

Myth: Bratenahl Fiber cannot obtain permits to run wiring because they are not licensed electricians.

Fact: Fiber optic cable is glass and carries no electricity. CAT5/6/7 cable (Ethernet over copper) carries only 1 volt and so is considered low voltage wiring. Ohio does not require licensing to run low voltage lines.

Per the Village of Bratenahl Building Director Tom Jamieson:

"there is no permit required for low voltage wiring"

Per the NSCA (the not-for-profit association representing the commercial electronic systems industry):

"Low-Voltage/Limited-Energy License: No specific statewide license is required for design, installation and maintenance for low-voltage systems in Ohio. An Electrical Contractor license is not needed for work at 50 volts or less."

Myth: Bratenahl Fiber is a startup company.

Fact: Bratenahl Fiber is a trade name registered with the state of Ohio and owned by Shaffer Consulting LLC created for the purpose branding internet services dedicated to Bratenahl Place. Shaffer Consulting has been in business since 2004. For 12 years it has been providing networking, security, and systems management services to the Cleveland area.

Myth: Bratenahl Fiber has no customers.

Fact: Bratenahl Fiber is a trade name owned by Shaffer Consulting who manages 3 large networks (each connected by a fiber line) which account for a total of **125** end users. Network up-time is monitored and is at 99.9%.

- WLS Stamping in Cleveland, OH: one fiber line with **47** end users
- WLS Fabricating in Highland Heights, OH: one fiber line with **52** end users
- Carolina Stamping in Salisbury, NC: one fiber line with **26** end users

And soon:

- One Bratenahl Place: one fiber line with **40** end users
(31 suites are already signed up and paying monthly fees)

Shaffer Consulting designed and built the network across these three manufacturing plants and is responsible for the up-time and security of these networks on a daily and ongoing basis. When considering the needs of a residential service, they are small and simple relative to the needs of these multi-million dollar companies. To inquire about Aaron's performance in this regard, please speak to Susan Nash, the CFO of these companies: 216-916-1918

Myth: Bratenahl Fiber is just one guy.

Fact: Aaron Shaffer – network engineer
Corey Wright – backup network engineer
Joe Healey – physical wiring to suites
Liz Cika – marketing
Marla Howman – bookkeeping / billing
Fiber contractors - running the fiber line down the streets to the building

Bratenahl Fiber has a phone system and help desk ticketing system in place **today** capable of scaling to 100 people overnight. That would be overkill for this project, but the point is that the systems are in place to grow as the needs arise. Send a message to support@bratenahlfiber.org to see how your support ticket is automatically generated and is followed up quickly by an engineer.

Being a small company has many advantages, the primary being that service quality is almost universally better in small companies. If you call ATT you get routed to India. If you call Bratenahl Fiber your call stays in Cleveland and you get to speak to one of two local engineers who will be personally familiar with your wiring and configuration. On-site response times can be reduced to 1/3 that of the competition. In this case, small is good.

Myth: Aaron's company cannot afford to connect wiring to Bratenahl Place.

Fact: Both Aaron and Shaffer Consulting are debt free and Aaron has a near perfect credit score. He has started and sold two successful businesses in the past and has regular income from their sales. Shaffer Consulting has access to the cash needed (its own, there are no outside investors) to fund this project, and is well aware of the costs involved with building and maintaining networks. Bratenahl Fiber will not be moving forward until enough customers (40 in Building 1) have signed up for pre-service so that the entire endeavor is affordable to operate and grow.

Myth: If Aaron dies unexpectedly, the internet will stop working.

Fact: Corey Wright is the backup engineer for Bratenahl Fiber and will keep operations running smoothly if Aaron unexpectedly passes away. There will be zero disruption to services in the event of his passing. Aaron is 35 years old and "the healthiest patient I have seen all year" according to his doctor. The likelihood of his passing is extremely rare to the point that it is not a realistic concern.

As a thought experiment, imagine if for some reason there was no backup engineer. What would happen? One could call up Time Warner or ATT to switch back, and get a new customer promotion at rates that are likely less than you are already paying now. There is no tangible risk to those residents who choose to sign up for Bratenahl Fiber.

Myth: Aaron is desperate for work.

Fact: Aaron has a degree from Case and a 17 year career in IT. There is excessive demand for competent IT workers across every industry. According to the U.S. Bureau of Labor Statistics, job availability in computer related fields is expected to see more growth than any other. Aaron is in quite the opposite position of "being desperate for work". He can afford to pick and choose projects and customers based on what he feels most passionate about.

Myth: Aaron is trying to make a quick buck on his neighbors.

Fact: The up-front expenses to start Bratenahl Fiber services are significant, and it is possible that even over a 10 year period of time there will be no profits in owning and operating Bratenahl Fiber. He is planning to offer service at such low prices that there may be no payback for him. Aaron can do this because he has plenty of other regular work to keep him busy and can schedule and adapt his working hours to meet any and all urgent demands.

So why Bratenahl Fiber? Once you have enough money in life, you begin to care more about the environment affecting your daily experience than you do about making another dollar. Bratenahl Place bills itself as a luxury living environment but in regards to the internet, it is at the bottom of the barrel. Aaron is of the opinion that the internet services should also be luxury internet services. He is primarily motivated by the opportunity to have a much better internet connection to his home in Bratenahl Place which he has owned for 4 years and where plans to stay for another 40. Yes his suite is for sale, because would like to move into a through-unit. He is not leaving the building.

Myth: Aaron has been soliciting his neighbors for business, breaking the condo rules.

Fact: Aaron has not once called upon a neighbor, or otherwise solicited any person on the grounds of Bratenahl Place. He is well aware of the rules and is careful to be respectful of them. Several times he has asked the Building 1

manager or board if it is ok to do this or that, and is guided in the appropriate manner. He will answer questions about Bratenahl Fiber when asked, but does not and has not ever approached a neighbor in an attempt to sell them something.

In regards to email marketing, all members of the email list have signed up on the website or asked to be added in person. Out of 78 people, only one has unsubscribed. All are willing participants who are capable of unsubscribing at any point with just one click.

Paper mailings are occasionally sent out to residents who have not subscribed to Bratenahl Fiber. This is standard operating procedure for ATT, Time Warner, and others and is within the rights of Bratenahl Fiber. Months ago Aaron contacted Building 1 management to state that if any resident asks to be removed from the paper mailing list, Bratenahl Fiber will gladly remove them. To date no one has made such a request.