



whooshQ
1555 Oxford Street
Berkeley, CA 94709

May 5, 2008

Emily Melton
Director
Draper Fisher Jurvetson
2882 Sand Hill Road
Menlo Park, CA 94025

Dear Emily Melton,

Thank you for your interest in whooshQ—the most convenient service for ordering at your favorite quick-service restaurant via mobile or web. In response to your Request for Proposal, we have enclosed a comprehensive outline detailing how whooshQ can save time and money for everyday consumers while making quick-service restaurants more competitive and give Draper Fisher Jurvetson a promising venture in the rapidly growing mobile commerce market.

The rapidly changing lifestyles and need for mobility with convenience among Americans have altered the landscape of quick-service restaurants. Consumers desire the ability to order and receive their food more quickly and effortlessly. On the other hand, retailers need the ability to reach out to new customers and service more customers during high-demand peak hours. whooshQ understands the need for ordering at quick-service restaurants conveniently from your mobile phone and we are proud to present it in the form of whooshQ service.

We are confident that whooshQ will have a major role in the development and expansion of mobile commerce and we are eager to share the benefits of whooshQ service with Draper Fisher Jurvetson. If you have any questions feel free to contact me via email at anthonybui@gmail.com or by phone at (818)288-4761.

Sincerely,

Anthony Bui

Anthony Bui
Chief Technological Officer
whooshQ

Enc: (1)

whoosh Proposal

May 5, 2008



Prepared For:

Emily Melton
Director
Draper Fisher Jurvetson

Prepared By:

Anthony Bui
Chief Technological Officer
whooshQ

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Executive Summary

whooshQ is the most efficient, time-saving way to order food and beverages at quick-service restaurants because it allows a customer to locate the closest restaurants, order on-the-go, pay automatically, and skip right past the long line of other customers.

Background

Mobile commerce is on the rise as Americans are increasingly dependent on the Internet. Over 75% of Americans have Internet access at home; however, they desire more connectivity with mobility. As a result, mobility of connection is increasing and becoming a part of everyday activities as key players are making the internet more accessible through the mobile phone.

In a recent survey, only 17% of online Americans were comfortable to go without Internet connection for more than two weeks. Over 50% of respondents in the same survey claim they spend less time shopping in physical stores and more time shopping online. WhooshQ wants to take this one step further by bridging the connectivity gap between customers and retailers at **quick-service restaurants**¹.

¹ Words in bold are defined in detail in the section titled Appendix: Glossary and Abbreviations.

Summary

whooshQ is a service that enables customers to order at quick-service restaurants through their **mobile device**. Upon arrival, customers can skip the line and pick up their order. In addition, the financial transaction happens through whooshQ, eliminating the need for an immediate financial transaction between customers and quick-service restaurants.

The **mobile commerce (mCommerce)** market is expected to grow rapidly as it is often seen as the natural successor to **electronic commerce (eCommerce)**. This trend is supported by the increasing number of Americans relying on the Internet. In fact, a recent survey shows that 56% of Americans desire more connectivity with mobility, showing a large interest in mobile commerce.

whooshQ service consists mainly of a main website complete with a customer and retailer interface. In addition, whooshQ will be accessible to mobile phone users through mobile phone browser applications. As a result, setting up whooshQ at participating restaurants is a breeze: All it takes is a display and an Internet connection. In the case that a restaurant has no display available, whooshQ is developing a low cost **Personal Digital Assistant (PDA)** for lease.

With whooshQ customers can immediately save time with no costs to start. For restaurants, whooshQ offers increased order sizes, increased order quantities, and less customer turnover. whooshQ also helps to make quick-service restaurants available to a new customer base through **GPS location services**.

Implementing whooshQ consists of four main phases: (1) prototype development, (2) beta testing at select locations, (3) mass marketing and distribution, and (4) continued application and features development. Implementation of whooshQ service at local quick-service restaurants can begin immediately in a controlled test phase. After two months, whooshQ will be available for open deployment. Combined with a strong marketing a public relations campaign starting simultaneously with open deployment, whooshQ can attain its first \$1 million in revenue in as little as eight months.

