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 - 1\textsuperscript{st} and 2\textsuperscript{nd} 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 - 3\textsuperscript{nd} prototype: “GioWalker”
  › Web software and a device or two
  › Provisional patent
  › Field trials failed
    - unreliable
    - too complex
• Maybe revolution 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

• What went wrong? In 2008 . . .

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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
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 data mining goldmine!
A Theme Park Example

• Theme Park Market Segments

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

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

  - 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

  - **B2C (primary) - $0.99 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.
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

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by Themetronix - www.Themetronix.com

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