ENPRO 357: TravelFlash
Who Are We?
We provide location-specific information for tourists with mobile devices
The Problem
The TravelFlash Solution

- Tour Groups
- Guide Books
- History
- Internet Information
Customer Needs Analysis

- **Directions**: 45%
- **Location**: 30%
- **POIs**: 15%
- **Historical Info**: 10%
- **Routed tours**: 5%
<table>
<thead>
<tr>
<th>Company</th>
<th>Microsoft Streets &amp; Trips 05</th>
<th>Pharos Ostia</th>
<th>Vindigo city guide</th>
<th>TravelFlash</th>
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<td>Leisure travelers</td>
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Market Opportunities

Leisure Travelers That Carry a PDA When Traveling to Target Cities (Thousands)

- Chicago: 950
- New York City: 580
- San Francisco: 888
- Washington DC: 425
- Boston: 351

Travelflash
Value Proposition

• Save money on guidebooks and history lessons
• Save $10-$20 on a guided tour, and take it when you want
• Save time and effort searching for the perfect restaurant
• With GPS integration, know exactly where you are at all times
• Save yourself the dry cleaning bill when you see the rain forecasted for the afternoon
Go-to-Market Strategy

- Create product for IIT campus to demonstrate full functionality
- Confirm customer value proposition
- Create a buzz and seek early funding
- Establish partner relationships to create a product for the City of Chicago
- Consider expansion to other major cities
Revenue Sources

- Direct sales to individual customers
- Value-added consulting services
- Multi-user/site licenses
- Sales of advertising space
Major Cost Items

- External database licensing fees
- Research and development
- Maintenance of Travelflash database
- Sales and marketing
### Potential Revenue

<table>
<thead>
<tr>
<th></th>
<th>CHICAGO</th>
<th>ALL TARGET CITIES</th>
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<tbody>
<tr>
<td>Total Visitors</td>
<td>31,000,000</td>
<td>118,000,000</td>
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<tr>
<td>Total Leisure Visitors</td>
<td>17,000,000</td>
<td>64,000,000</td>
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<tr>
<td>Total Leisure Visitors w/ PDA</td>
<td>850,000</td>
<td>3,200,000</td>
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<tr>
<td>Potential Customers</td>
<td>128,000</td>
<td>480,000</td>
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<tr>
<td>Potential Revenue</td>
<td>$4,500,000</td>
<td>$16,800,000</td>
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Risks

• Failure to successfully differentiate product from competition
• Market risks associated with PDAs
• Inability to create a successful system for data collection and maintenance
Achievements

• Business model
• Basic prototype
• Teamwork
• Clear path forward
The Future

• Continue to implement features in the prototype
• Make the product more user-friendly
• Develop a detailed analysis of the costs associated with the product
• Develop a more complete marketing strategy for all target areas
Thank You!