The Opportunity

Thousands of recreational racers enjoy competing in local events.

− Few have access to expensive/complicated data acquisition equipment.
− Many of these racers are as competitive as professionals.
− Many of these racers have thousands invested and are always looking for ways to improve performance.
− How do you economically bring this proven technology to the masses?
How We Solve The Problem

- Provide an affordable data acquisition service for entry to mid-level race teams. Provide the equipment to collect data from the car.
  - This service includes the following:
    » Equipment (CPU, sensors, mounting)
    » Technicians for installation & data interpretation

- Racecar driver gets results in graphical, easy to read format.

- Cost-competitive
The Product / Service

- The Data Acquisition System provides the race car driver with the information to go faster.
  - With little or no modifications to racecar.
- The use of this product allows both the driver and mechanic to analyze dynamic vehicle information.
  - Potential to improve driving ability and vehicle performance.
  - This information allows the driver and mechanic to become more knowledgeable, and therefore more consistent, resulting in more wins.
“Real time” info is acquired through sensors.
- Mounted in many places throughout vehicle.
- Measure and record
  » Lap time
  » Engine RPM
  » MPH
  » Throttle Position
  » Steering Position
  » Acceleration
  » Suspension Travel

Acquired data can be graphed and overlaid.

The Service cont...
The Service cont... 

- Can evaluate where time is gained or lost on any part of a race track.
- With this information driver and mechanic can compare their best laps with their worst.
  - Can make the appropriate adjustments.
    » To the race car.
    » To driving techniques.
**Customers**

- Lower end NASCAR style racecar owners.
  - Aspiring professionals.
  - Fixed budget.
  - Can afford to use a “data acquisition system service” rather than buy one.
  - No time to learn how to do it on their own.
- Why will they use our service?
  - More information equals better driving.
  - Will go for any edge that they can get.
  - Timing is everything (This is a sport of micro-seconds).
  - Second place is no place.
Market Size

- 250 race teams in the Chicago land area.
  - 2 sessions per race team per season
- Company can capture around 25% of the market.
  - Limited by our equipment.
    » Single data acquisition system.
    » Limited number of employees.
Marketing Strategy

- First targeted market are the teams that race at the Rockford Speedway.
  - Good location.
  - Convenience of the congregation of racers.

- The standard price is $500 per session.
  - Equipment installation.
  - Trial runs.
  - Data acquisition and analysis.
  - Further trial runs if requested.
  - Price is subject to discount.
Three forms of advertising.

- Mailing sent to list of racing organizations.
  » Fliers.
  » Product description.
  » Cover letter introducing the company.
- Directly to race car drivers.
  » At the race track.
  » Through contacts.
- On campus.
The Competition

- Numerous Data Acquisition Companies.
  - French Grimes Race Systems.
  - Dave’s Data Acquisition.
  - Race Ready Technologies.
- Offer numerous services.
  - Data Acquisition.
  - Body Work / Engine Work.
  - Track side support.
  - Driving classes.
- Our solution is unique in that we offer a low cost service.
- Relatively an uncompetitive market in our area.
### Financial History:

<table>
<thead>
<tr>
<th>Expense</th>
<th>Date</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Main DAQ System</td>
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<td>DAQ System Accessories</td>
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<td>Licensing/Documentation</td>
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<tr>
<td>Basic Supplies</td>
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<tr>
<td><strong>Initial Total</strong></td>
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<td><strong>$5,267</strong></td>
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</tbody>
</table>

- First priority is to reimburse IIT for this initial investment
First year:
- Gross revenue: $9,600
- Expenses (including state and federal taxes): -$3,203
- Repaying initial investment: -$5,267
- Profit margin: 13%

Second year:
- Gross revenue: $9,600
- Expenses (including state and federal taxes): -$3,203
- Repaying initial investment: -$3,700
- Profit margin: 39%
Three Year Financial Projection

- Financials cont...

- Dollars
- Months

- Overall
- Gross Revenue
- Net Income
- Expenses/Taxes
Path Forward

- Business Group – Corporation has been formed.
  - Continued compliance with regulations and accounting.
- Products Group – Ready to deliver.
  - Provide service for clients.
  - Research improvement methods for our equipment and service.
- Marketing Group – Generated a solid client base.
  - Work towards expanding our current market.
  - Research other possible markets.
- Web Group – Superb IPRO team site.
  - Develop a professional business web page.
Progress to Date

- Third semester as an ENPRO.
- Major milestones/goals attained:
  - Sales Brochure w/mailer to several hundred companies/teams
  - Research into racing vehicle dynamics
  - Refined business plan
  - Legal documentation completed
  - Acquired first paying customer
  - Revised student web-site
  - New business web-site
The Team

Dr. Jerry Field  Faculty Advisor

**Products Group**
Chris Hampton  Co-Leader
Kevin Jasin  Group Leader
Luke Radwanski
Yong Ho Jeon
Jeongwoo Lee

**Business Group**
Jim Dubois  Group Leader
Jon Dees
Phuc Hoang

**Marketing**
Dash Narwani  Group Leader

**Web Group**
Oscar Ortega
Phuc Hoang

**Scribe**
Sameer Zaheerullah
The Team cont..

- **Veterans with prior experience.**
  - Can correct previous mistakes.
  - Build upon prior work (don’t have to start over)
  - Guide newcomers.

- **Rookies bring a fresh face to the business.**
  - Shed light to new ideas.

- **The most enthusiastic and motivated team.**

- **Excellent leadership.**
  - Dr. Jerry Field and his contacts.
  - Group leaders.
Risks

- DAQ unit damage and/or loss.
- Litigation against the corporation.
- Insufficient revenue to meet our expenses.
- Ownership/Associates apathy.
- Changes in technology.
- Poor market conditions \ lack of demand.
How will we mitigate these risks?

- We must be very careful with our equipment.
- Careful interaction with prospective customers.
- When expenses are considered, we must exercise prudent judgment.
  - No funds are wasted.
- Stress upon product promotion.
- Awareness of the potentials as well as the risks.
- Motivated individuals.
Summary

- Our business is important because there are groups of racing enthusiasts that can utilize our equipment to improve their results in competition.
- We anticipate that our success will hinge on the fact that most of the segment of racers will not choose to purchase the equipment we own, yet wish to have temporary use of it.
- Considerable potential in diesel and hybrid engine analysis.
- Because we have found a profitable market niche, we contend that our company will grow and thus be appealing for future owners and investors.
Thanks for your attention and patience! We are now open to any questions, comments or suggestions.