**Steve: (1.5 min)**

Hello, my name is Steve; I’m joined by Brandon Hare and Chris Rodgers and we are Full of Ideas. We worked with the Children’s Science Center, an Altru client with a desire to utilize Beacon Technology within their facility.

[Hold up beacon]

Beacons are small devices that broadcast a single URL within a given radius. A person, when in range of the beacon’s signal, is notified on their phone and given the option to interact with the URL. Much like *Pokémon Go* marries the digital and the physical into a single experience, beacons provide users with contextual information about a physical location, even down to a radius of a few feet.

Our assigned objectives were two-fold: 1) to collect analytics concerning each beacon, such as an exhibit's capacity and peak traffic times, and 2) to provide users with meaningful information about the exhibit.

The ultimate vision of our assignment is to create a fully-supported Blackbaud service that augments any one of our CRM’s with Beacon analytics and gives our clients the tools they need to enhance their constituents’ experience on the premises.

Brandon will now share with you what we created, and what’s remaining to be done.

**Brandon: (4 min)**

What did we do (demo)

* Explain different components, front end, admin screen, app
* Screenshots of beacon app, front end, admin screens/analytics
* Walk through the flow, show beacon endpoint in slide? /beacons/90832429384, talk about what it's doing

**Chris: (1.5 min)**

What we need to do

* Service
* Mobile app
* Connect to (any) CRM