

GeoWalker



Interactive guides on your smartphone

a Themetronix project by Alan Labouseur & Ron Coleman

presented by

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Our Static Guide

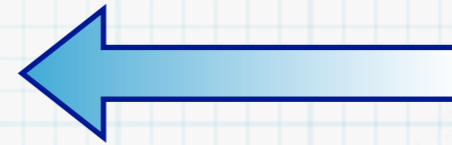


- Interactive Guides
- A Theme Park Guide
- Inspiration and History
- Why GeoWalker
- Investment Opportunity

Our Static Guide



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Interactive Guides



- Run on a smartphone ...
 - in real-time
 - for navigation
 - for information.



Interactive Guides

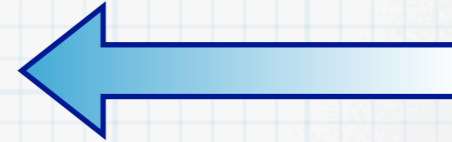


- Have many applications.
 - Theme Parks
 - State and National Parks
 - Museums
 - Ski Resorts
 - Tourist Towns / Nightlife Areas
 - Large Shopping Areas

Our Static Guide



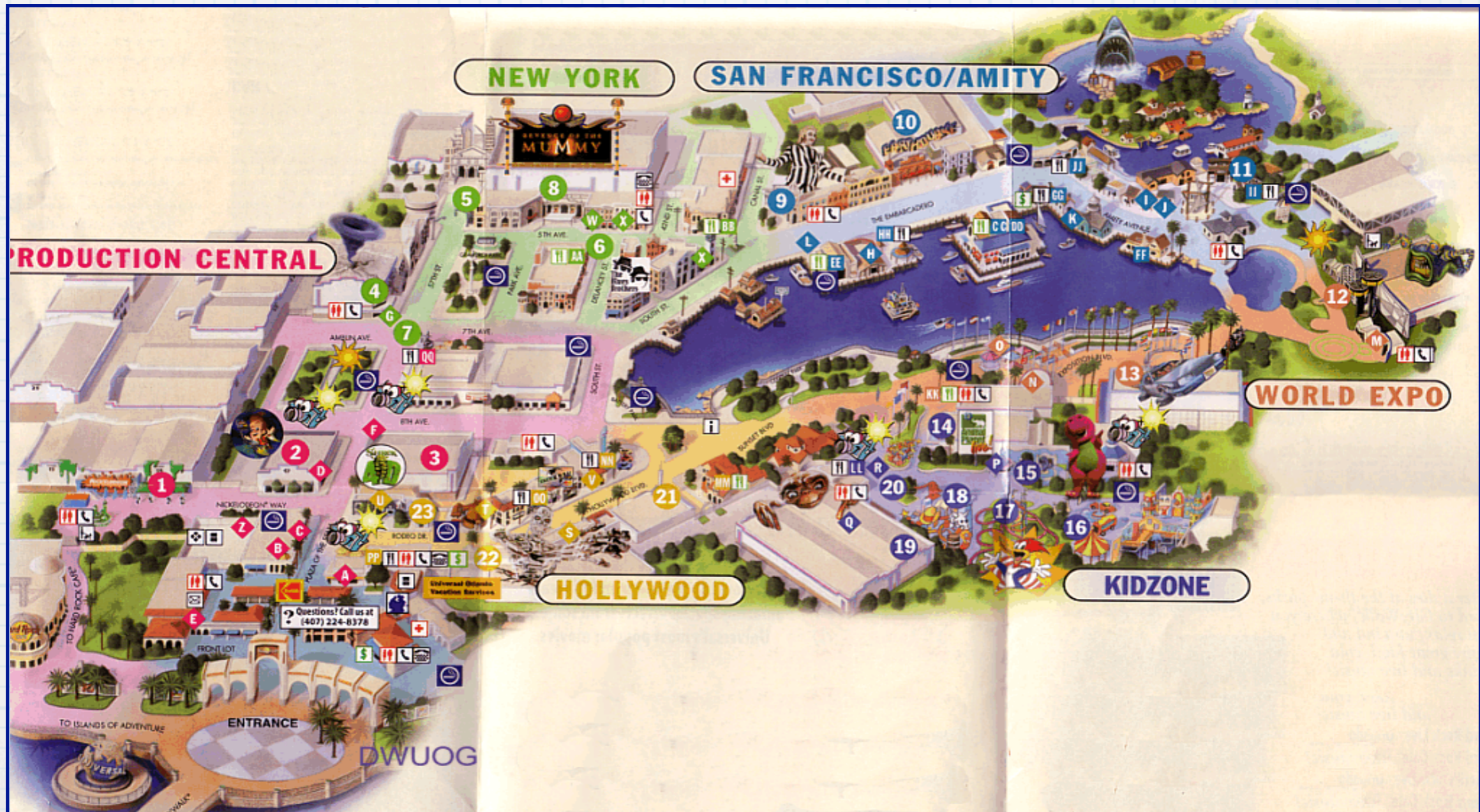
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A Theme Park Guide



- Consider the **paper** map.



