flâneur

technologies

our Mission is to provide fully customizable touring technology where our customers can expect fast implementation of the tour platform. They can enjoy both increased market share in respect to their competition and the ability to captivate new customers with a unique system.

Target Market

Flaneur Technologies has focused on these areas based on research derived • Tour Guide Books from user surveys distributed to two Segway tour shops in Chicago and visits to four city college campus tours to understand the business, its customers, and the quality of service provided by tour operators

- Segway City Tours
- Over 100 Segway dealerships nationwide
- Average amount of people taking Segway tour per season is 7,887
- Potential market is based on 10% of the Segway tour riders that took the tour for the content (based on surveys)
- College Tours
- Over 2,300 colleges and universities nationwide - Possible increase student enrollment through this sales pitch
- City Tours or Museum Tours by Foot
- Potential future market to target for our GPS-directed tours
- National Tour Association (NTA) Trends Analysis Summary suggested that during 2005, NTA tour operators served an average of 4,873 customers on day tours, and 5,417 passengers on overnight packages.
- The percent of the overall sales volume from the tour operators from our outside research resulting from group tours was 77 percent in the year 2005.

Marketing Strategy

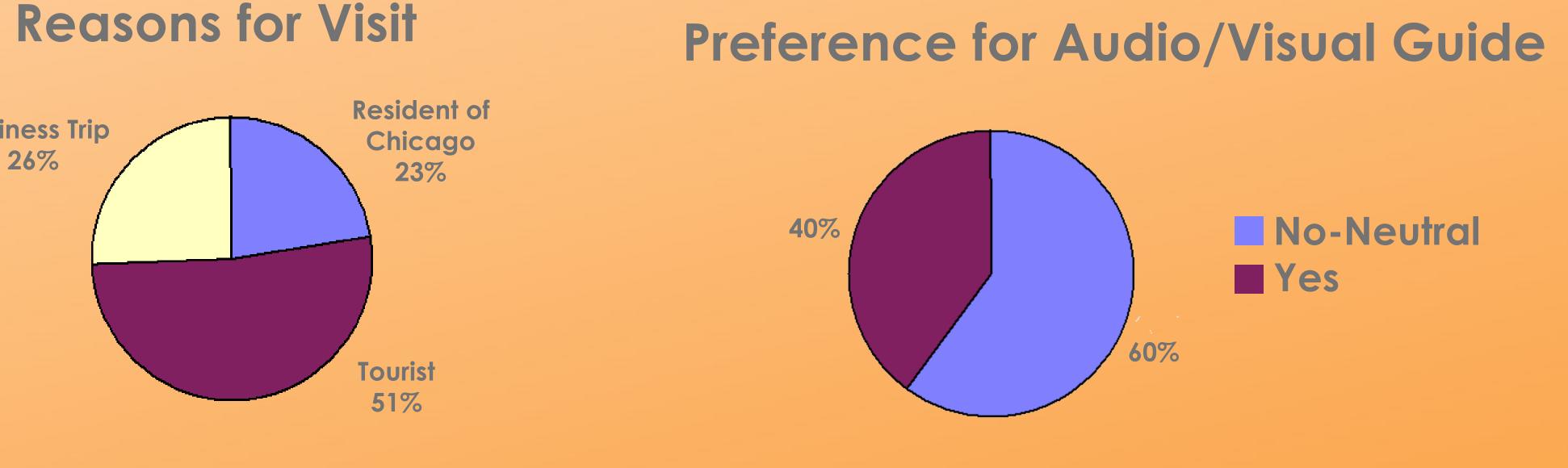
Flaneur Software will differentiate itself from other tour systems in three ways:

- Gives a fuller experience than a tour guide or audio player through audio and visual stimuli.
- Offers a more personal and fun experience than a scripted tour
- Can be tailored to the primary customer, and the software experience can be individually tailored to their customers

Competitive Analysis

- The disadvantage is that the information in the book is at least one and often two or more years old by the time a reader has the book.
- Travel DVD/Video
- The disadvantage is that this information is not easily portable and has the similar problem of being outdated.
- Human Tour Guide
- The disadvantage is that there is variability in the quality of tour guides and usually much higher cost factor.
- GPS System

