

# GeoWalker



Interactive guides on your smartphone

a Themetronix project by Alan Labouseur & Ron Coleman

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presented by

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March 8, 2012

# Our Static Guide

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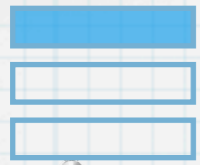
**The Big Idea**

(was)

**A Bit Too Early**

(but)

**Now is the Time**



# The Big Idea

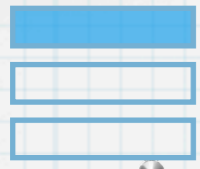


The Big Idea

- Interactive Guides
- Many Applications
- Theme Park Example

A Bit Too Early

Now is the Time

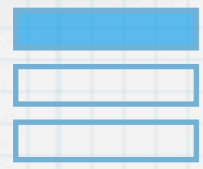


# Interactive Guides



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



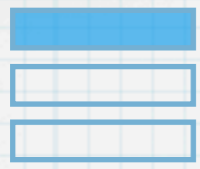


# Many Applications

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



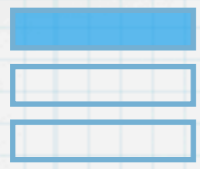
# A Theme Park Guide



- Consider the **paper** map.



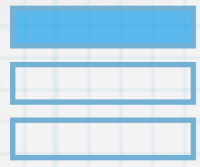
Universal Studios Florida (USF)



# 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.

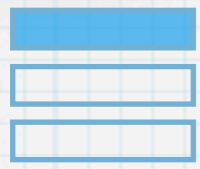


# A Theme Park Guide



- 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”.

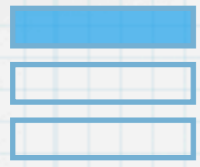




# A Theme Park Guide



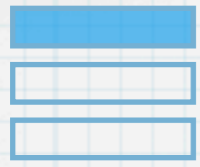
- Consider the smartphone **guide**:
  - Knows *where* you are, and *where* and *when* interesting events are.
- Explore Mode - shows points of interest (POI) as you move through the park.
- Navigate Mode - guides user to specific POI
  - Attractions, events, stores, restaurants, ...
  - Bathrooms! First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



# A Theme Park Guide



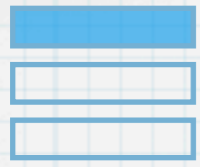
- **Consumer Benefits**
  - Get updates about park news, hours, ride wait times, height requirements, fast pass availability, shopping specials, dining opportunities
  - Locate family/group members
  - Alerts about irregularly scheduled events
  - Play in-park games
    - Scavenger hunts, puzzle games,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



# A Theme Park Guide



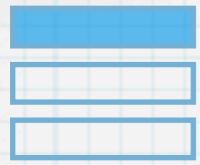
- Corporate Benefits
  - ▶ Enables cross-selling and up-selling
    - Increase revenue in same-sized market.
  - ▶ It's green, saying
    - *“We care about the environment.”*
  - ▶ Family finder says
    - *“We care about our customers.”*



