

## # SBIR Phase I Application - sbir-federal

### ## Project Title

Optimizing Operational Efficiency: A Revolutionary Cost-Reduction Solution for the Hospitality Industry

### ## Principal Investigator

**\*\*Name:\*\*** Jay

**\*\*Organization:\*\*** EXPREZZZO

**\*\*Years of Experience:\*\*** 23 years

**\*\*Contact Information:\*\*** [jay@exprezzzo.com](mailto:jay@exprezzzo.com), (555) 123-4567

### ## Technical Abstract

EXPREZZZO proposes to develop an innovative solution that significantly reduces operational costs from \$0.15 per operation to \$0.001 per operation—a 150x cheaper cost reduction. This groundbreaking technology aims to streamline processes, minimize manual intervention, and maximize efficiency in the hospitality industry. By leveraging cutting-edge advancements, our solution will provide a substantial competitive advantage to businesses, enabling them to allocate resources more effectively and improve their bottom line.

### ## Founder Background

Jay, age 53, brings 23 years of extensive experience in the Las Vegas hospitality industry, with a vast network of over 800 established contacts, including vendors, suppliers, and industry leaders. As a kidney transplant recipient (2022), Jay has developed a unique perspective on the importance of operational efficiency, particularly in systems that require minimal ongoing intervention. This personal experience has driven his focus on creating innovative solutions that can benefit various industries, with a special emphasis on the hospitality sector.

### ## Commercialization Strategy

Our commercialization strategy is built upon the foundation of network leverage, utilizing Jay's 800+ established relationships with hospitality vendors and casino industry contacts to facilitate immediate pilot deployment opportunities. Our current project, Las Vegas Good Times, is already 75% complete, providing a solid framework for testing and refining our solution. We plan to:

1. **\*\*Establish strategic partnerships\*\***: Collaborate with key industry players to integrate our solution into their operations, ensuring seamless adoption and maximizing market reach.
2. **\*\*Develop a robust marketing campaign\*\***: Utilize targeted marketing efforts to raise awareness about our solution, highlighting its benefits, and generating interest among potential customers.
3. **\*\*Provide exceptional customer support\*\***: Offer comprehensive training, maintenance, and support services to ensure customer satisfaction and foster long-term relationships.

## **## Market Analysis**

The hospitality industry is a significant sector, with a projected global market size of \$1.4 trillion by 2025. With the increasing demand for efficient and cost-effective solutions, our technology is poised to capture a substantial share of this market. Our target audience includes:

1. **\*\*Casinos and resorts\*\***: Large-scale establishments that can benefit from our solution's ability to reduce operational costs and improve efficiency.
2. **\*\*Hotels and restaurants\*\***: Medium-sized businesses that can leverage our technology to enhance their competitiveness and profitability.
3. **\*\*Hospitality management companies\*\***: Organizations that oversee multiple properties and can integrate our solution across their portfolio.

## **## Budget Request**

**\*\*Total Amount:\*\*** \$275,000

**\*\*Breakdown:\*\***

1. **\*\*Personnel\*\***: \$120,000 (44% of total budget)
  - \* Jay, Principal Investigator: \$60,000
  - \* Additional staff: \$30,000
  - \* Consultants: \$30,000
2. **\*\*Research and Development\*\***: \$80,000 (29% of total budget)
  - \* Software development: \$40,000
  - \* Hardware and equipment: \$20,000
  - \* Testing and validation: \$20,000
3. **\*\*Marketing and Commercialization\*\***: \$40,000 (15% of total budget)
  - \* Marketing campaign: \$20,000
  - \* Trade show participation: \$10,000
  - \* Travel and meetings: \$10,000
4. **\*\*Overhead and Miscellaneous\*\***: \$35,000 (13% of total budget)
  - \* Office expenses: \$15,000
  - \* Insurance: \$10,000

\* Contingency fund: \$10,000

By supporting this project, we believe that EXPREZZZO can make a significant impact in the hospitality industry, driving innovation, and promoting economic growth. We look forward to the opportunity to collaborate with the SBIR program and bring this groundbreaking solution to market.

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