



IoT Mobility solutions

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Annual Visitor Count at



1.4 Million



Customer Segment/ Movements within Grand Park

1. Individuals/ families trying to walk to the field



1. Individuals/ families trying to find the appropriate parking spot





How do the customers navigate at present?

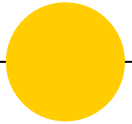


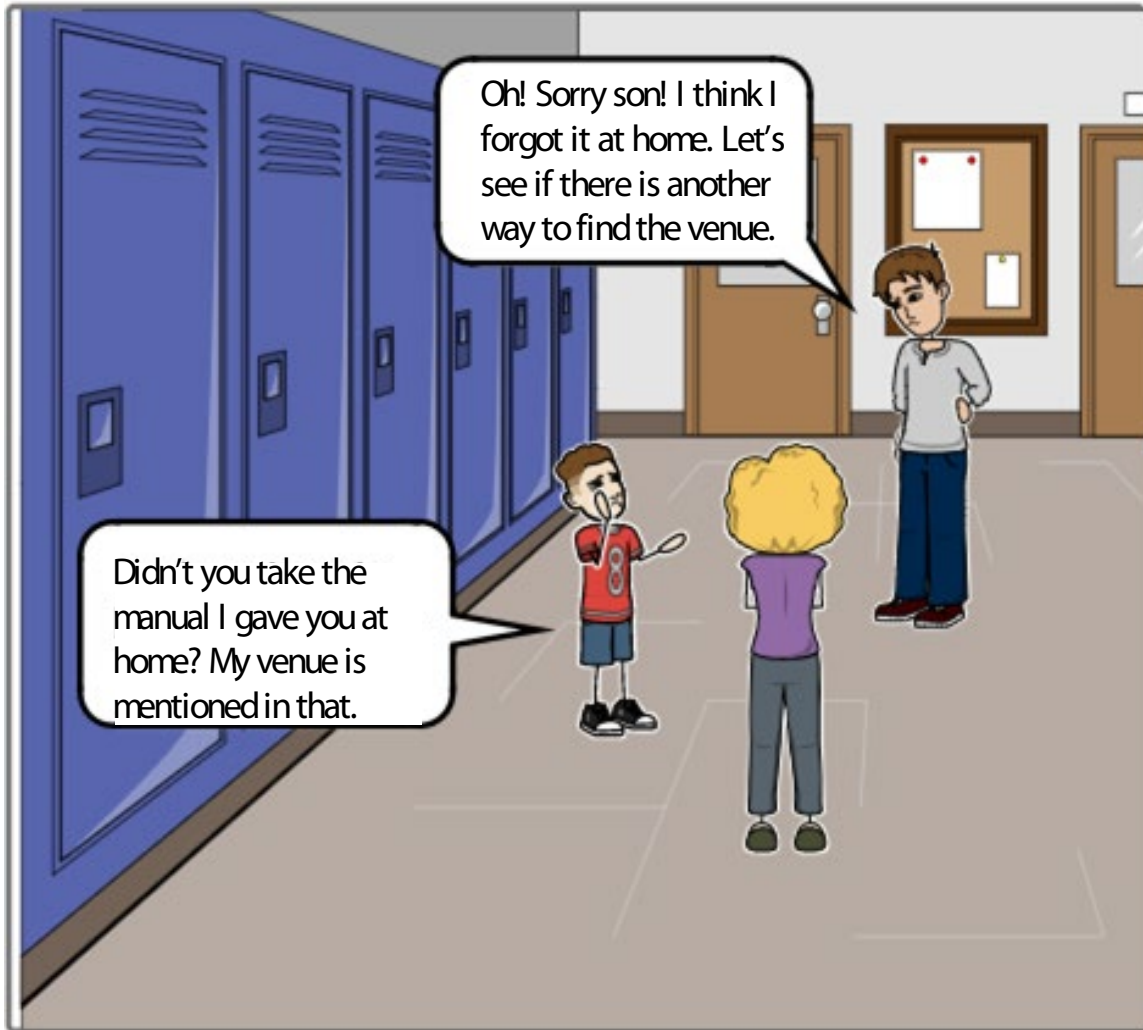
Walking



8- 10 Golf Carts

Customer Problems





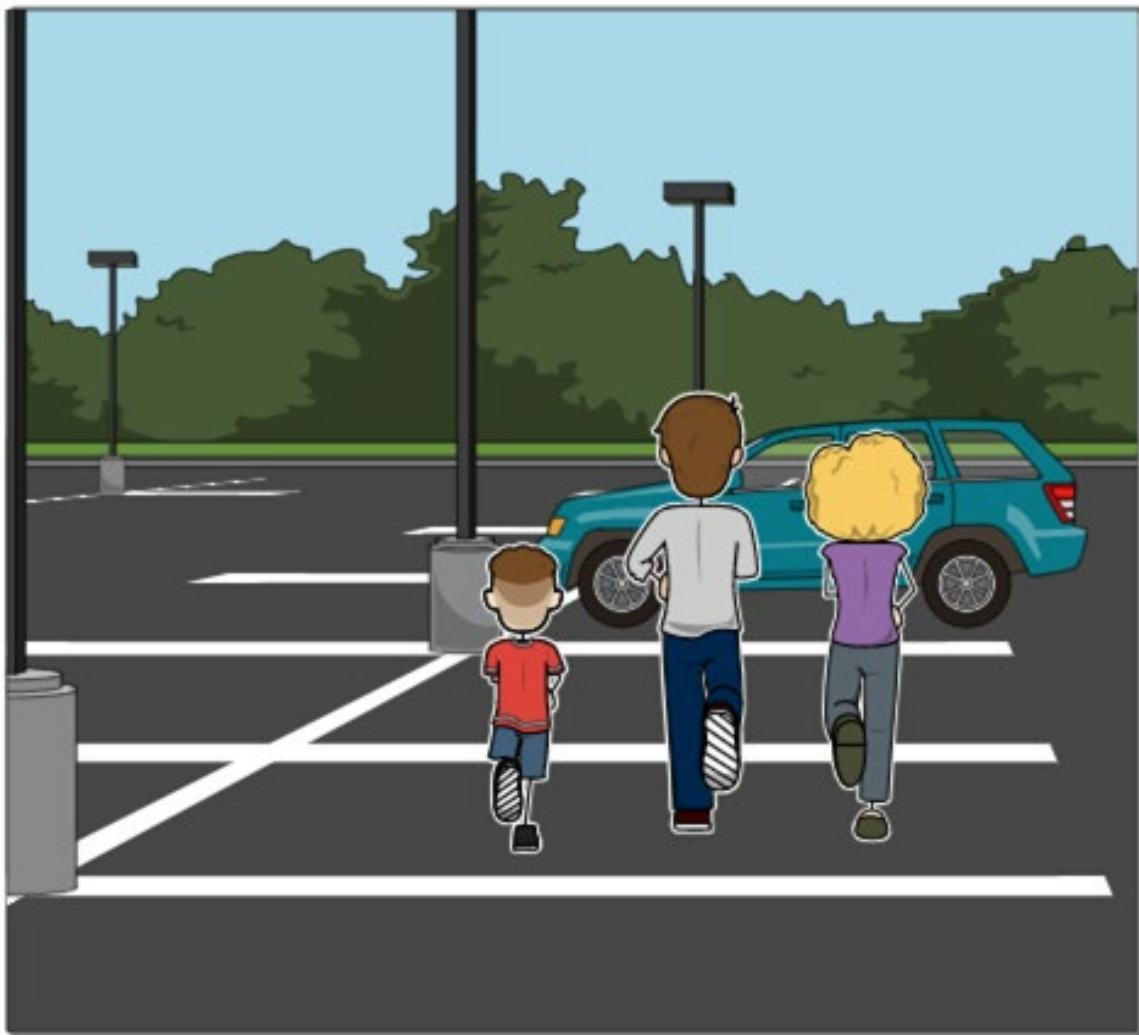
Oh! Sorry son! I think I forgot it at home. Let's see if there is another way to find the venue.

Didn't you take the manual I gave you at home? My venue is mentioned in that.