# A Theme Park Guide



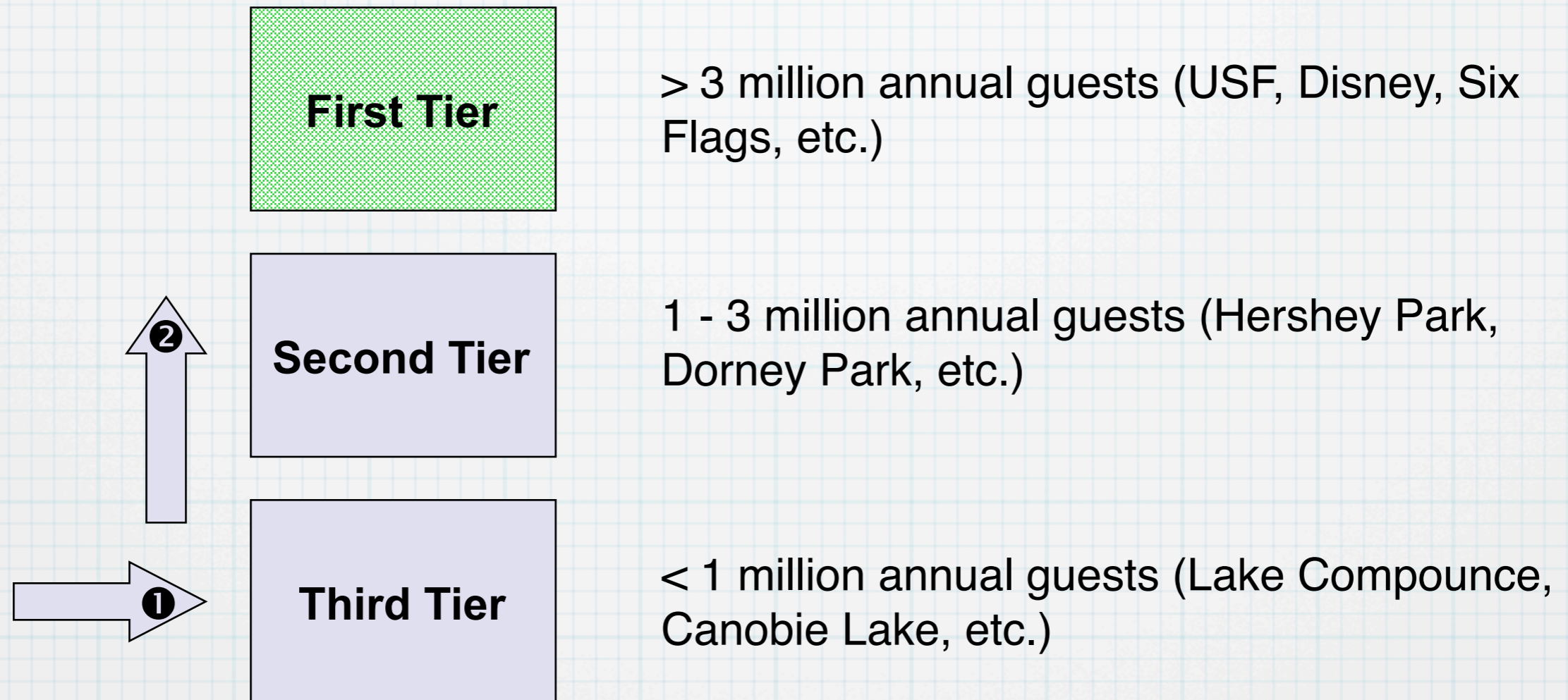
- Corporate Benefits
  - ▶ Could be a **branded** means to further connect venues to customers
  - ▶ Provides
    - “Wiz” appeal for tech-savvy consumers.
    - Business Intelligence opportunities for management. It’s a a data mining goldmine!



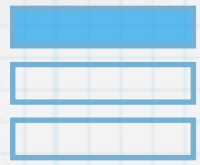
# A Theme Park Guide



- **Theme Park Market Segments**



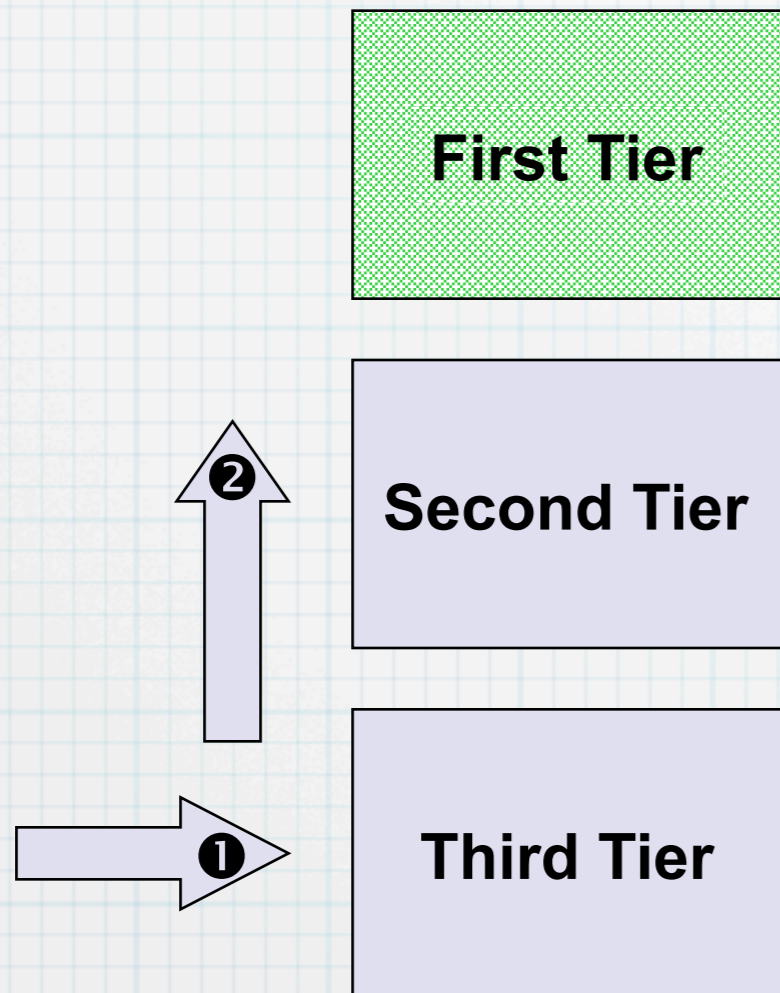
- **Our first step is to go after the third tier.**
  - **Little to no competition. Ok to fail early.**