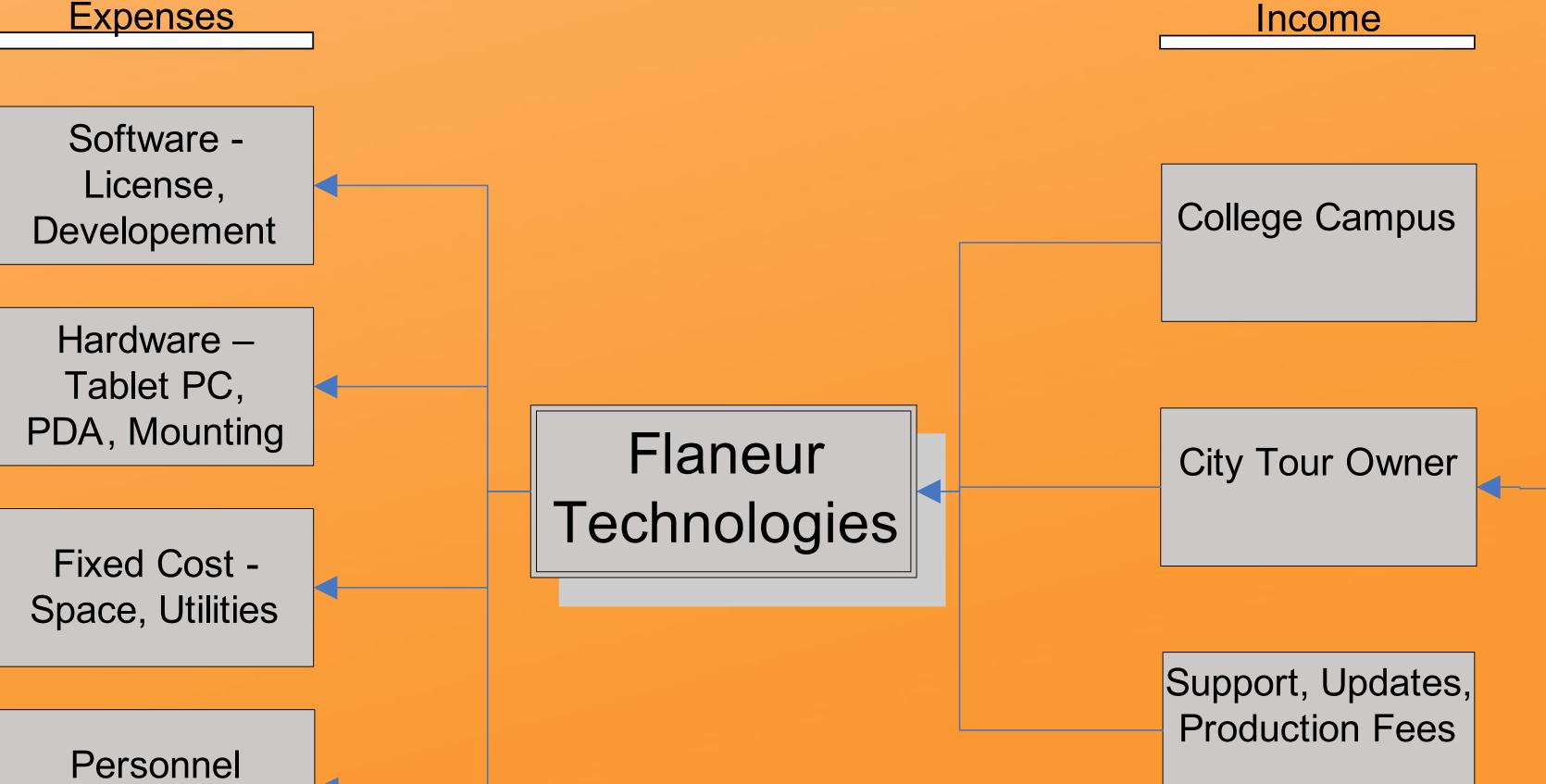
Market Analysis



Schools	Public	Private	Total
<1000	178	1448	1626
1000-4999	720	839	1559
5000-9999	377	96	473
10000-1999	268	45	313
>20000	156	13	169

Financials

Profit and Loss Statement	2008	2009	2010
Tour Packages Sold SegwayTours College Tours	2	4 12	8 35
Total Revenue COGS Gross Margin	146,250	468,000	1,257,750
	45,400	142,400	379,400
	100,850	325,600	878,350
Salaries and Wages Other costs Profit Before Tax	220,000	220,000	380,000
	35,000	46,000	<u>68,000</u>
	-154,150	59,600	430,350



flâneur

A detached pedestrian observer of a metropolis 'a gentleman stroller of city streets'



Team Members Alex Pope Anton Varshavskiy Erick Fields Michael Krauss Jennifer Hernandez Joseph Conti Jesus Tugade

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