IPRO 350B – SkyBlue Mobile: Delivering Real Time Data to Mobile Devices
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The Problem

- 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

The Solution

- 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 per year

Market Size

The Team

- Bruce Wiatrak
  - Developer client side & founder of SkyBlue Mobile
- Kumar Abhijeet
  - ENPRO team leader & cofounder of SkyBlue Mobile
- Tim Saylor
  - Developer server end
- Celeste Zapanta
  - Competitive research, marketing strategy
- Ioana Nicolaescu
  - Consumer research, marketing strategy
- Oluwaseun Craig
  - Functional requirements, test requirements
- Prof. Daniel Ferguson
  - Company advisor

http://www.skybluemobile.com/SkybluePortal.jad