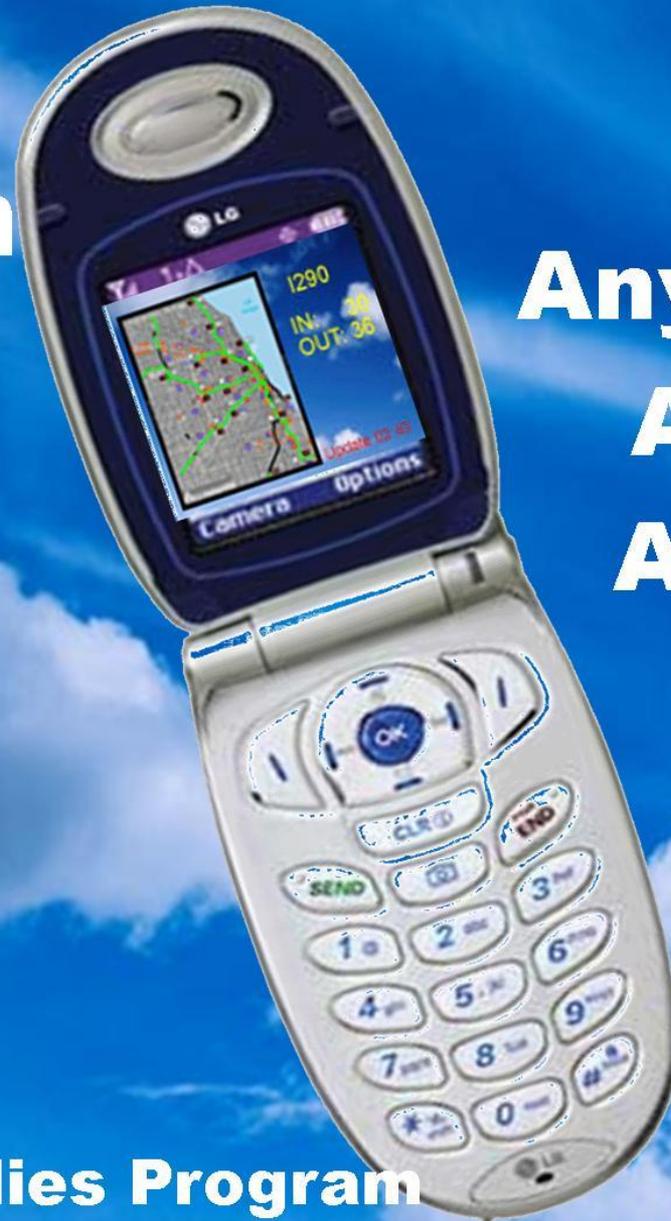# Real Time Information

Anywhere

Anyhow

Anytime

IPRO 350b

Ed Kaplan

Entrepreneurial Studies Program

Sky Blue Mobile

Skyblue Mobile

- Passively delivering real-time data to mobile devices

- Adding value to the screen
  - ✓ Always on – Wallpaper/Screensaver
  - ✓ "Any-time Any-where" data – update periodically
  - ✓ "Set – and – Forget"

