GeoWalker

Interactive guides on your smartphone

a Themetronix project by Alan Labouseur & Ron Coleman

presented by
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Our Guide

- Inspiration and History

- Technology r/evolution

- A Few Applications

- A Theme Park Example

- Competition

- Why GeoWalker

- Investment Opportunity

Inspiration and History

- 2005 - "Location-aware mobile guide?"
  - ‣ inspired by ACM article on J2ME
- 2006 - 1st and 2nd prototypes
  - ‣ "Walk" around Marist College and experience POI-specific audio/visual
  - ‣ "Navigate" Universal Studios Florida, in the J2ME phone emulator.
- 2007 - Won Scintilla Research Competition

Inspiration and History

- 2008 - 3nd prototype: "GioWalker"

  ‣ Web software and a device or two

  ‣ Provisional patent

  ‣ Field trials failed

    - unreliable

    - too complex

- Maybe **r**evolution wasn't such a great idea.

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

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NEVER GIVE UP! NEVER SURRENDER!

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

Technology r/Evolution

- 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
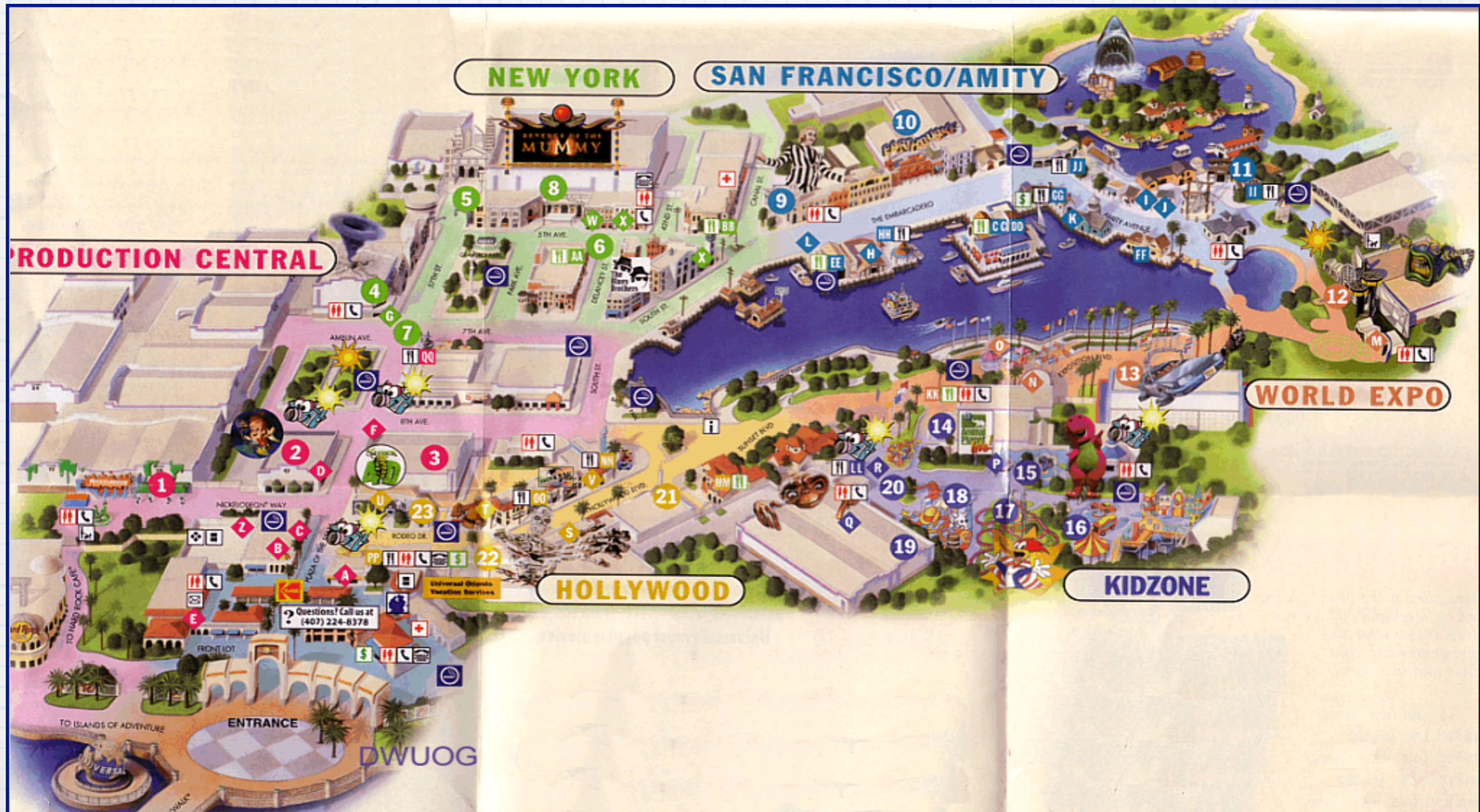
  ‣ App Stores galore

