



The WISP Business



Nathan Stooke

CEO of Wisper ISP

But how did I get here?



Michael



lixon Stooke, Jr.

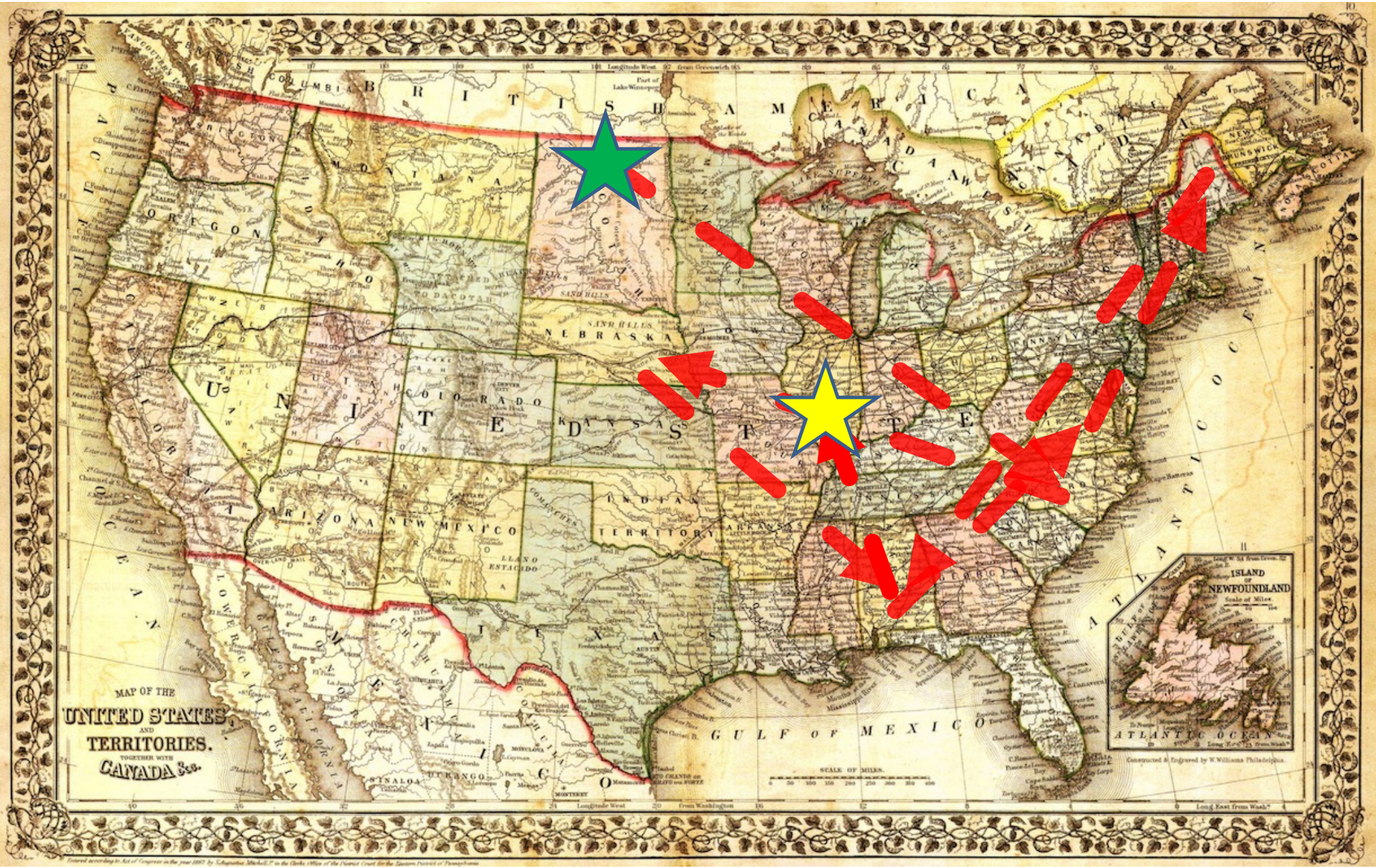


May 28, 1976



Born In North Dakota





MAP OF THE
UNITED STATES
AND
TERRITORIES.
TOGETHER WITH
CANADA &c.

SCALE OF MILES.
0 50 100 150 200 250 300 350 400



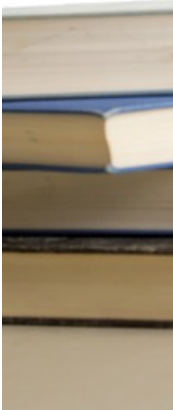
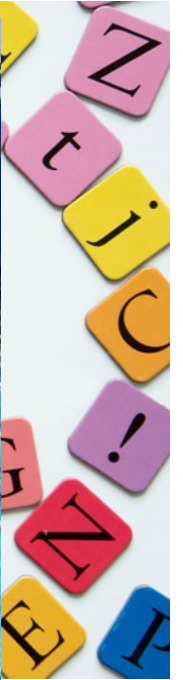
Constructed & Engraved by W. Williams Philadelphia.

