Locus
An Indoor GPS

Agenda

? Problem

🔍 Research

💡 Solution

👥 Target Audience

✓ Competitive Advantage

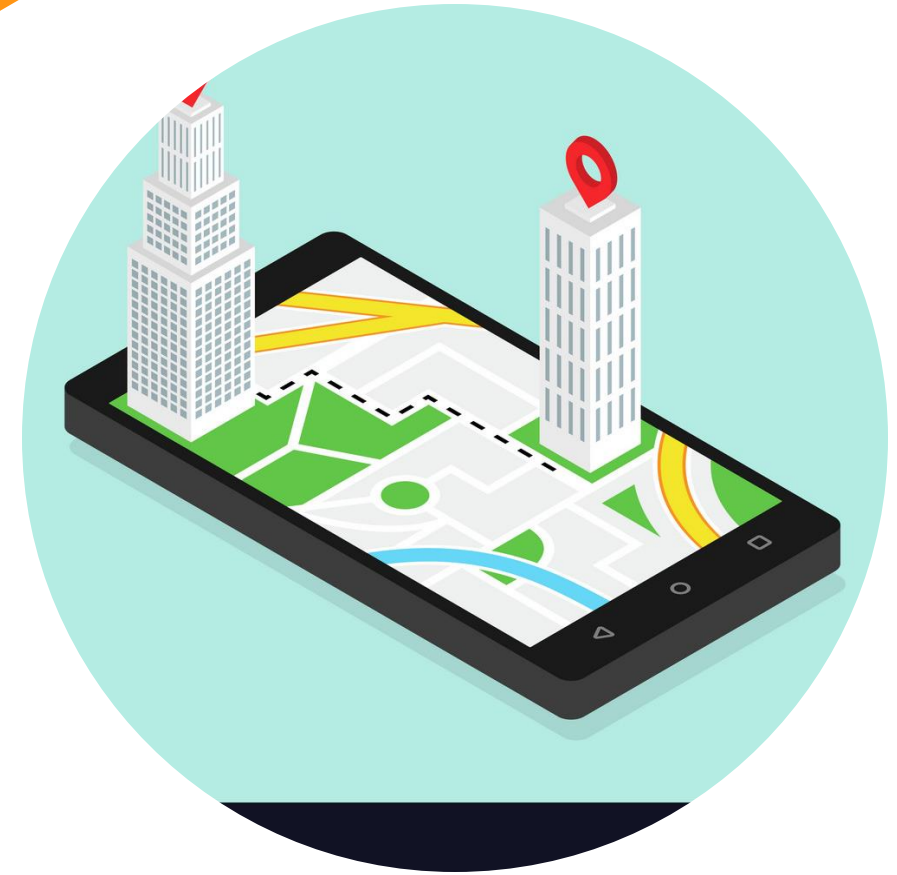📈 Market Opportunity

💵 Revenue Model

💬 Q&A

Research

Why do people get lost inside buildings?

- the complexity/ structure of buildings
- psychological maps that people use to find their way in a building
  - Paintings, statues, or even architectural differences

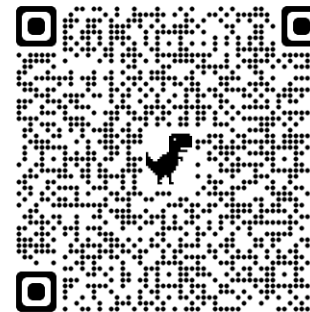## 60% of Americans use GPS at least once a week