- Limitations
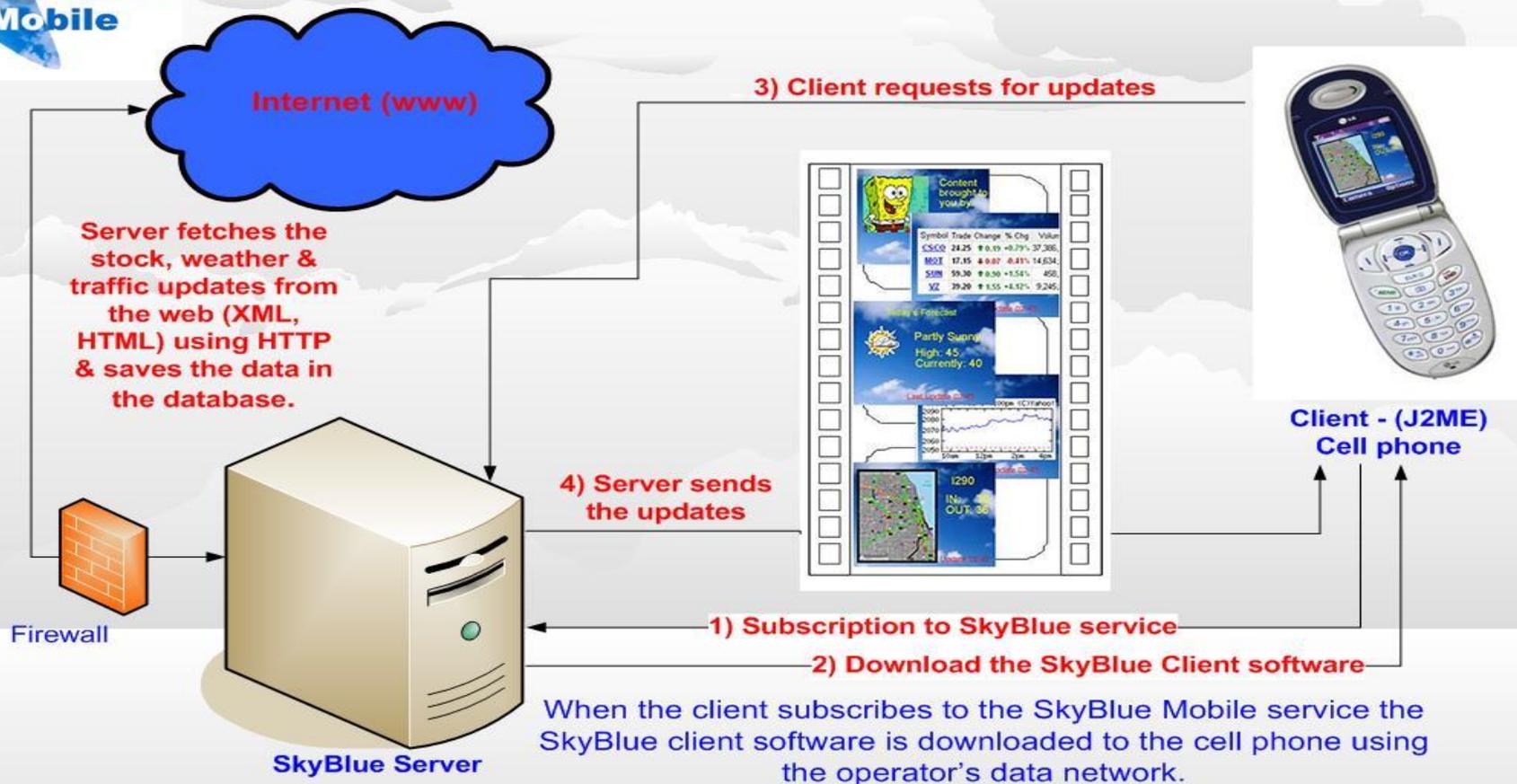 - ✓ Small screen size > slide show instead of static page

Skyblue Mobile

I.   SkyBlue Architecture

II.   Demo

III.   Market Research

IV.   Competitive Research

V.   Timeline and Path Forward

VI.   Team

VII.   Summary and Conclusions

SkyBlue Mobile Prototype (v-1.0) High Level Architecture

Internet (www)

3) Client requests for updates

Server fetches the stock, weather & traffic updates from the web (XML, HTML) using HTTP & saves the data in the database.

4) Server sends the updates

Client - (J2ME) Cell phone

Firewall

1) Subscription to SkyBlue service

2) Download the SkyBlue Client software

SkyBlue Server

When the client subscribes to the SkyBlue Mobile service the SkyBlue client software is downloaded to the cell phone using the operator's data network.

SkyBlue Mobile

- More than **1 billion** cell phone users world-wide

    - ✓ **$426 billion** in revenue in 2003

- SMS = Short Messaging Service

    - ✓ Used by **85%** of mobile users

    - ✓ More than **25 billion** SMS messages sent globally each month

    - ✓ **15%** of mobile operators' revenues = **$63.9 billion** in 2003

- In 2003 in UK only, **20%** of adults aged 15-34 purchased SMS alerts, spending a total of £90m (**aprox. $160million**) per year

	Customizable	Offered by:	Charges	Content
Internet Browsers	*No*	Phone Carriers	Data plan or pay-as-you-go basis	*Internet*
Text Messages (SMS)	X	Several websites: Yahoo, MSN	Hidden charges for some	All text
Multimedia Messages (MMS)	X	Phone Carriers	$2.99 - $15	Graphics + Text

