



Bridgemark Advisory Services

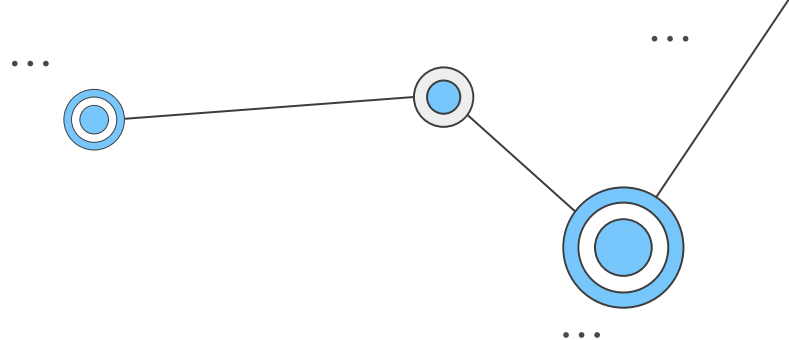
Remote AI Logo tracking Device (RAIL-D)
Short-term Marketing Proposal

BUS 361 D100

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Beedie School of Business

Simon Fraser University



Agenda

01

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Company Overview

- Company background
- Product overview

02

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Objectives

- Purpose

03

...

Our Plan

- WBS
- KPI
- Execution

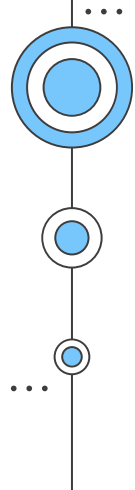
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Outcome

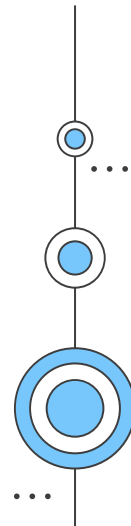
- Deliverables
- Impact
- What we learned





01 Overview

What is Bridgemark? What is
RAIL-D?





Bridgemark Advisory Services

- International consulting firm
- Assists clients in all aspects of their business
- Provides a wealth of experience & knowledge, tailored to their needs

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Remote AI Logo-tracking Device (RAIL-D)

- Novel AI-assisted image recognition device
- Deployable in remote settings
- Powered by solar panels
- Modified to fit clients' needs

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02

Objectives

What is our purpose?



Objectives

01

Research all
industries

02

Identify 3 profitable
industries

03

Create a Marketing
plan



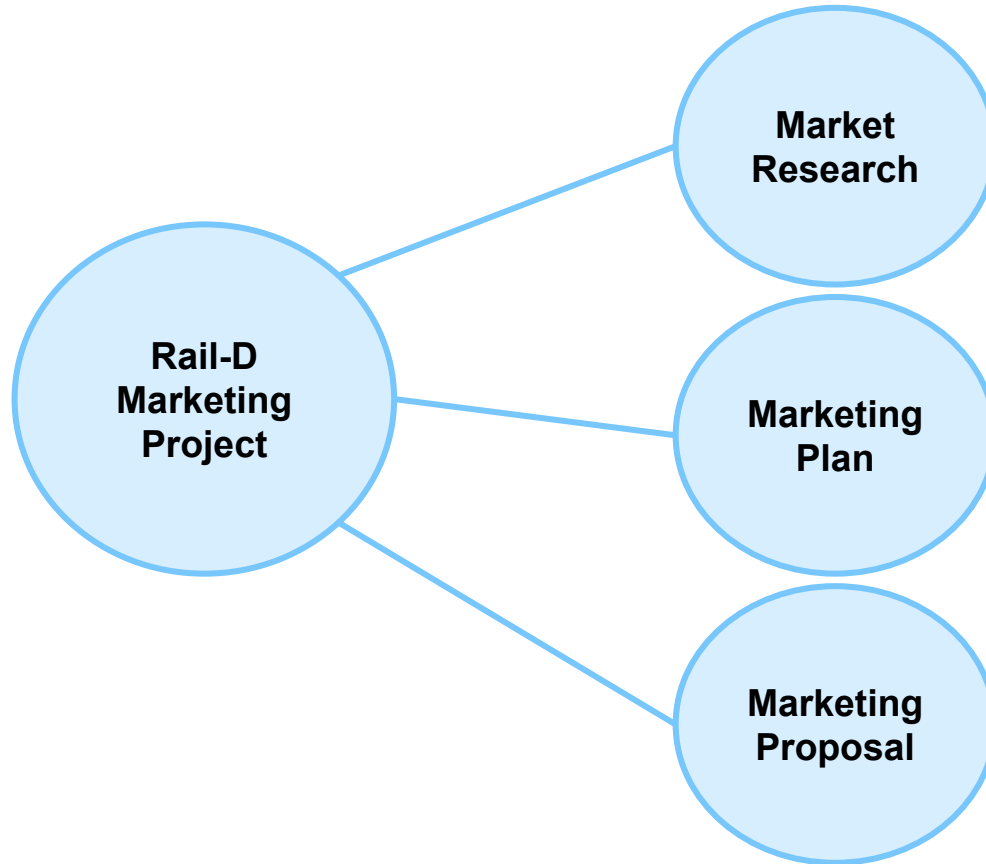
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Our Plan