The Locus Core

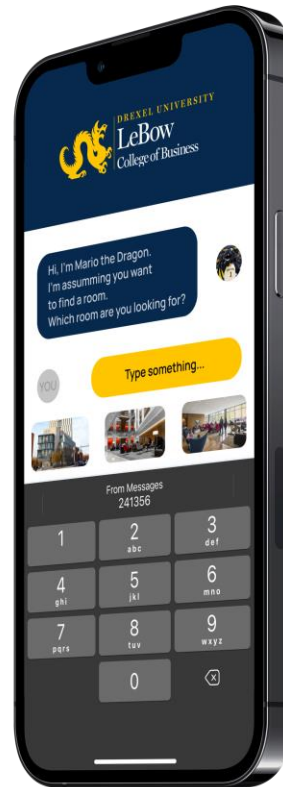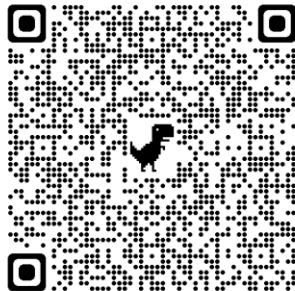|		
Small Tracking Device	Placed on Doors	Bluetooth 5.0 Technology
5 GHz WiFi Technology	Interconnected	More Cores = Greater Accuracy
	Connection to **the Locus App**	

The Locus App

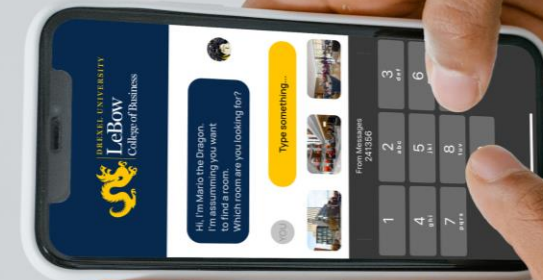- Branding
- Color Themes
- Pictures
- Tour Guide

Virtual Tour Guide

Mario the Dragon

Text Chats

Room Suggestions

The Compass

Exact Location Tracking

Parameter limitations

Room Previews

Arrival Notifications

Target Audience

College administrations, event coordinators, and
other corporations

Better enhanced experience for their members

Incorporate it into their own services

Competitive Advantage

Businesses can easily pair with our software to grant access to those under their domain all the features we provide

App is accessible to any mobile device

Quick and Easy Installation

A locus core placed in each room of their building to map it and provide a path for users to follow

Market Opportunity

Strong Market Opportunity

Businesses in our Target Audience currently utilize third-party software

- *E.g.: Colleges utilize services such as Canvas and Blackboard for their students to use; Vanguard partners with Microsoft 365 which grants their employees access to the Microsoft Suite*

Revenue Model
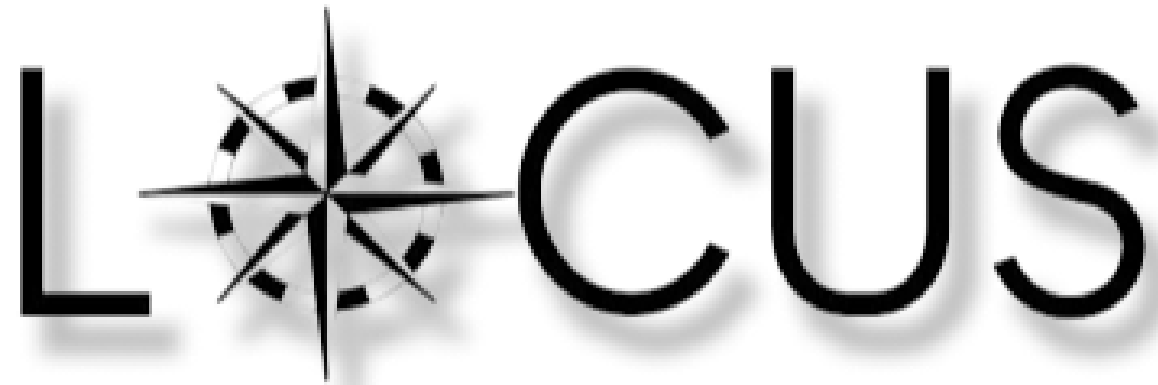
Pod Price: $35 Each

Service Fee: $2,500/year

Optional Installation Fee:
➢ 0 – 49 Pods   = $1,000
➢ 50 – 99 Pods   = $1,800
➢ 100+ Pods   = $4,000
➢ 300+ Pods   = $8,000
➢ 500+ Pods   = $15,000

Q&A

End

(Work Distribution Please Don't Go Further :))

Work Distribution

- Aron: 16%
- Isaiah: 20%
  - Mock Ups
- Jarad: 16%
- Mehajabin: 16%
- Nate: 16%
- Oliver: 16%