MiSPOT!

MiSPOT!

IoT Parking Solution Business Plan

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Executive Summary

We appreciate the opportunity to bring our solution before the panel. Attendance at local entertainment events is dropping due to an ineffective parking system. In addition, brand awareness is suffering and venue vendor sales are decreasing. In order to boost sales and provide a user-friendly experience to local events, an interactive parking lot management system should be adopted by local entertainment venues. The solution we recommend is MiSPOT!.

In today's fast-paced business world, early implementation of the hottest technological advances is vital for both an organizations brand awareness and sustainability. The MiSPOT! system uses low cost sensors, real-time data and a mobile phone application which will allow users to quickly identify and pay for available parking spots. This solution will provide a user-friendly collection of services to enhance the overall experience of attending events. These include: online payments, real-time parking notifications, consumer data analytics, venue advertising, and assistance with finding the closest access to venue seating. (Plasma , 2016)

We are seeking an $800,000 loan at 11% interest to be repaid in 60 months. Investment in the MiSPOT! venture will also grant the investing firm a 5% equity stake in the company, Creative Warriors, LLC.

Highlights

Investment in the MiSPOT! System optimizes profits through the use of a multi-level pricing structure. Venues make an initial one-time investment in the Bosch hardware package, then subscribe to the management service on a monthly, per-spot basis. MiSPOT! will receive a per-spot fee for each spot that is reserved using the system, billed in addition to the monthly subscription fee. Finally, MiSPOT! will generate additional revenue for both the venue, and shareholders through the sale of outside advertisement packages. Firms purchasing outside advertisements packages will receive ad space, displayed to users inside the mobile application.

Over the first 5 years in business, our projections show an increase in expenses to be matched by an increase in sales. However, a key indication of our projected success is the incremental increase in net profit. As we continue expanding the program, we will succeed in better using the financial assets that we have, growing the business, and offering our investors greater returns.

Financial Overview
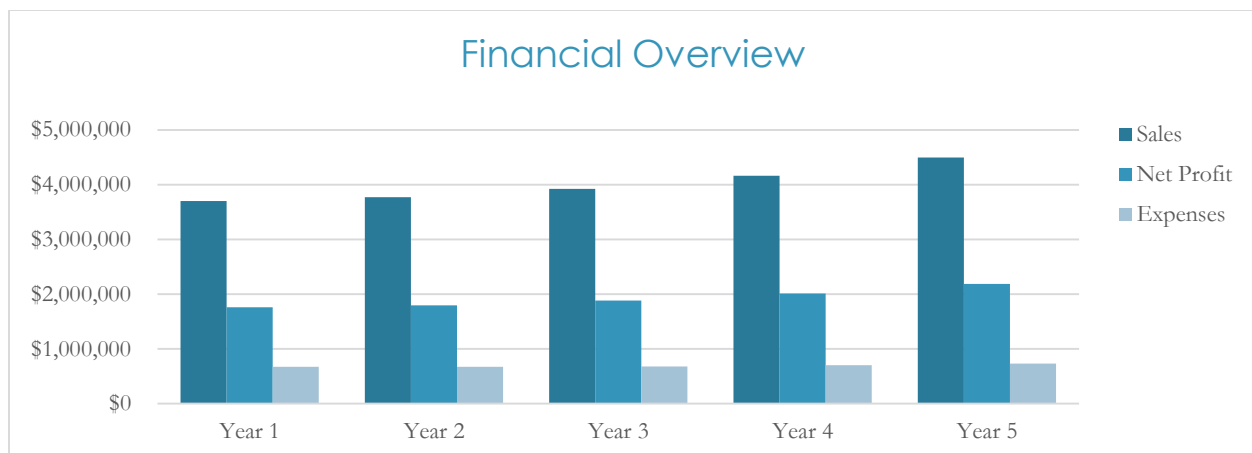
Goals & Objectives

Creative Warriors aims to be at the heart of innovation and ingenuity. We strive every day to put new, state-of-the-art products in our customer's hands that captivate to user, and offer countless possibilities. It all starts though, with one small idea that can solve the small problem that everyone else wants to sweep under the rug. With our fresh e-parking system, not only will end users benefit, venue clients see profits, but also surrounding communities will see improvement.

Global Warming as we all know is no joke. Studies conducted at the renowned UCLA suggest that over the course of a year, 730 tons of greenhouse gas emissions are released just by cars looking for parking, never mind the other cars on the road. There needs to be a better way to deal with this growing dangerous problem.

Solving this parking challenge through the creation of MiSPOT! Will:

- Develop an effective way to achieve efficient parking in large parking lots and multi-purpose arena garages
- Provide users with a clean and concise interface to browse parking spaces in nearby parking lots/garages, specifically targeting large entertainment grounds
- Have happy customers; provide a platform for customer feedback on the operations of the application
- Provide inexpensive yet high quality equipment, through existing relationships with equipment manufacturers like Bosch Inc.
- Reduce overall greenhouse gas emissions henceforth reducing global warming
- Attain the largest market share for e-parking nationwide

Value Proposition

As a company, Creative Warriors is dedicated to the design and implementation of MiSPOT!, a mobile application, where end users in real-time, find parking in select entertainment venues. Moreover, is dedicated to designing our application with the end user in mind. In the future, Creative Warriors will expand to incorporate residential venues in the future updates.