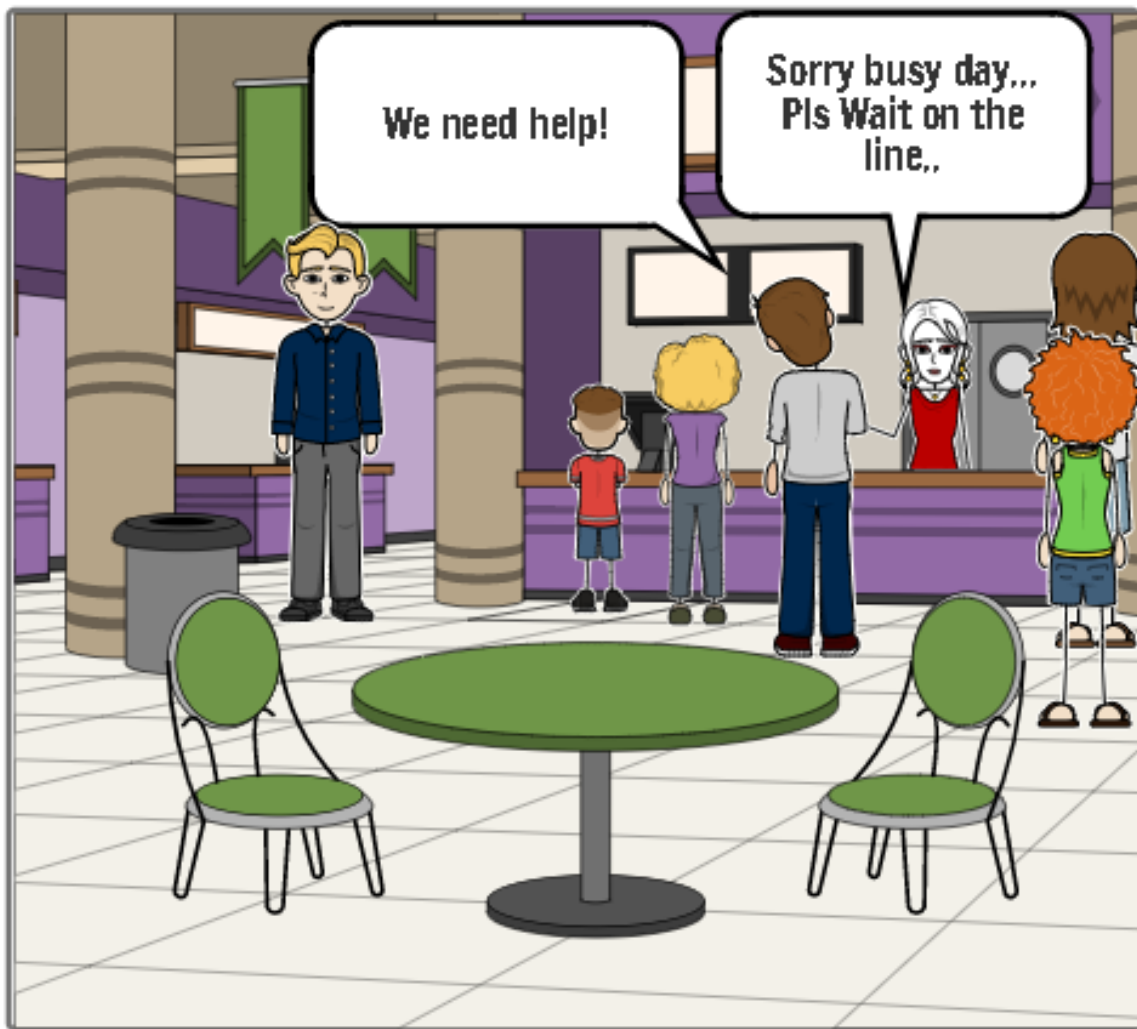


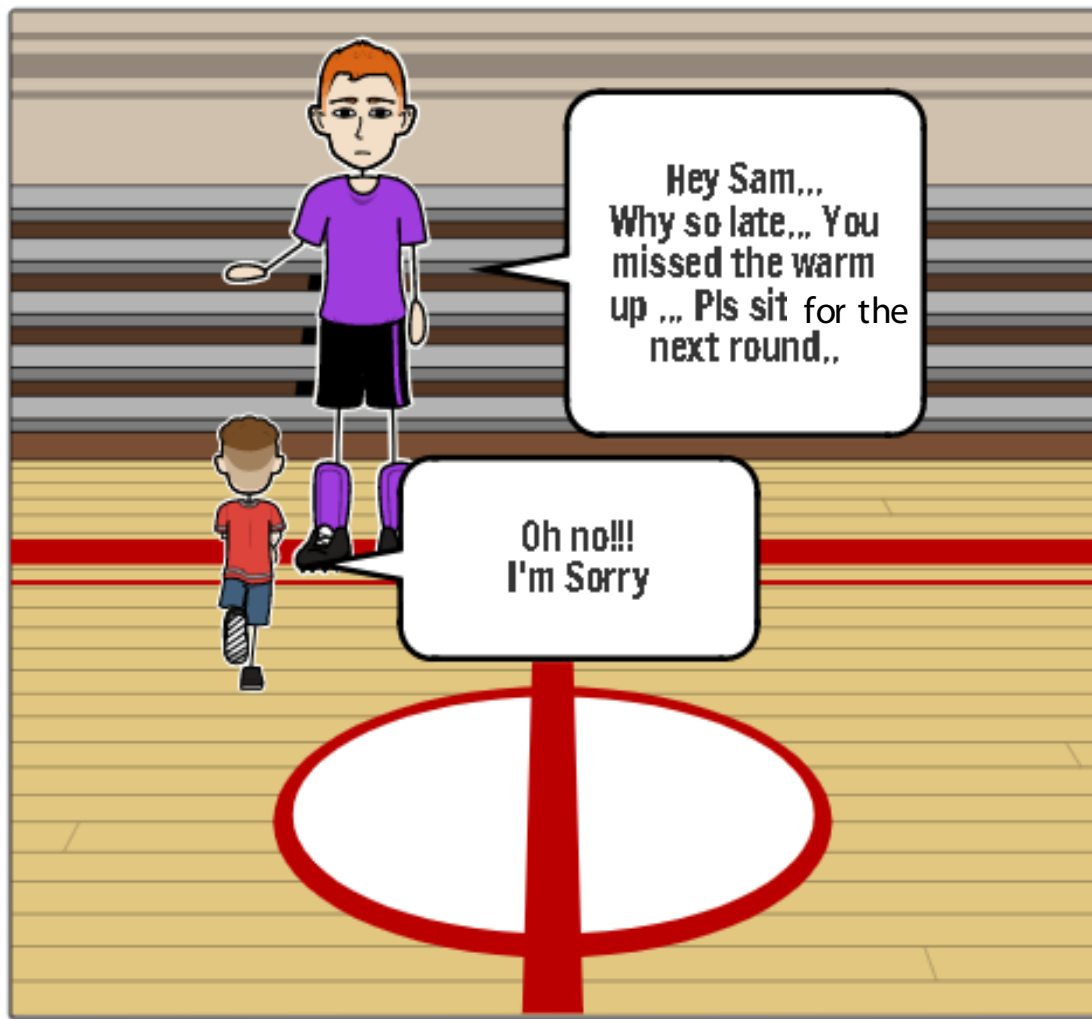
Don't worry Call
your teammate
Sam.

He doesn't reply...
It's noisy there for
sure...



Time wasted
locating a help desk.





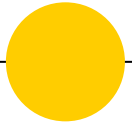
Hey Sam...
Why so late... You
missed the warm
up ... Pls sit for the
next round..

Oh no!!!
I'm Sorry



Missed first round!
Wasted time!
Bad experience!

What is the Solution?





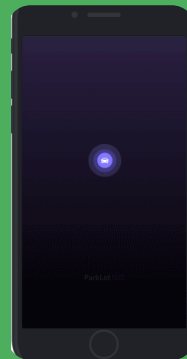
IoT Mobility solutions



Solution/ Products & services



Surrey bikes



Virtual assistance

Why



v/ s



Aren't electric scooters much cooler?



v/ s



Family Friendly	Can accommodate only one rider
Price: 4 Seater : \$410 2 Seater: \$250	Price: Per piece: \$700 and above
Child friendly	Can be used by users above 18 years of age
'Workout-Friendly'	Not Work-out friendly (Electric models)
Shade can be integrated	Shade can not be integrated into the current design



How is **SIFT** better than an all campus Wifi solution?