Mobile Commerce Industry Overview

Industry Description and Outlook

Current and Historical Performance

The mobile commerce industry consists of the trading of goods and services made through mobile devices. mCommerce is comprised mainly of transactions through Internet-based applications for the mobile device. Currently, the main mobile devices used to conduct mCommerce are phones, personal digital assistants (PDAs), and **smartphones**. The industry includes both Business-to-Business (B2B) and Business-to-Consumer (B2C) financial transactions. These transactions can be broken down into the four major categories of banking, purchases, marketing, and auctions.

Today, mCommerce is overshadowed by electronic commerce—where many businesses use web interfaces to interact with other businesses or customers. However, mCommerce and eCommerce aren't necessarily overlapping industries. In fact, mCommerce is seen as a natural progression of eCommerce as consumers grow increasingly mobile. As a result, many experts expect mCommerce to eventually surpass eCommerce levels.

mCommerce is a relatively new market and consequently it is not well defined. Due to uncertainties in the definition of mCommerce, projections of current and future value of the industry vary greatly.

In 2001, mCommerce was valued at \$590 million—a 118.5% growth over the year 2000. According to Strategy Analytics, the mCommerce market was expected to be \$200 billion in 2004. Jupiter Research, however, projected that the global mCommerce market was \$3.6 billion in 2006. The best estimate of mCommerce's value today was determined in a recent study by Inderscience Enterprises Ltd., which estimates the current market value of global mCommerce to be \$42 billion. The U.S. alone captures \$5.5 billion of this global value. This figure includes banking, purchases, marketing, and auctions.

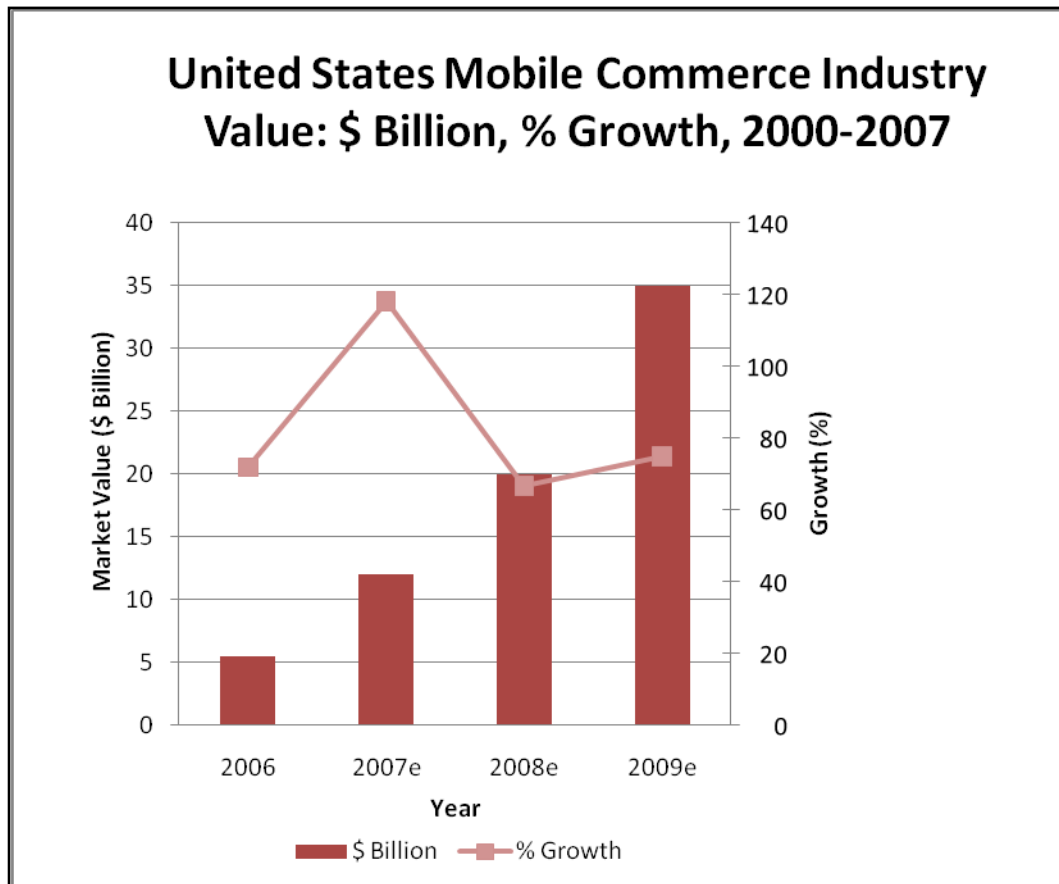


Figure 1. U.S. Mobile Commerce Industry Value

Industry Outlook and Forecast

mCommerce is expected by many experts to be the natural successor to eCommerce. This has yet to be seen as eCommerce still dominates, but with the record adoption of new technologies recently—mainly smartphones and faster **data plans**—mCommerce is expected to see huge growth increases. These increases are projected to be mostly in the United States, which remains relatively underdeveloped compared to its global competitors.