Legos are cool

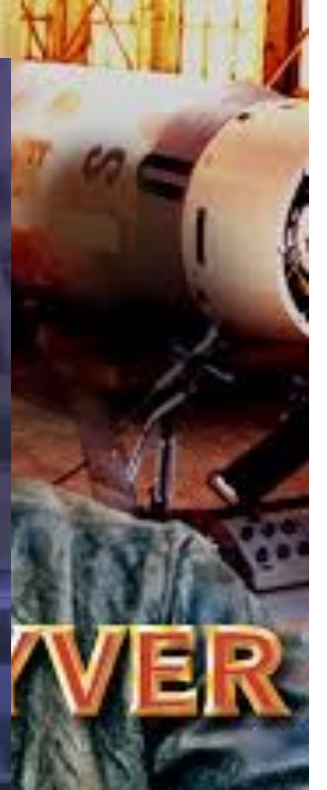


Nebraska

1st a



Shows I Liked Growing Up



KNIGHT RIDER

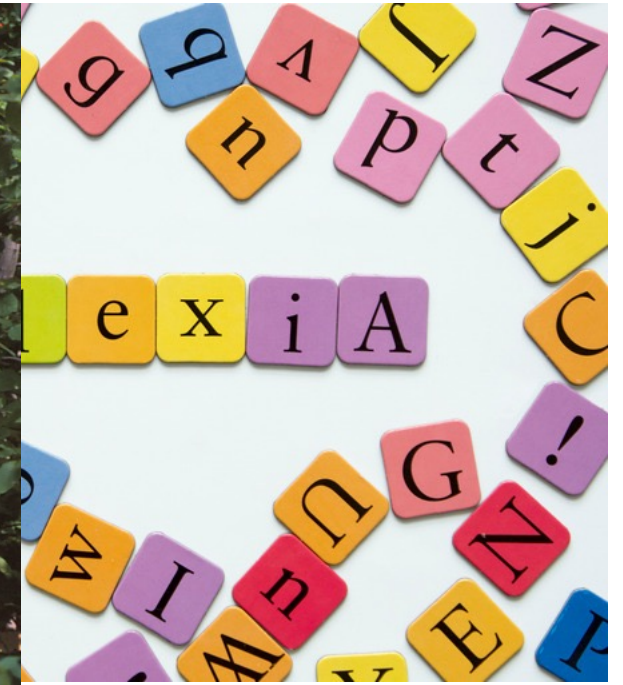


Virginia

4th – 6th grade

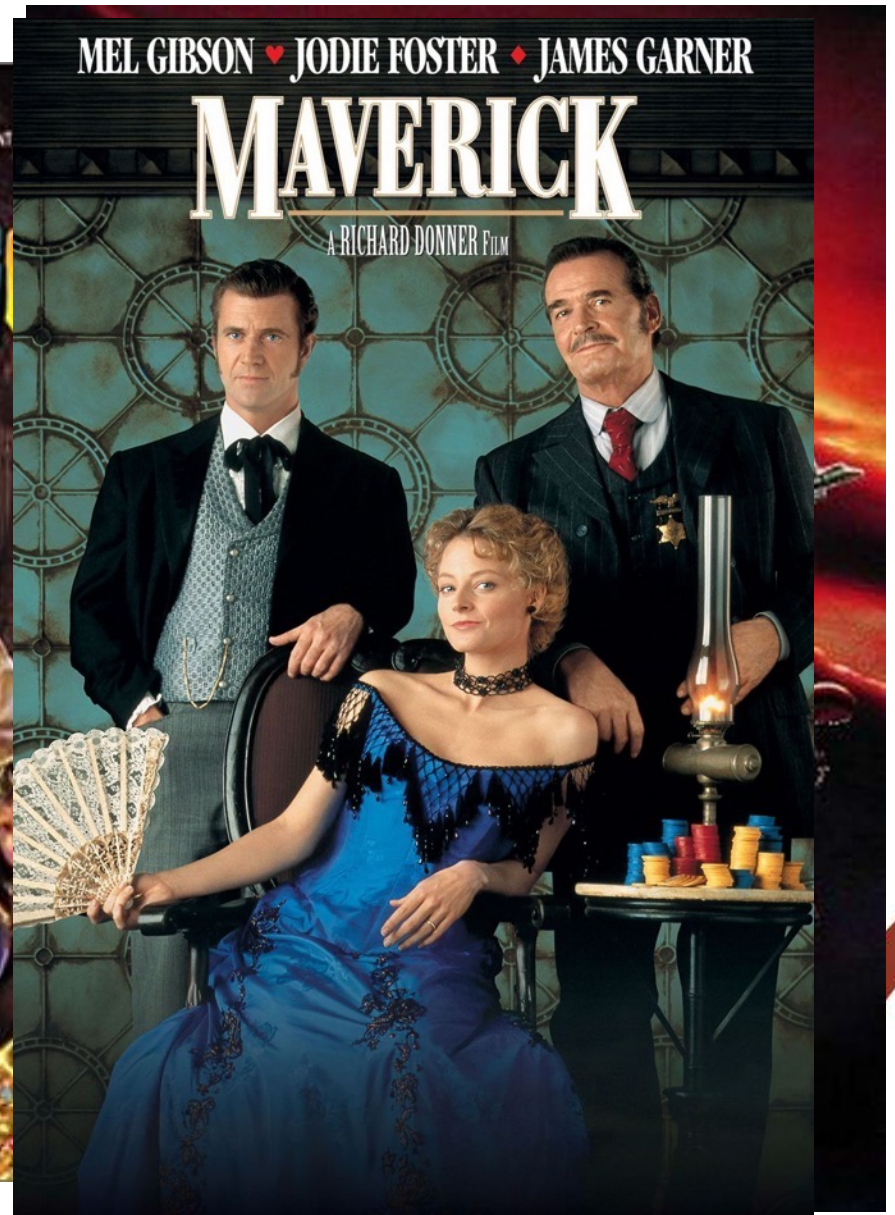
Read at a 6th grade

Spell at a 3rd grade





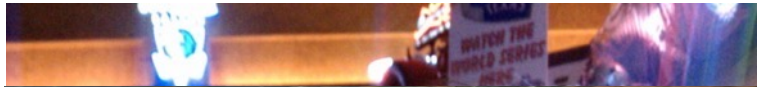
Movies I Like



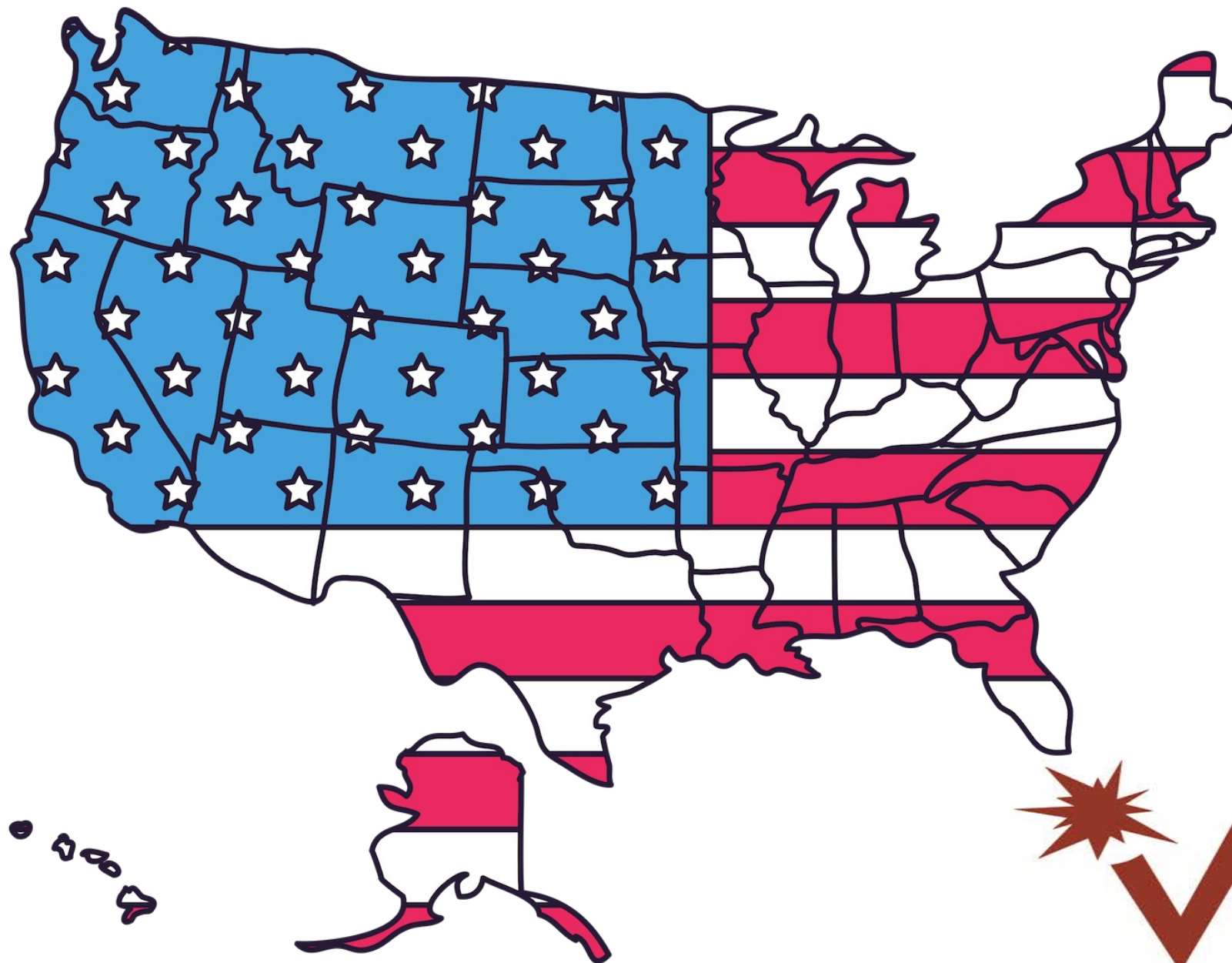
O'Fallon



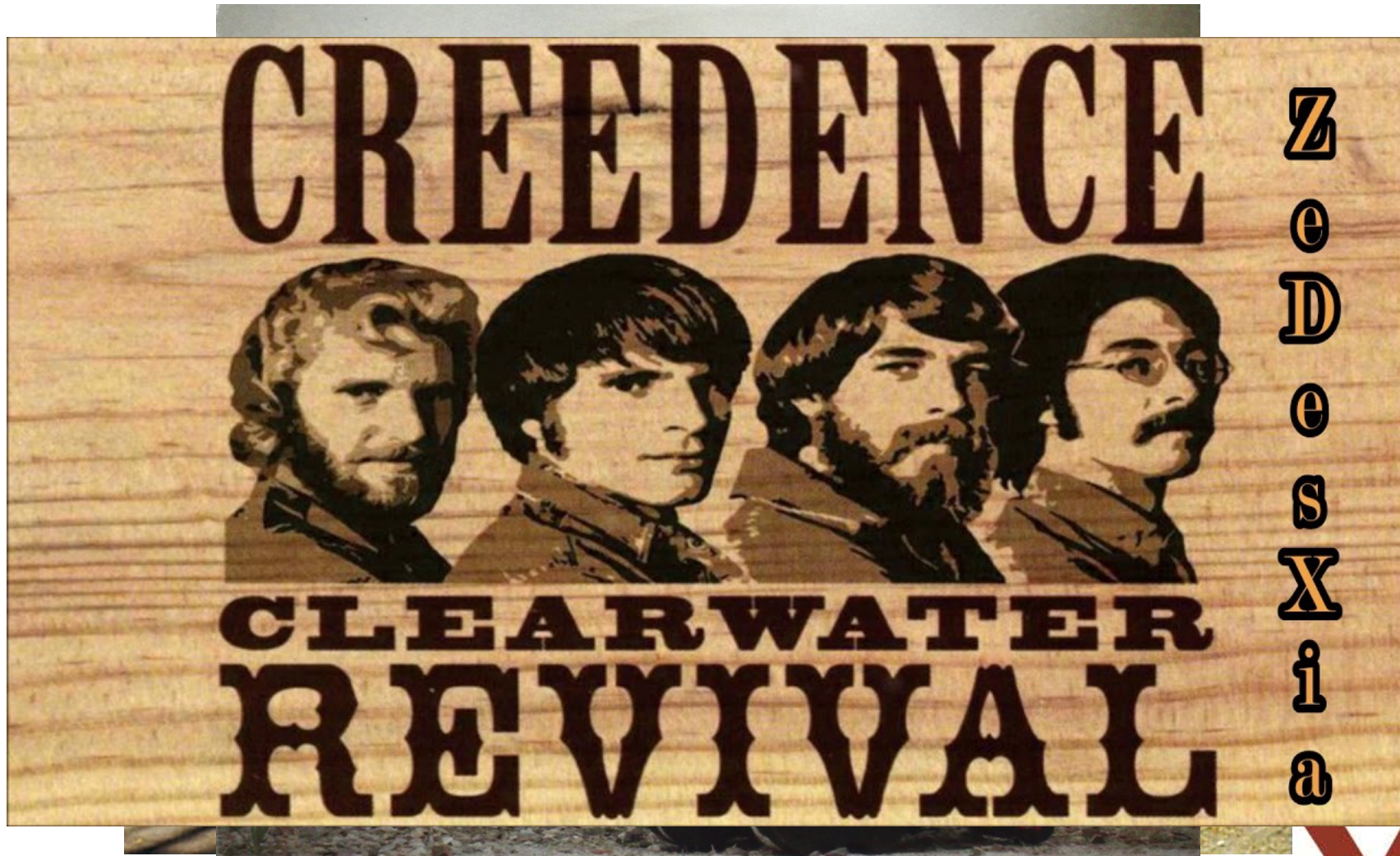




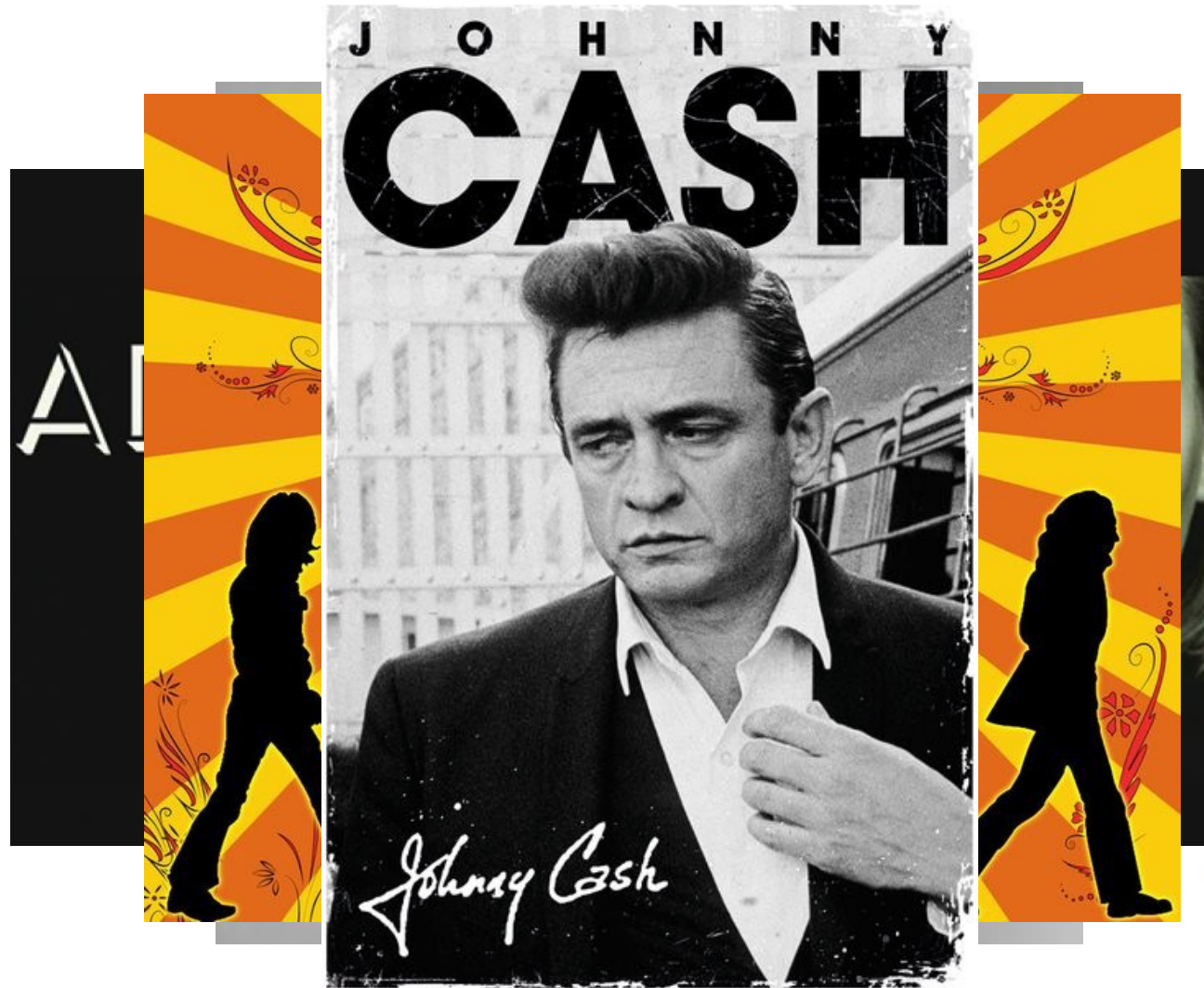




Music I Like



Music I Like



Sports



TM

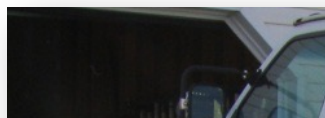
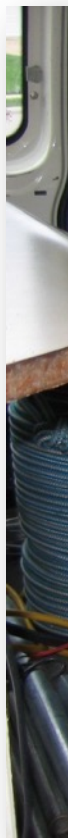




Microsoft®

VB.NET





Wisper was started to...



**Provide Internet Service
to those that could not get it.**



From the beginning...