MiSPOT! is an integrated, internet connected parking lot management solution sold to the entertainment venue client. The system will drive profits for the entertainment venue by leveraging cutting-edge technology, business analytic techniques, advertising revenue opportunities, and a professional business user dashboard. In today's business landscape, success is defined by targeting the right customers, understanding their needs, and offering the right solutions. The business venue client will have the capability to request reports that analyze the demographics, interest, and intents of all customer using the application. The benefits of this intelligence extend far beyond parking.

Vision

As a company, Creative Warriors is dedicated to the oversight and quality assurance of MiSPOT! by ensuring that our application adhere to the company's philosophy of simplicity and strictly abiding by Apple and Android Human Interface Guidelines (HIG).

Creative Warriors will continue to build upon the MiSPOT! solution as growth continues. Business intelligence, and outside advertising packages will be our business focus following successful development and implementation. This program can generate revenue far beyond just the cost of parking. We will strive to have a premium mobile application, offering an industry recognized UI, and be a staple for end users attending any leisure activity.

Description of Business

Company Ownership

Creative Warriors is a newly formed LLC based in Tampa Florida. We are seeking an $800,000 loan, at 11% interest for the development, implementation, and continued upkeep of its first venture, MiSPOT!. Additionally, Creative Warriors is offering a 5% stake in the company.

Products and Services

CORE PRODUCT			VALUE ADDED SERVICES		
Lot Mgmt System	Hardware	Software Application	Service & Support	Advertising Solutions	Data Analytics
• One-time initial package fee to include hardware and installation costs • System tracks open parking spots, allows user reservation, capacity tracking, and lot traffic management • Reservation payments made directly through the app using secure Amazon payments or e-wallet solutions (ApplePay, SamsungPay)	• Experienced manufacturer, and Channel Partner, Bosch is known within the IoT industry for their success in parking lot management technology • MiSPOT! will provide sensor hardware system, with maintenance and installation managed by Bosch	• Polished UI gives the MiSPOT! application a professional but trendy look in both business and consumer views • App is free for consumer users through both the Apple Store and Google Play store	• MiSPOT!'s team of support specialists are available 24/7 for technical and service support for both business and consumer users	• With our Data analytics strategies, targeted marketing campaigns are possible, allowing outside businesses the opportunity to advertise within the app and generate reveue for the venue client • Each venue client has total control over advertisements pushed to their customers	• Raw user data collected through mobile app, stored using MiSPOTS!'s cloud server infrastructure provided by Amazon Web Services, analyzed, structured and made available for easy report requests through our Business User Dashboard

SWOT Analysis

Attendance at local entertainment events is dropping due to an ineffective parking system. Oftentimes the venues don't provide safe, convenient, and affordable parking for event patrons. In addition, brand awareness is suffering and venue vendor sales are decreasing. In order to boost sales and provide a user-friendly experience to local events, an interactive parking lot management system should be adopted by local entertainment venues. We have been tasked by local vendors to perform a SWOT analysis. The results from the analysis are summarized below.

Strengths	Weaknesses
- Enhanced user experience - New revenue streams - Integrated payment system - Increased brand awareness - Increased safety - Increased understanding of trends - Reduction in traffic - Decreased pollution (Plasma , 2016)	- Capital expenditure - Cloud security - Sensor installation - Maintenance costs
Opportunities	Threats
- Strategic partnerships - Sporting events - Concerts - Performing arts - Venue vendors	- Current parking vendors - Emerging technologies

The MiSpot parking lot management system reduces the time spent searching for parking spaces which will allow for more time to be spent in revenue-generating areas of the venue. The MiSpot system uses low cost sensors, real-time data and a mobile phone application which will allow users to quickly identify and pay for available parking spots. This solution will provide a user-friendly collection of services to enhance the overall experience of attending events. These include: online payments, real-time parking notifications, consumer data analytics, venue advertising, and assistance with finding the closest access to venue seating. (Plasma , 2016)

The heart of the MiSpot system is the uber-reliable ability to detect available parking spaces. We have partnered with Bosch to provide the most up-to-date detection solution on the market. These occupancy detectors are roughly the size of an audio CD and are 3 cm in height. These sensors can be either surface mounted or recessed in parking garages and/or uncovered parking spaces. There are several distinctive attributes associated with this occupancy sensor technology. These include:

- The sensors operate wirelessly and are battery-powered, thus eliminating the expense associated with having to install cables
- Every battery has an in-use life of up to 7 years

- A tough plastic exterior housing allows sensors to withstand any type of weather condition including commercial trucks and snow plows
- Inside each detector, two diverse sensor technologies are utilized to corroborate the collected information and provide error-free reliability for the detection of spaces

  (Bosch, 2015)

Data analytics provided by MiSpot can be utilized to determine how each parking space is being utilized. This includes whether the space is being reserved by families, tour groups, disabled patrons, and the availability of a charge spot for electric vehicles. Other features include how much the parking time costs and drivers can conveniently pay for their parking time cash-free by using the MiSpot app. In addition, this technology will be easily adaptable and provide a firm foundation for the fully automated parking systems of the future. (Bosch, 2015)

Some other key factors to bear in mind when considering purchasing the MiSpot solution are:

- There is a very short installation time required for both the advanced sensors and the cloud-based management gateway. Through our partnership with Bosch an entire venue parking lot can be operational within a day or two
- Upon installation, this advanced technology solution is entirely maintenance free
- Communication is both wireless and encrypted which ensures data is secure
- Our maintenance contract with Bosch allows for software updates to be completed seamlessly thru the wireless interface. Therefore, no additional expenditure is necessary
  (Bosch Mobility Solutions, 2016)

Support Needed

Channel Partners
The venue client will deal exclusively with Creative Warriors. However, additional partners will support our venture.