A Few Applications

- Local Parks like Staatsburgh

- State and National Parks

- Theme Parks

- Museums

- Ski Resorts

- Tourist Towns / Nightlife Areas

- Large Shopping Areas

A Theme Park Example

- Consider the **paper** map.

Universal Studios Florida (USF)

A Theme Park Example

- 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 liter from maps.

A Theme Park Example

- 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 Example

- Consider the smartphone **guide**:

  ‣ Knows *where* you are, and *where* and *when* interesting events are.

- Explore Mode - shows points of interest 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 Example

- 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 Example

- 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.*"
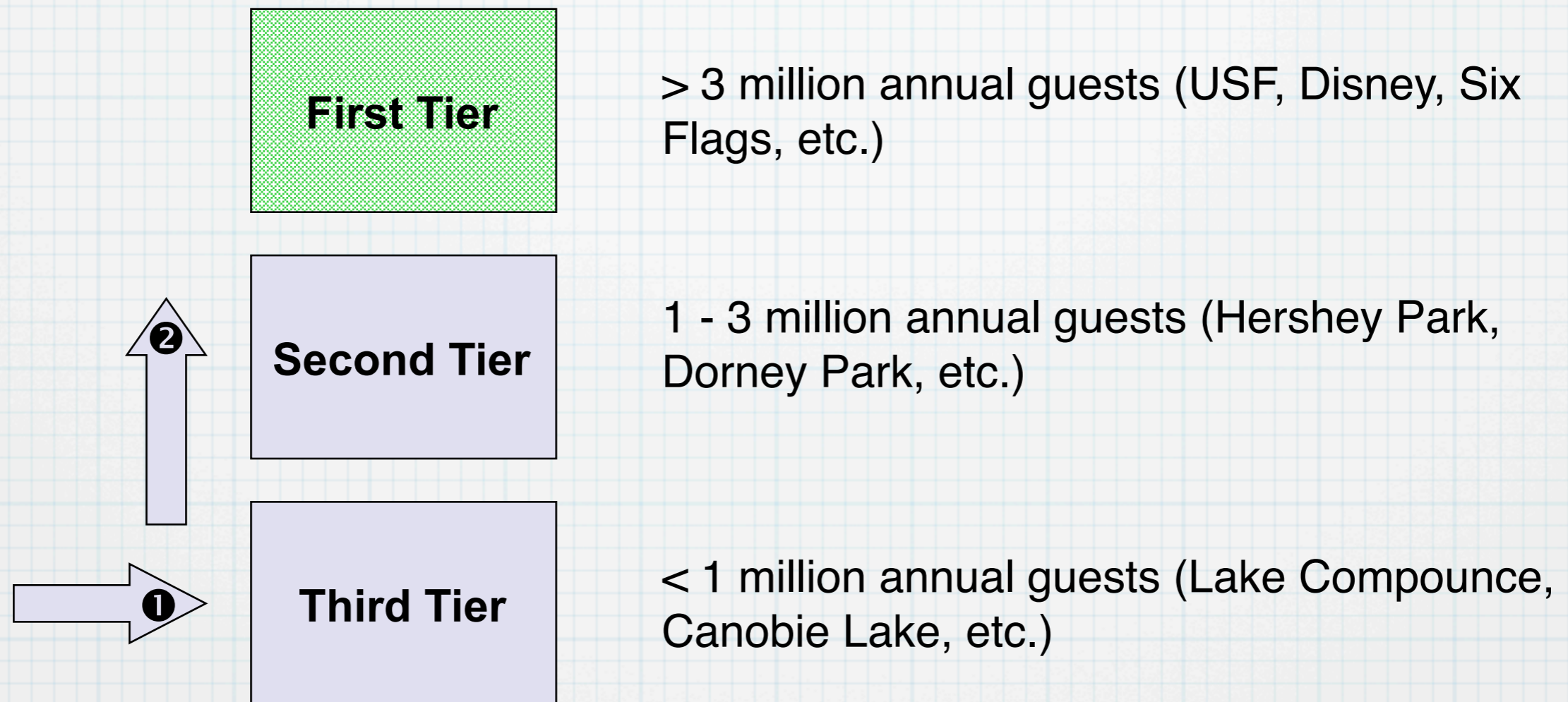
A Theme Park Example

- 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 Example

- Theme Park Market Segments

First Tier

> 3 million annual guests (USF, Disney, Six Flags, etc.)