Cost of WIFI based campaigns

	Cost	Units	Total
Router	\$120	18	\$2160
Installation	\$80	18	\$1440
Internet service	\$20	216	\$4320
Electricity	\$1	216	\$216

Total \$8136

Cost of Beaconstac beacon campaigns

	Cost	Units	Total
Beacon (hardware + platform)	\$11.05	18	\$199

Total \$199



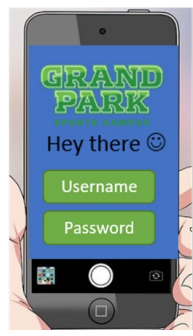
Where do we fit in?



+



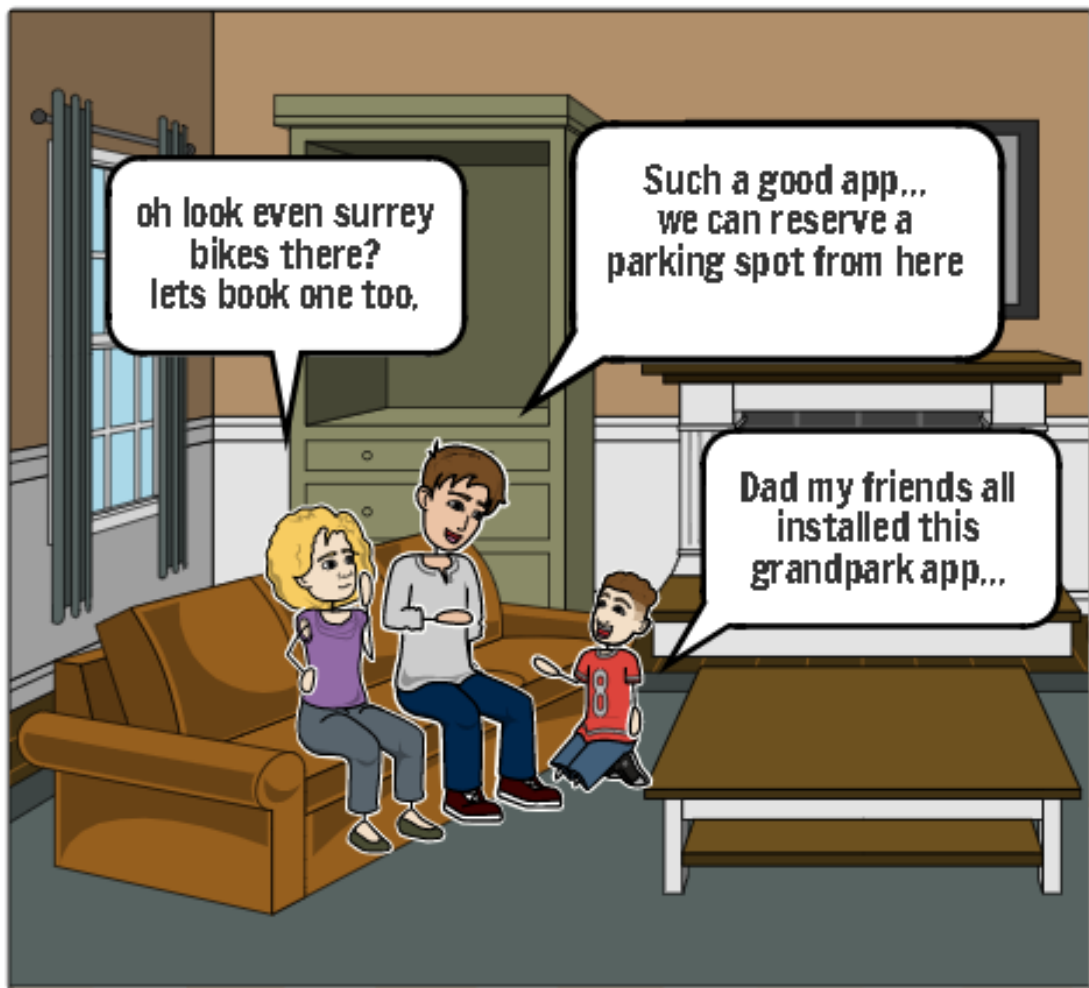
+



**GRAND
PARK**
SPORTS CAMPUS

+

S  **IFT**



oh look even surrey
bikes there?
lets book one too.

Such a good app...
we can reserve a
parking spot from here

Dad my friends all
installed this
grandpark app...

Please enter information
below to finish you
parking reservation:

Name:

Brian Lenzi

Number of Companions:

2

Traveling type:

Personal car

Date of travel:

July 15th

Match date:

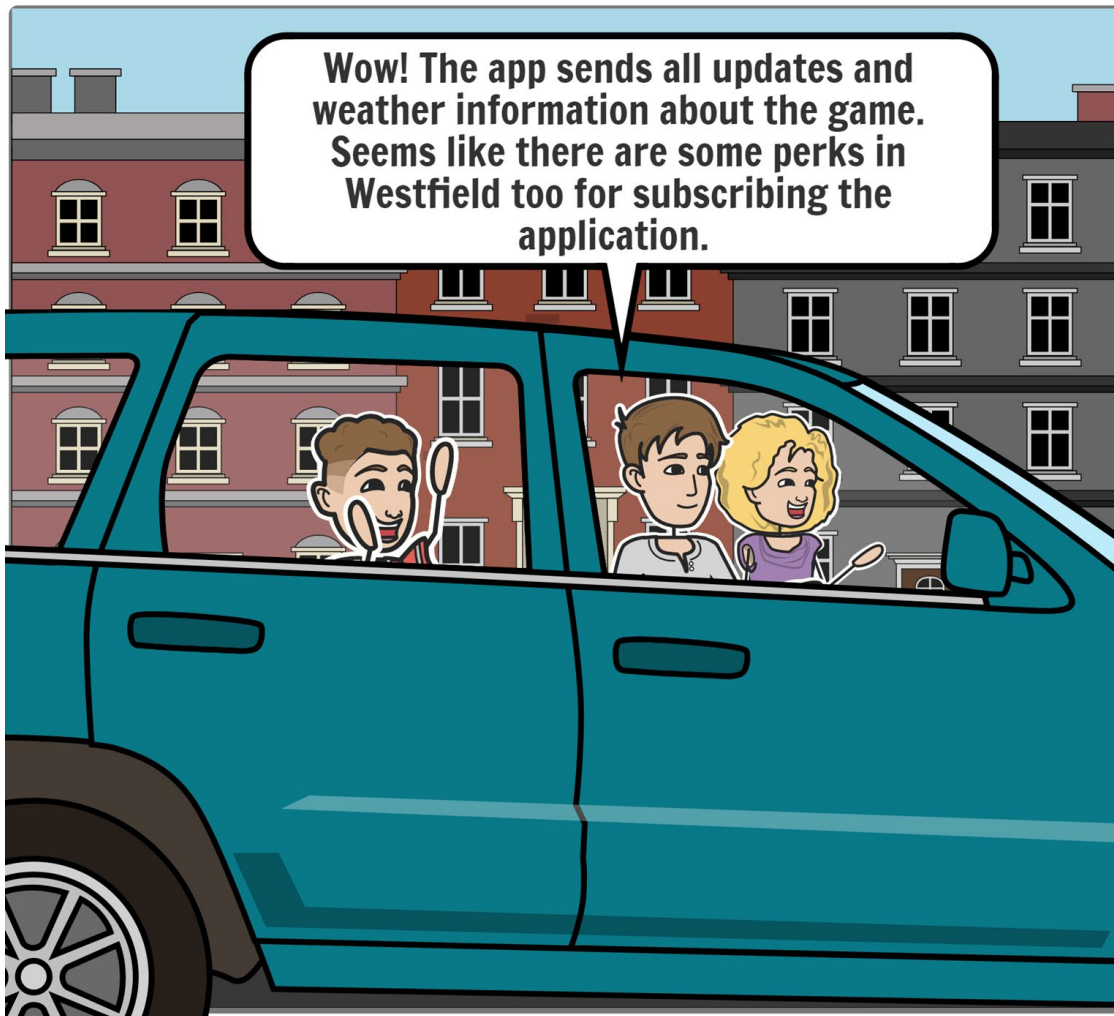
July 19

Ground number:

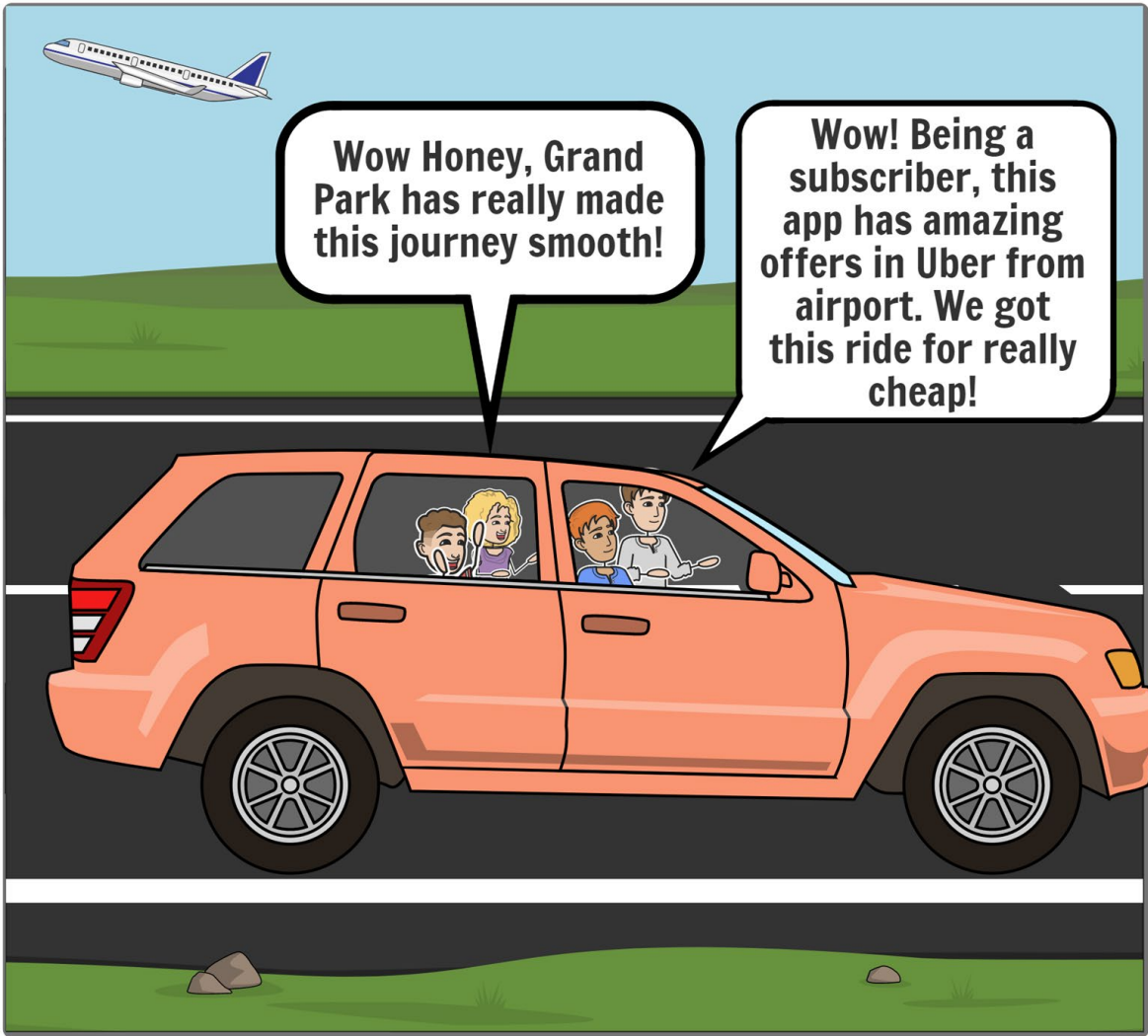
5

submit





Driving through
their own Car



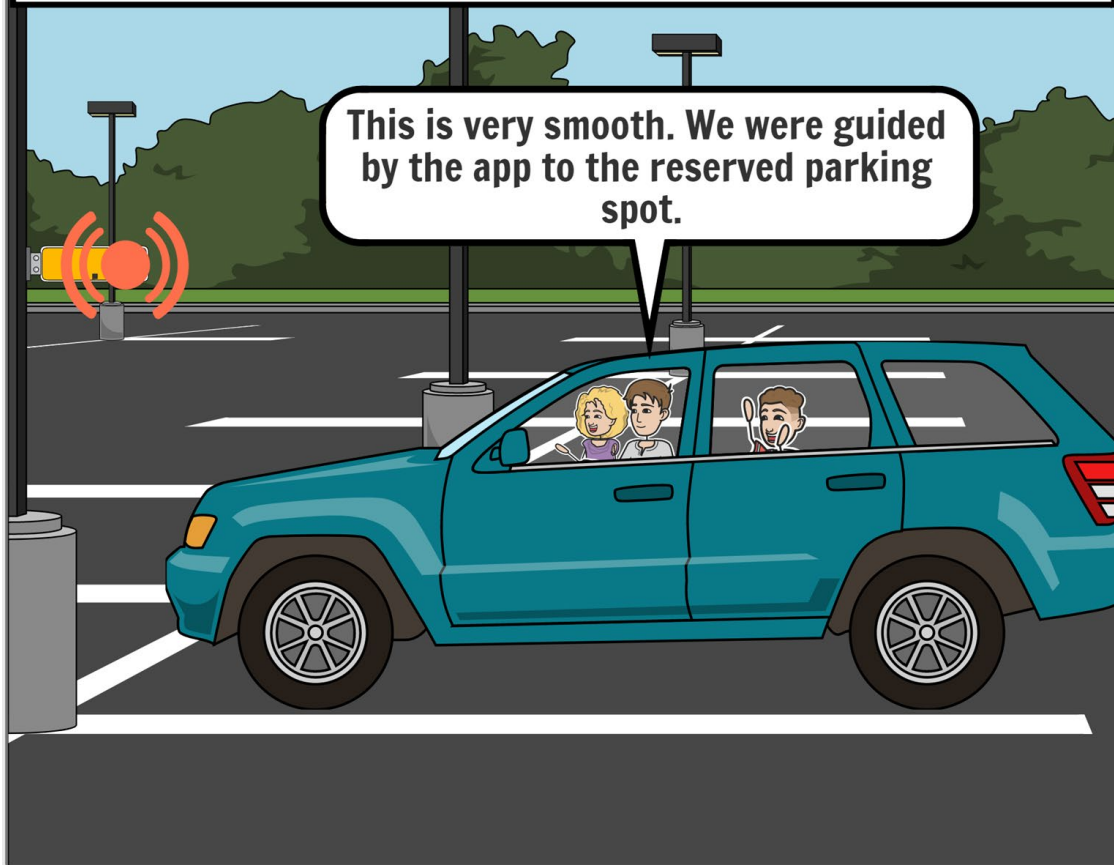
Wow Honey, Grand Park has really made this journey smooth!