- Hardware manufacturing, installation, and post-sale maintenance will be handled by industry leader, Bosch. We have reached an agreement with Bosch to provide the sensor packages at a cost of $4 per sensor, and a yearly maintenance fee of $40,000 for the first 5 years.
- Mobile application development, bug fixes, and maintenance will be handled through a contract with Savvy, a well-known application developer. The initial estimated cost for the application is $172,936, with a $10,000 yearly estimate for upkeep of the application.
- E-payments, database support, and data analytics will be provided by Amazon Web Services on a yearly basis, at a cost of $164,690.
- Marketing support, including B2B, B2C, and development of market specific advertisements for venues will be handled by PureB2B. Year one marketing costs will average $60,000, with a continued yearly cost of $30,000. PureB2B will also receive a portion of marketing revenue.
- Technical support will be available for both the business and consumer user through our partnership with TrainNOW. This outsources support firm will receive the training manual written and illustrated by Creative Warriors, and offer phone support to customers. We have reached an

agreement with TrainNOW, based on our estimated user numbers, to provide support at a cost of $175,000 per year. This cost may be reviewed if the number of support calls exceeds the estimates in our contract.

Training

The venue business client will receive initial hardware training on-site, through our partnership with Bosch. Mastering the mobile application is key to success for the venue, and in driving profits for Creative Warriors. As noted above, we have contracted with TrainNOW to provide off-site, 24/7 technical support. The initial user manual we have developed is attached.

Financial

 Financial support is key in the development, and ongoing success of MiSPOT!. As indicated above, we are seeking an initial loan, and offering an equity stake in the company going forward. This is a summary of the initial costs associated with the MiSPOT! venture.

Application Development	
E-mail Login	2,835
Social Login	5,670
Dashboard	11,340
Rating System	5,670
GeoLocation	2,835
Custom User Interface	14,175
Accept Payments	4,253
Maps	5,670
Calendar Integration	4,253
Push Notifications	5,670
Reservations	11,340
Event Listings	8,505
Reporting	11,340
Content Management System	28,350
Payment Administration	11,340
User Administration	17,010
Ticketing System	22,680
Amazon Web Services	164,690
Outsourced Support Salaries	150,000
Bosch Initial Hardware Buy	175,000
Bosch Hardware Support	30,000
Marketing Package (PureB2B)	60,000
TOTAL STARTUP EXPENSES	**$752,626**

Marketing

Market Analysis

The parking industry's road to innovation is around the corner, with industry models never actually being fully materialized thus far. Navigation systems have always focused around where your destination is, how to get there, and where to avoid traffic. However, drivers all around the world are in need of a technological development that gives direction on where to park once they have reached a destination. Smart Parking is here, and our IoT solution offers innovative active parking lot management.

Industry Outlook

Between **2014-2025** peer to peer parking, online parking reservation, and mobile parking payment solutions are expected to grow at a compound annual growth rate of **+20 % creating an increasing market for mobile based parking solutions.** Sought revenue from smart cities increasing by an average of **20-30%** as smart parking is expected to become a more significant component.

Target Market

Our central area of focus would revolve around entertainment venues and facilities starting within the Tampa Bay Area such as the Tropicana field, Lightning hockey arena, and the Raymond James football stadium. As growth continues, we plan to continue geographic expansion to other areas and market penetration to other segments. Sports stadiums offer the most attractive point of attach, considering propensity to spend, fitness or solutions, and integrated competitor concentration aspects.

They are over **300 million** vehicles in the United States with an estimated **100-800 million** spaces. This means a possible max of three spaces per vehicle. There has been a difficulty tracking the specific number of parking spaces due to the fact that they are free of cost. **Free** parking facilities represent the majority of the parking industry as permit and meter parking makes up only about **10%.** There are approximately **40,000** multi-spot parking garages that are not free of cost in the United States and shockingly only about **2,000** multi-level parking structures. New parking facilities are slow in growth, but most of the growth opportunities are within a fee parking infrastructure. Universities and retail organizations are lower revenue operations because of their primary goal to keep parking accessible to employees, students, and patrons instead of maximizing revenue. Universities, shopping malls, and other large facilities are similar to our hospitals and airports all because patrons are using effort just to be directed to the correct facility. Entertainment venues such as stadiums are similar in the fact that there is a set standard based on time and preferable location. In this case, bundling of parking stabilizes revenues and represents opportunity for providing necessary services.