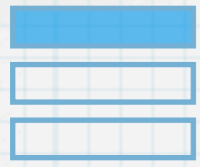
# A Theme Park Guide



- Theme Park Market Segments



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

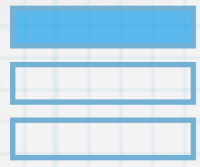


# A Theme Park Guide



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



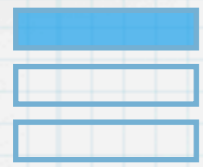


# A Theme Park Guide



- 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.

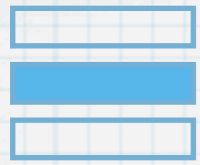




# A Theme Park Guide



- There's a lot of opportunity here.
- So, why aren't we executing on this already?
  - Actually, we started **a long time ago....**



# A Bit Too Early

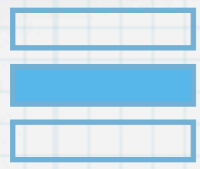


The Big Idea

**A Bit Too Early**

Now is the Time

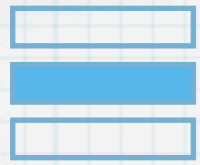
- **History**
- **Failure**
- **Now What?!**



# History



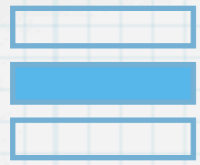
- 2005 - “Location-aware mobile guide?”
  - Inspired by a *bleeding edge* ACM article on Java 2 Micro Edition (J2ME)
- 2006 - 1<sup>st</sup> and 2<sup>nd</sup> prototypes
  - “Walk” around Marist College
  - “Navigate” Universal Studios Florida
- 2007 - Won Scintilla Research Competition
  - Beat out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



# Failure



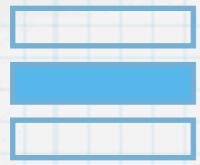
- 2008 - 3<sup>rd</sup> prototype: “GioWalker”
  - Authoring software and a device (or two)
  - Provisional patent filed
  - Field trials failed - devices unreliable and too complex
- *Bleeding edge* wasn't such a great idea.
- Being early is being wrong.



# Failure



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



# Now What?

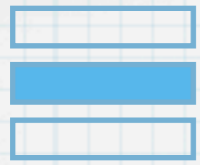


- What went wrong? In 2008 ...
  - GPS was rare in phones
  - Required in-park servers
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  - No distribution

**Should we quit?**

**- or -**

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

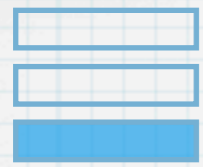


# Now What!



- What went wrong? In 2008 ...
  - GPS was rare in phones
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# Now is the Time



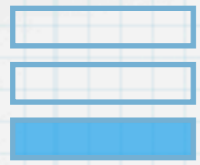
The Big Idea

A Bit Too Early

**Now is the Time**

- Rebirth
- Riding the Curve
- Why GeoWalker
- Investment Opportunity

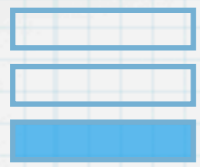




# Rebirth



- 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



# Rebirth

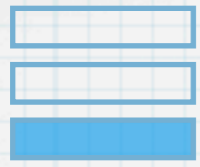


- In 2008 ...

- GPS was rare in phones
- Required in-park servers
- Needed carrier access
- No distribution

- Since then ...

