PRESENTATION TEXT

- Problem Statement

We noticed that, commuters that use underground transport vehicles everyday, are deprived of the internet connection, therefore they are unable to use their mobile devices efficiently becase of the lack of internet connection.

- Project Objective

The solution that we provide is to create a local network inside the metro using server-client architecture and a mobile application integrated with that local network. The mobile application is planned to consist various services such as offline messaging, games, competitions, news, statition information.

- Scope and Limitations

Scope of our project is limited to provide a local offline social network. We will install server hardware to stations, wagons and we will implement mobile application for clients. Internet connection is out of scope for the project. Also, there will be no direct connection between clients, but server will provide communication between clients.

- Background

 In Istanbul, metro was preferred three hundred eighty four million times in the last year. This number has increased seventy five million compared to previous year. So many people waste their time in the metro while traveling. Of course there are some people who read book or play offline games, but most of them suffer from losing the use of mobile devices. Therefore, this project offers a solution for this problem.

- Methods

Technological infrastructure of the project is based on hardware and software components.
In the hardware side, methods that enable to achieve our project's goals are related to wireless communication technology such that eight ought two dot eleven protocol. This protocol contains some sub standarts such as wifi and bluetooth standarts. We will place wireless communication devices to each wagon, in order to implement server-client network topology. This device represents server and mobile application in users represents clients. Software side consists server side software and client side mobile application with necessary services.

- Services

The mobile application include services such as messaging, news, competitions, station information. Number of these services can be increased or improved according to user feedback. Messaging service is limited to local offline network area. Purpose of the messaging service is to provide a social environment. News service provides current news which are unreachable in the metro. Competitions provide entertainment among users. Multiple choice questions are asked and users should reply these questions in the competition service. Station information service gives some info about nearby cultural-social activities and shopping malls.

- Difference of the Project

In the market, current applications only provide these services one by one. On the other hand, our application will provide these services entirely. For example Firechat application in the market offers only offline messaging via bluetooth mesh networks. Also, the news service is able to deliver current news despite the lack of internet connection, in contrast to other news applications.

- Revenue Model

We plan to gain profit by advertisement income, user statistics and surveys. There are two types of customer for our product advertisement model. Personal customers who use the application and enterprises who place advertisements to our application. Personel customers will be charged for only extra features. Revenue from extra features are expected as five hundred liras per week. Enterprise customers will be charged based on time periods of the advertisement and number of questions in surveys. For weekly advertisements, we estimate three thousand liras regular income. Per questions answered by users in survey, survey firms will be charged ought dot one lira. Assuming total number of answered questions are two thousand per day, we estimate one thousand four hundred liras income weekly.

- Potential Contribution

In potential contribution, what two types of customers expect and what creators expect from project are explained on this figure. We expect gain money from advertisement and competition and survey. Then customer gains can be listed as socialness, advertisement entertainment, reaching informations and current news.

- Success Criteria

Success criteria consist of move into profit, reaching suffiicient user number and revenue from advertisement. We estimate no profit from next month because expenses will be higher than incomes. But, after the platform is established, we will not be spending any money for infrastructure, therefore we will profit.

- Estimated Cost

Hardware required for the project is included in fixed costs, alongside development costs. Expenses for hardware requirements are expected as sixty dolar for each wagon and twenty five thousand dolars as total. Cost for software project is estimated as twenty thousand dolars. Maintenance costs for hardware are expected as four thousand dolars per year. For new services in the software, thousand dolars cost is estimated.

- Other Funding Sources

We applied several entrepreneurship competitions for funding of the project. Additionaly, we will consult to angel investors.

- Deliverables/Schedule

We expect two weeks for tecnical inspection time, three weeks for supplying communicatin harware, one month for installation of hardware, four mounts for mobile application and network software development, six weeks for system integration tests. Total allocated time for project is approximately eighth months.