provide an open full fibre network which connects ISP's to the end user on a level playing field, eliminating the need for multiple connections into individual homes.

The Pulse Fibre multiple choice provider option is ground breaking in the UK.

No ISP wants to share their infrastructure for various reasons, some are more obvious than others such as loss of potential revenue.

Pulse Fibre are taking a more pragmatic view with its wholesale partners, Sky, PlusNet, Talk Talk and Vodafone as their solution takes all stakeholders into account as Pulse are investing in and owning said infrastructure.

Lower cost of entry and lower risk for its partners. Choice for consumer - win win !!



Important: No need for multiple connections and cables to each home.



The Pulse Fibre Process

STAGE ONE

01

● 01 Jan - 03 Feb

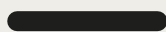


The first stage to agree on a contract and create a plan. This is the **Pulse Discovery Phase (PDP)**

STAGE TWO

02

● 01 Feb - 03 Mar

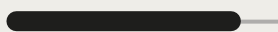


The second stage of the process is the **Implementation and Deployment** phase.

STAGE THREE

03

● 01 Mar - 03 Apr



The third and final stage is action when the end user moves into their property and the **Pulse Fibre service is activated**.



Stage One

The Pulse Discovery Phase

On the Pulse Discovery Phase you will receive the following;

1. A detailed fibre plan
2. A project team
3. A financial package

The pulse Fibre team will get in touch with you and set up an initial project 'kick-off' meeting to introduce you to your team.

A detailed scope of works will be produced with a project timeline and a task allocation list to ensure all works are co-ordinated inline with your programme of works.

This will be an opportunity for you to ensure that any detailed information that is unique to you and your project is shared with the Pulse Fibre team so that it is included in the project brief.

This is to ensure that all elements of your project brief are captured.

Paul Alexander team will get involved post this meeting to ensure we manage your brief with our partner Pulse Fibre to deliver every aspect of it from the resource allocation, materials allocation and rebate collection to ensure guaranteed payment.

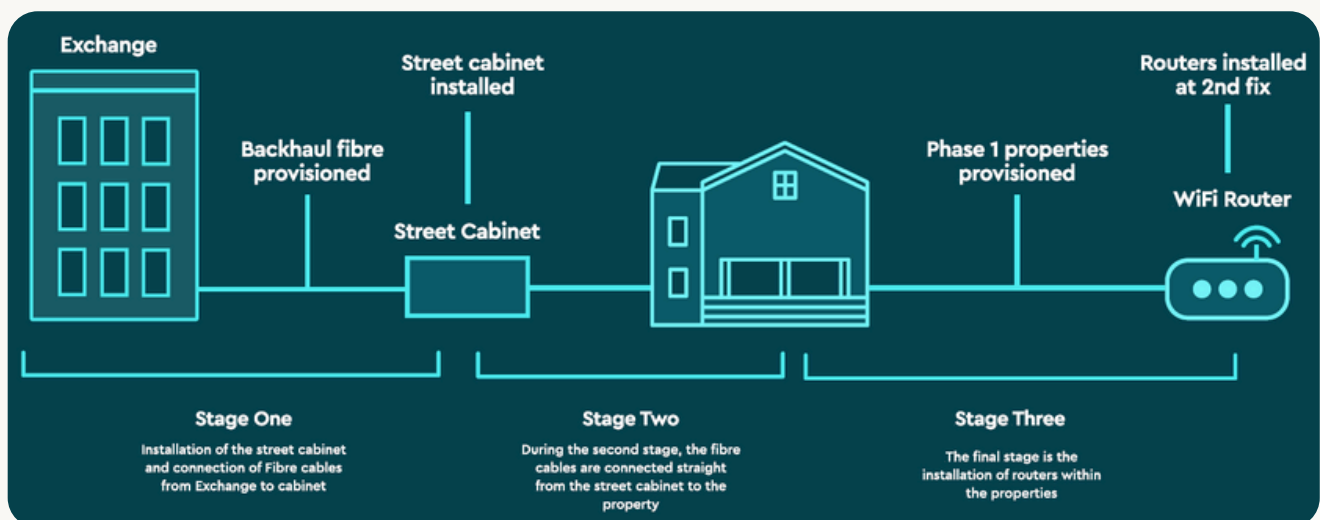


Stage Two

The Implementation and Deployment Phase

As you can see from the schematic below there are three sub-phases to this phase.

1. Installation of the street cabinet and connection of fibres from the exchange to your site cabinet
2. During the second stage, the fibre cables are connected straight from the street cabinet to the property.
3. The final stage is the installation of the routers within the property.



Stage Three

Instant Activation - In Three Simple Steps

STEP ONE

01

● 01 May



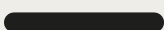
The Homeowner gets the keys and moves into their new home.



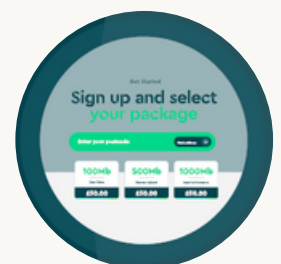
STEP TWO

02

● 01 May



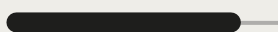
The homeowner simply connects to their router and chooses a package of their choice.



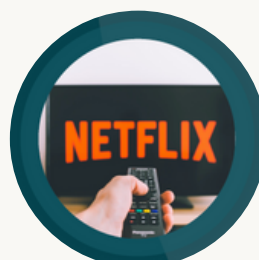
STEP THREE

03

● 01 May



The homeowner is now connected to the internet - they can surf away !!!



Paul Alexander

OUR ENGAGEMENT ON YOUR PROJECT

Paul Alexander plays a supporting role in your project. As part of the partnership with Pulse Fibre we do a number of things to ensure your project goes smoothly.

1

ZERO COST

Our fees are paid by Pulse Fibre, so **there is zero cost to you** and we ensure all elements of the project are delivered inline with your programme of works and project brief.

GUARANTEED REBATES

We ensure that the financial plan that you have agreed with Pulse Fibre are met. That all rebates are paid as and when they should be inline with the programme delivery. **Your rebates are guaranteed.**

2

3

RESOURCE EFFICIENCY

We ensure that all site, project meetings are schedule in accordance with your requirements and project timelines. These are crucial to a successful project outcome.

MATERIAL ALLOCATION

We ensure that are materials that are required for your installations are delivered on time and in accordance with your programme timelines.

4

In Summary

We provide an additional layer of Project Management free of charge to you to ensure your project is delivered on time and within budget.



Paul Alexander

OUR ENGAGEMENT ON YOUR PROJECT

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