

Transcript of James Frinzi of Multiband Global

Hall T. Martin: [00:00:00] Hello, this is Hall Martin with Investor Connect. Today I'm here with James Frenzy, CEO of Multiband Global.

Multi-band Global offers a solution for the complete IT and network life cycle from deployment to decommissioning. They are backed by logistics, enterprise field service systems, and a global technician base. James, thank you for joining us.

James Frinzi: Hey, thank you for having me.

Hall T. Martin: Appreciate it. So, so tell us more about your work

James Frinzi: and what you do.

Sure. So, uh, our company is in the telecommunications space. And we're based in Austin, Texas, but we have, we do actually have technicians in, other parts of the globe, including Eastern Europe and in America, we have technicians starting from West Virginia all the way through to California. And we offer a variety of services.

presently we're offering, fiber optic installation for mid mile and last mile. Basically from West Virginia all the way through to California. so we do [00:01:00] have a southern focused, a southern and, and west coast, focus. We do have a handful of guys up in the northeast, in like Illinois, areas like that.

But, the bulk of our businesses, , primarily the geographical south in California. Uh, as far as America goes, uh, presently we have operations ramping up in Eastern Europe. Where we are, , helping to establish, cellular networks for carriers and for our ISPs. And so it's a very exciting, business for us.

but beyond, , installing fiber making, installations, we also actually create equipment that hosts telecommunications networks. So for instance. , everyone certainly must know what a cell tower looks like. And with the new architecture, it's actually smaller, towers. In fact, our tower product is [00:02:00]

reduced to a light pole, and so we've developed a light pole that you can conceal up to four different radios inside.

And you can house all the major players inside of it in a light pole and no one would even know it's a cell tower right there. our product is the industry standard in Charlotte, North Carolina. In fact, I believe it's the only one that's allowed to be installed. And you would walk around Charlotte all day, and when I'm there, I see where the cell towers are, but you could just see antique looking lights.

traffic, signals, public lighting and and so forth. So it's a really, it's a great product in that it allows for the distribution of 5G you know, when needed 4G, L T E Communications to be distributed throughout a city without looking obnoxious or, you know, ruining the aesthetic of the [00:03:00] environment.

So we're very excited about, that product. That's our, we call it the Aspire line and the a s p, and that stands for our Adaptive Smart Pole. it provides a lot of value. Additionally, in that it reduces the amount of poles that you need to have, or towers you need to have in a city area because we actually have a patent on the technology that can house multiple.

Radios in one 5G access point pole. So the alternative to our product is you'd have to have one application or one host for each carrier. So that means . That one area, you'd have to have four times as many poles as you do, when we only have to provide one. So, and that's a thing that's appealing for cities because it kinda eliminates the need for clutter.

In your area and in a lot of places they do care about, aesthetics quite frankly. So we're [00:04:00] very excited about the growth of that. It's, we really have a lot of growth opportunity for that in Eastern Europe and the United Kingdom, which are both target markets that we're heavily pursuing and having a strong progress in.

And you can see our product right now being installed in environments in Charlotte, Miami, Atlanta, Las Vegas, some throughout California, and we're trying to, proliferate it, even further in the United States.

Hall T. Martin: Great. Well, let's talk about the telecommunications industry. Let's start with the technology first.

We're, you're currently rolling out 5g, is that correct?

James Frinzi: Yeah, that that's right. So when we say that is, we aren't competing with Ericsson or Nok, we're, we're not creating radios with the, uh, you know, the 5g, actual broadcasting. What we do, however, provide is the ability for them to install their equipment inside of our [00:05:00] equipment so that they have a home basically.

So either they have to installed something in our pole, or they'd have to install it on the side of a building, and so we enable the 5G. radios and tech providers a home for their equipment. And additionally, there are cases where we can install our own equipment and then we lease access to that network to those who need it.

So for instance, say, say an area where a major carrier had poor reception, we could actually create our own 5g network. Go to them and say, we'll charge you a toll. You can use our network where we are, and you don't have to spend the money for the infrastructure. And so it's a good pay for use

Because the market in America's actually, it's not end of life, but it's mature. , there is 5G being built. [00:06:00] and there are antennas being installed in Eastern Europe. There's still a lot of places where it's 3g.

Oh, and yes. And so, I've met with major carriers in a lot of these countries that they're posed with a business , dilemma. Do we want to spend, say, 50 million dollars to build our, our own equipment, which will take like 10 years for an roi. or we work with Multiband Global and let those guys build it out, and then we just rent it from 'em and pay as they go.

