

Cheap products exist on the internet because companies are able to connect to, and interact with, the world cheaply. Small businesses can be assured that one of their lowest expenditures will be the internet connection in their office, though, it is without question the most vital.

My wife is trying to start a business. She is manufacturing and selling products and services related to honey bee pollen and beehive maintenance. There are enough barriers to entry, from financing her inventory, competition and shipping costs, that to further hinder her potential economic growth by allowing ISP's to charge her premium prices for premium service will serve to stifle each and every entrepreneur in the United States, not only her own. Even if repealing the net neutrality rules as they currently exist does not impact the price or level of service of my wife's internet connection. She will not be able to compete with the levels of service, speed and reliability that could be wielded by behemoth companies that already offer her products, such as Burt's Bees and large distributors of honey. If a consumer must decide which website, prices of honey being equal, they must buy honey from, they will surely use the site that has a faster, easier to load internet connection. Paid prioritization would hurt my wife's prospects immensely.

The internet is not simply an "information service," it is a marketplace and a means to an end. The modern expectation we have in the internet is that it is a gateway to a larger world. What we buy, with whom we interact and how we educate ourselves has all been irrevocably altered because of our access to internet services. The ISP's providing the internet connection are no longer sought after because of their superior "information services," long gone are the days when people signed up with America Online in order to obtain an AOL email account and use AOL Instant Messenger. ISP's are now sought after because of the third party messengers, email services and search engines that we seek to utilize for means, both personal and business. People seek out the best applications, websites and services available on the internet. The ISP is a means to that end.

Because my wife and I do not specify the point-to-point IP addresses of those businesses we patronize and services we use, does not mean that the internet fails to qualify as a telecommunications carrier. The modern user interfaces, short-hand

internet addresses and the ubiquity of Google have allowed the most uneducated amongst us to easily and quickly find things on the internet. To ignore and not utilize the modern advances of sleek, push-button user interfaces is to subscribe to a regressive, luddite philosophy. If consumers were wasting their time inputting IP addresses into command lines, there would be little time for productive, fruitful advances in modern life. If coders can make interfacing with the internet easier, then it should not be leveraged as a reason to hamper accessibility to the internet on a technicality.

When you allow companies to turn something as important to the welfare of the public as the internet, to make it a commodity, you will automatically create a bidding war. Prices will rise, the “best” internet will be the most expensive, and thus out of reach for those who need it most. If there is anything in our modern world that is leveling the playing field, educating the public at rates never before seen in human history, it is access to the internet. This is something special, a utility for the public. Do not cheapen its importance by allowing a handful of companies to act as gatekeepers, deeming who is allowed to partake in a modern, unprecedented enlightenment. If modern companies are complaining that their profit margins are being impacted by the 2015 regulations, then they have to innovate and adapt. Otherwise, they can find another industry in which to invest and make profits. In order to make money as an ISP, current regulations will force ISP's to expand their networks and infrastructure to *more* customers, not simply cater to the easily profitable, expensive networks that only rich customers can afford.

Therefore, I implore the voting members of the FCC to preserve the rules regarding net neutrality as they currently exist.