Projections

Parking revenue is either driven through increased occupancy or through reduction in revenue leakage. In large cities with high demand in business areas, just one single parking space generates an anywhere from $**4,000-8,000** annually. On a daily basis the median rate would be **$15** for an individual space.

Risks

With numerous hardware solutions and software platforms the integration process of the systems is the greatest challenge taking into account capital investments. A wide variety of hardware sensors, messaging

systems, traffic control devices, wireless and wireline telecommunication, servers, and application interfaces are available today. Some sensors may include cameras for license plate recognition while others contain inexpensive wireless detectors embedded in the concrete to measure occupancy or height. Fully integrated and refined hardware-intensive smart parking sensor systems are rare because of the structure for use in limited parking situations. These systems are rare, and usually found in greenfield facilities.

Market Segmentation

Market Segments

Legend:
- Sports Stadiums
- Concert Halls
- Movie Theatres
- Convention Centers
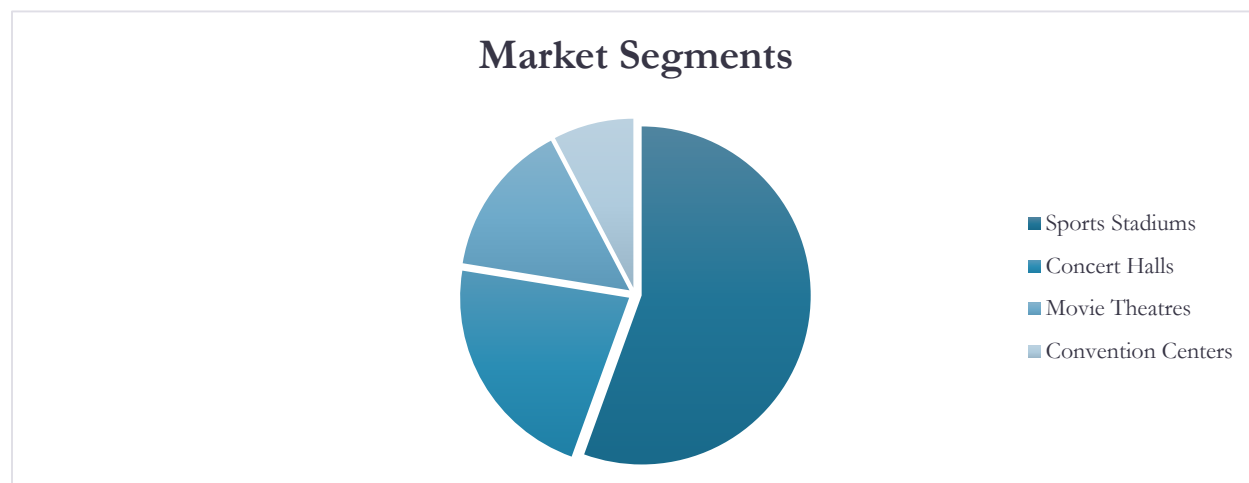
| MARKET SEGMENT	APPROX. TOTAL US CAPACITY	SEGMENT ATTRACTIVENESS BASED ON SIZE	NEEDS/ SOLUTION FIT	PROPENSITY TO SPEND	COMPETITOR CONCENTRATION	OVERALL SEGMENT ATTRACTIVENESS
Sports Stadiums	11,116,770	HIGH	HIGH	HIGH	MEDIUM	**HIGH**
Concert Halls	440,761	LOW	MEDIUM	MEDIUM	LOW	**MEDIUM**
Movie Theatres	2,951,700	MEDIUM	LOW	LOW	LOW	**LOW**
Convention Centers	1,536,000	MEDIUM	LOW	MEDIUM	LOW	**LOW**

GTM

B2B:

MiSPOT! is an integrated parking lot management solution comprised of the Bosch sensor hardware system and the MiSPOT! software application. MiSPOT! holds clear advantages for the entertainment venue client over other lot management competitors. We offer a total solution that takes into account the roles knowing your customer, efficient parking, cutting edge technology, and targeted marketing play in remaining successful in the entertainment venue industry. Simply tracking open/filled parking spots will not drive profits for the venue. MiSPOT!'s attractive Business User Dashboard allows the business user to view the capacity of their lot, and track the attendees for all events. MiSPOT!'s team of qualified analysts uses the data captured through patron use of the app, to structure and create meaningful databases, and relationships that may be queried for reporting purposes.

B2C:

MiSPOT! offers users a seamless, all-inclusive, and FREE parking application to be used with participating venues. Users can create an email-based account, or log in using Facebook. The application offers the possibility to redeem a parking promotional code offered at time of event ticket purchase, or to pay for parking separate from ticket purchase. With data gathered real-time from the venue's MiSPOT! lot management sensors, users will be shown a bird's eye view map of the lot, indicating both open and reserved spots. Once a user has a MiSPOT! he may use the app to navigate the most efficient route to that parking spot, locate MiSPOT!'s belonging to friends, or connect with other services specific to each venue.