- ★ I wanted to create an industry
- ★ I wanted to have lots of employees
- ★ I wanted to have lots of customers
- ★ I was in it for the long haul



2003

★ 2003 - 2010

- 802.11b ~5mb
- Motorola Canopy ~7mb
- 1 Tower (Fairview)



2006

★ Papadocs Acquisition

- Added 1,400 customers
- Moved out of my garage

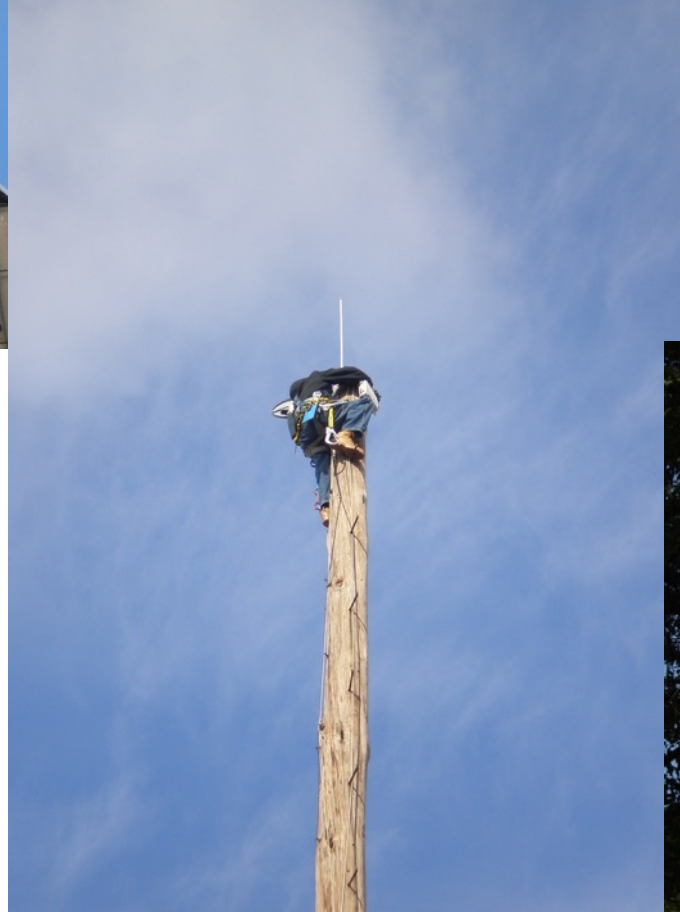
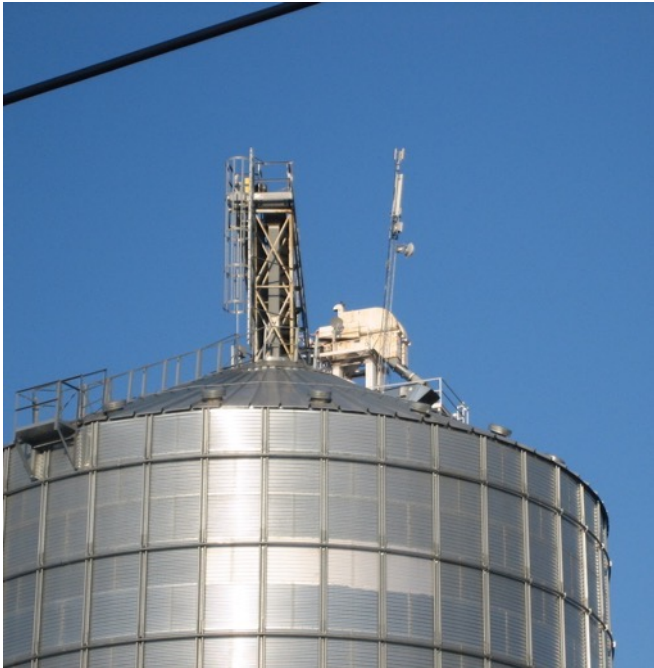


2007

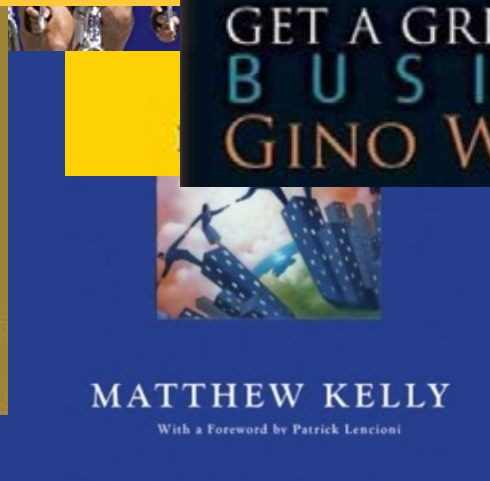
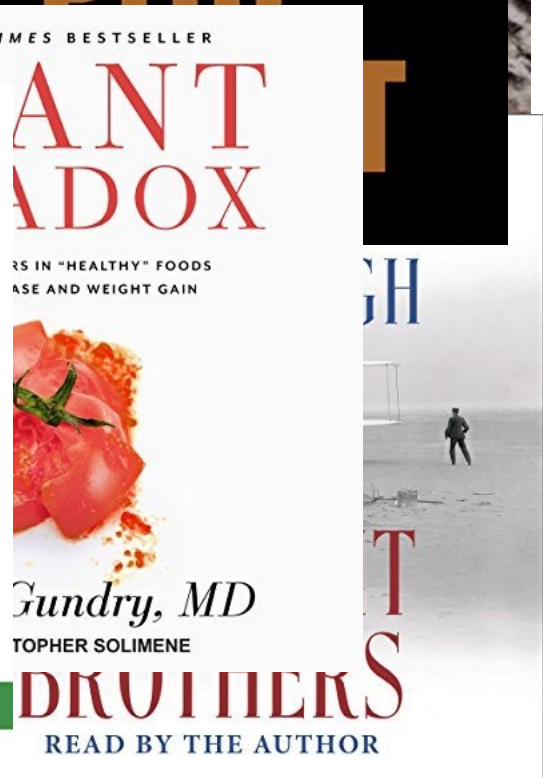
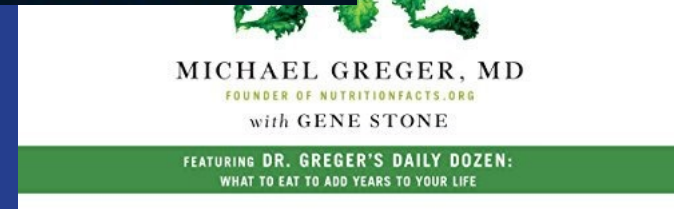
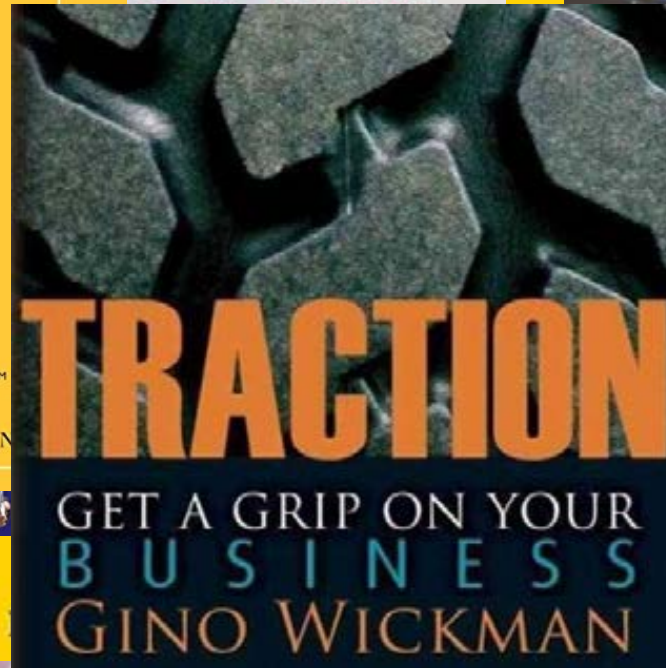
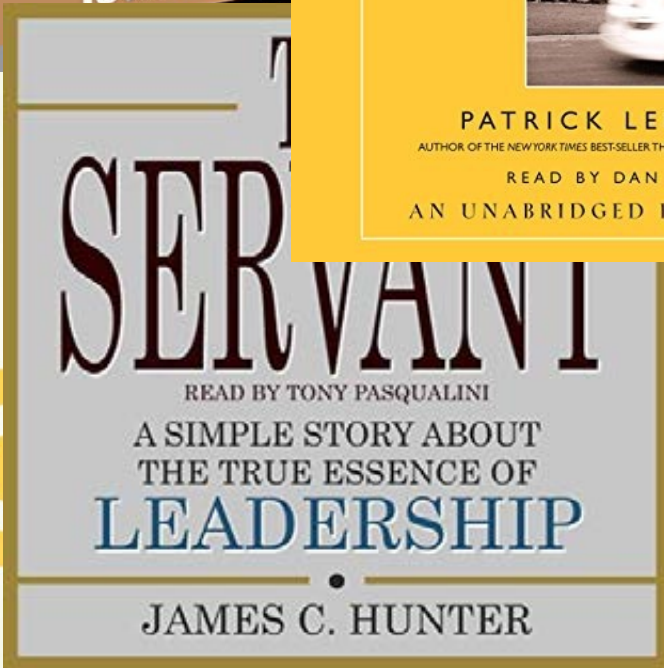
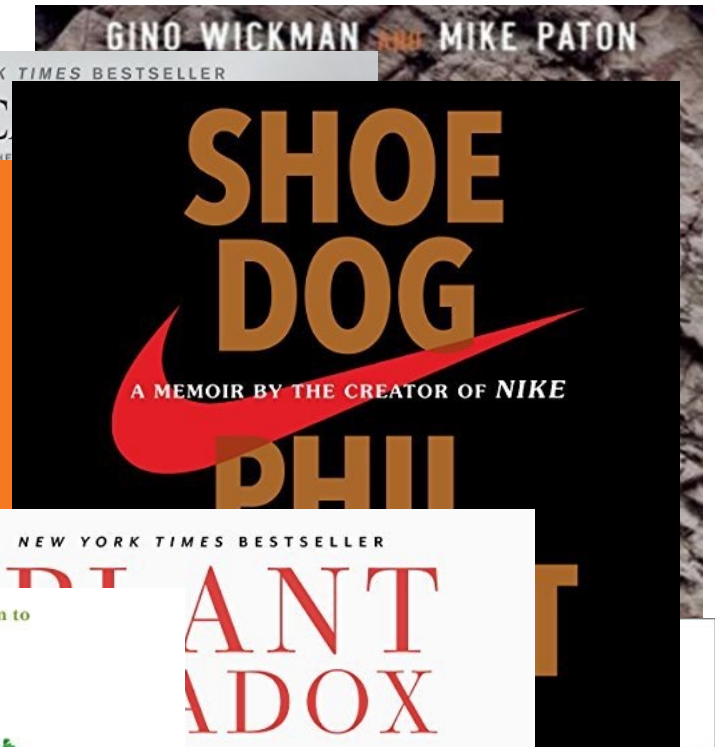
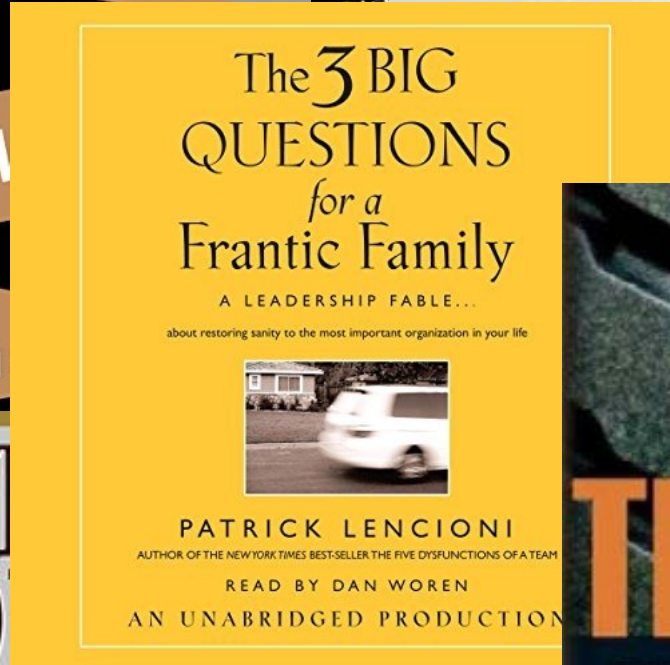
- ★ 17 employees
- ★ 2,300 Customers
- ★ \$1.8m Revenue