❷ **Second Tier**

1 - 3 million annual guests (Hershey Park, Dorney Park, etc.)

❶ **Third Tier**

< 1 million annual guests (Lake Compounce, Canobie Lake, etc.)

- Our first step is to go after the third tier.

  ‣ Little to no competition. Ok to fail early.

A Theme Park Example

- Theme Park Market Segments

First Tier

Second Tier

Third Tier

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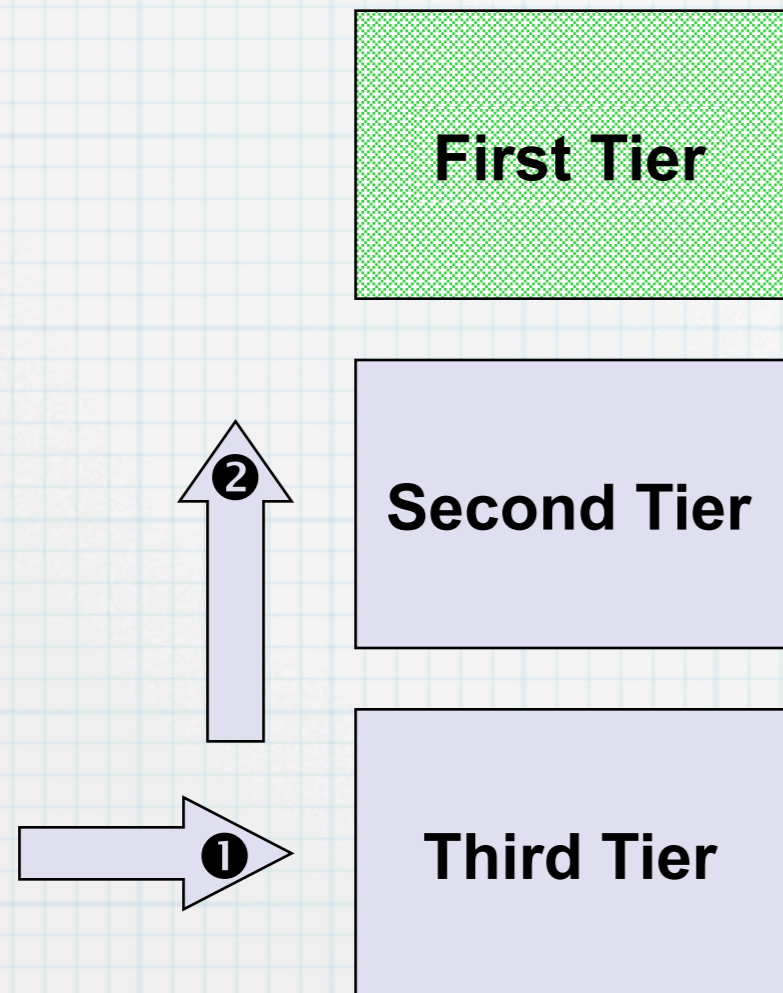
- B2C (primary) - $.99 app
  - ‣ 10% park visitors
  - ‣ $100k / park in 3rd tier
- B2B (secondary) - free app
  - ‣ branded / sponsored
  - ‣ Revenue depends on deals

Competition

- Competition

  ‣ Paper Maps

    - Ubiquitous, free, status-quo

  ‣ Other Gadgets

    - Pal Mickey

      ◦ Not in our initial market and not personalized.

Competition

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

Why GeoWalker

- No one is executing on what we're proposing.

- Growth potential in upper tiers/venues in parks and other verticals

- B2B and B2C possibilities

- Significant R&D phases complete

  ‣ Digital Pathfinder

  ‣ GeoAuthor at www.Themetronix.com

Why GeoWalker

- Community and economic development

- 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.

Why GeoWalker

- Now is the right time

  ‣ The technology is here.

