

Mr. Mike Dahlstedt

**1. Provide a statement of up to 1,000 words in length indicating why you should be elected as a Vanix Director and include relevant biographical information.**

The VANIX Board has done a wonderful job in growing the organization, and making it a valuable resource for ISP's. I believe now that VANIX is out of the gate and running, it needs to expand its organizational capability to encompass skill sets that will help it continue along its current trajectory, but also to understand and reach out for what it can become.

I have been involved in starting ventures and developing them for most of my career, focusing on both sustainable marketing and managing technology and innovation. I have built two marketing agencies from scratch, worked as a drop-in executive for a venture group who launched several start-ups growing to international scale, and most recently working with CipherKey / CipherTV / AEBC group to help them develop their own business units as a wholesale network service provider to ISP's, a TV broadcaster, and a retail ISP. The future of this group is working within the new media industry internationally.

I know several of the VANIX Board members through professional dealings and I hope they can attest to my ethics and work habits.

I would add some diversity of skills and experience to the VANIX board, and I think I can bring additional marketing insights, innovation and perspectives to the group. I may also have enough circle of influence through my professional colleagues that could also prove useful to VANIX on its mission.

**2. Why do you want to be on the Vanix Board of Directors?**

Simply put, I like what VANIX stands for, and I would like to help move it forward. I've considered this for a while since the inception of VANIX, but have remained a bystander in order to watch and learn before acting. As my understanding increased on the strategic role VANIX plays, I have become more interested and feel I am able to become a better contributor.

Aside from my professional involvement in the internet service industry, I also have an interest in open innovation whereby I have an ongoing project working to apply open research methodologies within the Canadian government's research funding framework. Internet exchanges are a much more mature model, but there are some similar characteristics and I think my outside-the-box experience there would help bring additional innovation to VANIX.

**3. What specific skills or experiences do you have that make you the best candidate for the Vanix Board?**

I think these four core strengths would best most helpful to the VANIX board.

Industry Experience – I work with a large number of the ISP's across BC and Alberta, in addition to TV content providers through CipherKey, CipherTV and AEBC. I also have spent

some time working within the BC Technology industry itself, and feel that I may have some connections and personal relationships that could prove useful for VANIX in the future.

Technology Management – A large part of my career has been spent developing and executing strategy for new technologies and innovation from a management level, in addition I have just completed a degree for Technology Management.

Marketing – I've been a marketing professional for most of my career, started two marketing agencies from scratch, one of which has grown across North America. I specialize in helping small businesses grow, creating sustainable commercialization models and developing international distribution partnerships.

Ventures – I have a very strong background in starting up and growing businesses, not only for myself but for venture groups and others. This involves being hands on, scaling capability, and out innovating the competition.

#### **4. What do you feel are the top three challenges and opportunities facing Vanix during the next three to five years?**

Some opportunities I see are for satellite extensions of VANIX, potential sustainable peering models with other exchanges, and to gain more participating companies, such as those within the new media, broadcasting and gaming industries.

I think one of the challenges could be ensuring there is enough financial support and capability for the organization to ensure it can meet the future opportunities for VANIX (in a way that doesn't burn out the Directors).

#### **5. What specific actions do you propose to address one or more of these challenges and opportunities?**

As a board member I wouldn't be pushing personal objectives, but I would be active in voicing suggestions and thoughts. My focus would be working within the group on moving forward initiatives that the Board feels is best served.

With the above said, capability wise, I think it would do well to consider some grants and funding for innovation should the organization wish to consider some potential innovation projects.

From a macro perspective, I'm interested in looking at how the technology roadmap forecasts out for connectivity with respect more to the growth of internet exchanges and community fiber projects. I would be interested in looking at sustainable models of how multiple internet exchanges can come together for even more value. I think it would important for VANIX to have an understanding of how things will shape up over the next decade and have an action plan to support it.

On a micro level, VANIX has seen tremendous growth already and the board has done a great job on achieving that. I think as technologies develop, online intensive models such as in new media, online broadcasting and gaming will create more demand and value for internet exchanges. I would be looking at identifying some key growth markets for VANIX participants and helping to position it within those areas.

**6. Please describe your understanding of the role of a Director on the Vanix Board.**

I am also a director of a local start-up company that operates within the digital marketing and web hosting industry. In that role, being a director is removed from management, whereby a director's role is to speak on behalf of the organization itself, making decisions to protect shareholders value and to support management on fulfilling the organizations mission.

I believe the Director role on the VANIX board would be a little different in that there is no management, so it would basically us who would be doing everything.

**7. If elected as a Director, can you make the required time commitment to contribute significantly to Vanix in accordance with what is generally expected of Directors?**

Yes

**8. If elected as a Director, are you prepared to abide by the Vanix Articles of Incorporation, By-laws, Board Resolutions and Policies as amended from-time-to-time?**

Yes

**9. Do you agree to abide by the Vanix process for candidate nominations for the election of Directors that has been described to you?**

Yes

**10. Do you wish to be considered for a two-year or one-year term?**

I'm ok with either. Maybe best for a one-year to start.