



Wire-Less, Wire-More

Written by David Drew

NAME	RORY CONAWAY
TITLE	CEO
COMPANY	TRIAD WIRELESS
INDUSTRY	WIRELESS INTERNET SERVICE PROVIDER
ESTABLISHED	MAY 2003
# OF EMPLOYEES	4
WEBSITE	TRIADWIRELESS.NET
BANK	EAST VALLEY COMMUNITY BANK
LAW FIRM	BONN/WILKINS

>>HOW DID YOU GET STARTED IN THIS INDUSTRY?

I have an engineering degree and about a year ago we started doing some high-tech range frequency testing. Wi-Fi was starting to become pretty popular and we had the idea that we might be able to extend the range out to something reasonable. We have the ability to be able to go up to the range of cellular, which is something nobody else has accomplished.

>>HOW DID YOU GET YOUR START-UP CAPITAL?

I'm one of the funders. We had three or four buddies put some money up.

>>WHAT SETS YOUR COMPANY APART FROM THE COMPETITORS?

There are 8,000 or more companies out there that do wireless right now. Most of them are small, just like us. What separates us is our ability to engineer a system which either has extended range, or requires few access points for large areas, or, in some cases, bring the capital costs of Wi-Fi into a competitive environment.

>>IN THE BEGINNING, WHAT WAS YOUR BIGGEST CHALLENGE?

Just asking ourselves, "can it be done?" The biggest problem now is marketing it across the cities and governments, because people hear "mesh" and worry about cost. I hear it's the same for Pittsburgh and it's going to cost them \$10 million to deploy their network across the city with the traditional design, but if we did it, it would probably cost a quarter of that.

>>WHAT ADVICE WOULD YOU OFFER TO SOMEONE STARTING THEIR OWN BUSINESS BASED ON WHAT YOU'VE LEARNED ALONG THE WAY?

Get contracts in hand first before you invest in infrastructure. Wi-Fi is a difficult product to sell, because everyone wants it, but no one wants to pay for it. You've got to be careful with contracts you sign. Be careful on your expenses; make sure you're capable of going long-term. Make sure you've got infrastructure in place.

>>WHAT ARE YOUR PLANS FOR THE FUTURE OF YOUR COMPANY?

Continued growth. We've started working in Boulder City. We're going to start expanding out and showing that we can engineer a city-wide system significantly better than the mesh concept, and at a lower cost. So far, we've taken Wi-Fi out to the level of the next generation.