2007

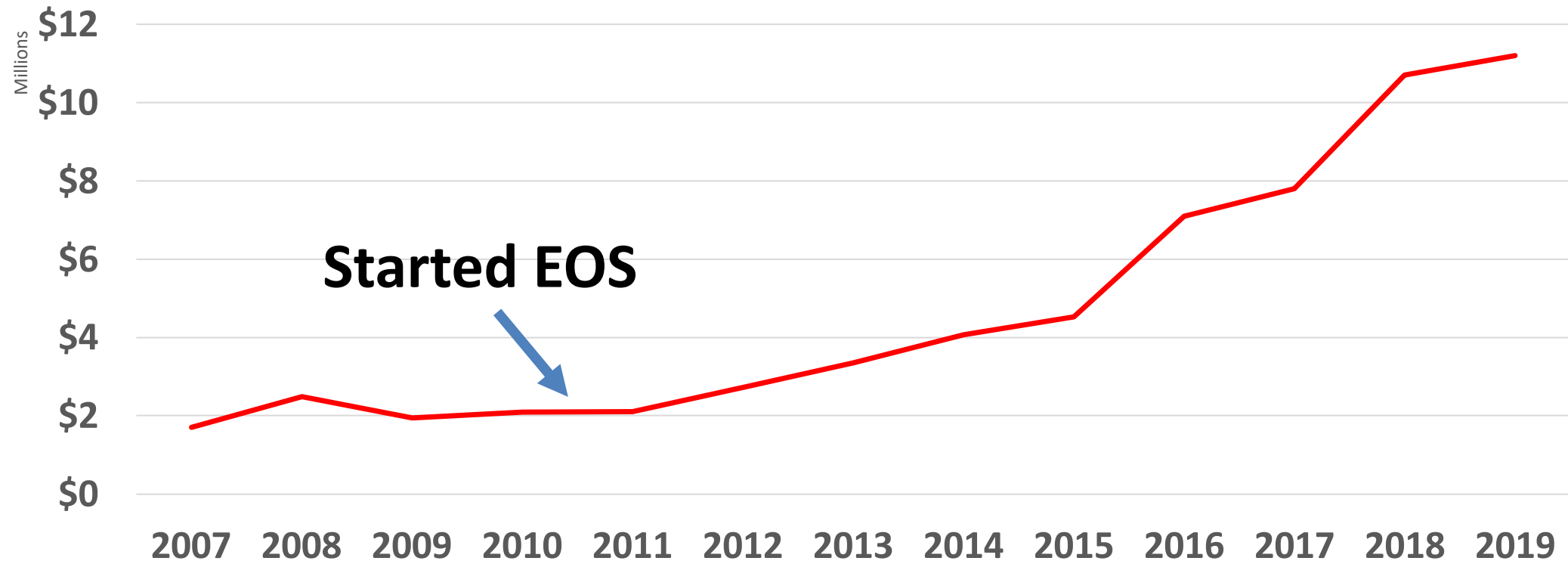


2008



Does EOS Work?

Annual Revenue



2009



2012

★ First Loan

➤ Acquired Hibeam

- O'Fallon, Mo
- Principia, IL
- Marion, IL



2012



2012



2012



2013

- ★ Second Loan

- ★ MVN



| | | |
|---|-----------------------------------|---|
|  | Community First B A N K | Date <u>May 2013</u> |
| Pay to the Order of | Wisper ISP, Inc. | \$ <u>3,500,000.⁰⁰</u> |
| THREE MILLION FIVE HUNDRED THOUSAND DOLLARS | | |
| Memo | Business Loan | <i>Community First Bank</i> |
| <small>FDIC</small> | |  |



2013



2013



2013



2014



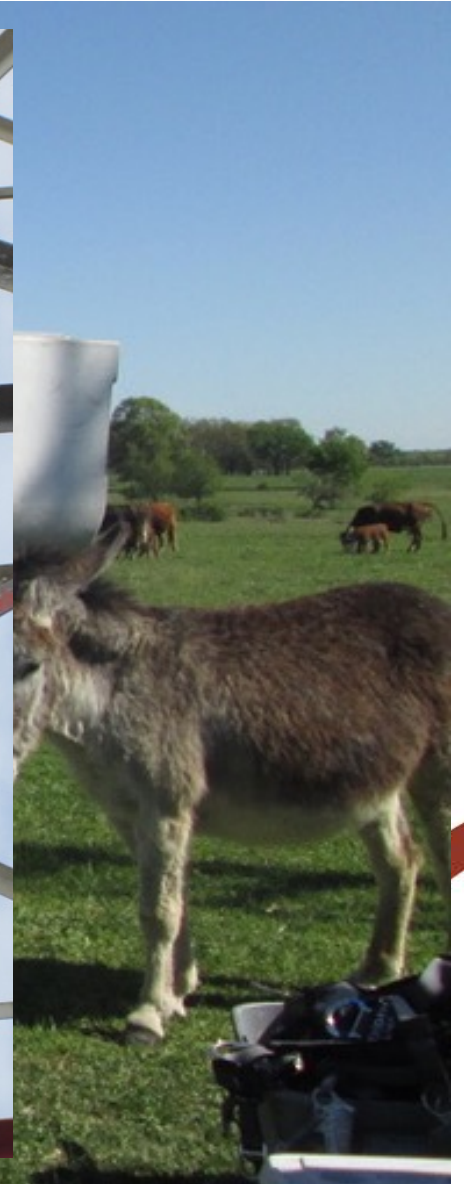
Before



After



2016



2016



Bank Robber from the News



Bank Robber from Wisper?