Universal Studios Florida (USF)

A Theme Park Guide



- Consider the paper **map**:
 - Widely used at theme parks.
 - Hard to read and navigate with.
 - Poorly detailed.
 - Cannot reflect latest attractions, menus, stores, changes, or real-time events
- Environmentally unfriendly - USF estimates 34 tons annual un-recyclable litter from maps.

A Theme Park Guide



- Consider the **smartphone** guide:
 - Interactive alternative to paper
 - Easy read and navigate with.
 - Very detailed.
 - Can reflect latest attractions, menus, stores, changes, and real-time events
- Environmentally friendly - no physical waste. It's "green".

A Theme Park Guide



- Consider the smartphone **guide**:
 - Knows *where* you are, and *where* and *when* interesting events are.
- Explore Mode - shows points of interest (POI) as you move through the park.
- Navigate Mode - guides user to specific POI
 - Attractions, events, stores, restaurants, ...
 - Bathrooms! First aid, ATM, lost child area

A Theme Park Guide



- **Consumer Benefits**
 - Get updates about park news, hours, ride wait times, height requirements, fast pass availability, shopping specials, dining opportunities
 - Locate family/group members
 - Alerts about irregularly scheduled events
 - Play in-park games
 - Scavenger hunts, puzzle games, races...

A Theme Park Guide



- Corporate Benefits
 - Enables cross-selling and up-selling
 - Increase revenue in same-sized market.
 - It's green, saying
 - *“We care about the environment.”*
 - Family finder says
 - *“We care about our customers.”*

