GeoWalker

Interactive guides on your smartphone

a Themetronix project by Alan Labouseur & Ron Coleman

presented by
Alan G. Labouseur - alan@Labouseur.com
March 8, 2012
Our Static Guide

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

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

- Interactive Guides
- A Theme Park Guide
- Inspiration and History
- Why GeoWalker
- Investment Opportunity
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 liter 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 data mining goldmine!
• 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 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.
Our Static Guide

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

- 2005 - “Location-aware mobile guide?”
  - Inspired by a bleeding edge ACM article on Java 2 Micro Edition (J2ME)
- 2006 - 1\textsuperscript{st} and 2\textsuperscript{nd} 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 - 3\textsuperscript{nd} 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

  - 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
  ‣ Needed carrier access
  ‣ No distribution

• Since then . . .
  ‣ GPS ubiquitous in smartphones
  ‣ POI data in the cloud
  ‣ IP network, SMS, iMessage
  ‣ App Stores galore
Our Static Guide

• Interactive Guides
• A Theme Park Guide
• Inspiration and History
• Why GeoWalker
• Investment Opportunity
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
Our Static Guide

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

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