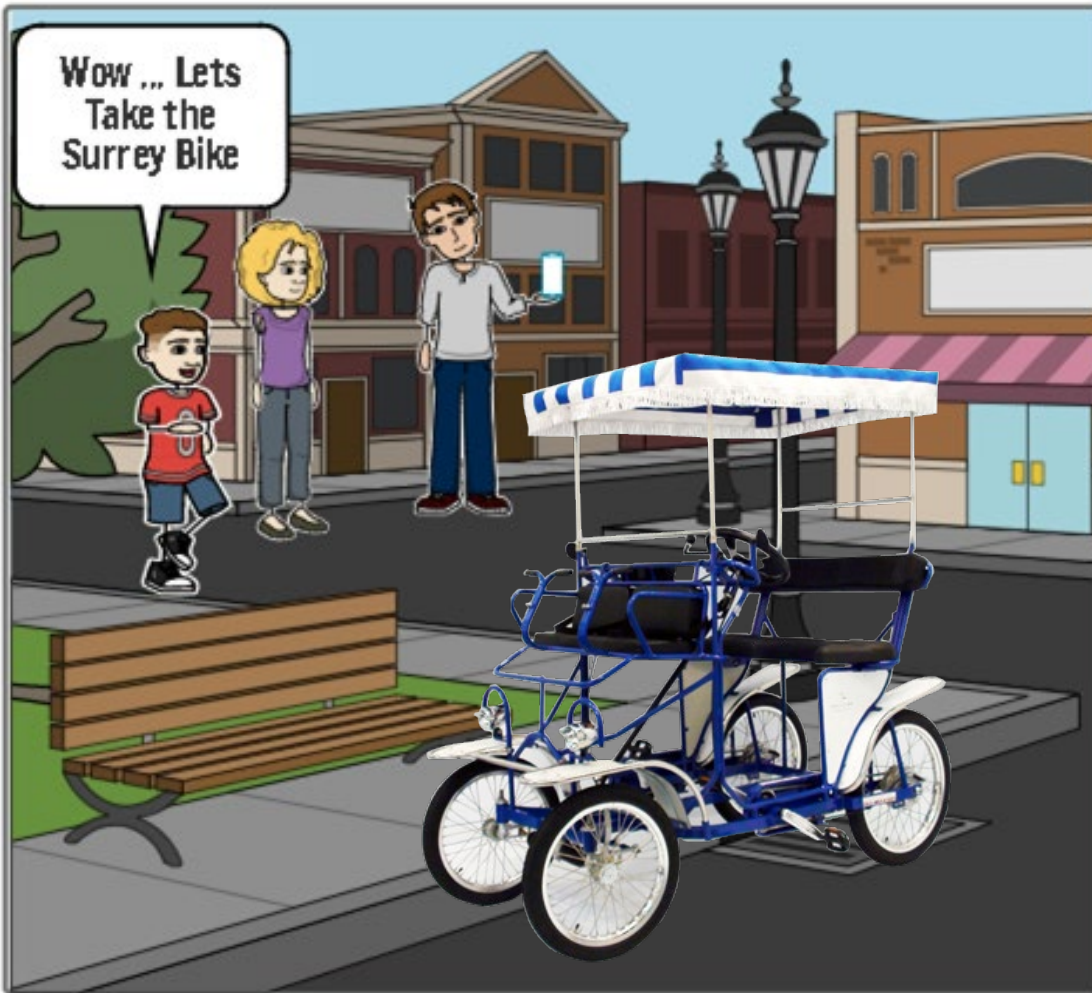
Wow! Being a subscriber, this app has amazing offers in Uber from airport. We got this ride for really cheap!

Accessing Uber/ Lyft through the app referral.

The car approaches and the beacon activates. The information is synced real-time with the app & Grand Park operation

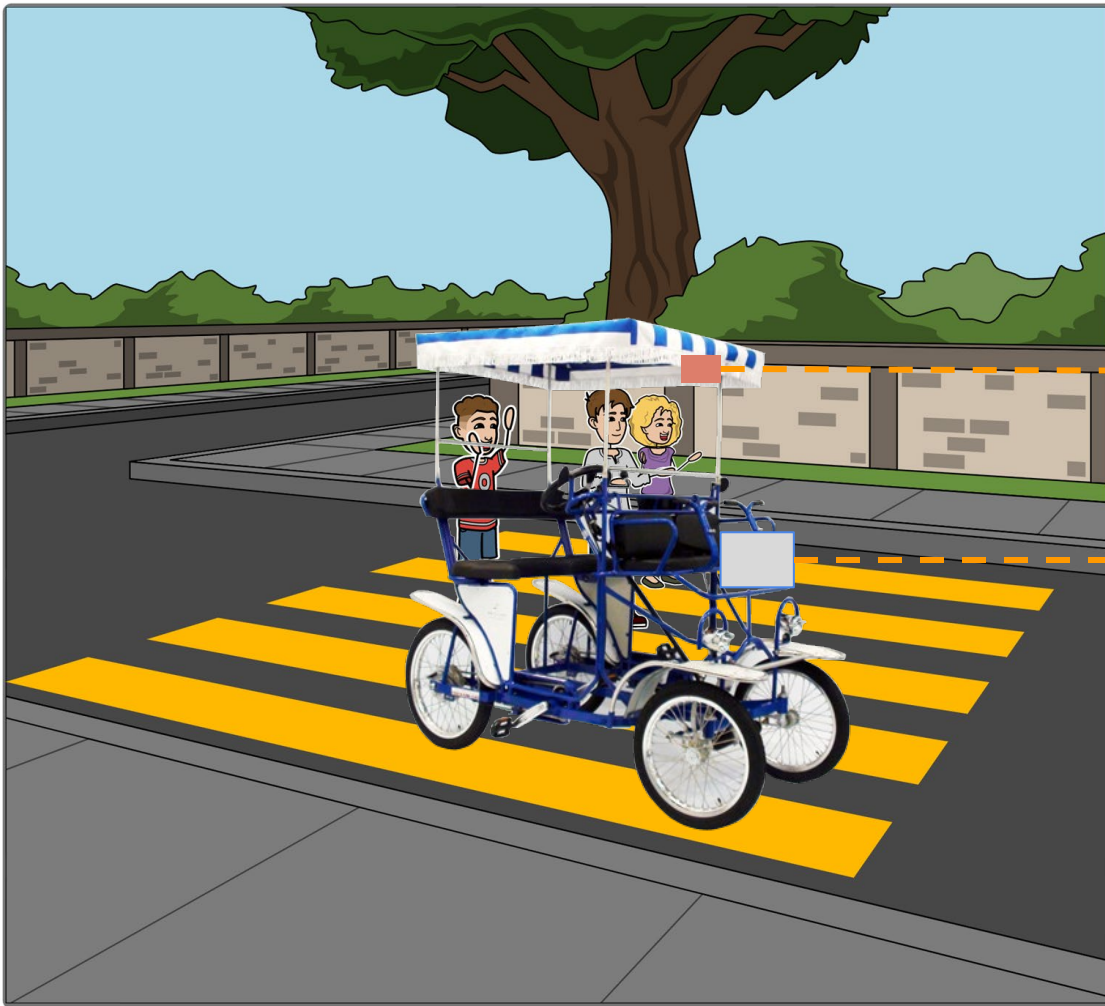
This is very smooth. We were guided by the app to the reserved parking spot.