A Theme Park Guide

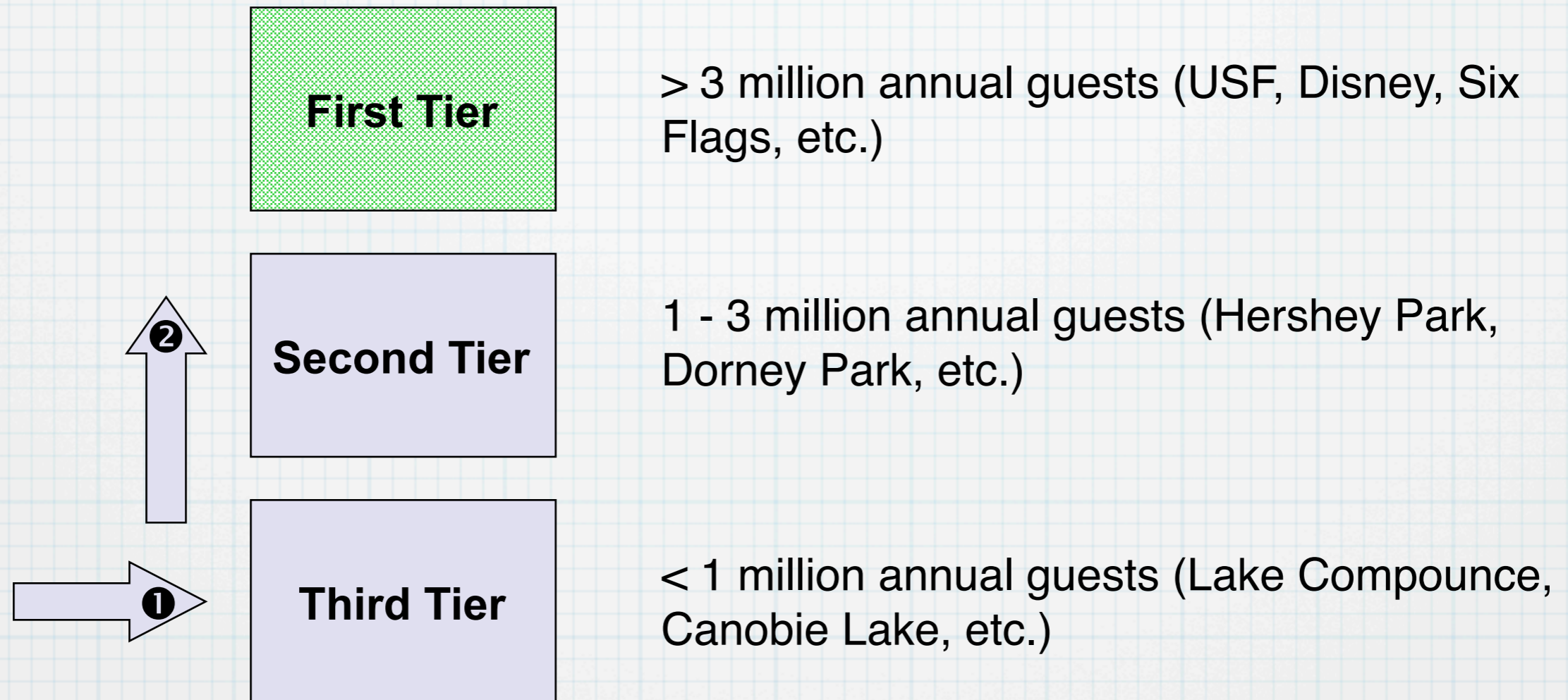


- Corporate Benefits
 - ▶ Could be a **branded** means to further connect venues to customers
 - ▶ Provides
 - “Wiz” appeal for tech-savvy consumers.
 - Business Intelligence opportunities for management. It’s a a data mining goldmine!

A Theme Park Guide



- Theme Park Market Segments

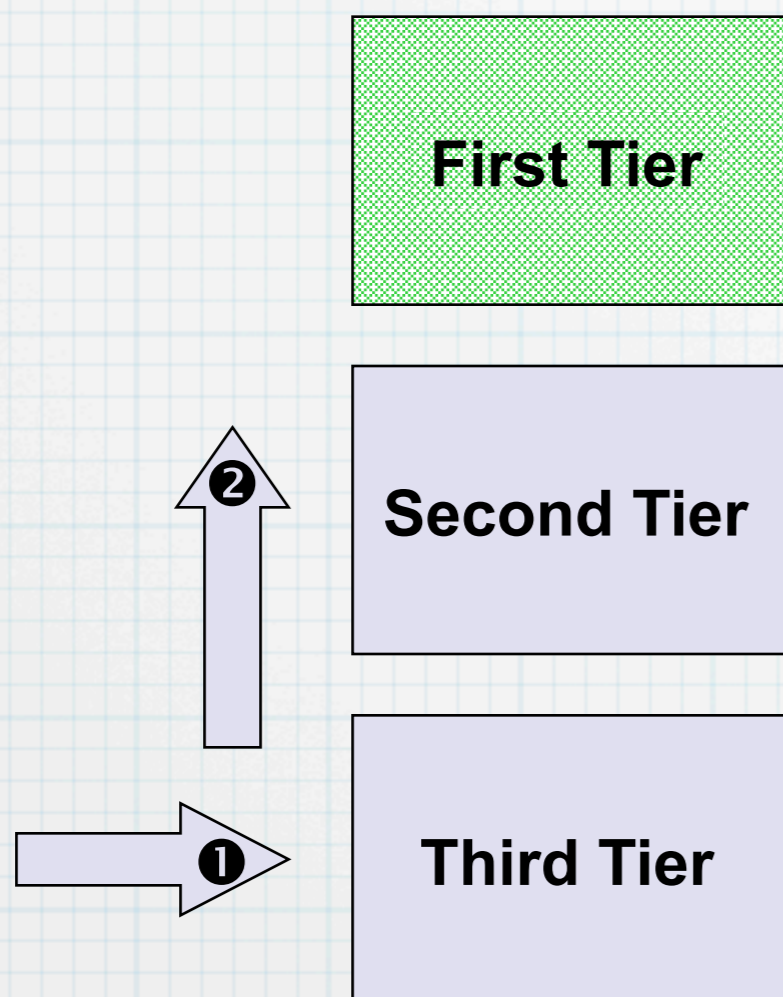


- Our first step is to go after the third tier.
 - Little to no competition. Ok to fail early.

A Theme Park Guide



- Theme Park Market Segments



- B2C (primary) - \$.99 app
 - 10% park visitors
 - \$100k / park in 3rd tier
- B2B (secondary) - free app
 - branded / sponsored
 - Revenue depends on deals

A Theme Park Guide



- Competition
 - Paper Maps
 - Status-quo, free, good utility/price ratio
 - Other Gadgets
 - Pal Mickey
 - ◉ Not in our initial market and not personalized.