2018

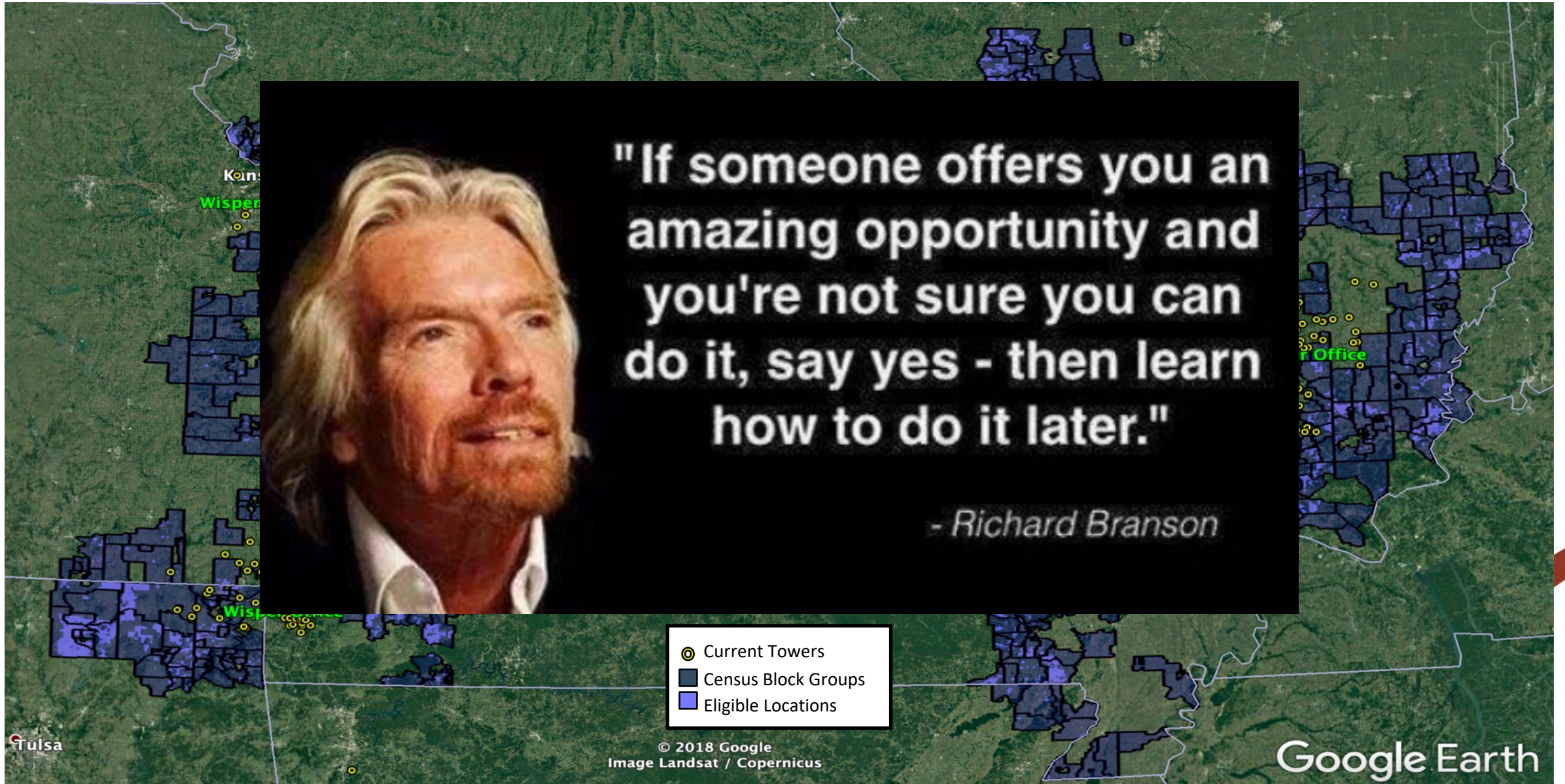


2018

- ★ 78 Employees
- ★ 15,000 customers
- ★ 500 towers
- ★ \$11m in revenue
- ★ 4 offices



Connect America Fund - 2018



2020

- ★ 79 Employees
- ★ 17,500 customers
- ★ 700 towers

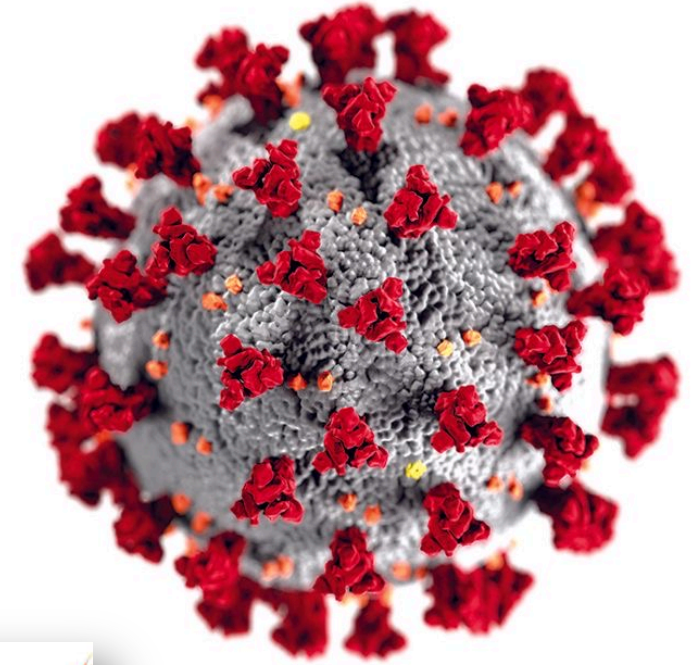
- ★ \$14m in revenue
- ★ 4 offices



2021-2022

★ During COVID

- 79 employees to 212+
- 4 States to 6
- \$2m annual CAPEX budget to \$36m annual
- Leadership, Management turnover



May 28, 1976



nstooke@wisperisp.com





**Nathan
Stooke**

CEO of Wisper ISP

And that's how I got here.

**You Define
Success**





The WISP Business

2003

★ 2003 - 2010

- 802.11b ~5mb
- Motorola Canopy ~7mb
- 1 Tower (Fairview)



2014



Before



After

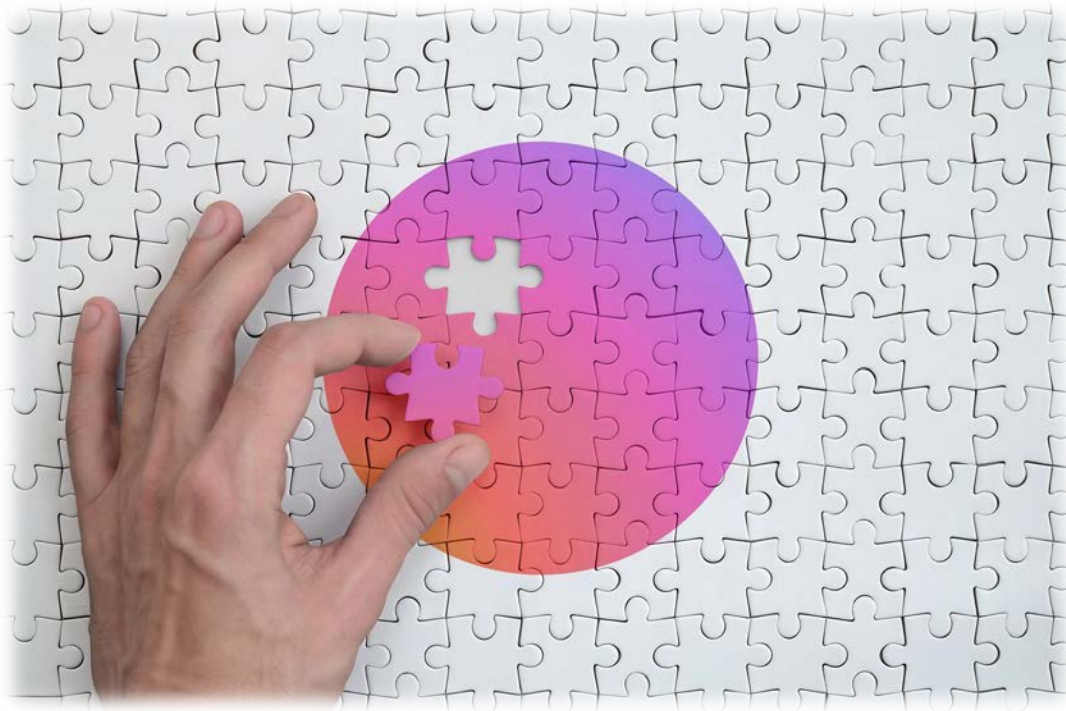


2023



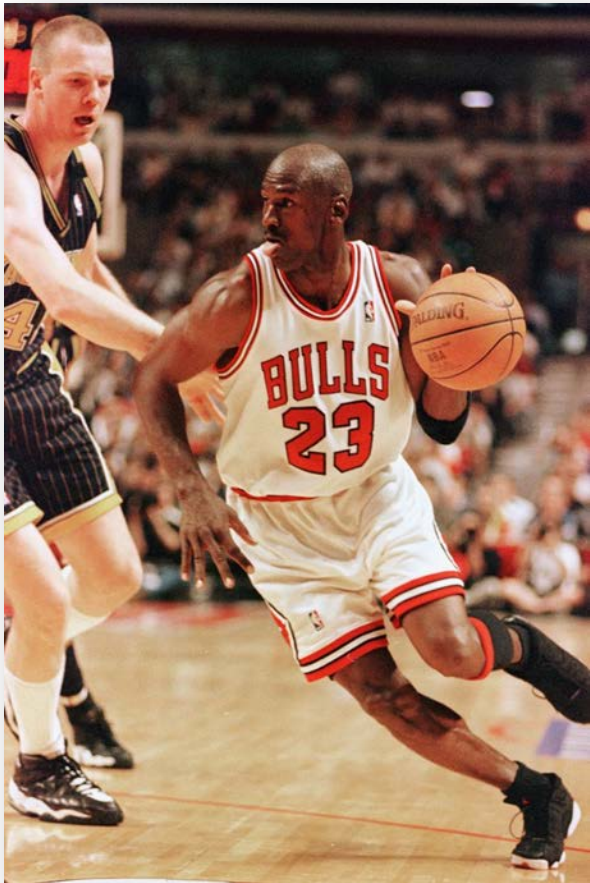
The WISP Business

- ★ Technology is great, but only one piece of the puzzle
- ★ New Technology comes along
- ★ What moves are you making when are you making them