MiSPOT! will be sold to entertainment venues and facilities beginning with the Tampa Bay area, and sports stadiums, with expansion to other geographic areas and market segments as growth continues (see rollout plan below). Market analysis evaluating the venue capacities as an indication of end-user possibilities, showed sports stadiums offer the most attractive segment, taking into account propensity to spend, fitness of solution, and competitor concentration aspects. Venue owners and management companies will purchase our package with a go-live date scheduled 30 days following contract close. Advertisement space will be sold throughout the Tampa Bay area following securing of funding, to build a base of ads that each venue operator will have input in distribution. As market expansion continues, ad space will be sold to a wider variety of businesses in each market.
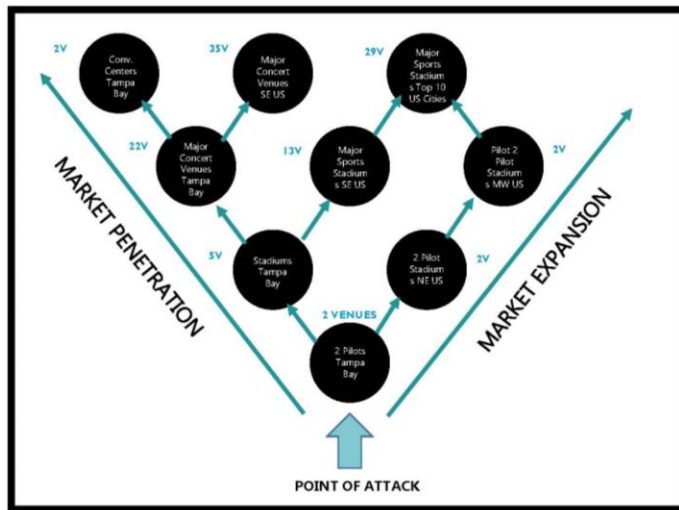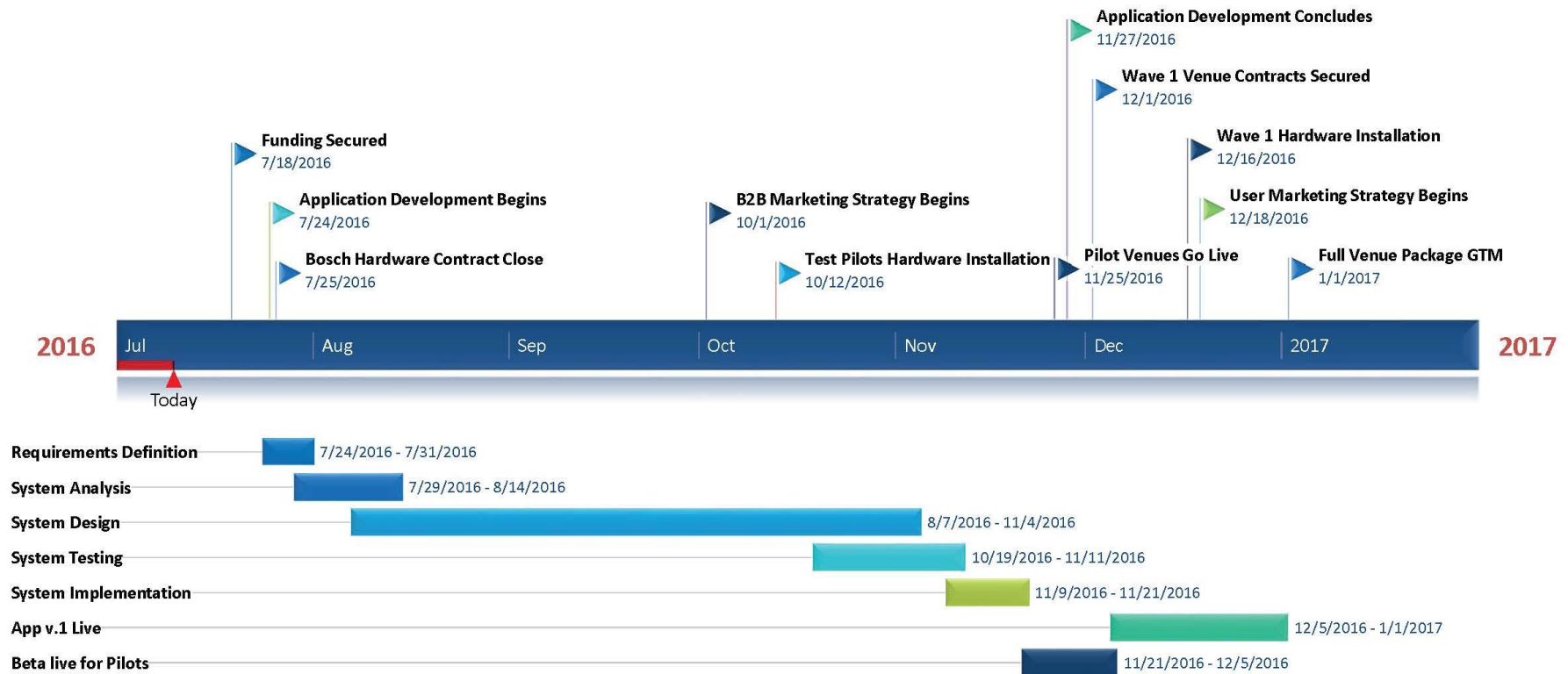