A Theme Park Guide

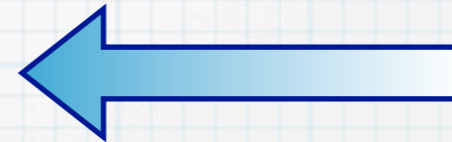


- Competition
 - Other Apps by *VersaEdge*, *U-Pinpoint*, and *TimeStream*
 - Validates our idea.
 - Only in first tier market.
 - Strictly consumer.
 - No authoring tools, no enterprise branding, not B2B.

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Inspiration and History



- 2005 - “Location-aware mobile guide?”
 - Inspired by a bleeding edge ACM article on Java 2 Micro Edition (J2ME)
- 2006 - 1st and 2nd prototypes
 - “Walk” around Marist College
 - “Navigate” Universal Studios Florida
- 2007 - Won Scintilla Research Competition
 - Beat out West Point, Vassar, and Bard.

Inspiration and History



- 2008 - 3rd prototype: “GioWalker”
 - Authoring software and a device (or two)
 - Provisional patent filed
 - Field trials failed - devices unreliable and too complex
- Bleeding edge wasn't such a great idea.
- Being early is being wrong.

Inspiration and History



- What went wrong? In 2008 ...
 - GPS was rare in phones
 - Required in-park servers
 - Needed carrier access
 - No distribution

Inspiration and History



- What went wrong? In 2008 ...
 - GPS was rare in phones
 - Required in-park servers
 - Needed carrier access
 - No distribution

Should we quit?

- or -

**Is failure just a
necessary
precursor to
success?**

Inspiration and History



- What went wrong? In 2008 ...
 - GPS was rare in phones
 - Required in-park servers
 - Needed carrier access
 - No distribution



Inspiration and History



- 2009 - Reborn as Digital Pathfinder
 - \$50k NEH Grant: “A Digital Pathfinder for Historic Sites”
 - awarded to Ron in July 2009 by the National Endowment for the Humanities
- It works! It’s running at Staatsburgh Estate
 - Watch a demo on YouTube
 - Read the conference paper

Inspiration and History



- In 2008 ...

- GPS was rare in phones
- Required in-park servers
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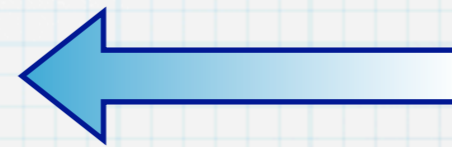
- Since then ...

- GPS ubiquitous in smartphones
- POI data in the cloud
- IP network, SMS, iMessage
- App Stores galore

Our Static Guide



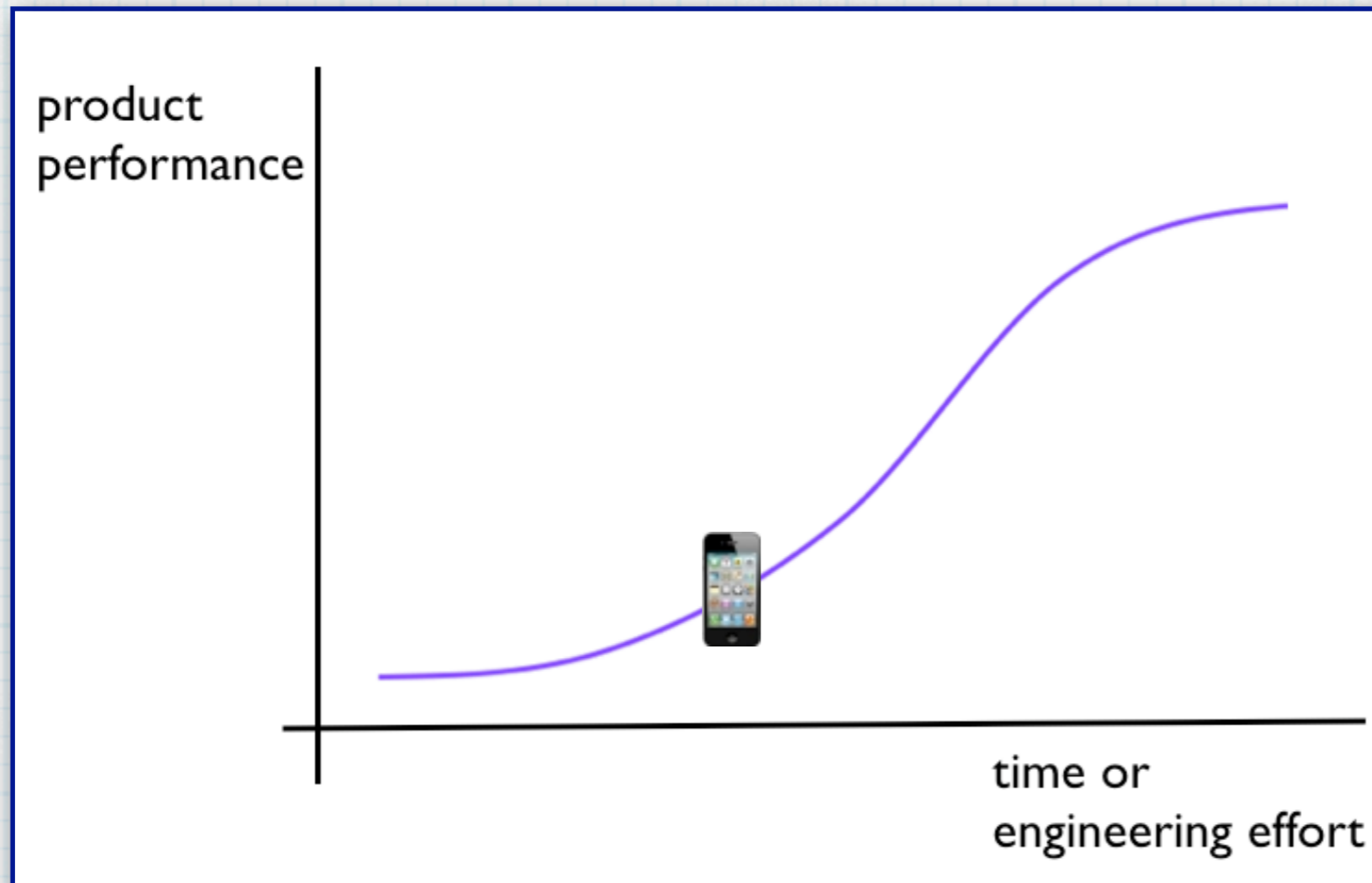
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Why GeoWalker