The WISP Business

★ You are in the business of running a business not a WISP



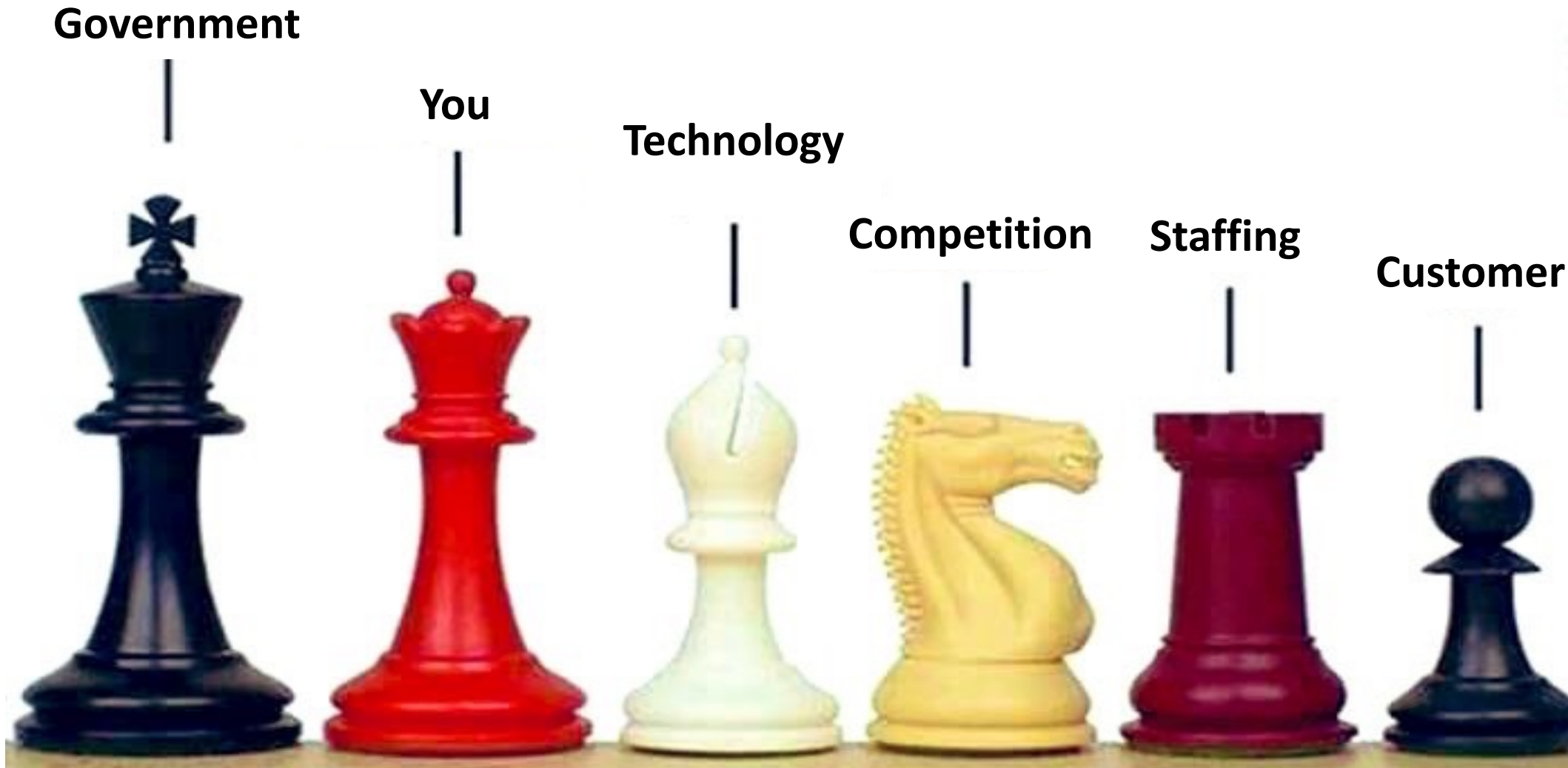
NETFLIX



Chess Not Checkers

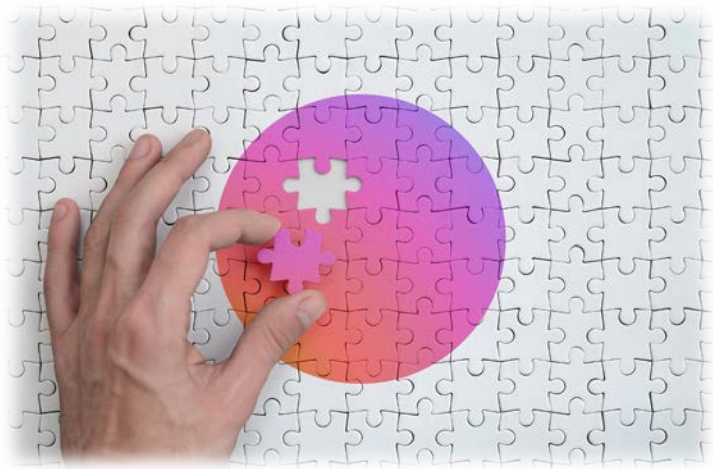


Chess Not Checkers



The WISP Business

- ★ **Technology is great, but only one piece of the puzzle**
- ★ **You are in the business of running a business not a WISP**
- ★ **Your Leadership is the most important**



What is leadership?

Focus Accountability Passion
Decisiveness Wonkiness Restlessness
Persistence Communication
Transparency Inspiration Integrity
Patience Empowerment
Insightfulness Open-mindedness
Authenticity Confidence Generosity
Innovation Stoicism Personableness
Positivity



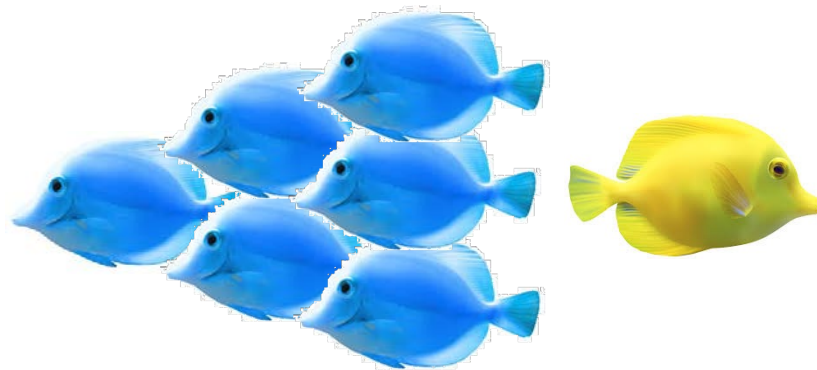
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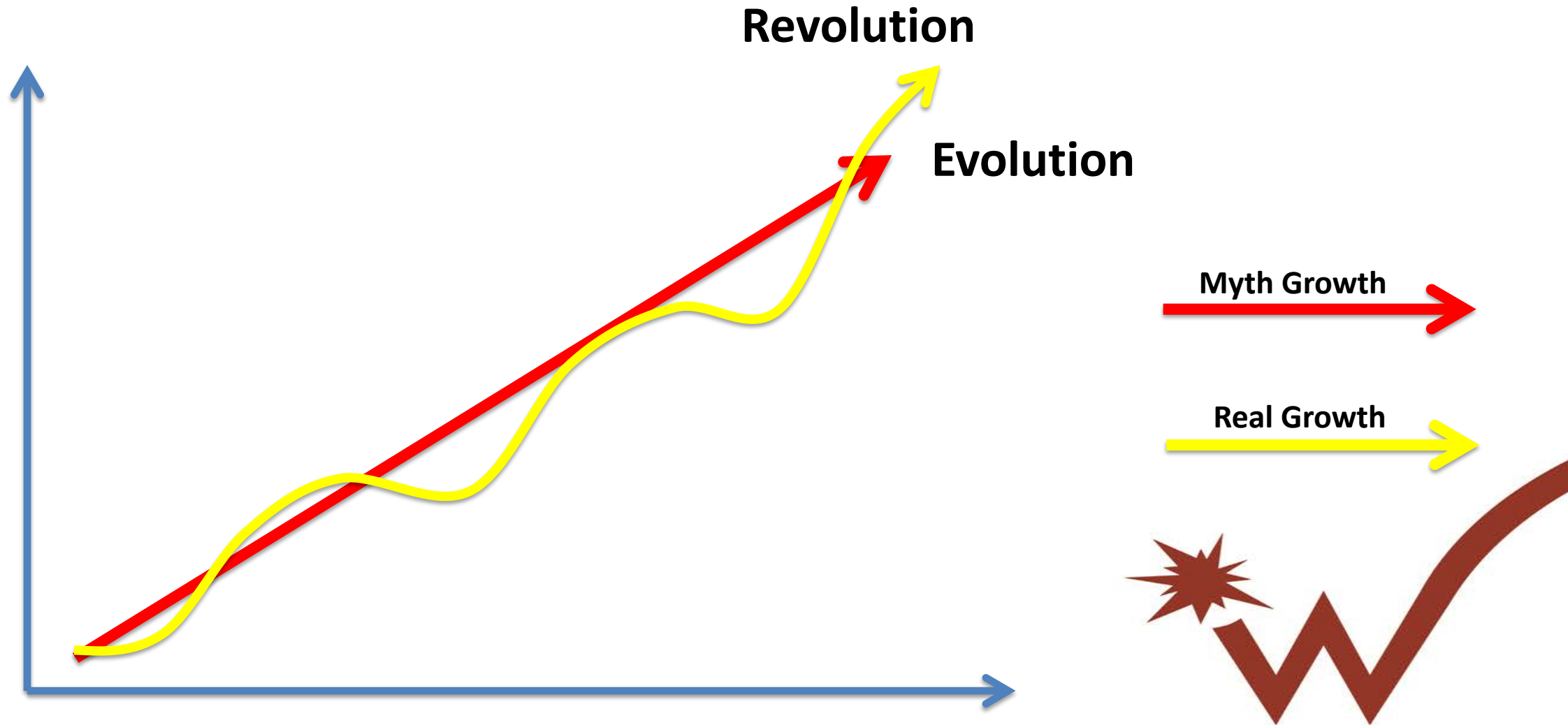


Leadership Is A Choice

- ★ Everyday
- ★ Every situation (Big or Small)
- ★ When no one is looking
- ★ When everyone is going another direction



