

BECOMING YOUR GO-TO

# 5G PARTNER FOR SMALL CELL & FIBER

THE STORY BEHIND ESSENTIA

 **essentia**<sup>®</sup>



# Welcome

The telecom industry is at a crossroads. We're building the future with yesterday's tools, confining our creativity and output to the parameters defined by legacy protocols and platforms. And we're held back by manual processes that are slow, cumbersome, and raise the potential for errors.

At Essentia, we're embracing this as a moment to chart a new course. To set the pace of innovation instead of just keeping it. We've built a smarter way to wireless fueled by innovative tools and capabilities to fast-forward telecom. We call it the eSpeed Technology Platform. And it's here just in time for the 5G revolution.

Because why walk and measure when you can point and click? Or risk human error when you can automate consistent, repeatable processes with drones and other technology?

And why settle for the same old back-and-forth when you can have total data transparency?

We're here to deploy dynamic solutions for field data collection.

And to turn the page on tedious transcription — expediting deliverables while driving data integrity. Just think of it: total engineering time, measured with a stopwatch.

At Essentia, it's easy to envision elevated alternatives to manual field tasks when they're already part of your reality, to map out the future with forward-thinking technology, and to merge the virtual world with the real one.

This isn't tomorrow. This is today, where we've implemented capabilities that other companies haven't even dreamed of.

It's why we're the experts who our clients trust to deliver first, whether it's the 5G network or that next groundbreaking idea just coming into focus.

Let us show you how Essentia can be your most critical connection. And together, let's accelerate the pace of telecom at the speed of 'e'.

Best,

A handwritten signature in grey ink that reads "Lindon Hayes". The signature is written in a cursive style with a horizontal line underlining the name.

**Lindon Hayes - Founder & CEO**

A handwritten signature in grey ink that reads "Jarrod Hayes". The signature is written in a cursive style with a horizontal line underlining the name.

**Jarrod Hayes - Founder & CEO**

# What's Inside

- Our Story** **4**
- What is eSpeed?** **6**
  - The eSpeed Technology Platform 6
- Our Project Playbook** **7**
- Our Mission** **8**
- What Sets Us Apart** **9**
  - Culture 9
  - Our Vision 10
  - Innovation 11
  - Turnkey Approach 11
  - Customer Satisfaction 11
- Our Core Values** **12**
- What's Next?** **13**

## Our Story



*“There are no straight lines in nature or business.”*  
— Verne Harnish, Bestselling Author of “Scaling Up”

Essentia has evolved over the past two decades, narrowing its focus on a now well-defined wheelhouse: turnkey fiber and small cell.

Having gained valuable experience working in public rights-of-way since 2003, Co-Founders Lindon and Jarrod Hayes recognized the tremendous opportunity fiber and small cell presented. For one, it was an ideal match for the core competencies they had built and honed over the years. And second, surveying the existing players in the space revealed companies experienced in Macros and In-Building Networks were simply tweaking their existing approach.

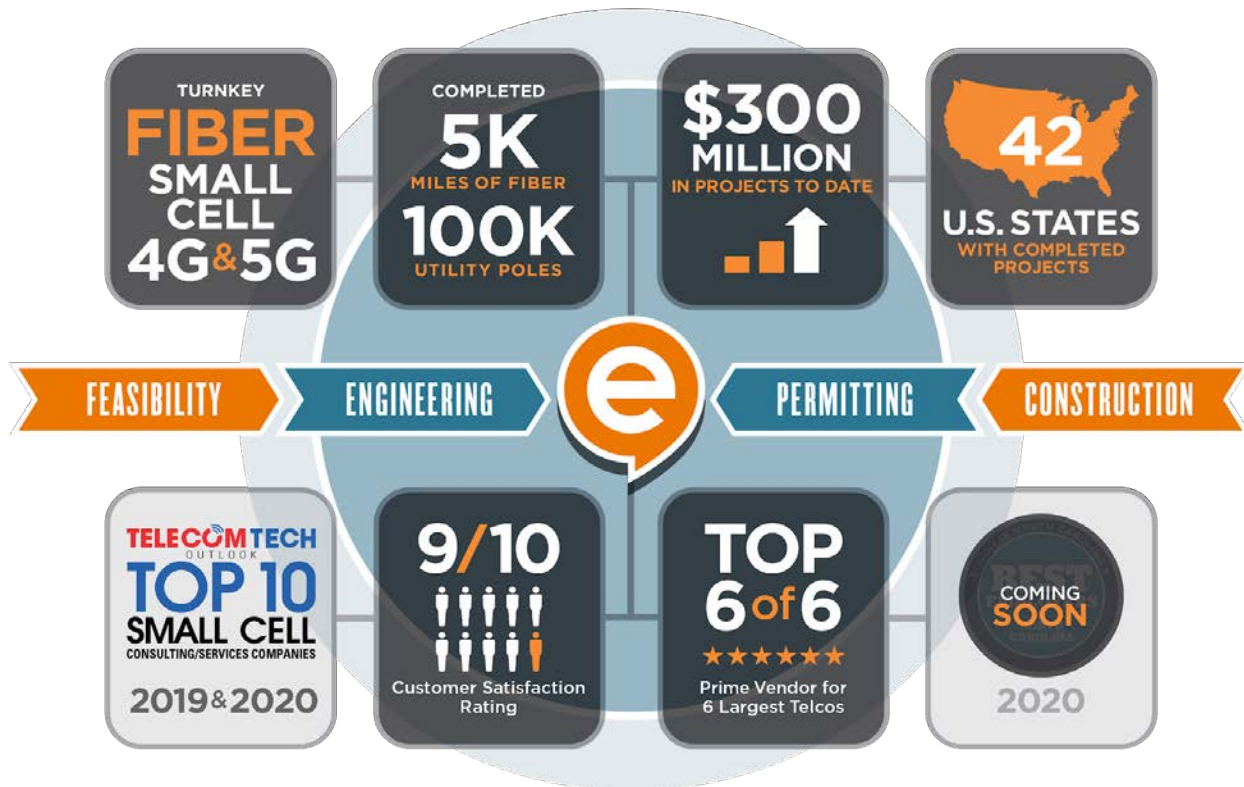
In contrast, Essentia was creating tools, technology, processes, and systems — and hiring the right team — designed specifically to take on fiber and small cell challenges. This approach accelerated Essentia’s growth and positioned them to lead the industry forward.

