Project Scope Statement

Bridgemark Management **Statement of Project Scope**	Prepared by: Above the Curve (AC) Consulting Date: September 30, 2022

General Project Information

Project Name:	Marketing Strategy for RAIL-D (Remote AI Logo-Tracking Device)
Sponsor:	Simran Gill, Principal
Project Manager(s):	Jaiden Angeles (Leader), Emily Chan, Yuling Dai, Daisy Huynh, James Lee, Tianci Qiao

Problem/Opportunity Statement:

New low-powered image recognition technology assists Equity Research analysts to collect previously inconceivable data, which provides a more in-depth understanding of competitors. This is done through the use of artificial intelligence tools to track railcar logos that help subscription analysts predict sales for each company on a freight car.

Project Objectives:

Conduct market research in Canada to identify profitable areas of expansion for Bridgemark Management's RAIL-D for two to three industries (short-term, with minimal modifications).

Project Description:

The new AI device will be applied to other profitable industries in Canada (other than railways) for the use of data collection, with unique characteristics including solar panels, no cell or wifi reliance, data collection and fast-tracking. By performing market research to understand user requirements, two to three related industries that can use the RAIL-D's capabilities will be identified. Specifically, industries that require tracking and counting objects without major adjustments to the software and hardware.

Out of Scope Items:

Hardware design, software design, integration
Geographical locations outside of Canada
Long-term device adaptation for future profitable industries
Long-term marketing strategy

Business Benefits:

Marketing knowledge for development and expansion strategy
Possible clients to lease or sell RAIL-D for increased profit
Surplus capital towards improving RAIL-D's technical performance, lower costs for clients, or allow Bridgemark to reallocate capital for future projects.

Project Deliverables:

Market research on 2-3 profitable industries for Bridgemark's RAIL-D
A list of 1-3 profitable customers per industry
Short-term marketing plan for the RAIL-D that is applicable for six months
B2B sales pamphlets (value proposition)

Estimated Project Duration:

4 months

Milestones:

1. Successful identification of profitable target industries and customers	(Oct 18)
2. Research plans for all targeted industries	(Nov 01)
3. Provisional marketing pitch	(Nov 15)
4. Finalized "pamphlet" for B2B sales	(Dec 06)

Estimated Project Cost:

Market research cost: The cost of preliminary market research should be under $100 (after tax) from market research sites or other mediums, within the grant reimbursement.
Marketing costs: Advertisement budget should be 2-5% of this project's revenue.