What have we planned?



Work Breakdown Structure



- Determine industry needs
- Identify 2-3 profitable industries
- Feasibility analysis
- Market strategy
- Profitable industry recommendation
- Market pamphlet

How Success Measured (KPIs)

	Industry Analysis	% Missed Deadlines	Planned vs Spent Hours
Objective	Cut 2-3 industries / week	>15%	2.78hrs/day Total: 56 days
Actual	2-3	33%	9.73hrs/days Total: 16 days

Plan Execution

Survey results



- Fewer than expected survey responses
- More reliant on online research

Limited industry data



- New product to new industry
- More time spent on online research

Engagement



- Everyone was on time for all meetings
- In-depth discussions



04

Outcome

What is the impact?



Outcome

11

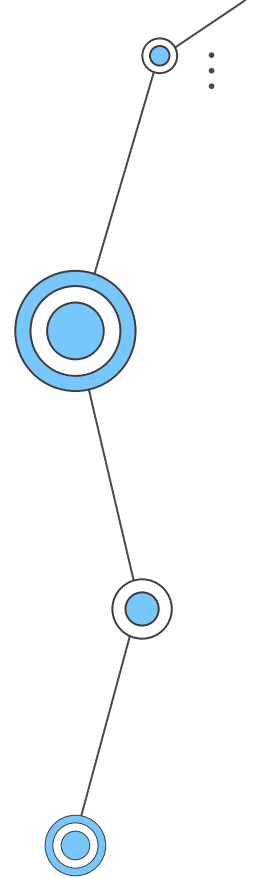
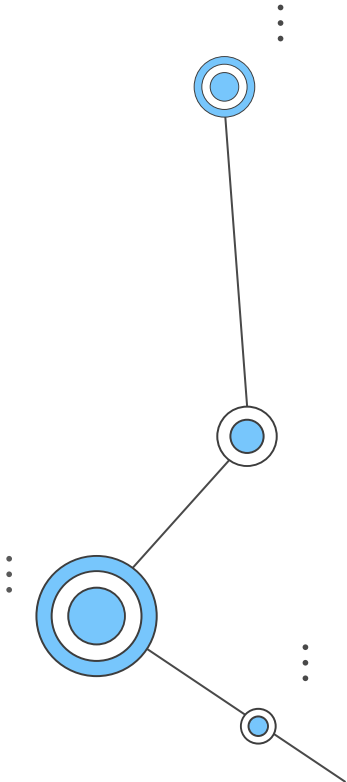
Survey responses collected