Growth Fallacy



Hitting The Ceiling

- ★ Inevitable
- ★ 3 Levels
 - Individual
 - Department
 - Company



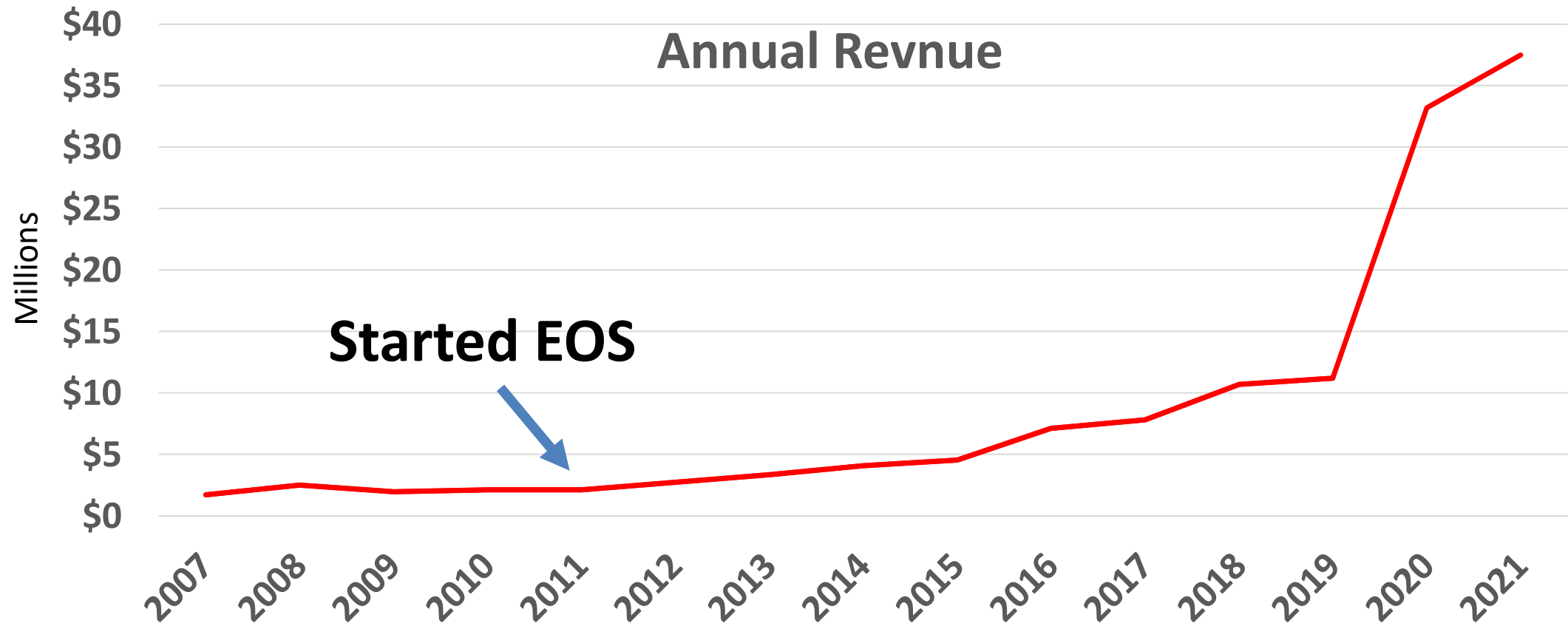
Illustration © 2009 Eric Jay Decenis



Five Leadership Abilities



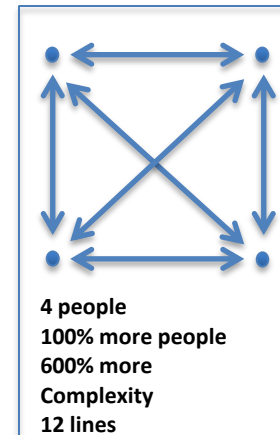
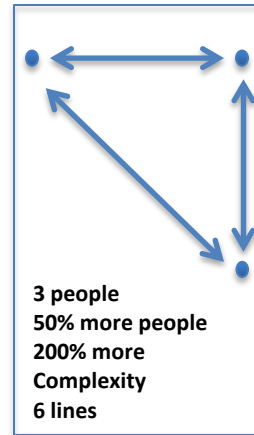
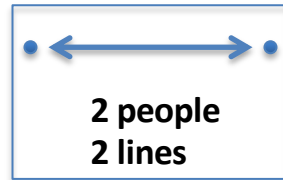
Does EOS Work?



Five Leadership Abilities

★ Simplify

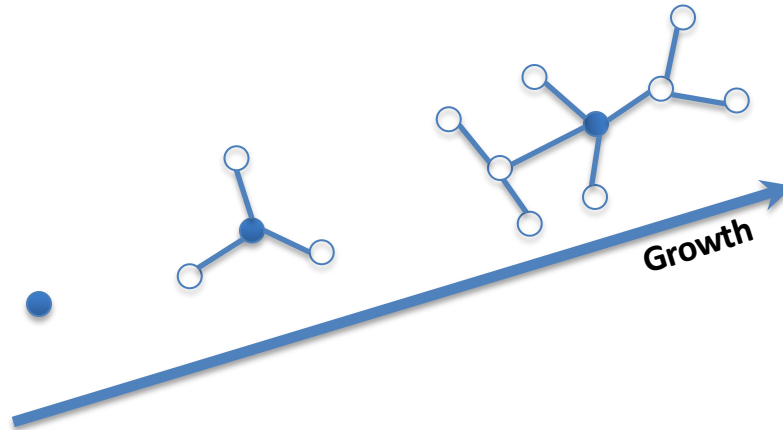
➤ Is it as simple as possible?



Five Leadership Abilities

★ Delegate

- Can they do it 80% as well as you
- Can you train them to do it better



Five Leadership Abilities

★ Predict/Plan

- Long term – beyond 90 days
- Short term – within 90 days (daily stuff)



Five Leadership Abilities

★ Systemize

- The Wisper Way
- Document 20% to get 80% of the results
- Create consistency



Five Leadership Abilities

★ Structure

- 10,000 foot view
- Get the right people in the right seats



Five Leadership Abilities

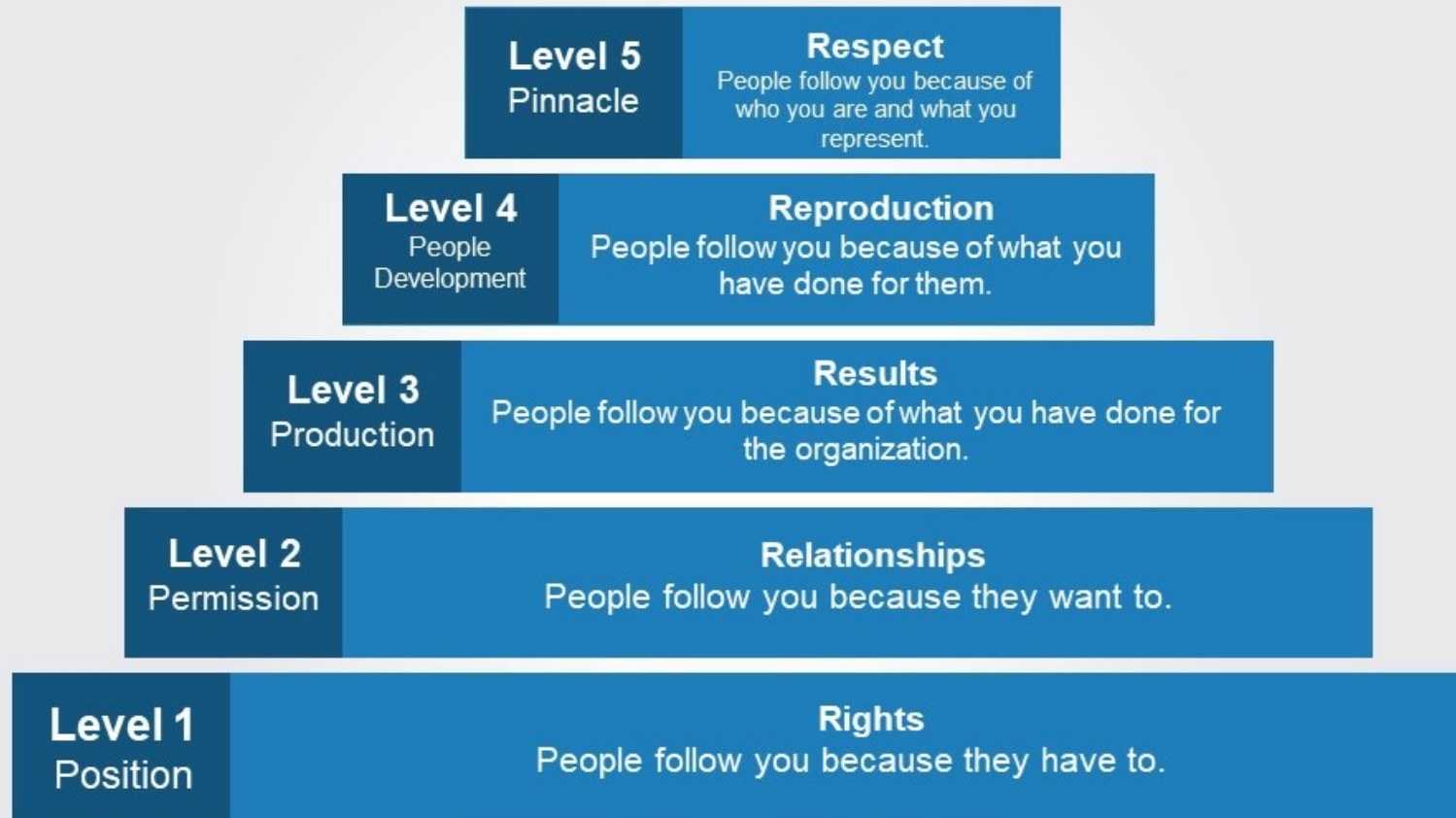


<https://www.eosworldwide.com/blog/5-critical-leadership-skills-business-hits-ceiling>



5 Levels Of Leadership

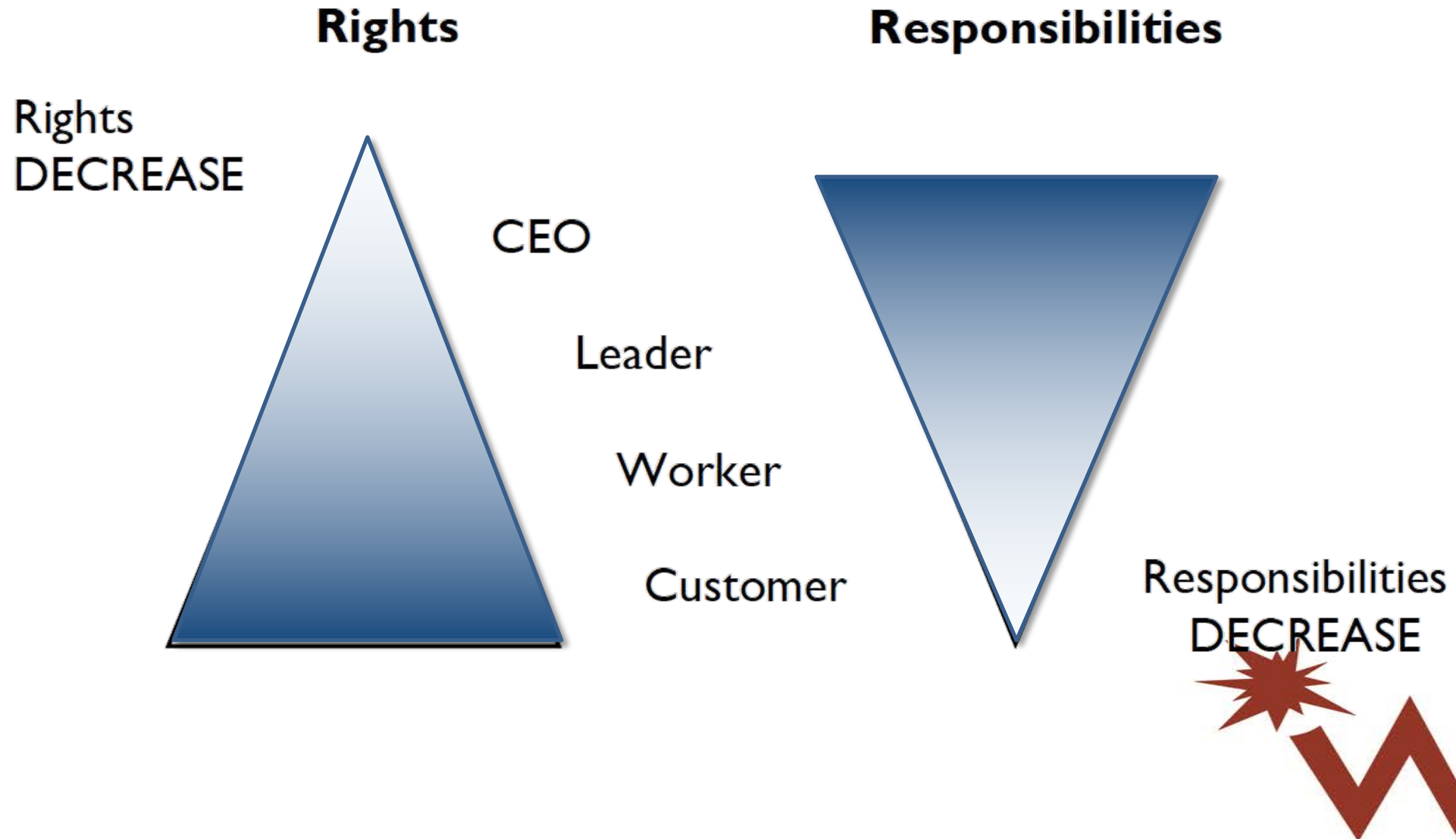
5 Levels of Leadership by John C. Maxwell



