

# ENPRO 357: TravelFlash



200 m  
1000 ft

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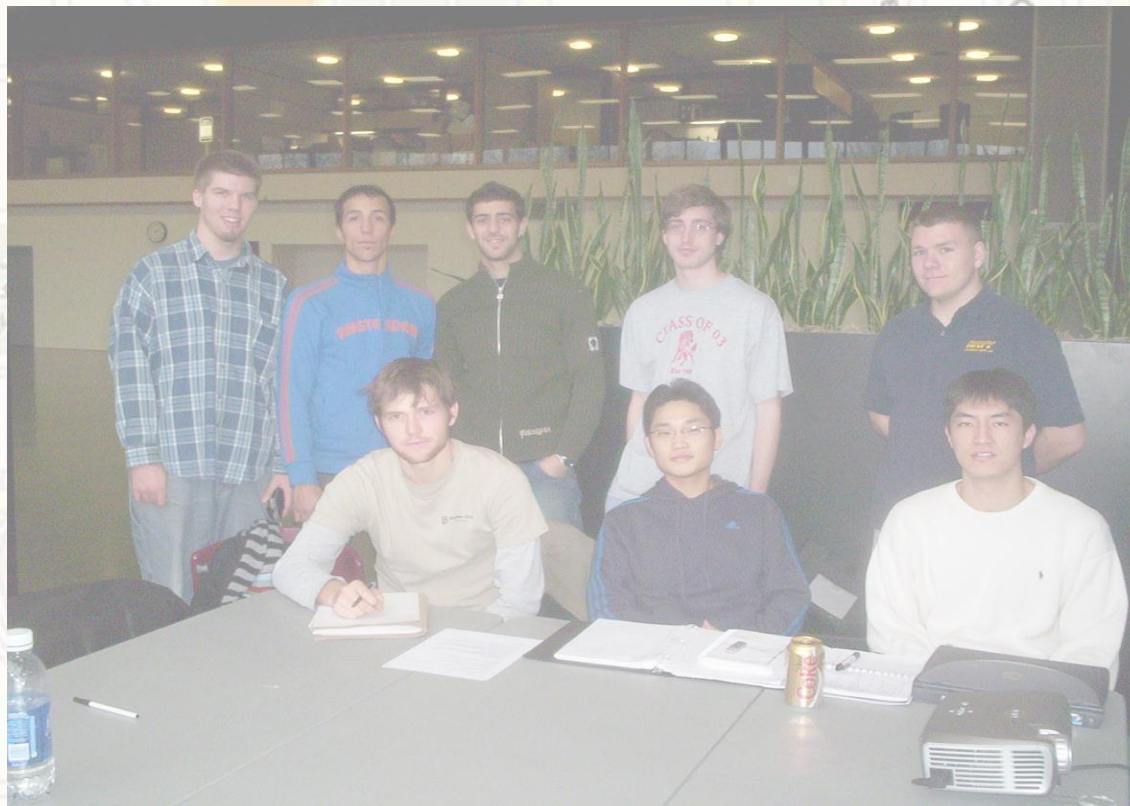
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# Who Are We?

We provide location-specific information for tourists with mobile devices



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# The Problem



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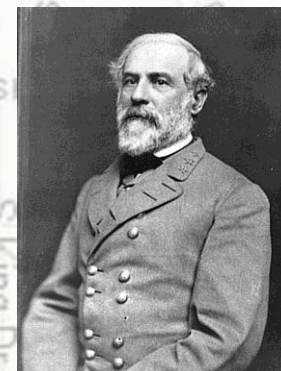


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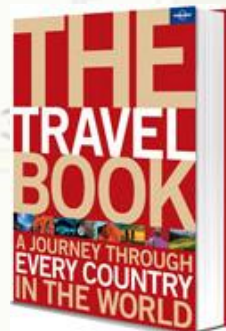
# The TravelFlash Solution