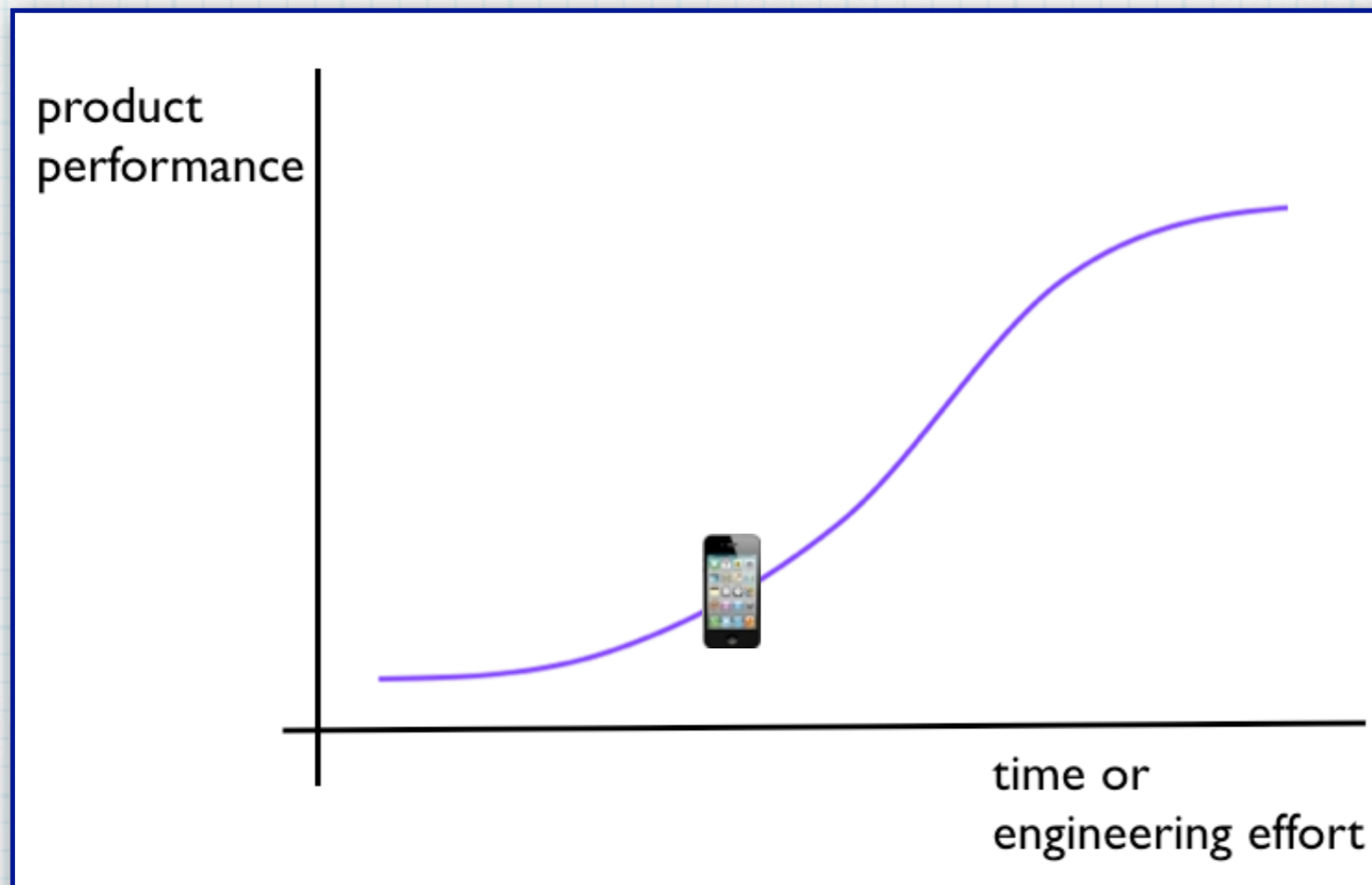
- GPS ubiquitous in smartphones
- POI data in the cloud
- IP network, SMS, iMessage
- App Stores galore



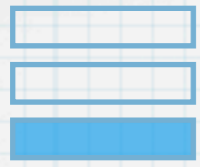
# Riding the Curve



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




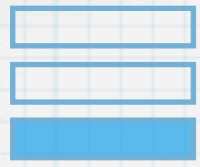
- We're in the growth part of the S-curve.



# Why GeoWalker



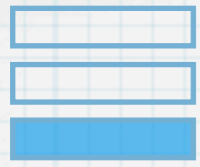
- No one is executing on what we're proposing.
- Growth potential in upper tiers/venues in parks and other verticals (ski resorts, etc.)
- Both B2B and B2C possibilities
- Significant R&D phases complete
  - ▶ Digital Pathfinder
  - ▶ GeoAuthor at [www.Themetronix.com](http://www.Themetronix.com) 



# 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

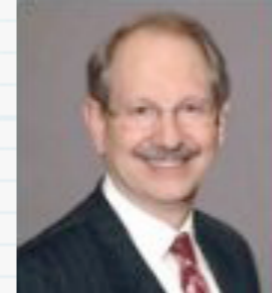


### **Ron Coleman**

*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

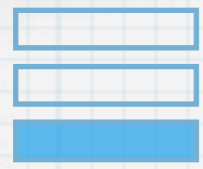


### **Les Neumann**

*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**



# 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

# GeoWalker



Interactive guides on your smartphone  
by Themetronix - [www.Themetronix.com](http://www.Themetronix.com)

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