Mission Statement

- To provide secure, real-time, voice-enhanced access to corporate intranets via hand-held wireless devices.
Highlights

- Product highlights
  - Voice enhanced wireless application
- Sales initiative
  - Financial forecasts
- Marketing initiative
  - Advertisement and product awareness
- Competitors
- Q & A
## The Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Class</th>
<th>Major</th>
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</thead>
<tbody>
<tr>
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<td>ZhiZong Zeng</td>
<td>Senior</td>
<td>EE</td>
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Learning Model

Why learning model?

Overview of the learning model

What attracted us to the .NET solution for our model?
  - ASP.NET web development model
Learning Model

- Support for a Variety of Devices
- Write-once Web Pages

DEMONSTRATION:
Introduction

- Overview of the Wireless Application Industry
The Product

- Product description
- What problem does it solve?
- How does it impact the competitive landscape?
- What type of businesses will be interested in our product?
- How will they benefit?
Marketing

- Analogies in today’s industry
- What are our strategies?

![Target Market Growth Chart]

- Enterprise Users
- Small Business
- Other

Year

- 2001
- 2002
- 2003
Sales and Marketing Plan

- Advertisement
  - Newspapers
  - Magazines
- Trade shows/conferences
- Sales representatives
Production

- Approximate time and cost
- Download / hard copy
- Third party software
Sales forecast

- Pricing
  - Discount
  - Version Update
- First Year
  - Low sales due to startup

![Sales For First Year Chart]

Sales For First Year

Number Of Sales

Month

Sales For First Year
Sales forecast

- Second year
  - Large growth compared to first year because advertisement and marketing strategies have taken effect
- Following years
  - Steady positive growth
Positive Cash flow after sixth month of first year.

Profit after eighth month of first year.

First Ten Month Outlook

Cumulative Cash

Month
Competitors

- WAPlane
  - Cheaper but limited
- Aether System
  - Very similar
  - No cost information
Competitors

- **Vaultus**
  - Offers multiple services
- **Seven**
  - Also very similar
  - Newest amongst all competitors
Open Discussion