Scanning the
Code on Surrey
Bike

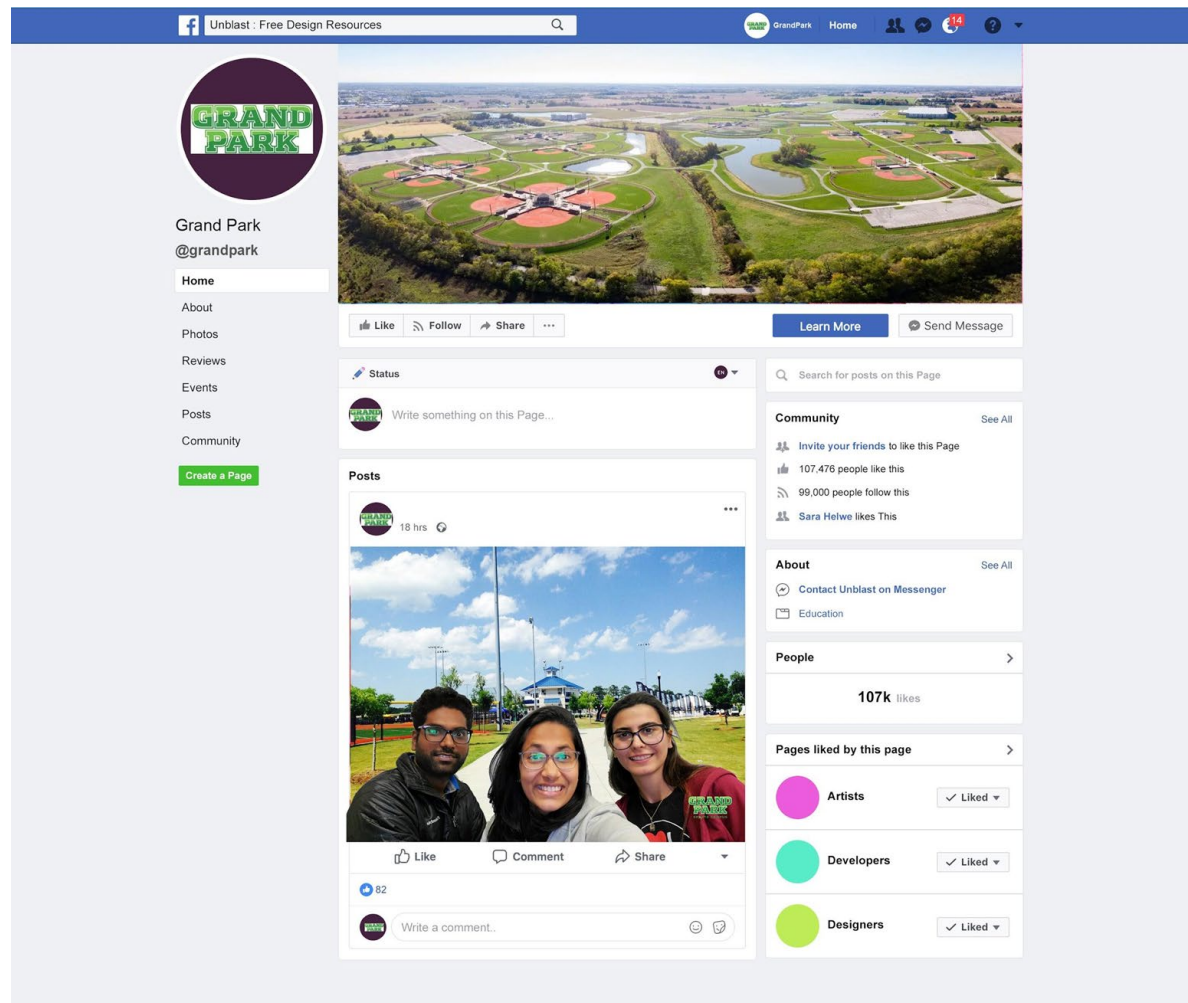


Family enjoying ride on Surrey bikes, See the screen & attached polaroid camera.

grandpark



Printed copy



Social Media



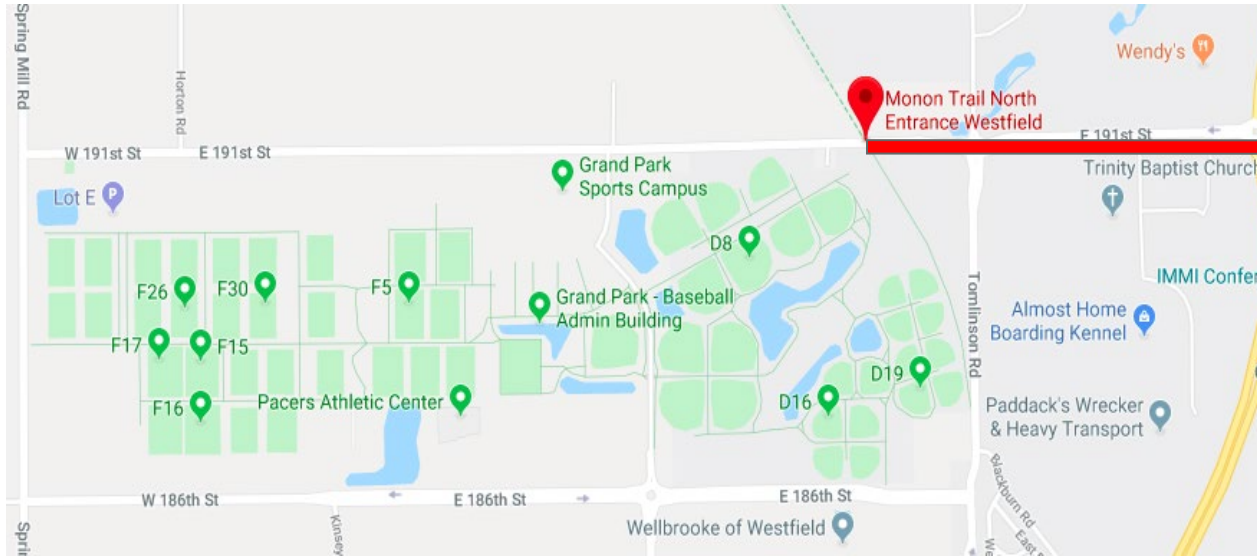




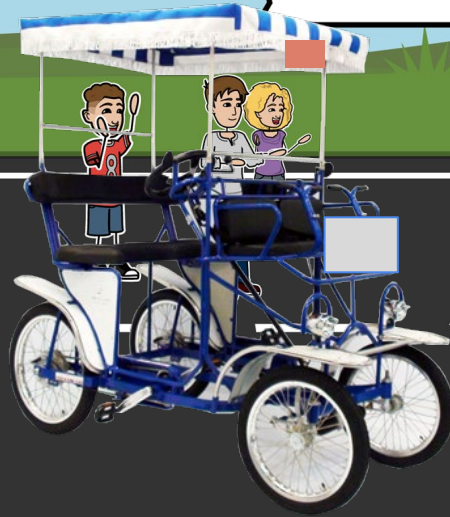
That's My Son :)

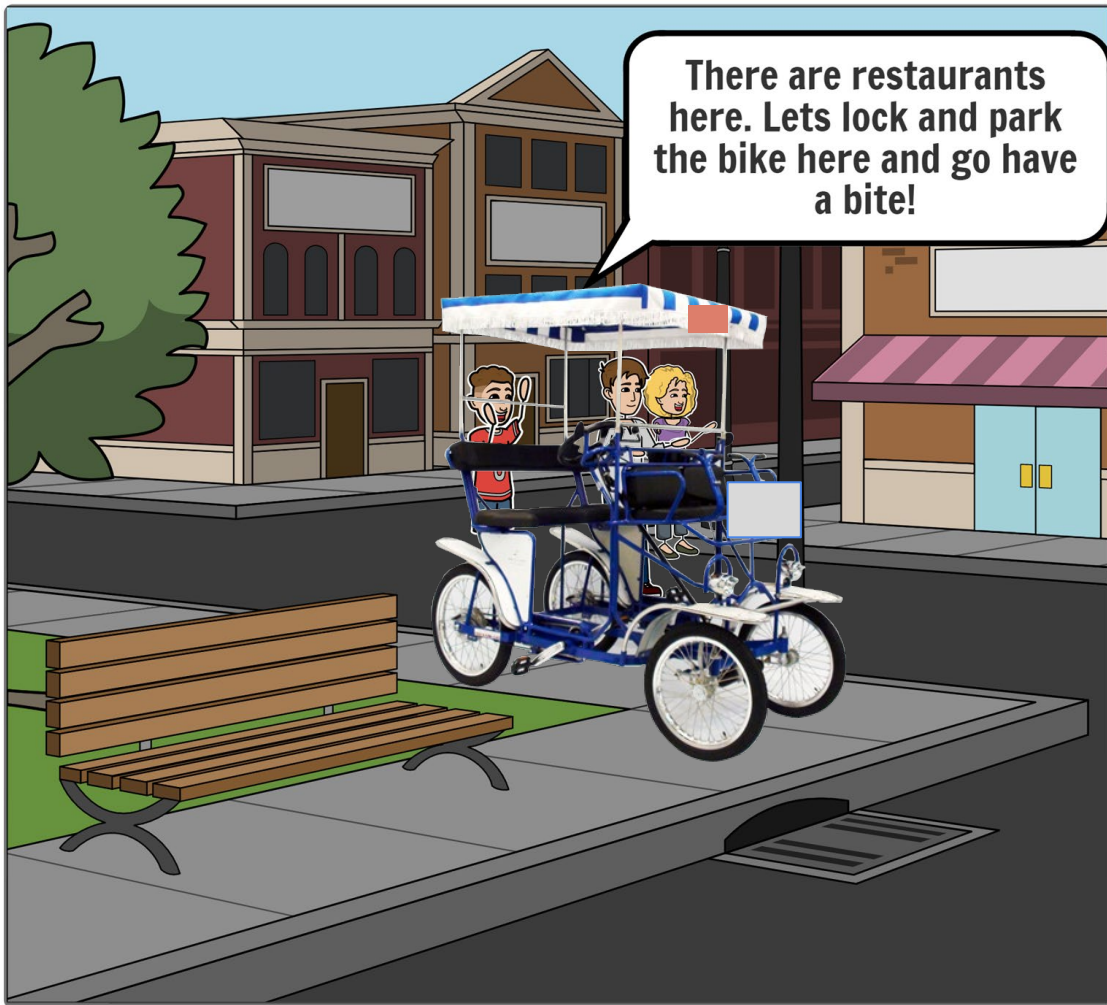
Oh look at him
:)