**Tour Groups**



**History**



**Guide Books**



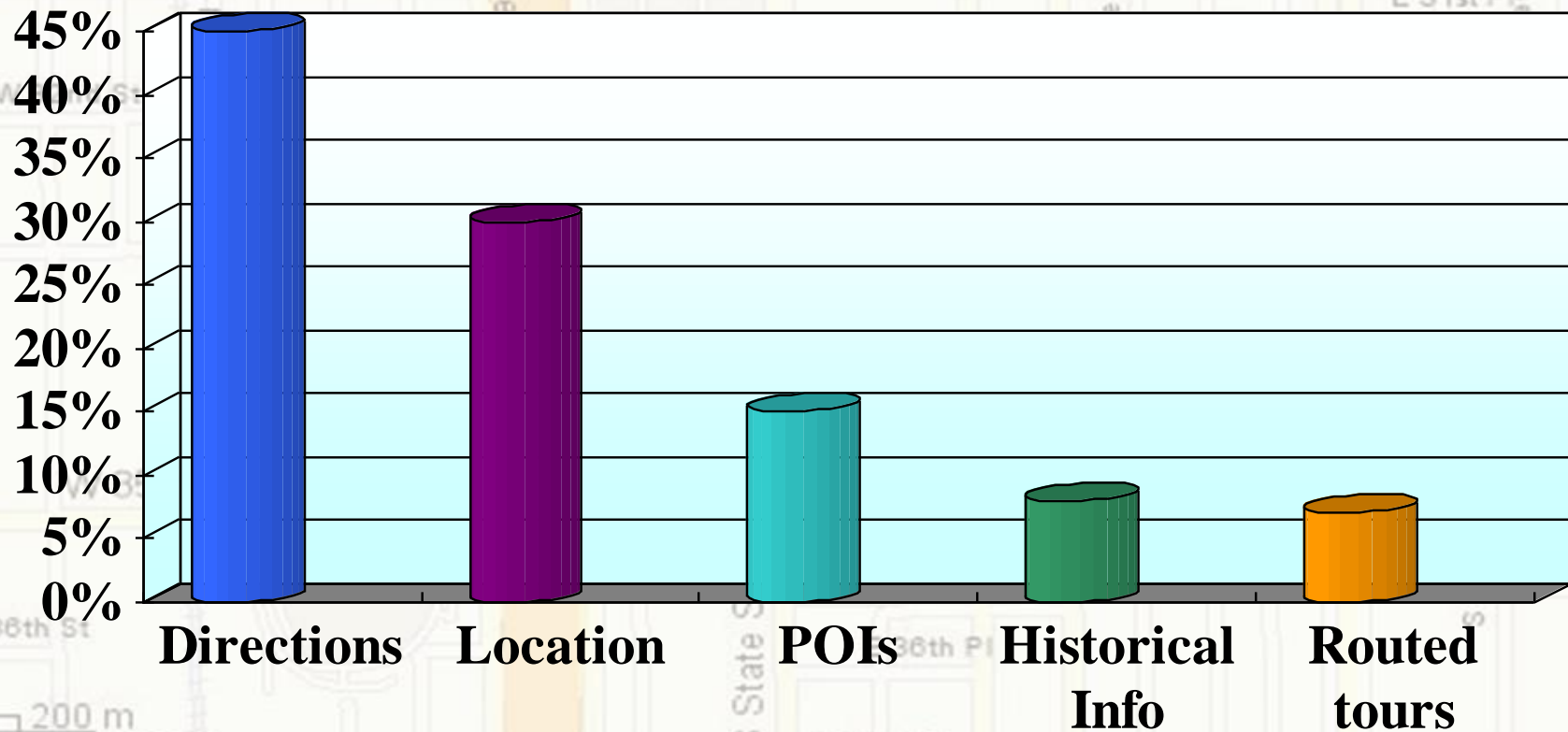
**Internet Information**





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# Customer Needs Analysis





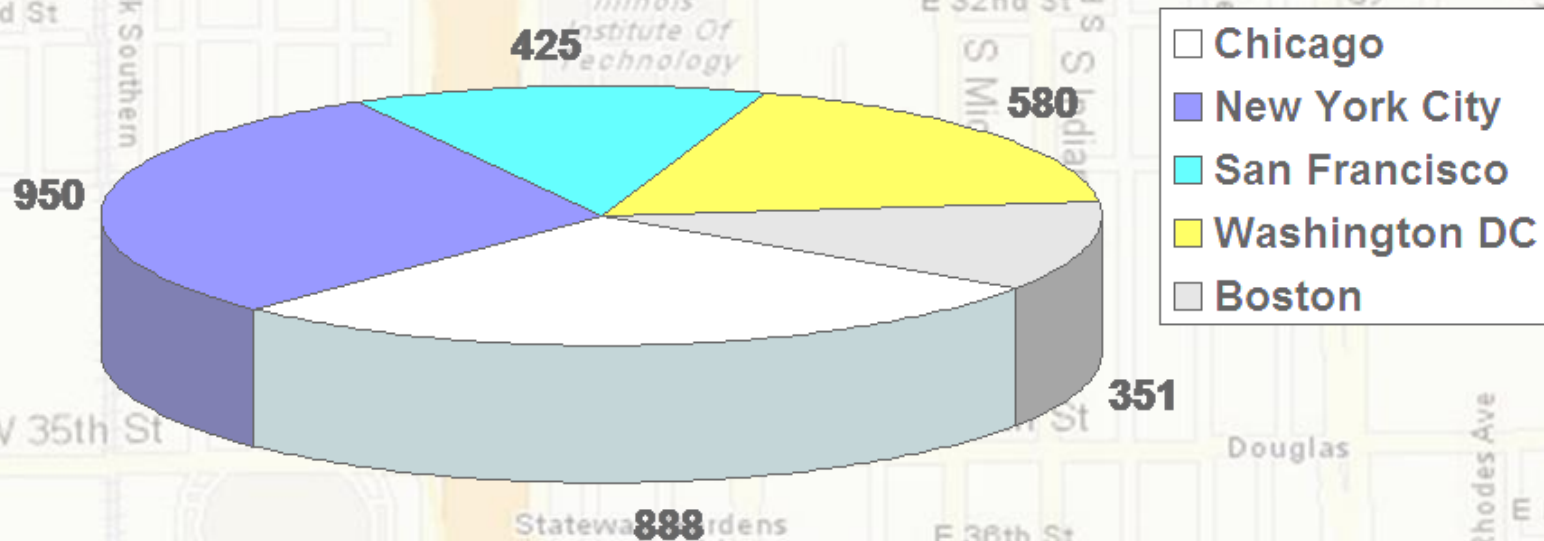
# TravelFlash

Company		Microsoft Streets & Trips	PHAROS	vindigo	TravelFlash
Product		Street & Trips 05	Pharos Ostia	Vindigo city guide	TravelFlash
Platforms	Pocket PC	✓	✓	✓	✓
	Palm	✗	✗	✓	✗
	SmartPhones	✓	✓	✓	✗
Target industry		Driving travelers	Driving travelers	Leisure travelers	Leisure travelers
Features	Directions	✓	✓	✓	✓
	POI	✓	✓	✓	✓
	GPS	✓	✓	✗	✓
	Weather	✗	✗	✓	✓
	Events	✗	✗	✓	✓
	POI reviews	✗	✗	✓	✓
	Public transportation	✗	✗	✓	✓
	Historical Info	✗	✗	✗	✓
	Virtual tours	✗	✗	✗	✓



# Market Opportunities

**Leisure Travelers That Carry a PDA When Traveling to Target Cities (Thousands)**







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# Value Proposition

- Save money on guidebooks and history lessons
- Save \$10-\$20 on a guided tour, and take it when you want
- Save time and effort searching for the perfect restaurant
- With GPS integration, know exactly where you are at all times
- Save yourself the dry cleaning bill when you see the rain forecasted for the afternoon



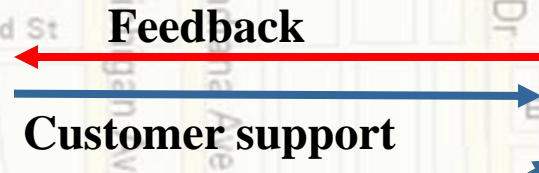




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# Business Model

## Partnerships





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# Go-to-Market Strategy

- Create product for IIT campus to demonstrate full functionality
- Confirm customer value proposition
- Create a buzz and seek early funding
- Establish partner relationships to create a product for the City of Chicago