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Industries identified

3

Industries chosen





Ride-sharing

- CAGR 16.3%
- Reach \$242.7B Market Size 2028



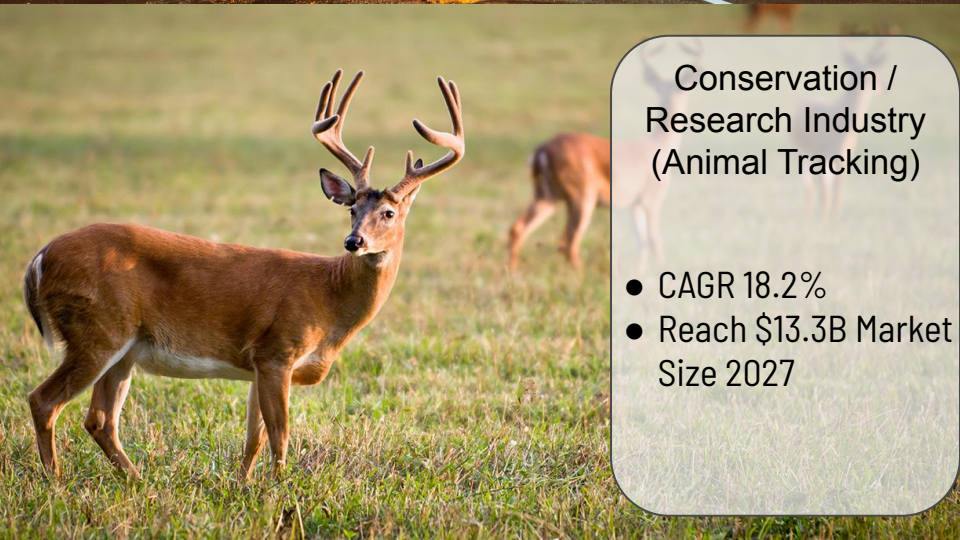
Data Analytics (Global, US\$)

- CAGR 30.41%
- \$215.7B Market Size



Sports Marketing

- CAGR 29.7%
- Reach \$7.8B Market Size 2028







Conservation / Research Industry (Animal Tracking)

- CAGR 18.2%
- Reach \$13.3B Market Size 2027

Feasibility Analysis

(Scale of 1-4, Higher is better)

	 Ride-sharing / Delivery	 Sports Marketing	 Data Analytics (Trucking)	 Conservation / Research
Technical	1	3	4	2
Economic	3	4	3	2
Organizational	1	2	2	4
TOTAL	5	13	9	10

1. Sports Marketing

Product

Benefits:

- Brand visibility
- Frequency

Adjustments:

- Hardware (minimal)
- Software (moderate to heavy)

Pricing

Premium Pricing

- Well-established, growing industry
- Deep pockets

2. Data Analytics (Trucking)



Product

Benefits:

- Much larger data set
- Relatively easy

Adjustments:

- Hardware (if necessary)
- Software (small to moderate)

Pricing

Skimming Pricing

- New, innovative data source
- No direct equivalent on the market

3. Conservation / Research

A background image of a rhinoceros in a savanna landscape. The rhinoceros is in the foreground, facing right, with its head slightly turned back. The background shows a grassy field with some trees and a cloudy sky.

Product

Benefits:

- Monitor migration patterns
- Reduce human intervention

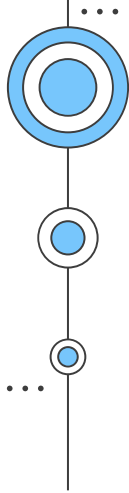
Adjustments:

- Hardware (minimal)
- Software (heavy)

Pricing

Competition-based Pricing

- Industry not as well-financed
- Competing products exist, but pricey
- Advertise around price/performance