Expanding the intervention beyond Grand Park

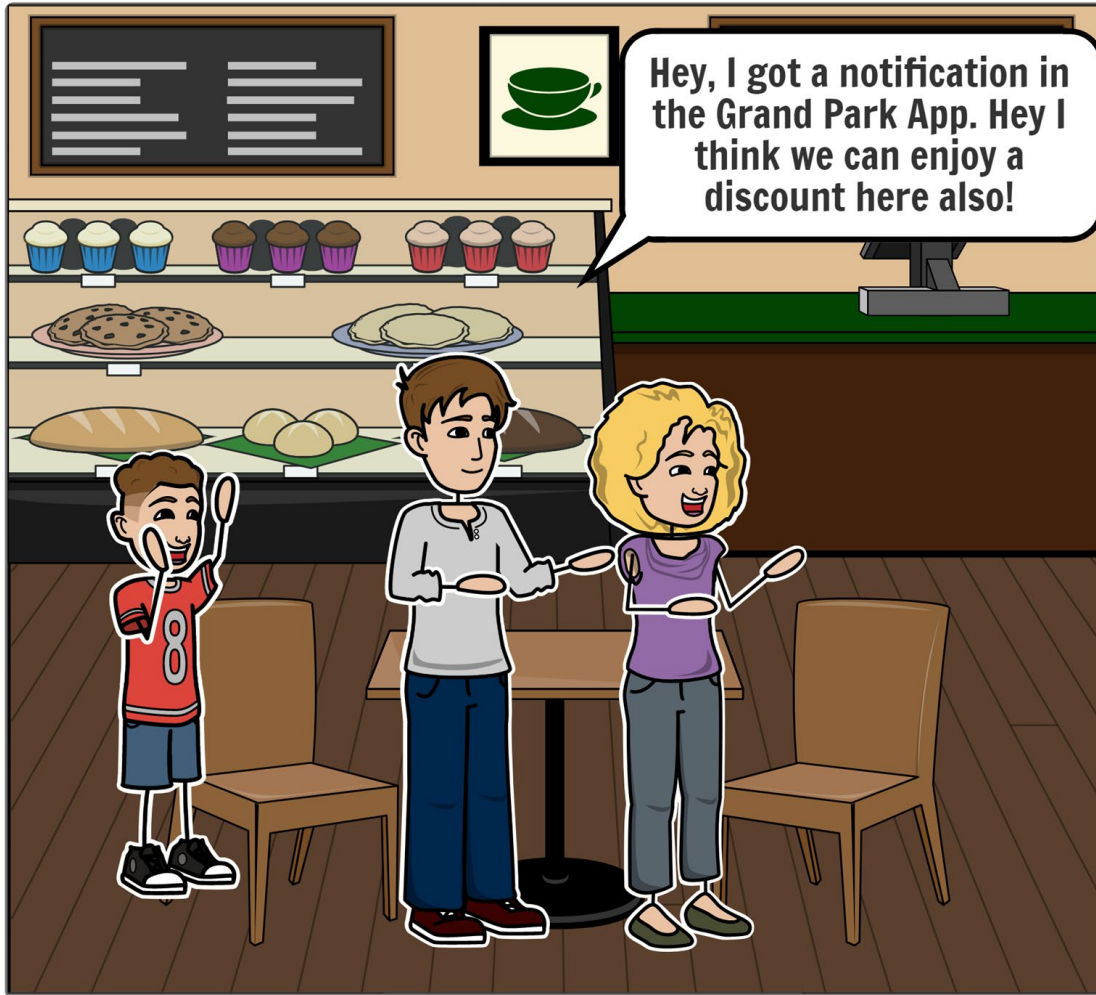


Wow! Monon Trail is so beautiful! This is my first time in a Surrey bike here!



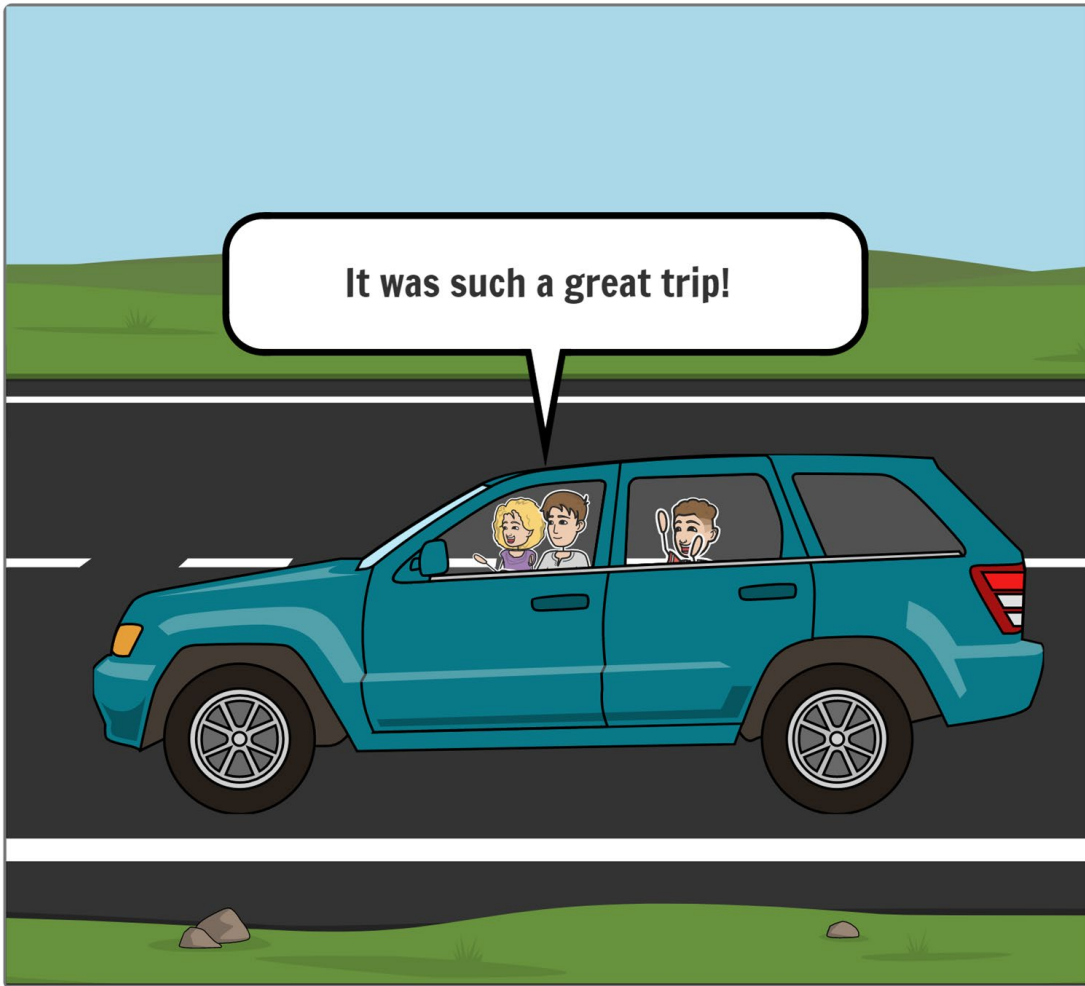


There are restaurants here. Lets lock and park the bike here and go have a bite!





It was such a great trip!

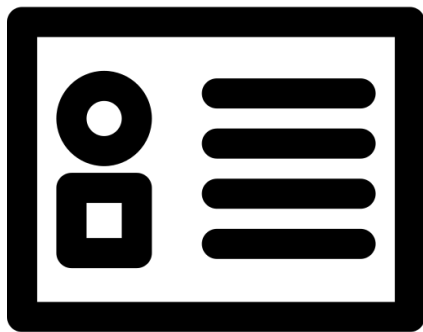




What problems are being solved?