Advertising and Promotion

MiSPOT! will reach its target business market with a two-pronged approach. First, MiSPOT! will enlist the marketing assistance of PureB2B, a proven industry leader named one of the top 10 fastest growing companies in 2015. Consultations with PureB2B pointed to an Account-Based marketing approach to reduce waste and risk, and yield the highest amount of revenue from successful leads. We have a specific business customer in mind, and ABM will help us secure these accounts. Our second marketing push will focus on sponsored social posts. Our contacts at PureB2B have recommended that we utilize these targeted ads to appear within the feeds of individuals discovered, through intelligence, to be within the decision-making levels of organizations within our market expansion and penetration targets. Our contention is that the successful implementation of our pilot program in the Bay Area, development of related accounts, use of sponsored posts, and word of mouth among industry professionals will drive additional MiSPOT! contracts. An example of one of our business ads is located in Appendix. Our contract with PureB2B will close on August 1st, and business marketing efforts will begin on October 1st.

Additionally, our message will be spread to consumers through user success stories. To leverage this great resource, we will reach end users with two strategies. First, with the support of PureB2B, we will create the application's Facebook, Twitter, and Instagram social pages. Periodically, promotional price discounts and contests will take place to drive traffic to these pages, and increase user interest. Evaluation of similar mobile applications has shown that positive users reviews are among the strongest forms of marketing to generate user interest, and drive app downloads. Similar to many mobile applications, we will periodically push review dialogs to customers while using the application.

Finally, advertising revenue is a major incentive for the venues that choose to implement MiSPOT! Each participating venue will use the dashboard in the business view of the application to select advertisements that will be shown to users attending that venue. The venue will receive a 20% payout on all advertising revenue. The average payout based on our financial projections is $121,920 yearly. This is based on the average estimate that 60% of users parking at each venue will use the application, during 45 yearly events, and 4% will click on and visit the advertising firm's website. Our outside advertising packages utilize both a flat-fee, and $1 pay-per-click pricing structure to optimize revenue.

Timeline

Application Development Concludes
11/27/2016

Wave 1 Venue Contracts Secured
12/1/2016

Funding Secured
7/18/2016

Wave 1 Hardware Installation
12/16/2016

Application Development Begins
7/24/2016

B2B Marketing Strategy Begins
10/1/2016

User Marketing Strategy Begins
12/18/2016

Bosch Hardware Contract Close
7/25/2016

Test Pilots Hardware Installation
10/12/2016

Pilot Venues Go Live
11/25/2016

Full Venue Package GTM
1/1/2017

2016 | Jul | Aug | Sep | Oct | Nov | Dec | 2017 | **2017**

Today

Requirements Definition	7/24/2016 - 7/31/2016
System Analysis	7/29/2016 - 8/14/2016
System Design	8/7/2016 - 11/4/2016
System Testing	10/19/2016 - 11/11/2016
System Implementation	11/9/2016 - 11/21/2016
App v.1 Live	12/5/2016 - 1/1/2017
Beta live for Pilots	11/21/2016 - 12/5/2016

Measuring Success

Metric #1: Passing Apple and Android Criteria's

Creative Warriors will pass both Apple and Android's criteria. Therefore, we will be offered into both marketplaces, respectively. Creative Warriors will not be rejected by either marketplace for three main reasons: (1) intelligible product management; (2) non-third-party frameworks; and, (3) thorough testing to ensure functionality.

One of the main reasons for applications rejection is the simple inability to function properly. Our applications will not frequently crash on our users, due to our thorough budgeting for product functionality and extensive testing measures. Our budget and timeframes should adequately ensure that our applications will be tested thoroughly, and will avoid frequent crashes which other rejected App's frequently experience.

Metric #2: Marketing and Sales in IoT

Creative Warriors will be a leader in creating and selling this parking lot management app to entertainment venues, adding value to the end user overall entertainment experience, while providing comparable price models. Creative warriors have considered the following: (1) cost and depreciation of app development; (2) present and future value of cash flow; (3) increase in service and upsell revenues, product revenue & margin; (3) market share and growth (4) increase resolution time to end user complaints and (5) improve service contract renewal rates.

Metric #3: Effective Risk Management

Building and maintaining mobile applications can incur risk. At Creative Warriors, our team emphasizes risk management. Creative Warriors have considered the following: (1) estimation and scheduling; (2) sudden growth in requirements; (3) employee turnover; (4) breakdown of specification; (5) productivity issues; (6) compromising on designs; (7) gold plating (in other words, developers likening to add unnecessary features to showcase their skillset); (8) procedural risks; (9) technical risks; and, (10) unavoidable risks.

Metric #4: Security Infrastructure Management

Creative Warriors strives to create a parking lot management app that is functional for our respective end users and maintains the capital of our investors, by monitoring and reviewing threats constantly and ensuring that MiSPOT operates in a secure IoT environment. Therefore, Creative Warriors have considered the following: (1) program participation levels; (2) duration of attacks; (3) code of defect density and (4) windows of exposures.

Conclusion

Upgrading local event sites from a traditional parking lot vendor to the MiSPOT! parking lot management system is an excellent method for solving the decreased attendance at local sporting events, and revenue challenges. Our smart, efficient, and well-supported implementation plan makes the investment for venues relatively painless. Overall costs are also offset by an increase in both vendor revenue and brand awareness. Upon effective implementation, we feel the MiSPOT! solution offered by Creative Warriors will provide Tampa Bay, and other markets, a secure, user-friendly, agile platform through which both event patrons and local venues can flourish with its use.

