



# Mission Statement

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- ❑ To provide secure, real-time, voice-enhanced access to corporate intranets via hand-held wireless devices.



# Highlights

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- ❑ **Product highlights**
    - Voice enhanced wireless application
  - ❑ **Sales initiative**
    - Financial forecasts
  - ❑ **Marketing initiative**
    - Advertisement and product awareness
  - ❑ **Competitors**
  - ❑ **Q & A**
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# The Team

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- ❑ **Bremer Jonathan**      **Junior**      **EE**
  - ❑ **Defina Maluki**      **Senior**      **EE**
  - ❑ **Katin Pandya**      **Junior**      **EE**
  - ❑ **Mihir Patel**      **Junior**      **CS**
  - ❑ **Tibe Rwakatare**      **Senior**      **EE**
  - ❑ **Rohit Sankaran**      **Junior**      **CPE**
  - ❑ **John Warden**      **Advisor**
  - ❑ **ZhiZong Zeng**      **Senior**      **EE**
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# Learning Model

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- ❑ **Why learning model?**
  - ❑ **Overview of the learning model**
  - ❑ **What attracted us to the .NET solution for our model?**
    - **ASP.NET web development model**
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# Learning Model

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- **Support for a Variety of Devices**
- **Write-once Web Pages**

**DEMONSTRATION:**

# Introduction

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- ❑ Overview of the Wireless Application Industry



# The Product

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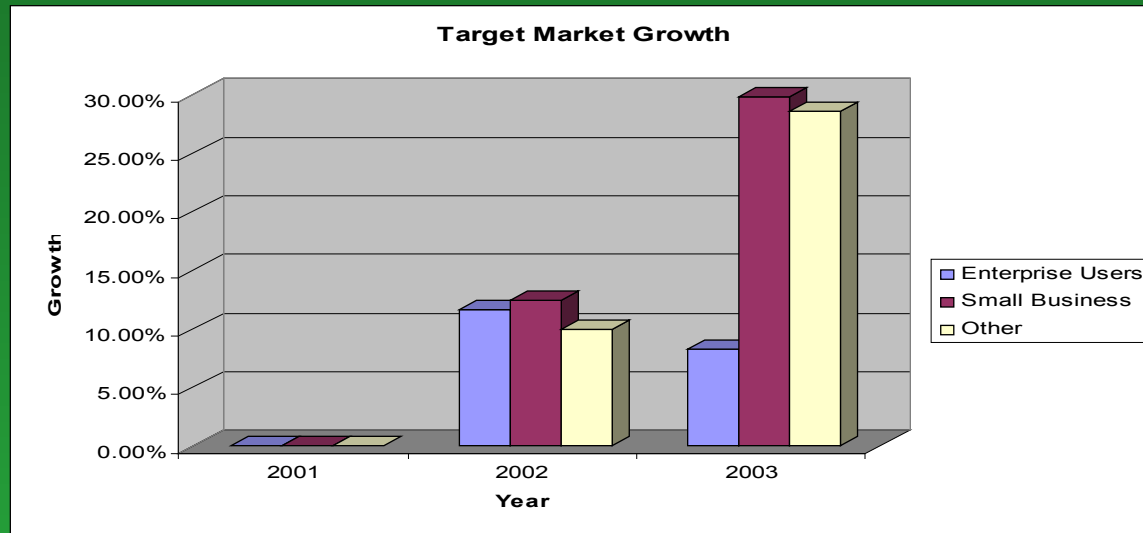
- ❑ Product description
- ❑ What problem does it solve?
- ❑ How does it impact the competitive landscape?
- ❑ What type of businesses will be interested in our product?
- ❑ How will they benefit?



# Marketing

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- ❑ Analogies in today's industry
- ❑ What are our strategies?