Read more: www.toolshero.com



Rights/Responsibilities



The WISP Business

- ★ **Technology is great, but only one piece of the puzzle**
- ★ **You are in the business of running a business not a WISP**
- ★ **Leadership is the most important**

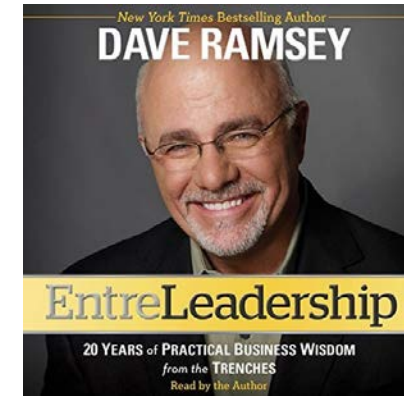
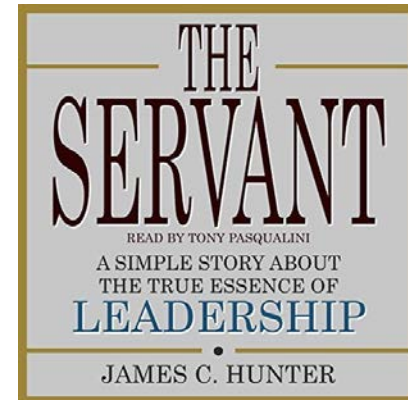
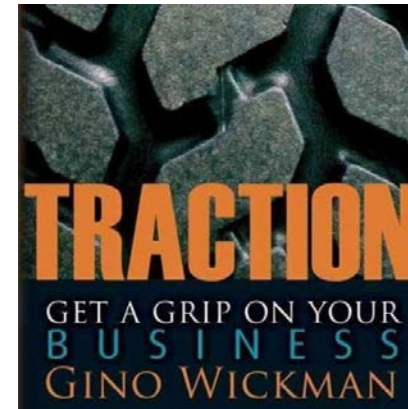
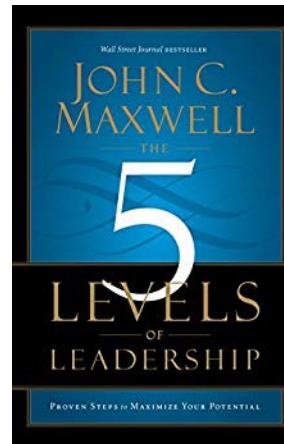
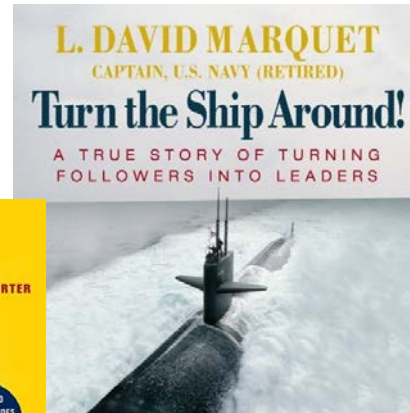
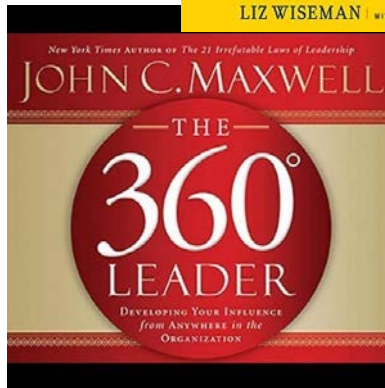
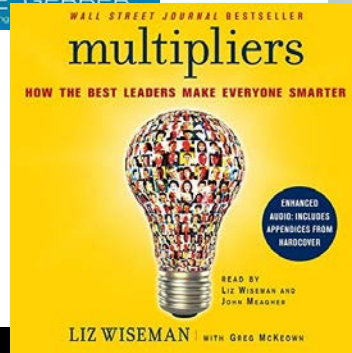
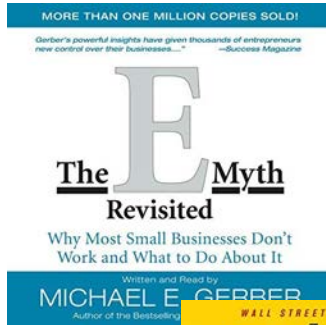


My Goal...

**Is to create a company so loved by
its customers and employees that it
does not matter what the
competition does.**



Books



Nathan Stooke
NStooke@WisperISP.com

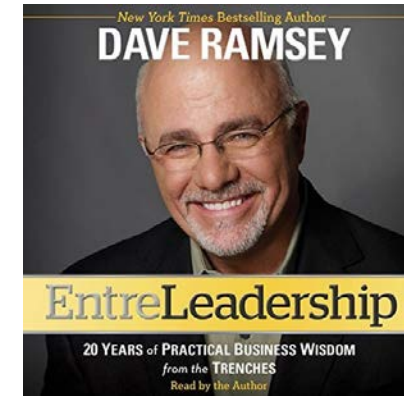
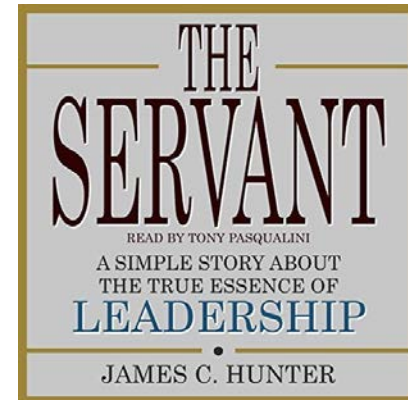
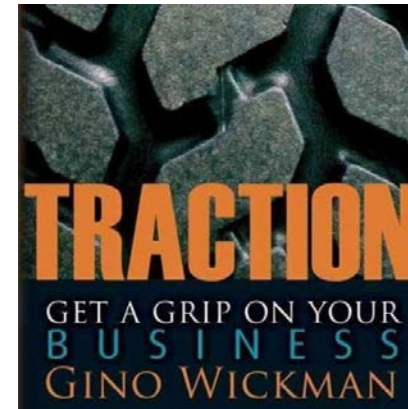
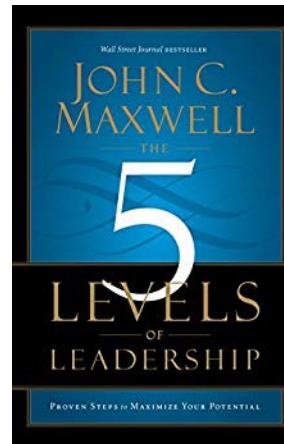
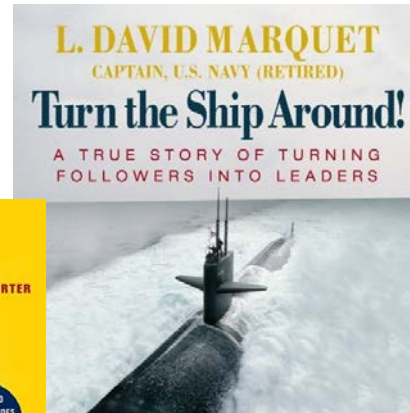
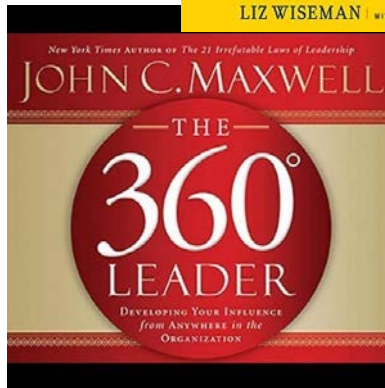
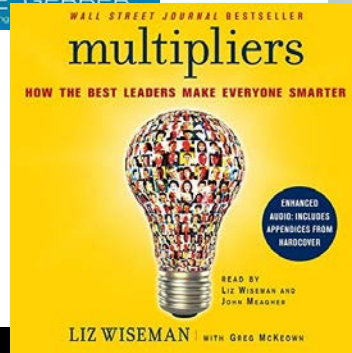
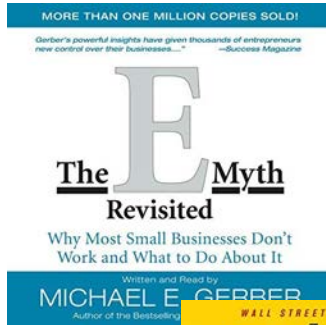


Ask Me Anything

- ★ Is that the same red shirt you wore yesterday?
- ★ Do you wear a red shirt every day?
- ★ What is your favorite color?



Books



Nathan Stooke
NStooke@WisperISP.com



Speed Dating Anyone?

- ★ Name?
- ★ Where you are from?
- ★ Last Book You Read
- ★ Discussion Question



Speed Dating – Round 1

- ★ Name?
- ★ Where you are from?
- ★ Answer Quick Question
- ★ **Are you spending enough time on your business? If not what is your next step?**



Speed Dating – Round 2

- ★ Name?
- ★ Where you are from?
- ★ What would be your superpower?
- ★ **What is the largest business challenge you are facing?**



Speed Dating – Round 3

- ★ Name?
- ★ Where you are from?
- ★ What is your favorite food?
- ★ **What is something your company does really well?**
(It can not be customer service)