Macromedia FlashCast	X	Phone Carriers	Free until April 2005 for UK only by T-Mobile	Basic Channels + Premium Channels

SkyBlue Mobile

Bringing value to our customers

The SkyBlue Mobile Advantage

- **For the operators**
  - ✓ Increased Revenue Per User
  - ✓ Adding valuable content to phone's screen
  - ✓ Low licensing fee
  - ✓ No hassle solution
  - ✓ Replace data delivery through

  Text and Multimedia Alerts

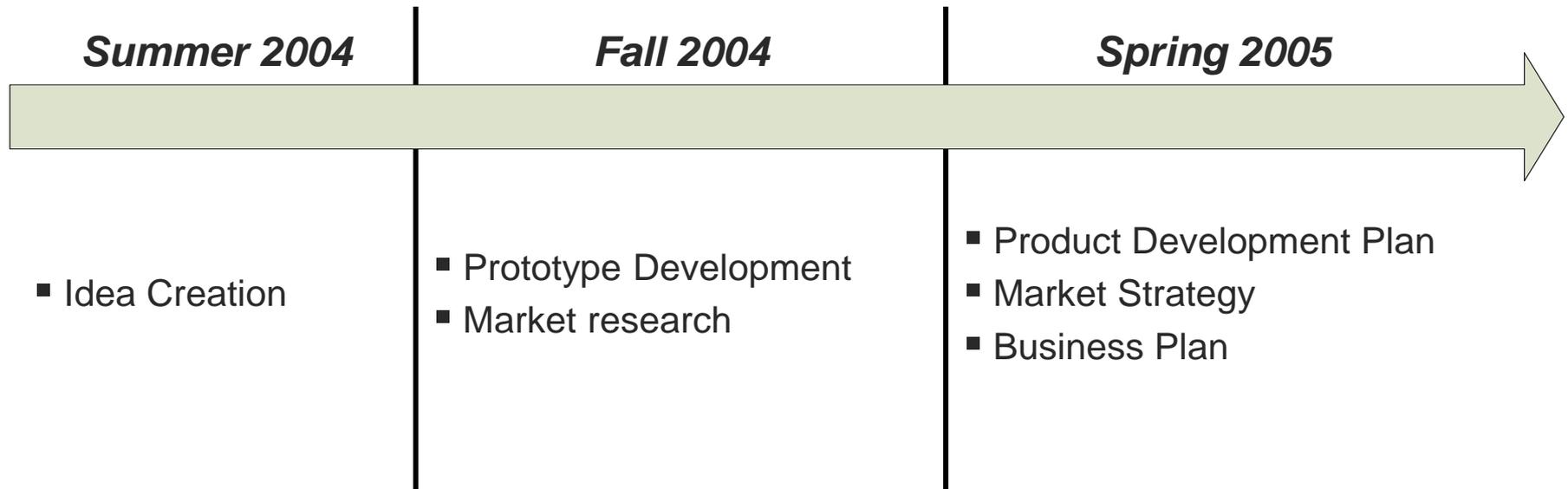- **This open platform allows third parties to create unique content with minimal cost of entry**

- **For the users**
  - ✓ Doesn't fill your inbox
  - ✓ Minimum interaction
  - ✓ "Set – And – Forget"
  - ✓ Instantaneous delivery

Skyblue Mobile

Summer 2004	Fall 2004	Spring 2005
■ Idea Creation	■ Prototype Development ■ Market research	■ Product Development Plan ■ Market Strategy ■ Business Plan

Bruce Wiatrak

Developer client side & founder of SkyBlue Mobile

Kumar Abhijeet, senior Electrical and Computer Engineering, India

ENPRO team leader & cofounder of SkyBlue Mobile

Tim Saylor, senior Computer Science, Chicago, IL

Developer server end

Celeste Zapanta, senior Computer Science, Philippines

Competitive research, marketing strategy

Ioana Nicolaescu MD, junior Computer Science, Romania

Consumer research, marketing strategy

Oluwaseun Craig, junior Mechanical Engineering, Nigeria

Functional requirements, test requirements

Prof. Daniel Ferguson

Company advisor

Skyblue Mobile

- The SkyBlue Mobile platform has the potential to redefine the culture of the mobile phone

- SkyBlue Mobile will help in making the mobile phone the third screen in people's lives, right behind the TV and the computer screen

Download the SkyBlue application here:

http://www.skybluemobile.com/SkybluePortal.jad