



Travel Flash

P **O** **I** **N** **T**
POI Navigation Technology

The Team

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The Challenge

- **Product**
 - GPS guided self directed tours in major cities.
- **Barriers**
 - Established Competition
 - Lack of widespread PDA use

Solution

A navigation device screen is shown in the background, displaying a map and various icons. The word "POINT" is overlaid on the screen in large, bold letters. The letters "P", "O", and "I" are red, "N" is blue, and "T" is black. Below "POINT", the text "POI Navigation Technology" is displayed in a smaller font, with "POI" in red, "Navigation" in blue, and "Technology" in black.

P O I N T
POI Navigation Technology

We identified a new niche market.

We redesigned our product.

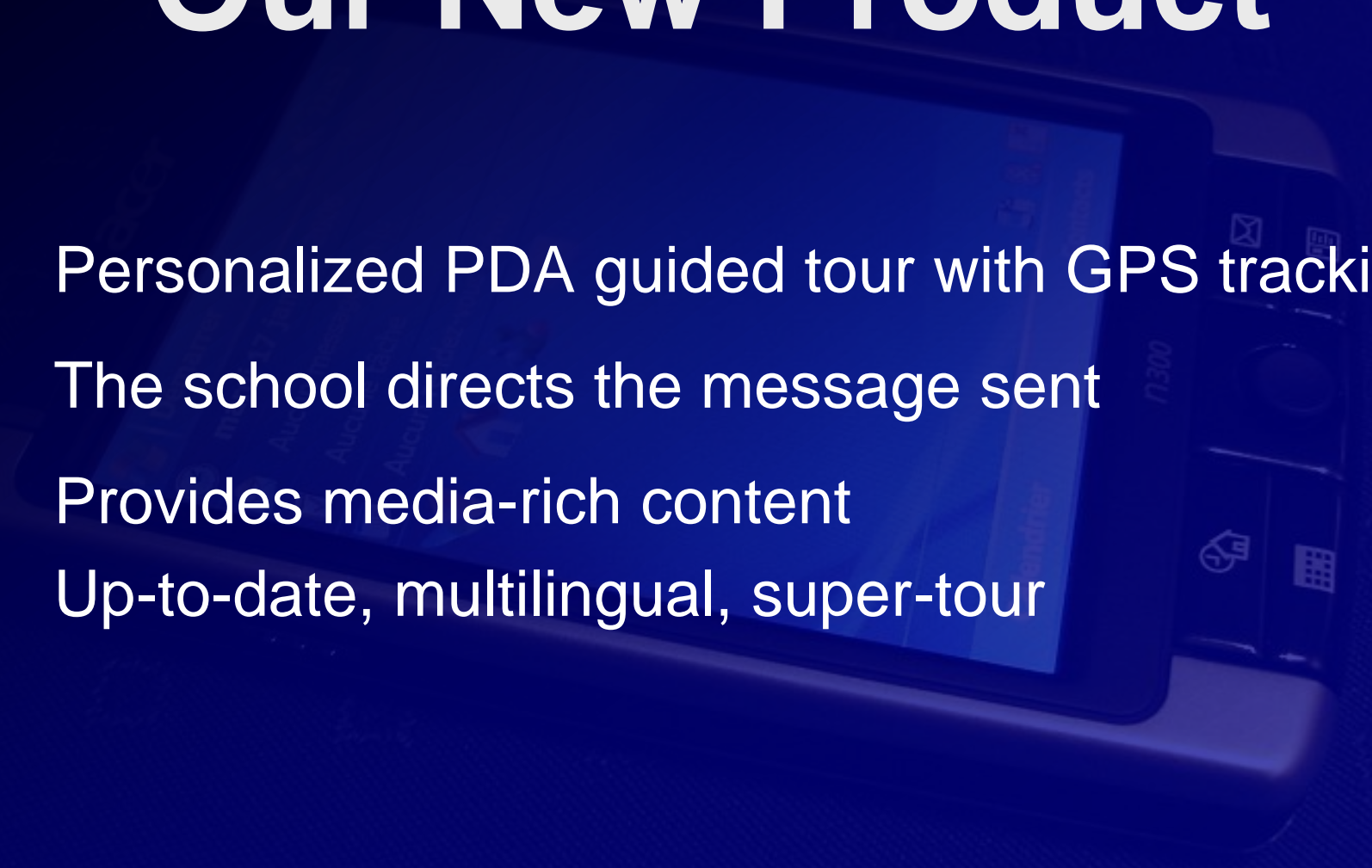
Our New Market

- University Tours
 - Specifically targeted to admissions offices

Number of 4-year colleges and enrollment in the U.S.