And so that allows them flexibility in how they spend their money and realize their ROI on a cashflow basis. And then it allows us also to further monetize our own assets. So rather than selling a piece of equipment and moving on, it gives. Sticking power, and we get to make income over a [00:07:00] longer period of time.

And that's a very exciting, aspect for us to be. And especially, I like our position in the market because we're not competing against Ericsson, we aren't competing against the gorillas. We make them look better and we make their communications, more accessible to the, the carriers and the providers that, uh, use them.

Hall T. Martin: Great. And so what's the driving trend in this space? When will we see 6G and what's that going to bring us?

James Frinzi: Shoot. , you know, I think that's gonna be quite some time, and really there hasn't been enough monetization of the 5G networks yet. And here's something that you should consider is that even on your own handset, if you have 5g, it really wouldn't necessarily.

Make that much of a difference, like on a day-to-day basis, unless you're streaming video. Where it will make a difference is when people start streaming 4K [00:08:00] resolution. Mm-hmm. And I'm not just talking about Netflix, but say that you are a physician and you have some radiology that you're expecting and is a, you know, huge 4K file that you need to be able to see.

you know that resolution, that's where 5G is gonna make a huge difference when you're transacting 4K data at high speeds. That has more of an application beyond streaming entertainment. And so in fact, we are getting involved with our technology, that will be a strong player in the part of transacting.

And broadcasting, 4K quality video over 5g. And so it's a, it's a very exciting, place to be in. you know, potentially for 6G. I've actually been to presentations, and seen, eight K video and it's just, it's mind boggling to see, [00:09:00] you know, how big those files are. But, for areas of, again, defense, medical, You know, even for the types of, uh, security cameras, that people, you know, you watch Jason Bourne movies and you see the security camera picks up somebody's face really quick and, you know, generates something.

And that has to be in 4k. So by the time that this technology, the facial recognition and the video technology gets better, this could be an eight k. So it's only a matter of time. There has to be just crazy fast, cellular broadcasting, you know, for video. But I guess I answered that question pretty longly.

But I'm gonna say that nobody's gonna go to commercial 6G until there's some monetization from 5. And it took them quite some time to monetize 4G or LTE. And so I would think that we're gonna be at least in this 5G space for like another 10 years.

Hall T. Martin: Well, great. [00:10:00] Well, you've been operating a business in this space for some time. what does it take to make a successful company in the telecoms world today?

James Frinzi: Well, that's a good question, and the way I'm gonna answer that is you have to be versatile. And listen to the market. And it's not a robotic situation. And I think that in this space, you can't look at the business from a spreadsheet, you can't look at it from a financial analyst.

Now you have to pay attention to spreadsheets. You have to pay attention to finance, but you also have to prepare for what are we selling two years from now?. What are we selling three years from now? How do I position the company so that we are catching the future of where the market is? Otherwise we'll be left behind.

I think we all remember companies like Threecom, US Robotics, , Blackberry, you know, those are people that didn't catch the market and we're not here [00:11:00] to be just an infrastructure provider and we actually adapted our business model. , we used to just sell our aspire poles as one off, and we recognize that there's a strong place for us in the market to provide that as a service.

And so we're, we're really happy to be there. And we're doing more work with stadiums as well, because everyone goes to stadiums and there's very few times you run into somebody and they say they had a good cellular experience at a stadium. or an arena. And so we're coming up with technologies that improve customer experience at stadiums and arenas, sporting events and concerts that will be memorable.

I mean, we're not necessarily looking for somebody to remember who we are, but I am looking for somebody to go to like a hundred thousand person college football game and remember that they could stream, they could order an Uber, they could actually text their friend to ask 'em to bring something. and find people in their phone work functionally, and [00:12:00] it helped their experience.

And so, we're just trying to be in places where it helps our customers make their customers happy, I suppose. And I think that's, that's really what you have to look at is that if you subscribe to at and t, for example, and you know, your phone works wherever you want it to work. you have a great customer experience at a, you know, a large event or an area congregation, then we're doing our job and it's not just black and white.

It's coming up with interesting ideas to adapt for the future and make sure that you're always at the, the front of the customer experience.

Hall T. Martin: So what's the main difference between you and your competitors? You've talked about some of your ip, but beyond that, what is different?

James Frinzi: Well, that's a good question also in that I don't really feel like we have one-to-one competitors.

So there's people that sell one off. [00:13:00] when I say host, , that means, you know, like a poll, like what I've been talking about. and ours can host four radios, four carriers. Our competitors can host. . And so I'm not even sure I consider them a competitor. I consider it just a participant in the industry with a different product that provides a different piece.

