## THE SOLUTION,





TRAIN ACCESS BASE STATION UNIT PROXIM TSUNAMI MP.11 MODEL 5054- BSUR



TRAIN ACCESS SUBSCRIBER UNIT PROXIM TSUNAMI MP.11 MODEL 5054-SUR BACKHAUL BASE STATION UNIT PROXIM TSUNAMI MP.11 MODEL 5054-BSUR

CAR-TO-CAR MESH ACCESS POINT PROXIM TSUNAMI MODEL AP4000MR



## VALUE PROPOSITION

#### TRAIN COMPANY

- ACCESS TO ADDITIONAL REVENUE
- ADDITIONAL PASSENGERS/BOLSTERED LOYALTY
- ACCESS TO ENHANCED SOLUTIONS

### COMMUTER

- PRODUCTIVITY ENHANCEMENT
- ENTERTAINMENT AVENUE

## MANUFACTURER

• DISTRIBUTION CHANNEL

# SERVICE MODELS

## BUSINESS CLASS SERVICE

#### Pros

- LESS REVENUE SHARING
- Non-discriminating internet access

#### Cons

- DEVELOPMENT OF ADDITIONAL USER
   MANAGEMENT INFRASTRUCTURE
- Customer use of credit card during commute
- INITIAL INSTALLATION OF HARDWARE IN ALL TRAIN CARS
- CURRENT CARS AREN'T CONDUCTIVE TO EFFECTIVE LAPTOP USE
- DEMAND DOESN'T REQUIRE WIRELESS ACCESS IN ALL CARS

## FULL SERVICE

#### Pros

- MORE PROFITABLE THAN FULL SERVICE
- REDUCED WIRELESS HARDWARE/INSTALLATION COSTS
- UTILIZES EXISTING PAYMENT SYSTEMS.
- ELIMINATES THE NEED TO MANAGE USERS
- CREATES A MORE COMFORTABLE BUSINESS ENVIRONMENT
- SUSTAINABLE SOURCE OF REVENUE WHEN WIFI CAN NO LONGER BE SOLD
- STRONGER TRAIN RELATIONS AND COMPANY IMAGE
- ELIMINATES THE NEED TO MANAGE USERS

#### CONS

- INCREASED REVENUE SHARING
- REQUIRES INCREASED COMMITMENT AND COOPERATION FROM TRAIN SYSTEM

## SPRING 2006 - PATH FORWARD

BUSINESS CLASS MODEL VS. OPEN/FULL MODEL

SEED FUNDING - SUMMER 2006 DEMO

In-Office Equipment Demo

SOLIDIFICATION OF IMPLEMENTATION STRATEGY WITH METRA

FIRST EMPLOYEES - SUMMER 2006 DEMO

SPRING IPRO DAY

ON-TRAIN DEMO

FALL 2006 IPRO - EXPLORATION OF FUTURE SERVICES

# IMPROBABLE ENVIRONMENTS

# THE PROBLEM

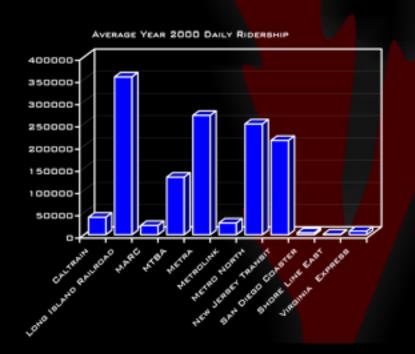
- FEW QUALITY INTERNET SOLUTIONS AVAILABLE TO COMMUTERS
- LIMITED DISTRIBUTION CHANNELS FOR COMMUTER RAIL WIRELESS SOLUTIONS
- HIGH OPERATION COSTS OF COMMUTER RAIL LINES