	Number of Schools	% of Total Schools	% of total enrollment
Small Schools	1820	78.8	28.5
Medium Schools	432	18.7	4.8
Large Schools	58	2.5	23.5

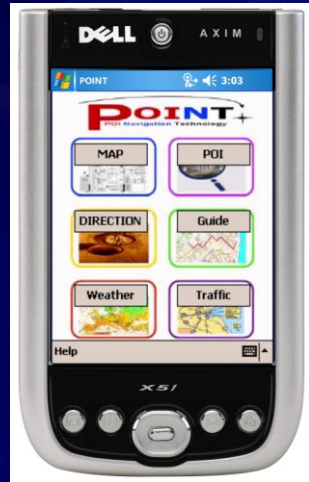
Our New Product

- Personalized PDA guided tour with GPS tracking
 - The school directs the message sent
 - Provides media-rich content
 - Up-to-date, multilingual, super-tour
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Product Description



POINT
POI Navigation Technology



FRANSON GpsTools



Value Proposition

- Eliminates the need for constant attention of the admissions staff
- Creates a new sales channel for campus
- Permits electronic data capture
- Visitors get the tour they want, when they want it
- Exposes more visitors to the university's sales pitch
- Increases enrollment prospects

Competition

- Campus guides
- Campus virtual tours
- Sand Pale (California)
- On Deck Tech (local)

Market Research



- Survey
 - 68% of persons surveyed want our product
 - 71% desire audio and video
 - But, only 20% own a PDA
- Admissions Office
 - Looking for new approaches



Ideal Customer

PURDUE

- Universities

- Small schools ▶ Proud and endowed
- Medium schools ▶ Popular and selective
- Large schools ▶ Guaranteed traffic



DEPAUW
UNIVERSITY

The background of the slide is a dense, overlapping pattern of US dollar bills, including \$10 and \$20 denominations, rendered in a dark blue color. The bills are scattered across the entire frame, creating a textured, financial-themed backdrop.

Financials

Revenue Model

- Single University Revenue Stream:

3 year contract *3 year renewal*

Revenue

PDA Package	\$ 22,500	\$ 22,500
POINT System	60,000	45,000
Total Revenue	82,500	67,500

Cost of Sales

PDA Package	22,500	22,500
Direct Labor	12,000	9,000
Total Cost of Sales	34,500	31,500

Gross Margin **\$ 48,000** **\$ 36,000**

Income Forecast

	2007	2008	2009	2010	2011
Active Schools	2	7	17	37	72
PDA's In Operation	100	350	850	1,850	3,600
Revenue (Sales)					
PDA Package	\$ 15,000	\$ 52,500	\$ 127,500	\$ 277,500	\$ 540,000
POINT System	30,000	165,000	390,000	855,000	1,605,000
Total Revenue (Sales)	45,000	217,500	517,500	1,132,500	2,145,000
Cost of Sales					
PDA/Equipments	15,000	52,500	127,500	277,500	540,000
Direct Labor	18,000	48,000	100,500	208,500	381,000
Total Cost of Sales	33,000	100,500	228,000	486,000	921,000
Gross Margin	\$ 12,000	\$ 117,000	\$ 289,500	\$ 646,500	\$ 1,224,000
Total Expenses	102,300	134,300	199,300	349,700	512,700
Profit Before Tax	\$ -90,300	\$ -17,300	\$ 90,200	\$ 296,800	\$ 711,300

Product Demo



- Graphical User Interface
- Bilingual (English, Spanish)
- Audio and Video Guide
- Directions
- Guided Tours
- Real Time Information

User Interface and Audio/Video



- **Attractive User Interface**

- Graphical UI

- Bilingual Menus

- **Audio/Video Tour**

- User friendly Interface with Audio and Video

- Bilingual information

Directions and Guided Tour



- **Directions**

- Select destination
- Gives directions
- Useful for large campuses



- **Guided Tour**

- Guided tour path
- Shows building list and directions to each building

The Path Forward



- Second generation product
 - THE information source for students
- New Markets for POINT Product
 - State Parks
 - Historic Sites
- Consolidation with Segway IPRO
 - New technology and product scope

A blue-tinted image of a mobile phone, likely a Palm Treo 7300, is shown at an angle. The phone's screen displays a calendar application with the date 'Monday, 17' visible. The phone has a physical navigation pad and several function buttons on the right side. The word 'Questions?' is overlaid in large, white, bold, sans-serif font across the center of the phone's screen.

Questions?



Nokia

Demain

Mardi 17 janvier

Aucun message

Aucune tâche

Aucun rendez-vous

11:11

Calendrier

N300



Outline

- Challenge and Solution
 - New Market and New Product
 - Value Proposition and Competition
 - Market Research and Ideal Customer
 - Financial Information
 - Prototype Work
 - Path Forward
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