So I think either you're going to buy what we're having for the Aspire product or you're not Now for the, the fiber installation. I mean it is a commodity industry, quite frankly, but I will say that we. Self-performing staff. We have people that have been with us for years, and we actually just keep gaining more and more market space because we are doing a good job.

And so I think that in the area of installing fiber, either you're a huge company like Motech that's in the billions of dollars. You're, you know, small cap market like us, [00:14:00] or you're a, a shop with like three guys and a. so I can't really say other than, you know, we have self-performing, we have long-term employees and have the quality to, you know, to prove it.

So from the fiber standpoint, that's a harder, you know, question to answer. I'd say, but, and I think that if you asked any of my actual competitors that are like roughly around our size, they'd probably say the same thing. But I will say that for Aspire and being a, a neutral host, with our polls, I don't really consider anyone else to be a competitor and for our networks that we install, I really couldn't say, I, I think that our technology's better.

I think that our versatility, I think our desire, uh, cause I can tell you one thing that if we're gonna install a network, it's gonna be a lot more important to us than it is gonna be to somebody that's much bigger than us. And somebody that's smaller than us probably just doesn't have access to the tech, [00:15:00] and engineering that we have.

Hall T. Martin: Great. So what surprises you most about the, the telecom market these days? Anything jump out as being unexpected?

James Frinzi: I have to say. Actually, the main thing is, is quite honestly, one is there are a lot of horrible cellular experiences at large events. You know, went and saw Post Malone and you'd think it's, 2023, or maybe it's 2022.

When I saw, forgot, it was within the past few months, and you're. , you know, everyone wants to stream and your, the phone's like hardly even doing anything. And you're saying, how is this possible? You know, you see all these ads, 5g, that's 5G that you know, and your phone's not working. And so that's, it's crazy.

And, and I live in Austin and I still dropped calls in Austin. Mm-hmm. And you just look at, if you just came from outer space and watched advertisements for telecom, you would think that this whole country is 5g. blazing fast and is just not so, [00:16:00] there's still a lot to be developed.

So I think that's one of the most surprising things. And actually have to say that, if you look at telecom, it's probably as important as electricity or, anything else because how do you access jobs? How do you access. , you know, how you access your bank. you know, there's so many things that if you don't have access to good telecommunications, it leaves you on the outside looking in.

You know, like if you had to look for a job tomorrow we're gonna go do, find a newspaper. people need to have access to telecom. So and I'm grateful that, you know, in America we do have really good access, but I don't think that it's where. people expect it or wish it was

Hall T. Martin: interesting.

Well, in the last few minutes that we have here, what else should we cover that we haven't?

James Frinzi: You know, I did touch upon our, business in Eastern Europe and you United Kingdom, and we have some really great things to come, you know, from those regions. I'm very [00:17:00] excited about our international growth.

we are putting the global. Into Multiband Global, and it's really great. And I have to say that being able to do business in, Eastern Europe , it's very satisfying for us in that we can make such an amazing impact on people's ability to access, telecommunications.

Where, you know, here I'm complaining about having like 4G and having like some things, you know, drop here and there. But really there's a lot of the world that, you know, coming from Austin, you know, you don't realize how poor cellular is and lots of the world. And surprisingly, uh, Scotland is a big market for us and surprised that Scotland's a first world, you know, place.

There's horrible cellular service in, you know, places like Glasgow, , which is their capital. So , I like to be in places where we can make a big impact. Where multi global is not in a position where we could go to Germany and be a dominant [00:18:00] player. And so I'm excited.

With our research and our connections that we have the ability to move into regions like Eastern Europe and the United Kingdom to become a dominant player, where we're not, gonna be drowned out by, like Erickson and Nokia and the big guys.

Hall T. Martin: Okay. Well that sounds great. Well, how best for listeners to get back in touch with you?

James Frinzi: Shoot, you can, uh, find multi-band global. You know, we're on Twitter. you can look at if you, uh, Google, uh, multi global, we're very accessible. Uh, we're on LinkedIn. Our website is www.multibandglobal.com. Uh, you could find me on LinkedIn and Twitter also. actually, we have an extremely active investor base.

I hear from investors all the time, and it's really just interesting. I get a lot of questions and people have to realize. , we are public company and so I get a lot of [00:19:00] questions I'd love to answer, but we're not allowed to, you know, make those disclosures. And so, however, I always love hearing from people and I always love having questions.

If they're questions that I can entertain, I'll do it, you know, but if, uh, if I don't respond or if I respond back that, sorry, we're publicly traded, I can't respond to that. don't take it personal.

Hall T. Martin: Okay. Well great. Well, thank you for joining us today. We'll put those in the show notes and hope to have you back for a follow up soon.

Thanks, man. Appreciate it.