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

  ‣ Help us ride the curve.

product
performance

time or
engineering effort
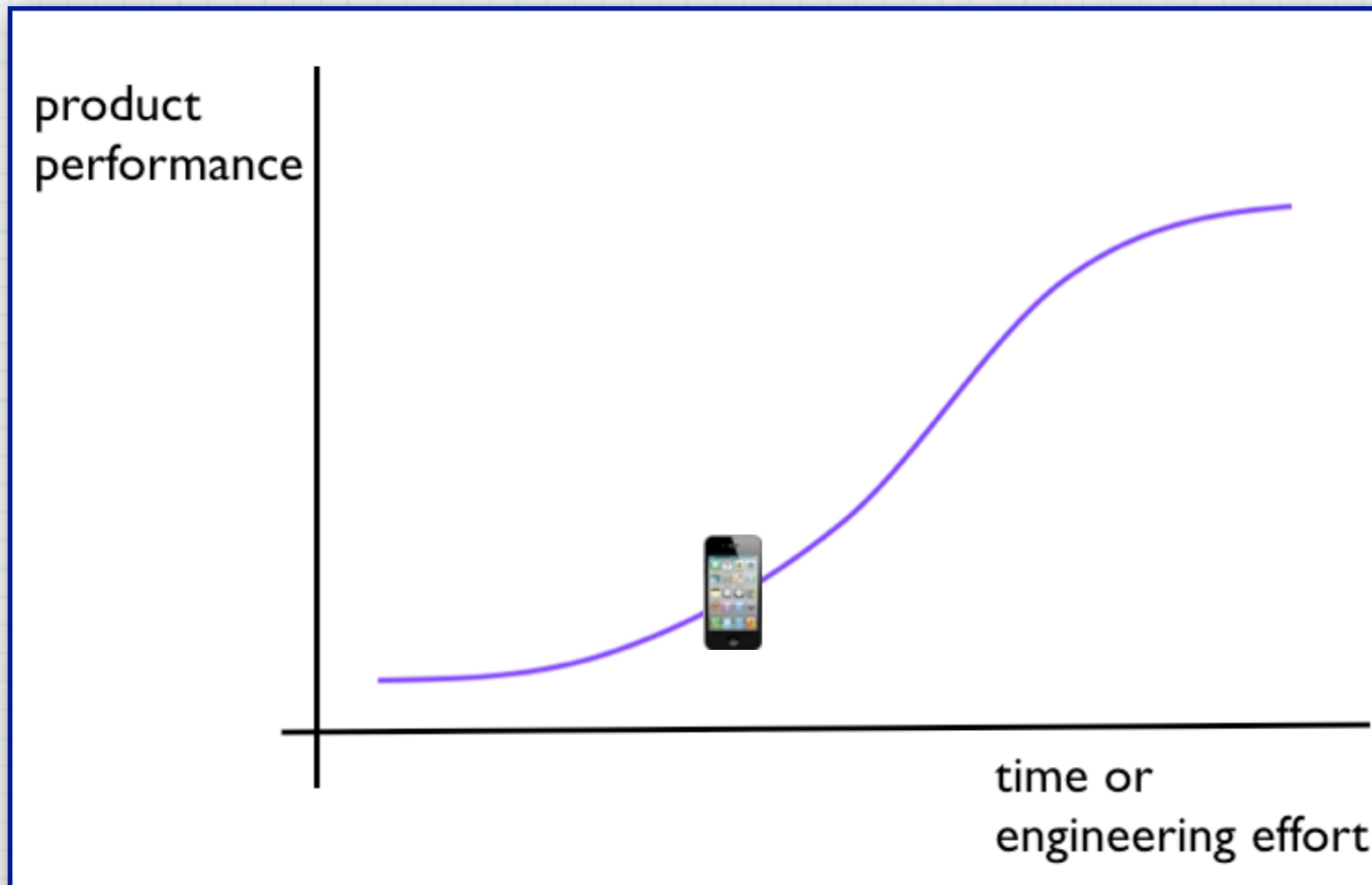
Why GeoWalker

- ## 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.
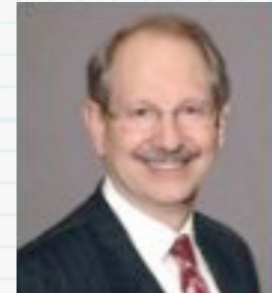10+ years teaching CS & IT, Marist College
Advisor, HVCFI

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

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by Themetronix - www.Themetronix.com

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