- Now is the right time.
- It's **no longer bleeding edge**, the technology is here.



- We're in the growth part of the S-curve.

Why GeoWalker



- No one is executing on what we're proposing.
- Growth potential in upper tiers/venues in parks and other verticals (ski resorts, etc.)
- Both B2B and B2C possibilities
- Significant R&D phases complete
 - ▶ Digital Pathfinder
 - ▶ GeoAuthor at www.Themetronix.com 

Why GeoWalker



- We're local, and plan to ...
 - ▶ open offices locally
 - ▶ hire locally (college students, graduates, interns)
 - ▶ use local professional services
 - ▶ develop a pipeline for future projects.
 - (This is not our only idea.)
- Community and economic development

Why GeoWalker



• The Team



Alan Labouseur

Computer Science
BS - Marist College
MS - Pace University
PhD in progress - University at Albany

13+ years small business entrepreneurial experience at 3NF Consulting, Inc.
10+ years teaching CS & IT, Marist College
Advisor, HVCFI

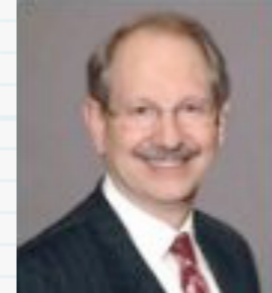


Ron Coleman

Computer Science
BS - Polytechnic University
MS - Polytechnic University
PhD - Polytechnic University

20 years research and corporate experience at AT&T, IBM, and CitiGroup
11+ years teaching CS & IT, Marist College
Project Director, CCODC

• Our Advisors



Robert Gulick

Engineering
BS - US Coast Guard Academy
MS, OE - MIT
Business and Management
MBA - George Mason University

EVP Global Operations, AMA / Senior VP, FINRA / CEO, Intellexis / President and Publisher, Viacom/Prentice-Hall/NYIF



Les Neumann

The Godfather
Innovation Evangelist
Technology Acceleration, Product Development, Marketing specialist

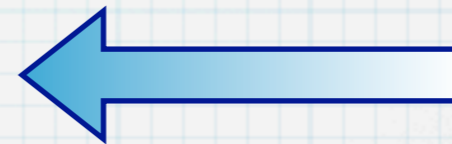
Serial Entrepreneur
Director, iCLEAN / CEO, iCANny
Managing Director, HVCFI

**The Law Offices of
Cappillino & Rothschild LLP**

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Investment Opportunity



- 2007 - Hudson Valley Angel Network
 - Proposed \$500k investment. (No takers.)
 - Mostly for hardware and carrier licenses
- Today
 - Still \$500k for common stock equity
 - Developers (iOS and Web, Android?)
 - Business Development / Brand Strategy
 - Innovation Space

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by Themetronix - www.Themetronix.com

It's What's Next
in
Consumer Information Consumption
and
Business-to-Consumer Messaging