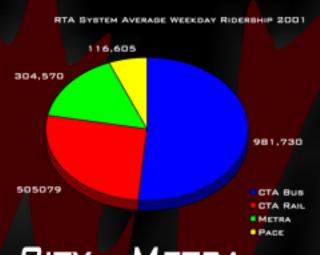
# TARGET MARKET

- COMMUTER RAIL LINES
  - URBAN AREA
  - LARGE POPULATION SERVED
  - 1 HR 11/2 HR COMMUTES
- COMMUTERS
- + Business Professionals
- DAILY COMMUTERS
- OWNERS OF WIRELESS DEVICES

## NATIONAL - CHICAGO

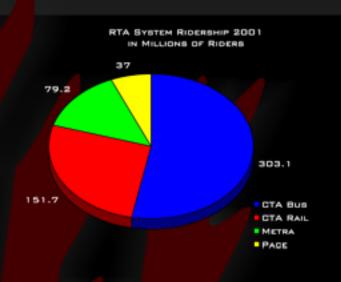
- LOCATION AND ACCESSIBILITY
- LARGE POPULATION SERVED (72.3 MILLION IN 2000)
- 1 HR 11/2 HR COMMUTES
- REASONABLE TRACK LENGTH

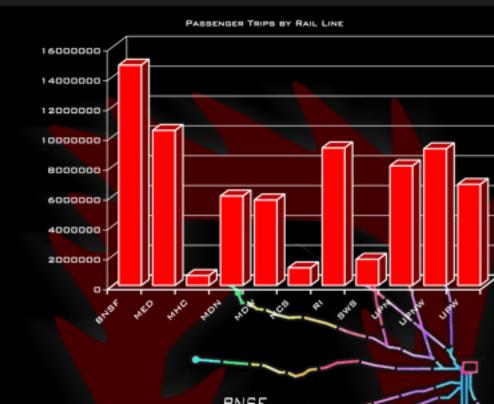






- COMFORTABLE ENVIRONMENT
- Consistent Consumer Base
- LONGER COMMUTES
- COMPRISED MOSTLY OF OUR TARGET MARKET





## THE BNSF

- EXEMPLIFIES OUR TARGET MARKET
- MOST DAILY BOARDINGS (52,479 IN 2000)
- HIGH COMMUTER DENSITY
- Serves High Income Communities

## FOUNDATION

BUSINESS PLAN CONCEIVED - BUS 371

BUSINESS PLAN EXPANDED - BUS 363

FALL 2005

KICK-OFF ENPRO 350

1ST ROUND MARKET & INDUSTRY RESEARCH

SELECTED FOR FALL 05 ENPRO 350 -SEAMLESS WIRELESS MOBILITY DEVELOPED 3 MODELS

TRAIN MODEL FOCUS
BUSINESS MODEL OUTLINE

# LITILIZING TECHNOLOGY TO

# **FINANCIALS**

### SUMMER PROJECT

#### OBJECTIVES

- Complete Solution Demo
- FIRST LINE IMPLEMENTATION PLAN
- METRA IMPLEMENTATION AUTHORIZATION
- EXTENDED MARKET VALIDATION AND FINANCIAL FORECAST

WILDFIRE	WIRELESS	STARTUP	FUNDING		
FUNDING BOUR	MIE!	POTEN	POTENTIAL RAISED:		
	NCIIA GR	ANT	\$20,000.00		
		HT	\$0.00		
	FRIENDS & FAN	IILY	\$10,000.00		
TOTAL POTENT	ALLY RAISED:		\$30,000		
STARTUP COST	g .				
LEASING EQUIP	MENT		\$8,000		
BUYING EQUIPMENT			\$2,000		
OPERATING EX	PENSES				
	CONSULT	ING	\$2,500.00		
	OFFICE R	ENT	\$3,600.00		
	м	IIS C	\$1,000.00		
STUDENT EMPLOYEES			\$6,720.00		
TOTAL STARTUP COSTS:			\$23,820.00		

