GeoWalker

Interactive guides on your smartphone

a Themetronix project by Alan Labouseur & Ron Coleman

presented by
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Our Static Guide

The Big Idea (was)

A Bit Too Early (but)

Now is the Time
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

- Theme Parks
- State and National Parks
- Museums
- Ski Resorts
- Tourist Towns / Nightlife Areas
- Large Shopping Areas
• Consider the paper map.

Universal Studios Florida (USF)
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.
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
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.”
• 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.
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.
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

• History
• Failure
• Now What?!

Now is the Time
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.
• 2008 - 3\textsuperscript{rd} prototype: “GioWalker”
  ‣ Authoring software and a device (or two)
  ‣ Provisional patent filed
  ‣ Field trials failed - devices unreliable and too complex
• \textit{Bleeding edge} wasn’t such a great idea.
• Being early is being wrong.

- 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
  ‣ Needed carrier access
  ‣ No distribution

Should we quit? - or - Is failure just a necessary precursor to success?
• What went wrong? In 2008 . . .
  › GPS was rare in phones
  › Required in-park servers
  › Needed carrier access
  › No distribution
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
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
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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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