Promotion

Trade Exhibitions

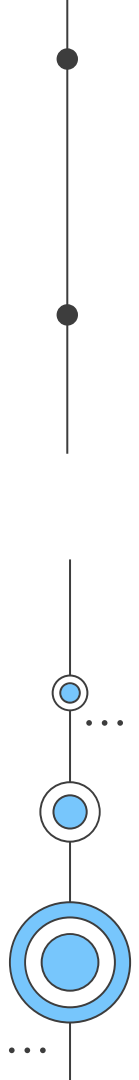
Interpersonal
Marketing

Online presence/SEO

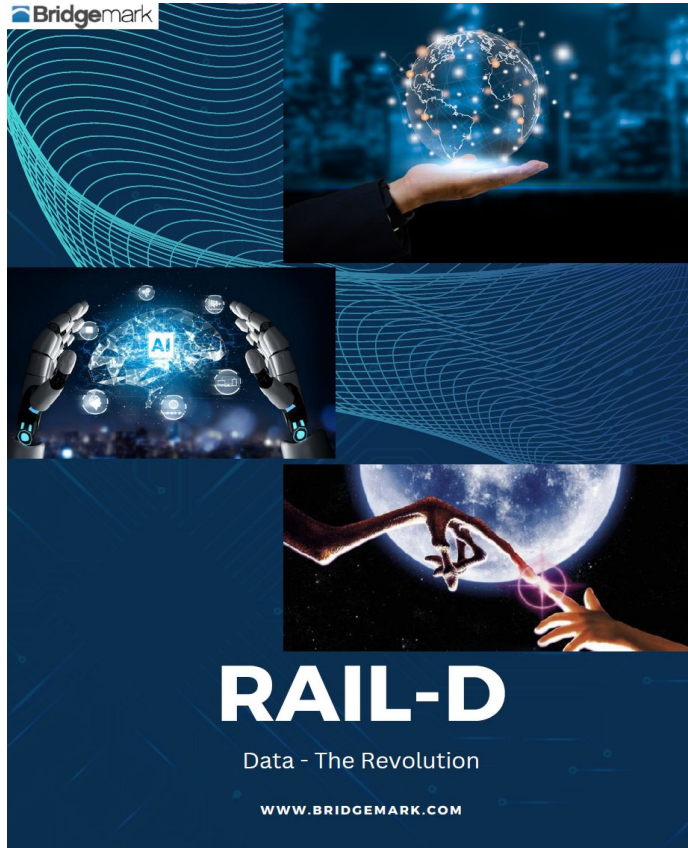
Place

Type: Selective

Channel: Direct



Marketing Pamphlet



Product Name

- RAIL-D

Company Website

- WWW.BRIDGEMARK.COM

Marketing Pamphlet



The marketing pamphlet features a dark blue background with a grid of data visualizations. The top section shows a bar chart with a red line graph overlaying it, set against a backdrop of binary code. Below this, there are two smaller charts: a bar chart on the left and a pie chart on the right. The bottom section is divided into three columns. The first column, titled 'BENEFITS OF RAIL-D', lists three points: 'FAST AND ACCURATE', 'POWERED BY SOLAR PANELS', and 'ADAPTABLE'. The second column, titled 'ABOUT US', contains a paragraph about BridgeMark's services. The third column, titled 'PRODUCT', shows a 3D rendering of a complex highway interchange with various traffic signs and lane markings.

BENEFITS OF RAIL-D

FAST AND ACCURATE

1. Real-time data tracking
2. Automatically compiles data

POWERED BY SOLAR PANELS

2. No cell or wifi reliance
2. Can be used in remote areas

ADAPTABLE

3. Can be modified to fit the client's business needs

ABOUT US

As a financial services firm, BridgeMark can assist clients in all aspects of their business, including providing a wealth of experience, training, resources and skills, and tailoring them to their needs

PRODUCT

WWW.BRIDGEMARK.COM

Fast and Accurate

1. Real-time data tracking
2. Automatically compiles data

Powered by solar panels

1. No cell or WIFI reliance
2. Remotely use

Adaptable

1. Modified to fit the client's business needs

Impact



Simran Gill
Bridgemark



Future Clients

Sports / Data Analytics
/ Conservationists

New data sources

Data truck-based
transport

Cost-effective
alternatives



Current Clients

Tech improvements

Reduced R&D cost

What We Learned

Collaboration

Assign the team goal to small tasks

Time management

Maximize team efficiency

Problem solving

Change our thinking and offer alternatives



Thanks!

Do you have any questions?

