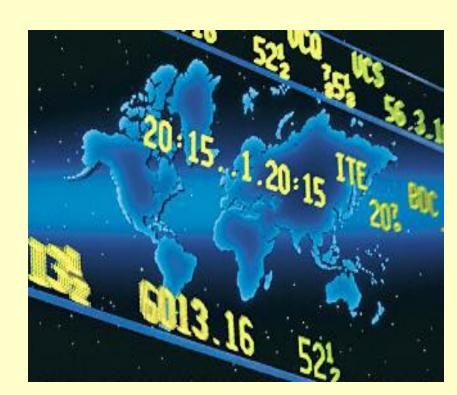# IPRO 350B – SkyBlue Mobile: Delivering Real Time Data to Mobile Devices

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The Problem

Real Time Information

Anywhere Anyhow Anytime

IPRO 350b
Ed Kaplan
Entrepreneurial Studies Program
Sky Blue Mobile

The Team

Dr. Ferguson   Tim   Seun   Ioana   Celeste   Bruce   Kumar

Team SkyBlue Mobile

Bruce Wiatrak
Developer client side & founder of SkyBlue Mobile

Kumar Abhijeet
ENPRO team leader & cofounder of SkyBlue Mobile

Tim Saylor
Developer server end

Celeste Zapanta
Competitive research, marketing strategy

Ioana Nicolaescu
Consumer research, marketing strategy

Oluwaseun Craig
Functional requirements, test requirements

Prof. Daniel Ferguson
Company advisor

The Solution

• 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

Market Size

▪ 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** per year

The Competition

	Customizable	Offered by:	Charges	Content
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

The SkyBlue Advantage

• For the operators

• Increased Revenue Per User

• Replace data delivery through SMS and MMS Alerts

• Adding valuable content to phone's screen

• low licensing fee (for operators)

• For the users:

• instantaneous delivery

• doesn't fill your inbox

• monthly fee (for users)

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