

Wildfire

Wireless



Where we've been

Who we are now

What we're up to



# What is the Opportunity?

- Few quality Internet solutions available to commuters
- Hardware exists – limited implementation in USA
- Additional revenue sources for train companies

# The Customers Exist

## Commuter Rail Lines

- Urban Area
- Large Population Served
- 1/2–1 1/2hr Commutes



## Commuters

- Business Professionals
- Daily Commuters
- Owners of Wireless Devices

# Confirmation of Market

## Consumer Indications

- Growth of Municipal WiFi
- Survey Results

## Industry Indications

- Concourse and South Shore
- Cisco 3200 routers

Metra Capital Spending and Equity Analysis

# Industry Structure

Manufacturers vs. Distributors

Pricing

- Services Offered and Usage

Consumer Choices

- Cost, Performance, Reputation, Reliability, Features and Availability

# Who We're Up Against

## Indirect/Future

- Hotspots/City-wide WiFi
- Air2Access
- Concourse Communications

## Direct

- Verizon/Sprint/etc (EVDO)
- Internal Tech Departments

## However...

### Manufacturers of Hardware Exist

- Cisco, Proxim

### Missing link

- Delivering/Implementing Solutions

### Our Opportunity

- Unique Type of Distributor/Service Provider

# Our Model

## Co-Sponsored Project

### Wildfire Wireless

- Owns Hardware
- Manages Infrastructure

### Train Company

- Installation Consulting
- Major Labor
- Towers at Stations

We Gain Exclusive Access to Consumers

# Value Proposition

## Train Company

- Access to Additional Revenue
- Additional Passengers/Bolstered Loyalty
- Access to Future Services

## Commuter

- Productivity Enhancement
- Entertainment Avenue

## Hardware Suppliers

- New Distribution Channel

## Concourse Communications

## Air2Access

## Wildfire Wireless

### BUSINESS MODEL

- WiFi for Travelers
- Landlord Model
- Revenue Sharing
- Revenue from Travelers, Royalties, and Advertising

- WiFi for Boaters and Networked Marinas
- Revenue Sharing
- Revenue from Marinas, Boaters, and Advertising

- WiFi for Commuters and Networked Train Systems
- Revenue Sharing
- Revenue from Commuters, Advertising and Enhancements

### Core Competencies

- Political Familiarity
- Bargaining Strength

- Outdoor Wireless
- Marina and Consumer Marketing
- Student Labor

- Unique Hardware Integration
- Student Labor
- Rapid Development
- Supplier Relationship

# How We Deliver

## The Solution

- Proxim

Stationary Network

Stationary to Train Wireless Connection

On-Train Wi-Fi

Full Solution vs. Business Class



# Full vs. Business Class Model

Full Train Model	2006	2007	2008	2009	Total
<i>Profit Before Taxes</i>	-\$13,820	-\$168,535	-\$99,066	\$170,774	-\$110,647
<i>Equipment Purchased</i>	\$2,000	\$191,621	\$124,898	\$249,796	\$568,315

  

Business Class Model	2006	2007	2008	2009	Total
<i>Profit Before Taxes</i>	-\$13,820	-\$32,864	\$296,649	\$1,073,066	\$1,323,031
<i>Equipment Purchased</i>	\$2,000	\$144,898	\$236,275	\$410,620	\$793,793

# Financial Projections

## Spending

- Demo - \$30,000
- Complete Business Solution - \$125,000

## Fundraising

- Grants – E-Team - \$20,000
- Friends/Family/Colleagues - \$10,000
- Angel/Venture Capital - \$500,000

2006	2007	2008	2009
Round 1 – Demo Raised \$30,000	Round 2 - Line 1 Raised \$500,000	Line 2	Line 3 & 4

# Consolidated Statement of Cash Flow (Business Class Model)

YEARS ENDED	2006	2007	2008	2009
Beginning Year Cash	\$0.00	\$14,180.00	\$336,418.31	\$396,792.31
<i>Net Operations Cash Flows</i>	-\$13,820.00	-\$32,863.69	\$296,649.00	\$1,073,066.06
<i>Property &amp; Equipment Acquisition</i>	-\$2,000.00	-\$144,898.00	-\$236,275.00	-\$410,620.00
<i>Investments</i>	\$30,000.00	\$500,000.00	\$0.00	\$0.00
<b>End Year Cash</b>	\$14,180.00	\$336,418.31	\$396,792.31	\$1,059,238.38

# Wildfire Wireless

## Business Class Model - Income Statement

<i>Revenue</i>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
Wireless Internet	\$0.00	\$173,013.75	\$780,780.00	\$1,904,418.75
Advertising	\$0.00	\$10,000.00	\$20,000.00	\$40,000.00
<b>Total Revenue</b>	\$0.00	\$183,013.75	\$800,780.00	\$1,944,418.75
<b>Operating Expenses</b>				
Payroll	\$6,720.00	\$172,624.00	\$308,936.00	\$395,248.00
Metra Sharing	\$0.00	\$43,253.44	\$195,195.00	\$476,104.69
Other Operating Expenses	\$7,100.00	\$65,800.00	\$80,400.00	\$123,200.00
<b>Total Operating Expenses</b>	\$13,820.00	\$215,877.44	\$504,131.00	\$871,352.69
<b>Profit Before Taxes</b>	<b>-\$13,820.00</b>	<b>-\$32,863.69</b>	<b>\$296,649.00</b>	<b>\$1,073,066.06</b>

# Risks

- Evolving communication standards
- Municipal WiFi
- Cost of Internet access
- Emergence of local competitors
- Lack of Metra interest

# Accomplishments

- The business model
- Functional solution
- Financial assessment
- Confirmed market interest
- Future Plan

# Path Forward

- Summer Projects - Demo
- Seed Funding
- Metra Commitment
- Fall IPRO
  - Future Services
- Initial Implementation

# Summary

- Evidence of Problem and Market
- Evolved Business Model
- Core Competencies
- Financially Promising
- Potential for Growth and Sustainability

WILDFIRE

Questions??

WIREFLESS