Travel Flash

POINT

POI Navigation Technology

The Team

Advisor: James Braband (*MBA UChicago*)

Team Leader: Anthony Malizzio (*BUS + CS*)

Business Team

Leader: Ann Florian (*BUS*)

Hassan Anoon (*CS*)

Zack Hartnett (*BUS*)

Rich Kroeger (*PS*)

Susana Odriozola (*ARCH*)

Victor Pano (*CIS*)

Technical Team

Leader: Bong Gun Shin (*CS*)

Eunkook Kim (*EE*)

Jung Kwon (*CS*)

Seunghoon Lee (*CS*)

Soomin Park (*CIS*)

The Challenge

- **Product**
  - **GPS guided self directed tours in major cities.**

- **Barriers**
  - **Established Competition**
  - **Lack of widespread PDA use**

Solution

POINT

POI Navigation Technology

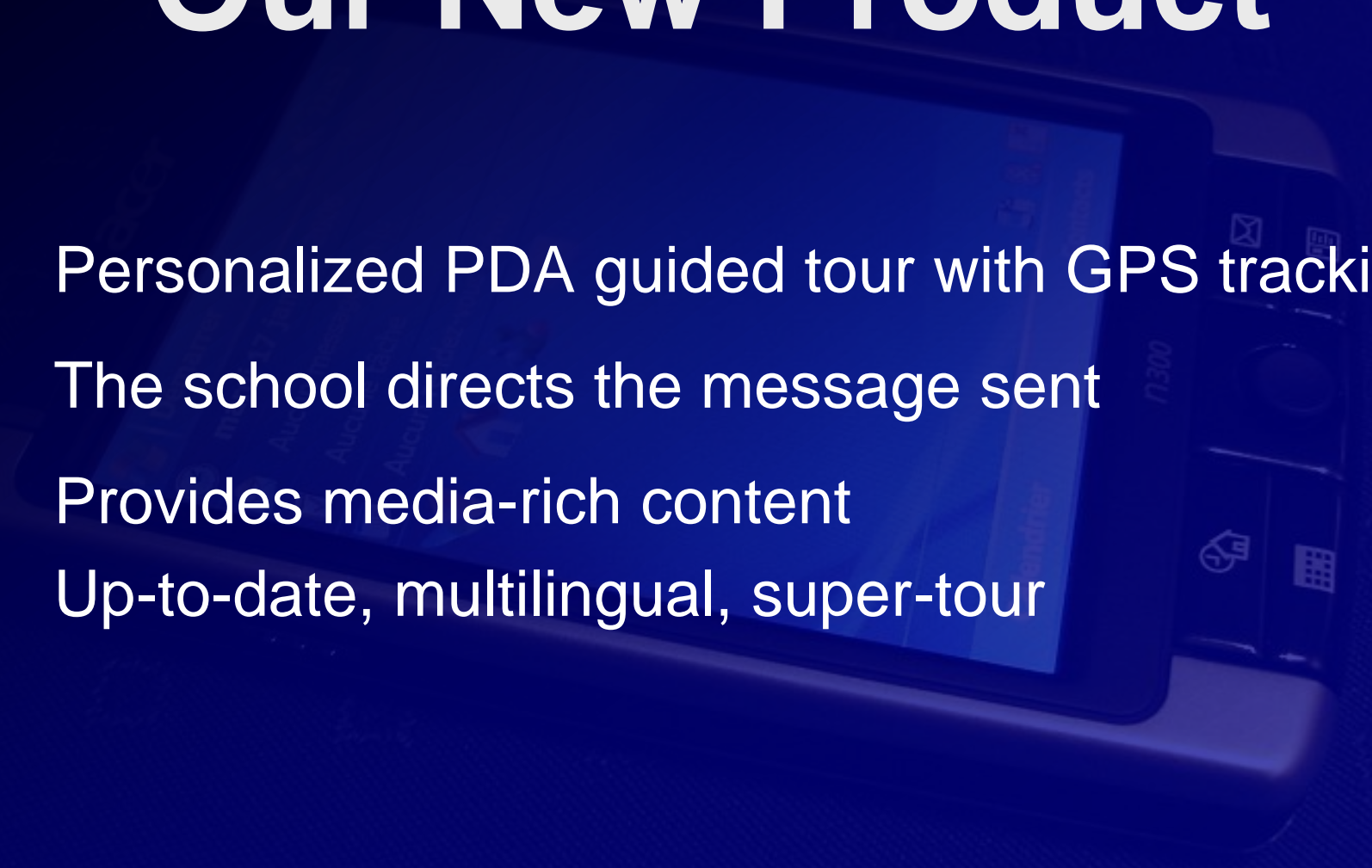We identified a new niche market.
We redesigned our product.

Our New Market

- ## University Tours
  - ## – Specifically targeted to admissions offices

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

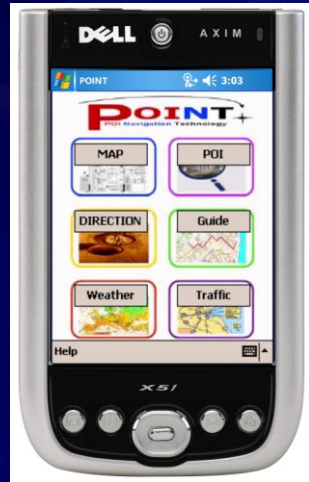|	Number of Schools	% of Total Schools	% of total enrollment
Small Schools	1820	78.8	28.5
Medium Schools	432	18.7	4.8
Large Schools	58	2.5	23.5

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

Product Description

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

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

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**
PDAs 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

Questions?

Outline

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