### SALES FORECAST

#### INITIAL ASSUMPTIONS

- FIRST LINE IS BNSF
- 26,000 DAILY ROUND-TRIP COMMUTERS
- 90% OF THOSE COMMUTERS ARE OUR POTENTIAL MARKET.
- WE WILL OBTAIN 3.5% MARKET PENETRATION IN THE FIRST YEAR
- An additional 7% penetration will be realized in the following year
- THE THIRD YEAR WILL YIELD ANOTHER 5.5% PENETRATION
- EACH ADDITIONAL LINE WILL YIELD 2/3 THE SALES OF THE BNSF
- 10 INITIAL CARS PER TRAIN LINE
- ONE ROUND TRIP PER CAR PER DAY
- ONE BUSINESS CLASS CAR PER TRIP
- 80 Passengers per car
- \$1.50 AVERAGE ROUND-TRIP FARE INCREASE
- 25% Profit Shared to Metra

- INITIAL SEED FUNDING OF \$30,000 NEEDED TO COVER STARTUP EXPENSES, WHICH INCLUDES OFFICE RENT, STUDENT INTERNSHIP COSTS AND DEMO EQUIPMENT COSTS.
- WE WILL SEEKING A COMMITMENT OF \$500,000 OVER TWO YEARS AS WE ARE IMPLEMENTING OUR FIRST TWO TRAIN LINES.

FULL TRAIN MODEL					
	2006	2007	2008	2009	TOTAL
PROFIT BEFORE TAXES	-\$13,820	-\$168,535	-\$99,066	\$170,774	-\$110,647
EQUIPMENT PURCHASED	\$2,000	\$191,621	\$124.898	\$249,796	\$568,315
BUSINESS CLASS MODEL					
PROFIT BEFORE TAXES	-\$13,820	-\$32,864	\$296.649	\$1.073.066	\$1,323,031
EQUIPMENT PURCHASED	\$2,000	\$144,898	\$236.275	\$410.620	\$793,793

- SHOWS THAT THE FULL TRAIN MODEL IS NOT FULLY PROFITABLE EVEN IN THE THIRD FULL YEAR OF OPERATION (2009), EVEN WITH A SLIGHTLY PROFITABLE YEAR.
- SHOWS THAT THE BUSINESS CLASS MODEL BREAKS EVEN IN THE SECOND FULL YEAR OF OPERATION (2008), AND HAS THE POTENTIAL TO BE EXTREMELY PROFITABLE.

	Businesi			
	2006	2007	2008	2009
REVENUE	2000	2007	2000	2007
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
TOTAL REVENUE	\$0.00	\$183.013.75	\$800.780.00	\$1.944,418.75
OPERATING EXPENSES				
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
TOTAL OPERATING EXPENSES	\$13.820.00	\$215.877.44	\$504.131.00	\$871,352.69
PROFIT BEFORE TAXES	-\$13,620.00	-832,863.69	\$296,649.00	\$1,073,066,06

## POSITIONS AVAILABLE

IN MAY 2006, WILDFIRE WIRELESS PLANS TO BEGIN ITS FIRST PHASE, THE IMPLEMENTATION OF A WORKING DEMO. THE FOLLOWING POSITIONS ARE AVAILABLE:

- NETWORK ENGINEER
- Network Architect/Administrator
- DATABASE ADMINISTRATOR/WEB AND APPLICATION DEVELOPER



## SPRING 2006 - PATH FORWARD

IMPLEMENTATION ON FIRST LINE

FIRST CUSTOMERS

BREAK EVEN

COMPLETE METRA COVERAGE

FIRST FULL-TIME EMPLOYEES

ROUND TWO FUNDING

IMPLEMENTATION OF ADDITIONAL SERVICES

GROWTH TO ADDITIONAL LINES

THE WILDFIRE WIRELESS TEAM

# OUR PLACE IN INDUSTRY

## MANUFACTURERS VS. DISTRIBUTORS

- DEVELOPING WIRELESS NETWORK AND HARDWARE
- MARKETING AND DELIVERY OF PRODUCTS TO CONSUMERS
- Too expensive to be an Bath sides