# Sales and Marketing Plan

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- ❑ **Advertisement**
  - Newspapers
  - Magazines
- ❑ **Trade shows/conferences**
- ❑ **Sales representatives**

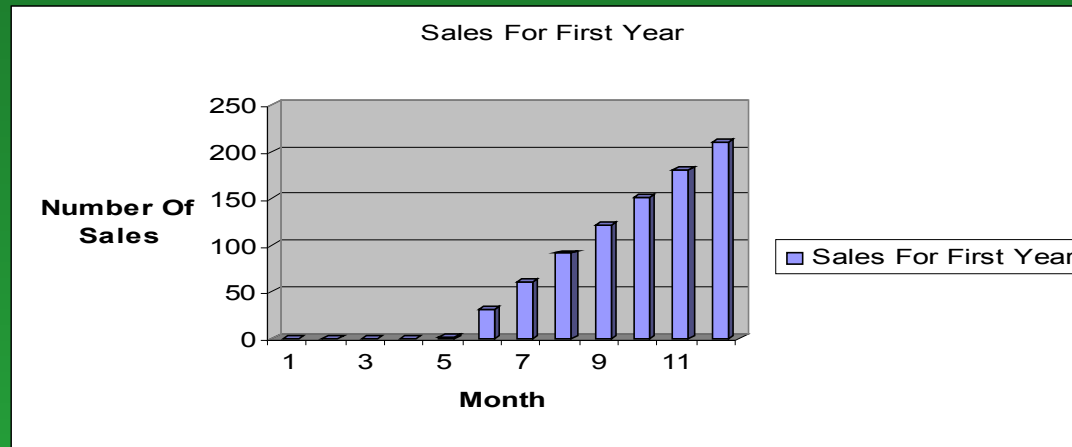
# Production

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- ❑ **Approximate time and cost**
- ❑ **Download / hard copy**
- ❑ **Third party software**

# Sales forecast

- Pricing
  - Discount
  - Version Update
- First Year
  - Low sales due to startup





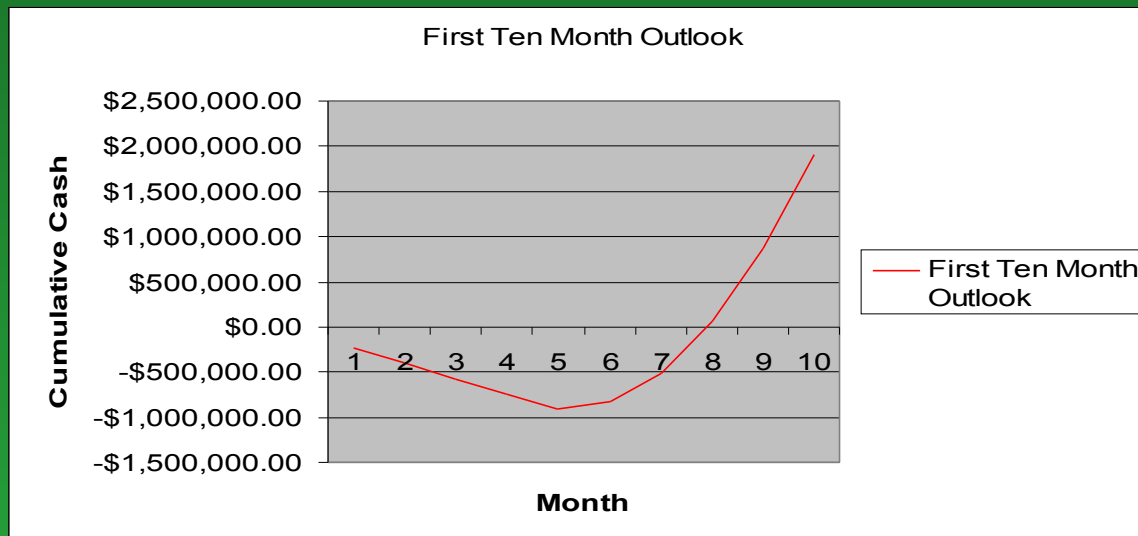
# Sales forecast

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- ❑ **Second year**
  - **Large growth compared to first year because advertisement and marketing strategies have taken effect**
- ❑ **Following years**
  - **Steady positive growth**

# Sales forecast

- ❑ Positive Cash flow after sixth month of first year.
- ❑ Profit after eighth month of first year.





# Competitors

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- ❑ **WAPlane**
  - **Cheaper but limited**
- ❑ **Aether System**
  - **Very similar**
  - **No cost information**



# Competitors

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- ❑ **Vaultus**
  - Offers multiple services
- ❑ **Seven**
  - Also very similar
  - Newest amongst all competitors





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# Open Discussion