- Consider expansion to other major cities

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# Revenue Sources

- Direct sales to individual customers
- Value-added consulting services
- Multi-user/site licenses
- Sales of advertising space





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# Major Cost Items

- External database licensing fees
- Research and development
- Maintenance of TravelFlash database
- Sales and marketing



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# Potential Revenue

	<b>CHICAGO</b>	<b>ALL TARGET CITIES</b>
<b>Total Visitors</b>	<b>31,000,000</b>	<b>118,000,000</b>
<b>Total Leisure Visitors</b>	<b>17,000,000</b>	<b>64,000,000</b>
<b>Total Leisure Visitors w/ PDA</b>	<b>850,000</b>	<b>3,200,000</b>
<b>Potential Customers</b>	<b>128,000</b>	<b>480,000</b>
<b>Potential Revenue</b>	<b>\$4,500,000</b>	<b>\$16,800,000</b>



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# Risks

- Failure to successfully differentiate product from competition
- Market risks associated with PDAs
- Inability to create a successful system for data collection and maintenance





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# Achievements

- Business model
- Basic prototype
- Teamwork
- Clear path forward





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# The Future

- Continue to implement features in the prototype
- Make the product more user-friendly
- Develop a detailed analysis of the costs associated with the product
- Develop a more complete marketing strategy for all target areas





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**Thank You!**

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