Appendix

Application ScreenShots

Example Business Advertisement

Income Projection Statement

PROFIT AND LOSS ASSUMPTION

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual cumulative price increase	0.00%	2.00%	4.00%	6.00%	8.00%
Annual cumulative inflation increase	0.00%	2.00%	4.00%	6.00%	8.00%

INCOME

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
MiSPOT! Bosch Hardware Packa	2,400,000.00	2,448,000.00	2,545,920.00	2,698,675.20	2,914,569.22
Outside Advertising Package	609,600.00	621,792.00	646,663.68	685,463.50	740,300.58
MiSPOT! Subscription Service	600,000.00	612,000.00	636,480.00	674,668.80	728,642.30
MiSPOT! Filled Spot Fee	90,000.00	91,800.00	95,472.00	101,200.32	109,296.35
Total revenue	3,699,600.00	3,773,592.00	3,924,535.68	4,160,007.82	4,492,808.45
Cost of Sales					
MiSPOT! Bosch Hardware Packa	480,000.00	489,600.00	509,184.00	539,735.04	582,913.84
Outside Advertising Package	30,480.00	31,089.60	32,333.18	34,273.18	37,015.03
MiSPOT! Subscription Service	-	-	-	-	-
MiSPOT! Filled Spot Fee	-	-	-	-	-
Cost of goods sold	510,480.00	520,689.60	541,517.18	574,008.22	619,928.87
Gross Profit	3,189,120.00	3,252,902.40	3,383,018.50	3,585,999.61	3,872,879.57
Non-Operation Income					
Loss (gain) on sale of assets	-	-	-	-	-
Toatal Non-Operation Income	-	-	-	-	-

TOTAL INCOME	3,189,120.00	3,252,902.40	3,383,018.50	3,585,999.61	3,872,879.57
EXPENSES					
Operating expenses					
Sales and marketing	60,000.00	61,200.00	63,648.00	67,466.88	72,864.23
Depreciation	26,133.71	26,656.39	27,179.06	27,701.74	28,224.41
Bosch Hardware Support	40,000.00	40,800.00	42,432.00	44,977.92	48,576.15
Outsourced App Tech. Support	175,000.00	178,500.00	185,640.00	196,778.40	212,520.67
Amazon Web Services	164,690.00	167,983.80	174,703.15	185,185.34	200,000.17
Venue Share Advertising Payout	121,920.00	124,358.40	129,332.74	137,092.70	148,060.12
AppDev Upkeep	10,000.00	10,200.00	10,608.00	11,244.48	12,144.04
Interest expense on long-term debt	77,797.29	63,667.10	47,982.59	30,572.79	11,247.91
Total operating expenses	675,541.00	673,365.69	681,525.54	701,020.25	733,637.70
Non-Recurring Expenses					
Unexpected Expenses	-	10,000.00	10,000.00	10,000.00	10,000.00
Other expenses		-	-	-	-
Total Non-Recurring Expenses	-	10,000.00	10,000.00	10,000.00	10,000.00
TOTAL EXPENSES	675,541.00	683,365.69	691,525.54	711,020.25	743,637.70
TAXES					
Income Tax	754,073.70	770,861.01	807,447.89	862,493.81	938,772.56
TOTAL TAXES	754,073.70	770,861.01	807,447.89	862,493.81	938,772.56
NET PROFIT	1,759,505.30	1,798,675.70	1,884,045.07	2,012,485.55	2,190,469.31

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Plasma . (2016, June 27). *10 Benefits of a Smart Parking Solution.* Retrieved from http://www.plasmacomp.com/: http://www.plasmacomp.com/blogs/benefits-of-smart-parking-solution

MiSPOT! USER MANUAL
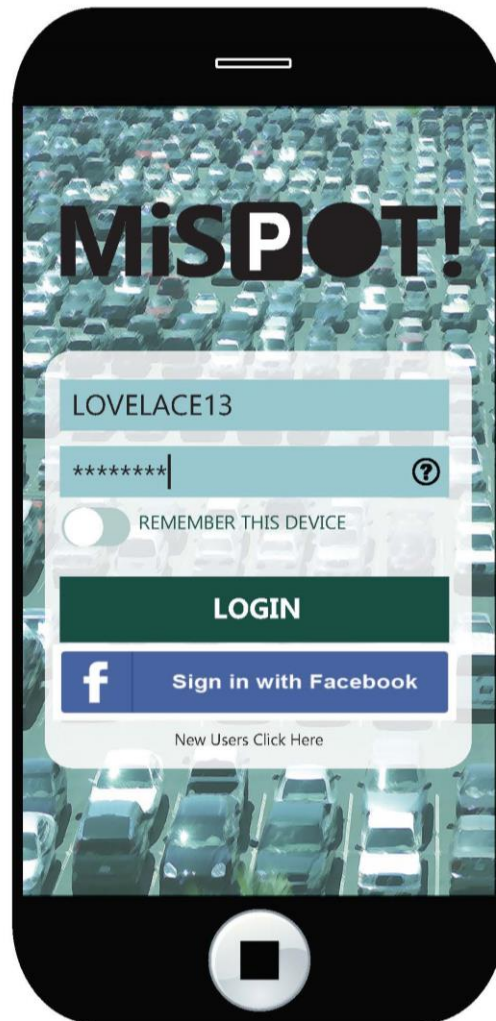
Creative Warriors, LLC.

