



GHOST CITY CHICAGO

IPRO/ENPRO 355

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Illinois Institute of Technology

The Ghost City Team



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Business Plan Highlights

- Keys to Success
- Market Segmentation
- Competitive Analysis

Keys to Success

1. Providing quality and detailed information about Chicago's history and its development.
2. Maintaining sufficient and accurate informational data for audiences.
3. Expanding the number of buildings reconstructed, while maintaining a highly interactive site with imagery and graphical support.
4. Ensuring total user experience by utilizing all human senses (hearing, vision, and interactivity).
5. Acquiring sponsors and funding, while continuing to develop the Ghost City Chicago.

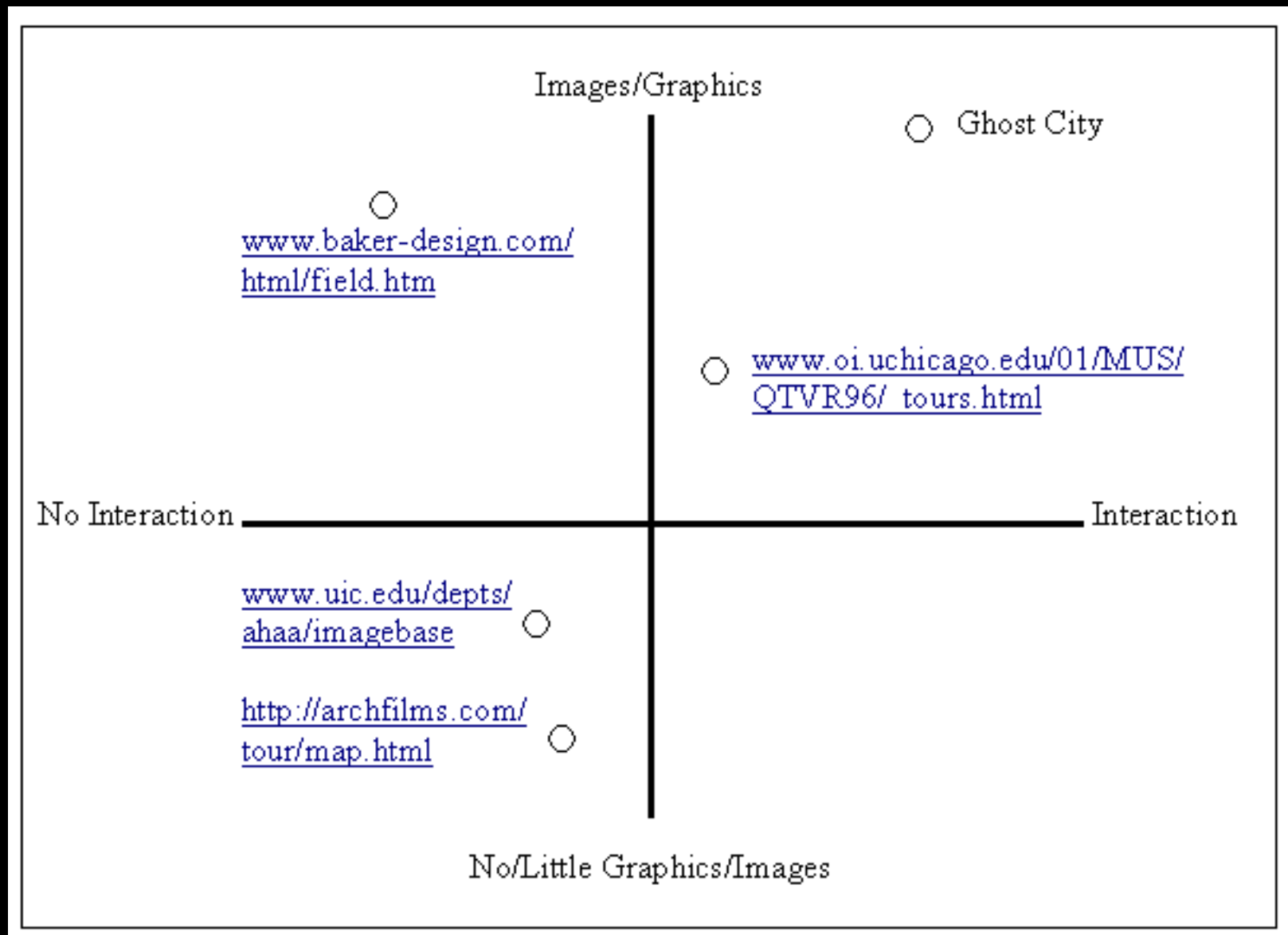
Target Markets

- Informational/Educational Institutions
(CHS, CPL, Chicago Tribune, CPS)
- Students & Educators
- Realtors
- Other

Competitive Advantage

- We offer a higher level of quality and detailed information on our website available to all audiences at all times.
- We offer higher level of interactivity compared to competitor websites
- We offer a rare collection of historical images and graphics from Chicago's history
- All the extensive and valuable information provided on the Ghost City Chicago website is offered at no cost to the user, while other competitors charge a small fee.

Competitive Advantage



GHOST CITY CHICAGO

A stylized, grey silhouette of a city skyline is positioned behind the text 'GHOST CITY CHICAGO'. The skyline features various building shapes of different heights and widths, creating a jagged, urban profile. The text is rendered in a glowing, white, outlined font that appears to be floating above the skyline.

Product
Demonstration