Crowd Management



User Information



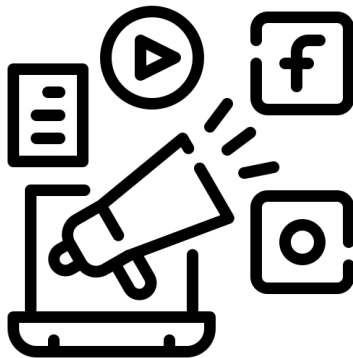
Better Navigation



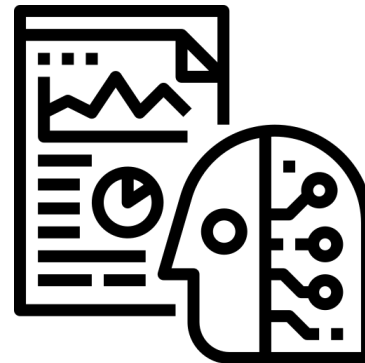
How is it more beneficial to Grand Park?



New Revenue
streams



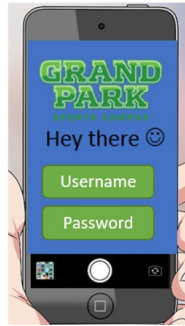
Content
Marketing



Operational &
Predictive analytics



What are the resources we need to make it into reality?



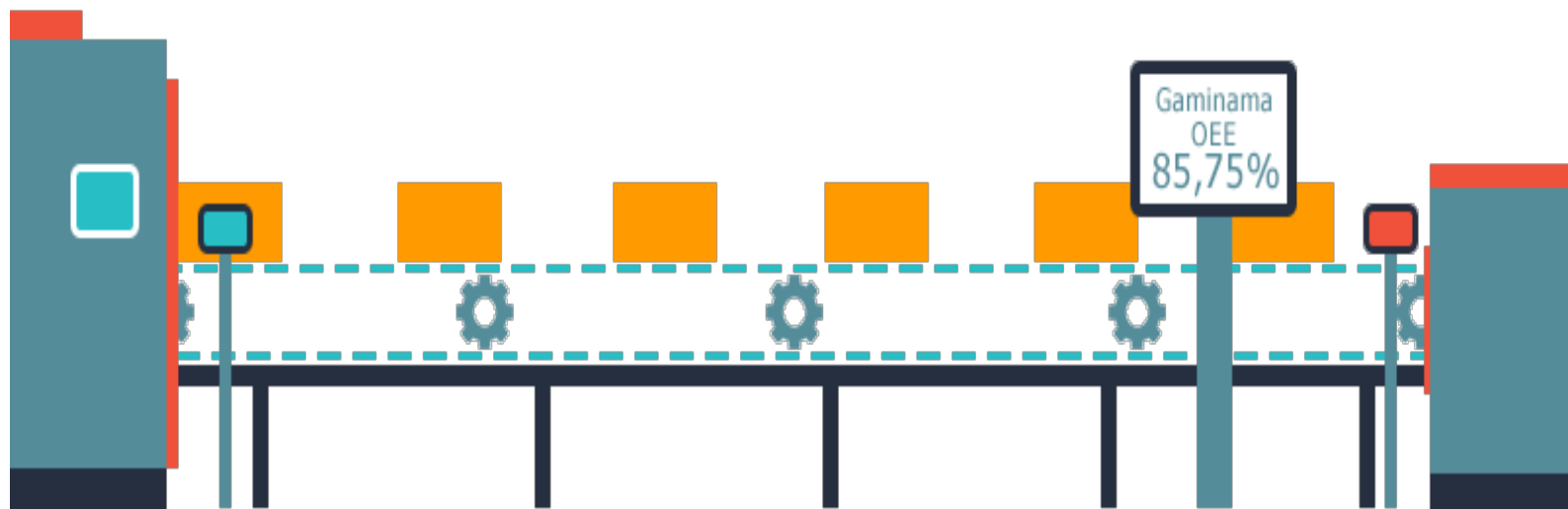
Hardware

Software

Human Resource



What are the Activity we need to make it into reality?



Assembling



Marketing



Design & Development



Who would be the key partners in the process?



Community partners

Restaurants



Attraction



Hotels





How much do Grand Park need to spend?

Surrey bikes :	\$410 (4 seaters)
Beacons W ifi Hot- Spots:	\$11
Screens:	\$50
RFID (high temperature hard tag):	\$3.5
Polaroid with film:	\$30

Total: **\$504.5**

(for 4 people on bikes + several who wants to find parking)



How much can Grand Park earn more?

\$40

One day Subscription

\$100

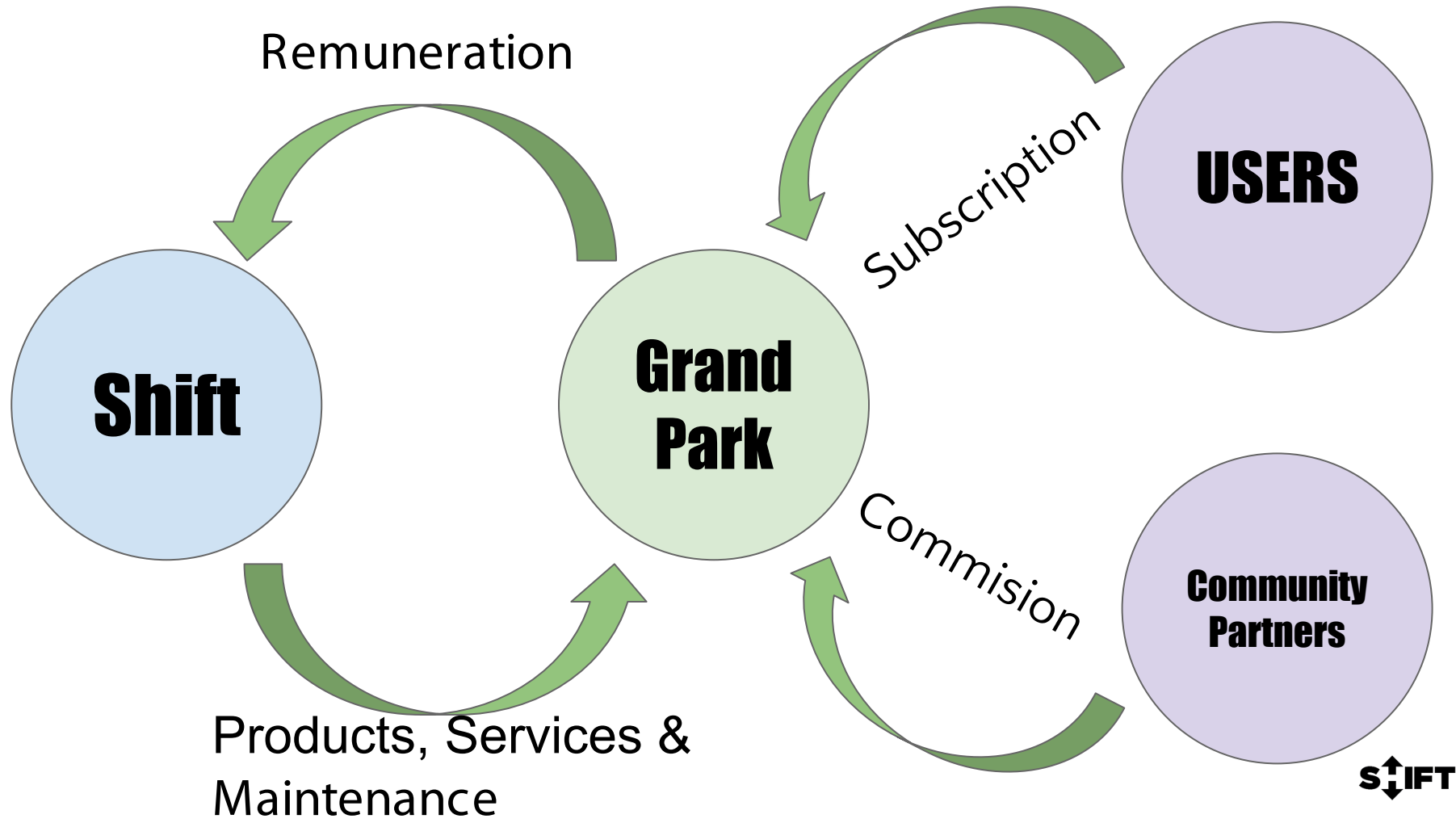
Monthly Subscription

\$300

Yearly Subscription

\$1/minute

Rent Without Subscription



SHIFT

Thank you!