Copyright & Disclaimer

Minimum system requirements

      Operating System

      Hardware

      Internet Connectivity

      An introduction & key features of MiSpot Applications

      Infrastructure and Cloud Management

How to install the MiSpot Application & process Data

Content Repository

Frequently asked Questions

Fault finding

Copyright & Disclaimer

Minimum System Requirements

Operating System

       Apple……………………………………………………IOS 9[1]

       Android………………………………………………...4.4 KitKat or Lollipop[2]

Hardware

       Apple………………………………………………….IPhone 4 or newer[3]

       Android………………………………………………..Release date 2013 or newer[4]

Internet Connectivity

       Apple & Android………………………………..Connection to GPS or Internet

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[1] App Store. (n.d.). Retrieved July 09, 2016, from https://developer.apple.com/support/app-store/

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[4] http://www.appbrain.com/stats/top-android-phones

Introduction and Features of MiSPOT Application

MiSPOT Introduction

As a company, Creative Warriors designed a smart phone app called MiSPOT, which works with sensors to allow the tracking of parking lot capacity with the ability to assist end users in finding available parking in real-time. The app is designed for entertainment venues. If the target group is successful, Creative Warriors will expand the design to incorporate residential venues in future updates. In the end, the MiSPOT app will provide end users with the ability to find parking easier, which is less time consuming so that the end user will spend more time at their chosen venue and not stressed out looking for parking.

As a company, Creative Warriors conducted a SWOT analysis. In the SWOT analysis, we concluded that MiSPOT offers the following strengths: (1) enhanced user experience; (2) new revenue streams; (3) integrated payment system; (4) increased brand awareness; (5) increased safety; (6) increased understanding of trends; (7) reduction in traffic; and, (8) decreased pollution. Alternatively, Creative Warriors concluded that MiSPOT offers the following weaknesses: (1) capital expenditure; (2) cloud security; (3) sensor installation; and, (4) maintenance cost. Creative Warriors concluded that MiSPOT offers the following opportunities: (1) strategic partnerships; (2) sporting events; (3) concerts; (4) performing arts; and, (5) venue vendors. Lastly, Creative Warriors concluded that MiSPOT offers the following threats: (1) current parking vendors and (2) emerging technologies.

Infrastructure and Cloud Management:

As for the **Infrastructure as a Service (IaaS)**, as we progress towards the next business phase, Creative Warriors desire to take advantage of this by only acquiring existing infrastructure and paying for it as needed. Creative Warriors acquire the services of Amazon Web Services (AWS) as the preferred IaaS.

As for the iOS and Android development, Creative Warriors will utilize their customized development interfaces, as opposed to utilizing third-party framework (i.e., PhoneGap or Appcelerator). Experienced software developers will be hired to implement the requirements. Accordingly, these developers will have experiences working with open-sourced Applications Program Interfaces (APIs) to obtain information from various mobile providers' website. The developers will also have experiences working with matching algorithms. More than 80% of the budget will be allocated to software development, user testing, and debugging/troubleshooting.

How to install MiSPOT Application and Process Data

For the Individuals at Amazon Wed Services monitoring the data:

Step 1) Take in all the data being produced from the app.

Step 2) Compile data in real time to be sent to the Venue owner.

Step 3) Send Bi-weekly reports on traffic patterns to Venue Owner.

For the Venues' Customer:

Step 1) Open your cellular devices app store.

Step 2) Type in to the search bar "MiSpot"

Step 3) Press on the Creative Warriors Inc. official app

Step 4) Click the install button and wait for app to finish.

Content Repository

How to use MiSpot

Step 1) Open app to pick an event you wish to go to.

Step 2) Click the payment feature to reserve parking and pay, or open the real-time parking feature to see where the open spots are.

Step 3) Please drive to your destination responsibly.

Step 4) Once arrived be guided to your spot and enjoy your time at your event! ☺

Frequently asked questions

1) How does it work?

> We use the same geolocation technology that google maps uses to guide you to your destination, however we use it to guide you straight to your parking spot.

2) Why pay for a spot?

> Parking can be a hassle, especially when it is really far away from the venue. This way you can pay to reserve a spot so that you won't have to walk hardly at all to get to where you want to go.

Finding Faults

For venue owner:

Which error message are you getting? "Error, hardware malfunction.", "Error, software malfunction." Or "Error, reporting malfunction."

If "Error, hardware malfunction." please try reaching out to hardware support with Bosch Mobility Solutions.

If "Error, reporting malfunction." please try reaching out to Amazon Web Services as they are the keepers of that information.

If "Error, software malfunction." please try reaching out to us here at Creative Warriors Inc., to help further diagnose your issue.

Once you have reached out to Creative Warriors Inc., we will look into your issue by looking into the main algorithm for your venue.