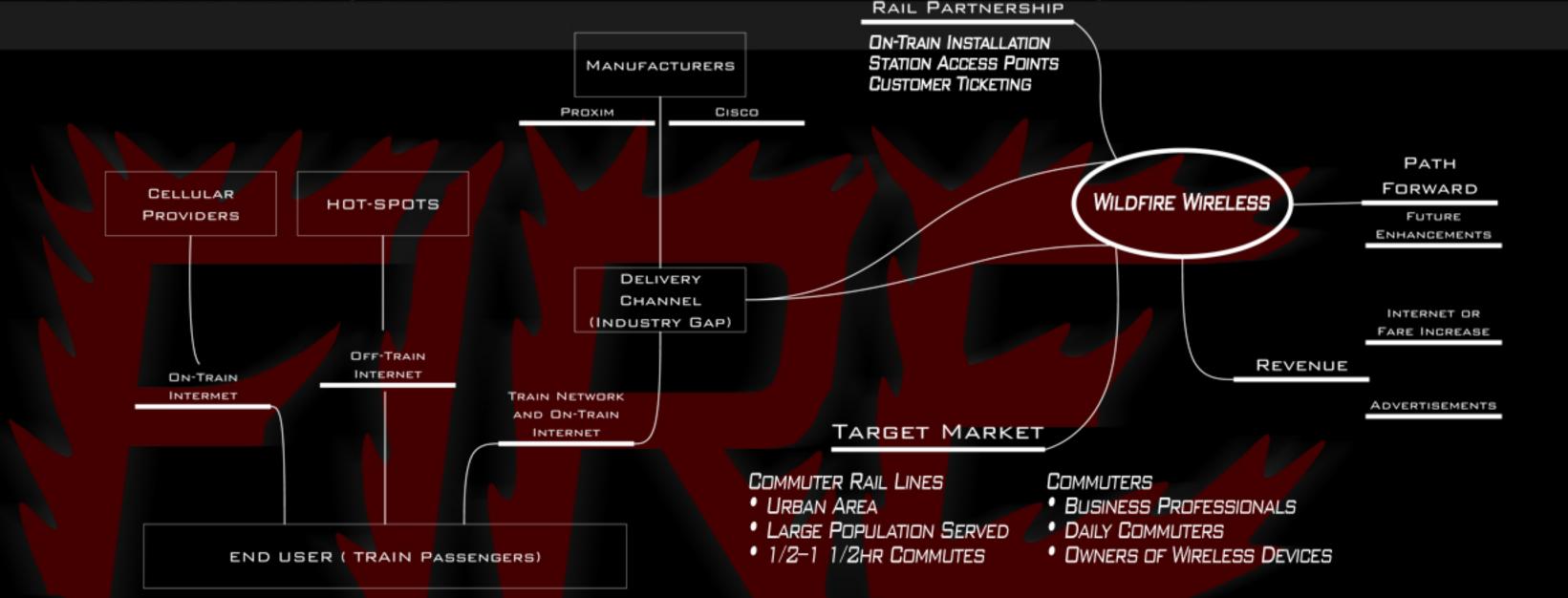
## COMPETITION

INDIRECT/FUTURE

- Hatspats/City-wide WiFi
- AIRZACCESS
- Concourse Communications

DIRECT

- VERIZON/SPRINT/ETC (EVDO)
- INTERNAL TECH DEPARTMENTS



## **SPRING 2006**

KICK-OFF ENPRO ROUND 2
SURVEY ROUND 1

PREDICTED FUNCTIONAL SOLUTION

COMPLETE 4 YEAR FISCAL FORECAST

SUMMER PROJECT PLAN

INDUSTRY VALIDATION THROUGH MANUFACTURERS
INDUSTRY VALIDATION THROUGH SIMILAR BUSINESSES

SURVEY ROUND 2 SOLIDIFICATION OF OUR BUSINESS MODEL

# SATISFY REAL NEEDS IN