

Team 12 - Luggage Tracker

Competitive Analysis

| | Our Application | TrackDot | BagTrack | Lugloc | Waldo | Versa | Horizn |
|---------------------|--|---|-------------------------------|---|--------------------|---|-------------|
| Technology | GSM,Bluetooth, Wifi | GSM | Bluetooth | GSM-GPS | Bluetooth | GSM, GPS, Bluetooth and WiFi | GPS |
| Notification | E-mail,SMS,Push Notifications | SMS | Push Notifications | Push notification, maps,, paid additional services | Push Notifications | Push notification on a app, | SOS |
| Platforms | iOS/Android | iOS | iOS/Android | iOS/Android | iOS | iOS/Android | iOS |
| Hardware | RFID,GSM,Bluetooth | Accelerometer | iBeacons | GSM-GPS module | Bluetooth Module | Lithium-ion Batteries | GPS tracker |
| Features | Proximity alerts, Easy add-on to luggage | Automatic Airplane mode,Vibrate when in proximity | Distance between you and bags | Trackable via app if goes missing, auto airplane mode, easy | Track in Carousel | Auto Flight Mode, Cloud, Sleep Mode,Integrated system | Alarms |
| Price* | \$10 | \$31.99 | \$62.99 | \$49.95 | \$78.74 | \$199 | \$271.93 |

*Price mentioned is the price for the devices offered by our competitors to their customers. Our application will charge a small fees for the services that we offer.

Market Sizing

→ Potential people:

- Business travelling 458.9 million per year
- Tourists travelling 1.75 billion per year
- Average air travels per year - 741.6 million domestic
- 107.7 International (as of 2017)

→ Recovering and returning lost bag:

- Recovering lost baggage cost the aviation company around 2.1bn in 2016
- According to current statistics, around 5.6 bags are lost/delayed in 1000, which means 952k bags are lost or had issues.

→ Market potential:

- U.S. residents took 2.6 million person-trips for business and leisure in a day
- Assuming each passenger carries a bag and would pay \$2 amount for our services and \$10 one time fee for the device we would make 1.6 billion in a month which amounts to 18.7 billion/yr in tracking only.