GPLS

Graphical Parking Location System

Mana 124
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Product: GPLS

- **Key Features**
  - PND – portable navigation device
  - Same features as GPS navigating systems, with added parking feature
  - Uses GIS technology
  - Track parking spaces *available* for structures, meters, lots, street parking, and underground parking
  - Graphically shows closest parking available
  - Indicate parking location base on price/distance
  - Indicate type of parking
    (lots/streets/structures/meters/UG/private/public/free/charge/valet)
Product: GPLS

- How it works!
  - **Parking Mode**: satellite pinpoint where you are and automatically show (map) out the places available for parking within the range or radius you determined.
  - Enter the address/location name & it’ll automatically map out the available parking within that address beforehand

- RED represent any source of parking
- Available parking spots are noted by yellow squares
- Blue dots (represent cars) in a parking spot
- Rest of the graphical images will be in grayscale during **parking mode**
- Ahead of time, the satellite will have predetermine image of each parking lots, how many spaces if marked, store in a database
Product: GPLS-camera

- **GPLS camera:**
  - Put up in structures & UG parking lots to transmit images to GPLS
  - Images can be view on GPLS, similar to how it would look outside of building

- **Others:**
  - Security......(activation code)
  - Service (monthly fee)
**People**

- **INTERNAL:**
  - Paaj Her-CEO & Marketing
  - Vang Her-CEO & IT/IS
  - NEED: -Financial/Accounting background
    - Someone with GIS knowledge
  - *We realized that we may need more people to split up the work*

- **EXTERNAL**
  - Suppliers
  - Manufacturers
  - Software Developers
  - Engineers
  - Distributors
  - Lawyer

- *we want to have a relationship w/ all these people*
Opportunity: Market

- The market for parking spot locator technology is increasing (concepts)
- Less competition in market than industry
- Major geographic markets: US, Canada, Europe, Japan, India and China
- Customer: Anyone who owns a car, more likely newer cars
- ALSO, B2B: businesses/transportation industry
Industry for mobile location technologies (PND) is propelling
The technology is fast gaining acceptance worldwide
Global market for Location Based Services (LBS)
More software development for mobile transportation
More vehicles expected have in-vehicle navigation systems (IVNS)
GPS signal is free to anyone, courtesy of the US Government

Portable GPS devices gone from high-end curiosities to mass-market devices
Industry saturated with competitors in (GPS) Magellan to TomTom
Change from stand-alone to multi-functions
Production Process

- Involve satellite receiver and transmitter and lots of custom chips
- Have a manufacturer create a prototype
- Hire our own suppliers/manufacturer/software developer/engineer-(let them work together)

- Outsource from countries: Taiwan
- Aimed for a more cost-effective design to lower retail price
Price

- **Average** cost to make GPS: low($100-$200) high($300-$500)
- **Average** cost to make 3G 8mpx iphone-($174.95)

**ESTIMATIONS-costs**
- Bill of Materials (BOM) and manufacturing expenses- ($200-$250)
- Software development – ($200-$300)
- Other costs: shipping and distribution, packaging and miscellaneous accessories ($150-$200)
- The GIS technology already exist- *(get it cheaply)*
- GPS signal- **FREE**
- **Price** the GPLS at **$550** (range: $550-$750)
- Price GPLS service fee at **$35**
- GPLS overhead cameras in structures/UG parking lots- **$300**
Marketing/Promotion

• In-vehicle navigation systems (IVNS)
• Create relationships/partnerships through B2B
• Online advertisements
• Electronic/tech tradeshows
• Street Advertisement: Billboards
• Magazine: Business/Tech/Men’s

• Target: Big Cities, business areas
• Target: Transportation industry
Invest $2,000 in creating a prototype
$6,500,000 in producing 10,000 units GPLS for first ½ year
$3,000,000 in producing 10,000 overhead cameras

Total Investments = $9,502,000

GPLS: $5,500,000-$6,500,000 = -$1,000,000 decrease for 6 months

GPLS service: $35*10,000 units = $350,000/month 6 months $2,100,000

Revenue of $1,100,000

GPLS camera: $3,000,000-$3,000,000 = $0 (breaking even)*
Long-Run Growth

- EOS – make it more affordable
- Compete against 3G 8mpx iphone-portable
- Expand the GPLS camera line: into all types of buildings
- Advance the technology
MARKET
- XM Satellite Radio concept called "Dynamic Parking Information"
- ParkSens concept developed by students at Boston University
- Streetline used a wireless sensor technology known as “smart dust”
- Online competition: ParkWhiz.com, FindPark.com

INDUSTRY
- 3G iPhone with GPS system
- Garmin: leading GPS manufacturer (+50%)
  - Nuvifone: integration of GPS, a portable Web browser, and a phone
- Claimed by big players in recreational and driving navigation
Context: Macroeconomic

- Economy in a slump
- People are buying less
- People are more price sensitive
- Conservative on purchases
Risks

- New technology
- Expensive
- Not enough drivers see no need for a GPLS like system to find parking spots
- Not enough cooperation with city/states
- Competition can copy
- Not enough funding
Rewards

- High returns if successful
  - drivers numbers in the millions
- Many markets
- Growth potential
- Save cost & time
EXAMPLE: MAM