### What They’re Saying About Essentia:





## essentia by the numbers



## Inside Towers

- "Essentia has excelled at building the trust, speed, and expertise for being the go-to entity for full-fledged small cell and fiber installations."
- "...what sets Essentia apart is the proprietary process that they have built to speed up and streamline small cell and fiber installation."
- "Essentia has written the script for developing cutting-edge strategies to deliver the coverage and connectivity requirements of their customers."
- "Their competitive advantage is multi-faceted — automation and a culture built on three 'unique' characteristics ubiquitous across their workforce: speed, expertise, and trust."

- “As 5G infrastructure development continues across the U.S., Essentia is sure to be driving progress thanks to its innovative strategies and skilled workforce.”

## What is eSpeed?

eSpeed is a collection of different technologies — hardware, software, and tools – wrapped around efficient processes through proprietary programming and workflows.

### The eSpeed Technology Platform

Speed is one of the three defining unique characteristics that fuel Essentia’s workforce. It is also one of the core objectives of our aptly named eSpeed Technology Platform. We are constantly looking for THE new way to do something and we built our eSpeed Technology Platform to supercharge small cell and fiber deployments.



Through eSpeed, we can accelerate data collection and management to drive efficiencies end to end across fiber and small cell value chains, whether seamlessly integrating with customer platforms or calling up Google Map details.

The output of eSpeed includes a growing number of critical deliverables — A&E drawings, SCIPs, purchase orders, and more — produced faster, more efficiently, and with greater accuracy. The upshot is reaching Real Estate Complete 60 to 90 days faster than others in the industry.

***“I want to make eSpeed so great no one will ever want to leave Essentia because if they do — and are once again bogged down by manual processes — they will hate their job.” - Essentia Head of Innovation***

## Our Project Playbook

### Navigating Political and Municipal Hurdles

“Essentia holds a reputation of being a ‘fixer’ for carriers where they’ve reached an impasse with a municipality, whether it’s landing that tough-to-get meeting or building the right stakeholder relationship to demonstrate we’re the right people to do the job.” - *Telecom Tech*

---

We have a process by which we put a “Project Playbook” together for building relationships with all the stakeholders in a locality. This begins with mapping out all the stakeholders and making sure we have a trusted introduction, whether it’s the mayor’s office or permitting authorities. It may take 6-12 months to build a trusted relationship, and we look to accelerate that process.

All project phases, including municipal and political environments, are managed by Essentia’s highly-skilled and industry-educated employees.

“It became clear early on that building the right stakeholder relationships is critical to our carriers’ success,” said Essentia Founder & CEO Lindon Hayes in an *Inside Towers* interview. “We put in the work to become trusted fixtures in the communities we serve. This is something that comes naturally to us. Over time it’s earned Essentia the reputation for being a ‘fixer’ for carriers when they’ve reached a stalemate with a municipality.”



## Our Mission

**Connect everyone, everywhere to a better way of life.**



At Essentia, we're setting the pace for telecom — innovating beyond legacy processes with next-level tools and technology. From fiber to small cell, we're connecting carriers to 5G faster, smarter, and more efficiently than ever before.

This includes taking a Silicon Valley-inspired approach to disrupt telecom with a focus on automation and high-tech tools. Taken in tandem with turnkey solutions and an integrated service operation, we're pointing the industry toward a smarter way to wireless.

