Real Time Information

Anywhere

Anyhow

Anytime

IPRO 350b
Ed Kaplan
Entrepreneurial Studies Program
Sky Blue Mobile
SkyBlue Mobile

The problem
Skyblue Mobile

- Passively delivering real-time data to mobile devices
- Adding value to the screen
  - Always on – Wallpaper/Screensaver
  - “Any-time Any-where” data – update periodically
  - “Set – and – Forget”
- Limitations
  - Small screen size > slide show instead of static page
Skyblue Mobile

Agenda

I. SkyBlue Architecture
II. Demo
III. Market Research
IV. Competitive Research
V. Timeline and Path Forward
VI. Team
VII. Summary and Conclusions
SkyBlue Mobile

Platform Architecture

SkyBlue Mobile Prototype (v-1.0) High Level Architecture

1) Subscription to SkyBlue service
2) Download the SkyBlue Client software
3) Client requests for updates
4) Server sends the updates

Server fetches the stock, weather & traffic updates from the web (XML, HTML) using HTTP & saves the data in the database.

When the client subscribes to the SkyBlue Mobile service the SkyBlue client software is downloaded to the cell phone using the operator’s data network.

Internet (www)

SkyBlue Server

Client - (J2ME)
Cell phone
SkyBlue Mobile

Market Size

- More than 1 billion cell phone users world-wide
  - $426 billion in revenue in 2003

- SMS = Short Messaging Service
  - Used by 85% of mobile users
  - More than 25 billion SMS messages sent globally each month
  - 15% of mobile operators’ revenues = $63.9 billion in 2003

- In 2003 in UK only, 20% of adults aged 15-34 purchased SMS alerts, spending a total of £90m (aprox. $160million) per year
# Skyblue Mobile

<table>
<thead>
<tr>
<th>Customizable</th>
<th>Offered by:</th>
<th>Charges</th>
<th>Content</th>
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<tbody>
<tr>
<td>Internet Browsers</td>
<td>No</td>
<td>Phone Carriers</td>
<td>Data plan or pay-as-you-go basis</td>
</tr>
<tr>
<td>Text Messages (SMS)</td>
<td>X</td>
<td>Several websites: Yahoo, MSN</td>
<td>Hidden charges for some</td>
</tr>
<tr>
<td>Multimedia Messages (MMS)</td>
<td>X</td>
<td>Phone Carriers</td>
<td>$2.99 - $15</td>
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</tbody>
</table>

- **Macromedia FlashCast**
  - X
  - Phone Carriers
  - Free until April 2005 for UK only by T-Mobile
  - Basic Channels + Premium Channels

[Images of T-Mobile devices showing weather and news applications]
The SkyBlue Mobile Advantage

- **For the operators**
  - Increased Revenue Per User
  - Adding valuable content to phone’s screen
  - Low licensing fee
  - No hassle solution
  - Replace data delivery through Text and Multimedia Alerts

- **For the users**
  - Doesn’t fill your inbox
  - Minimum interaction
  - “Set – And – Forget”
  - Instantaneous delivery

- This open platform allows third parties to create unique content with minimal cost of entry
Skyblue Mobile

Timeline and Path Forward

- **Summer 2004**
  - Idea Creation

- **Fall 2004**
  - Prototype Development
  - Market research

- **Spring 2005**
  - Product Development Plan
  - Market Strategy
  - Business Plan
Skyblue Mobile

The Team

Bruce Wiatrak
Developer client side & founder of SkyBlue Mobile

Kumar Abhijeet, senior Electrical and Computer Engineering, India
ENPRO team leader & cofounder of SkyBlue Mobile

Tim Saylor, senior Computer Science, Chicago, IL
Developer server end

Celeste Zapanta, senior Computer Science, Philippines
Competitive research, marketing strategy

Ioana Nicolaescu MD, junior Computer Science, Romania
Consumer research, marketing strategy

Oluwaseun Craig, junior Mechanical Engineering, Nigeria
Functional requirements, test requirements

Prof. Daniel Ferguson
Company advisor
The SkyBlue Mobile platform has the potential to redefine the culture of the mobile phone.

SkyBlue Mobile will help in making the mobile phone the third screen in people’s lives, right behind the TV and the computer screen.

Download the SkyBlue application here:
http://www.skybluemobile.com/SkybluePortal.jad