Although we're based in Charlotte, N.C., Essentia has planted roots across the country with remote offices and teams united by a dynamic culture. At the core of any successful network you'll find great people. And we believe we've found the best. These bold entrepreneurs, experienced operations leaders, and savvy

minds in fields from engineering to finance rally around a shared mission: connecting everyone, everywhere to a better way of life.

## What Sets Us Apart

**Culture, Innovation, Turnkey Approach and Customer Satisfaction**

### Culture



Not long ago, we gathered as a small company on the precipice of a big growth spurt to wrestle with some difficult questions:

- How could we get our workforce on the same page with remote employees waking up each morning in different cities?

- How could we not just survive but thrive through growing pains — essentially being a start-up starting to cast a much bigger shadow?
- How could we create an entrepreneurial environment in an industry where customer-facing innovation far outpaces employee-facing practices?

We found the answer in a single, unifying endeavor: build a “best” workplace. As we dug in, we realized that this would be a robust, ongoing effort driven by accountability at all levels. While it’s still early on, we’ve created a foundation that’s already reaping rewards. None of this would be possible without bringing the right people on board so we thoughtfully approach the way we interview, assess, and hire. We’re not filling roles, we’re welcoming the caretakers of our culture.

If you work with Essentia you partner with experts who love what they’re doing. The efforts taken to build this dynamic environment help attract the best talent, and have resulted in Essentia being selected as one of Business North Carolina’s 2020 Best Employers in North Carolina.

- To be admired most for our trustworthiness as a business partner and employer while also achieving industry-leading results for our clients.
- To be recognized as the best by all vendors and partners.

Essentia comprises bold entrepreneurs, experienced operations leaders, and the savviest minds in engineering, operations and finance from inside and outside telecom. From the boardroom to the field and streets, we’re helping communities connect through both mobile infrastructure innovation and civic engagement.

## **Innovation**

Our team loves our focus on innovation. It removes the tedious, monotonous parts of their jobs and frees them to focus on what matters. And because we

believe in only bringing experts on board — those who are a 9 or 10 at their given position — these ‘A’ players are likewise drawn to the innovative culture Essentia has been recognized for building. This dynamic has enabled Essentia to bring in best-in-class talent. For example, we hired an innovation guru as an A&E Engineer who quickly took the initiative to solve a complex problem: taking pieces of our myriad processes and essentially reinventing them. Manual processes became automated workflows. And in some cases, they became 10X faster. Soon, we called this dynamic approach the eSpeed Technology Platform. And we built a strategy around it.

***“The magic of innovation happens at the intersection of process and technology.” – Lindon Hayes***

## **Turnkey Approach**

Providing small cell and fiber for the largest U. S. carriers, Essentia delivers both outdoor small cell and fiber in tandem—a unique, turnkey approach within the industry. This dual-focus allows clients to eliminate the need to juggle multiple vendors that solely serve one niche or another.

## **Customer Satisfaction**

Our customers are raving fans because we are maniacal about customer satisfaction, and we have world class customer satisfaction and NPS scores to prove it.

- *“This is a culture of being hungry. They commit and they deliver. I give them a 10 out of 10.” – VP, Fortune 50 Telco*
- *“Go-to vendor nationally for our largest, hardest and most complex projects. They always deliver.” – National Director, Fortune 200 Telco*

- *"To put it simply, they have been a pleasure to work with."* – VP, Fortune 500 CATV
- *"Best vendor on the planet!"* – Director, Fortune 500 Defense Contractor

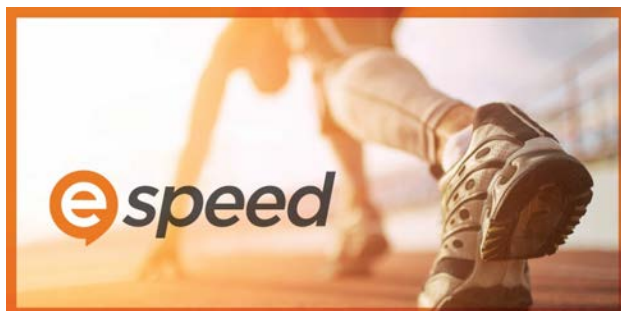
## Our Core Values



The cornerstone of our client relationships is first shaped and strengthened in our employee relationships.



We hire the best and brightest, then stoke ongoing development so that our subject matter expertise is both an asset for carrier clients and a competitive advantage.



We're empowering our workforce with the tools and autonomy needed to innovate beyond the standard or known best practices.



## What's Next?



At Essentia, we see big things on the horizon as we meticulously pore over our processes seeking out fresh opportunities to add speed, accuracy, and efficiency.

We have an augmented reality app coming out soon for photo simulations. And we'll have a series of new technology and automations — around machine learning, in particular — that we'll be unveiling soon.

So, stay tuned. In the big picture of 5G, the Essentia story is still unfolding and as your plans evolve, our team is here to help. Please visit us at [www.essentia-inc.com](http://www.essentia-inc.com) to learn more.