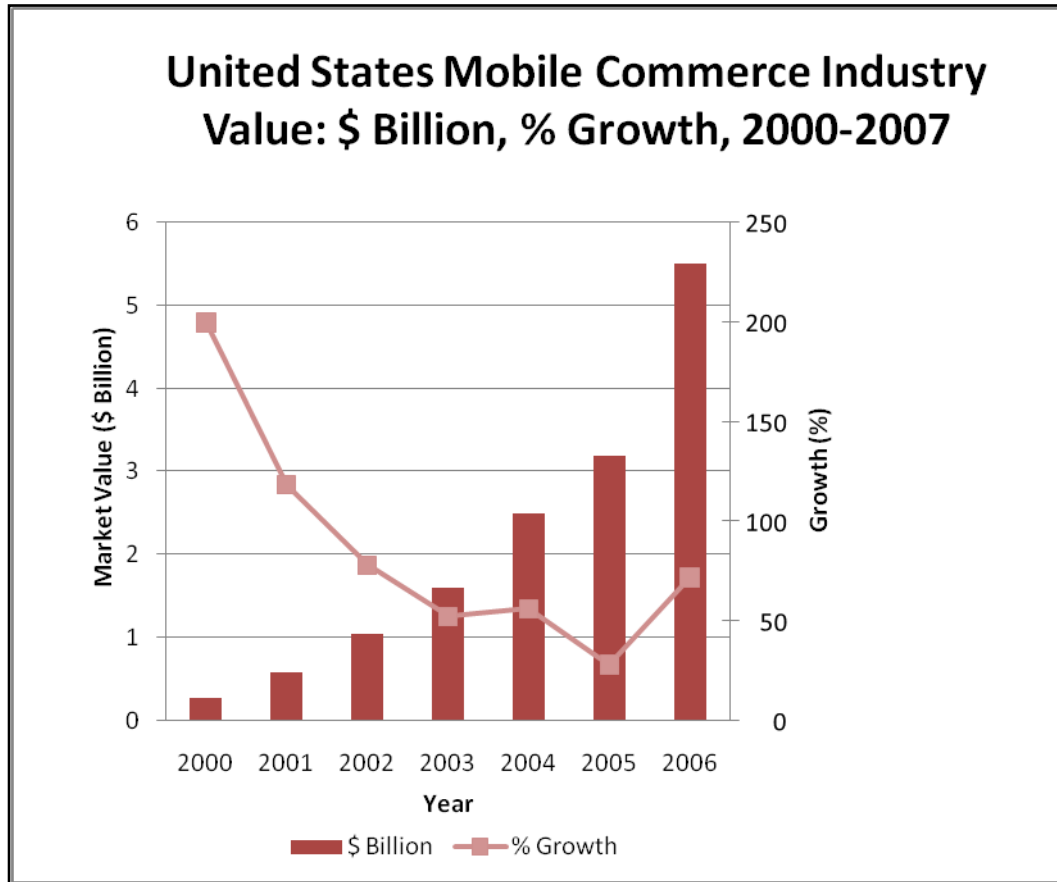


Figure 2. U.S. Mobile Commerce Industry Value Forecast

Industry Segmentation

As mentioned above, global mCommerce is valued at \$42 billion. This value can be segmented into five major players: Japan, South Korea, India, Europe, and the United States. Although the U.S. holds a 13% share of total mCommerce, it is considered to be lagging behind the world. But given its vast market size and low language barrier (not the case in Europe and large countries such as India) the United States has the potential to be the largest player in mCommerce.

Much of the lag of United States mCommerce can be attributed to the lack of infrastructure and interest for mobile applications. Unlike Japan and South Korea the United States lacks both the technology and need. Japan and South Korea have more advanced mobile devices and better wireless services that enable faster and more reliable connectivity. Also, because of their high-density cities, Japan and South Korea have the fast-paced lifestyle that creates a want for the convenience of mCommerce.

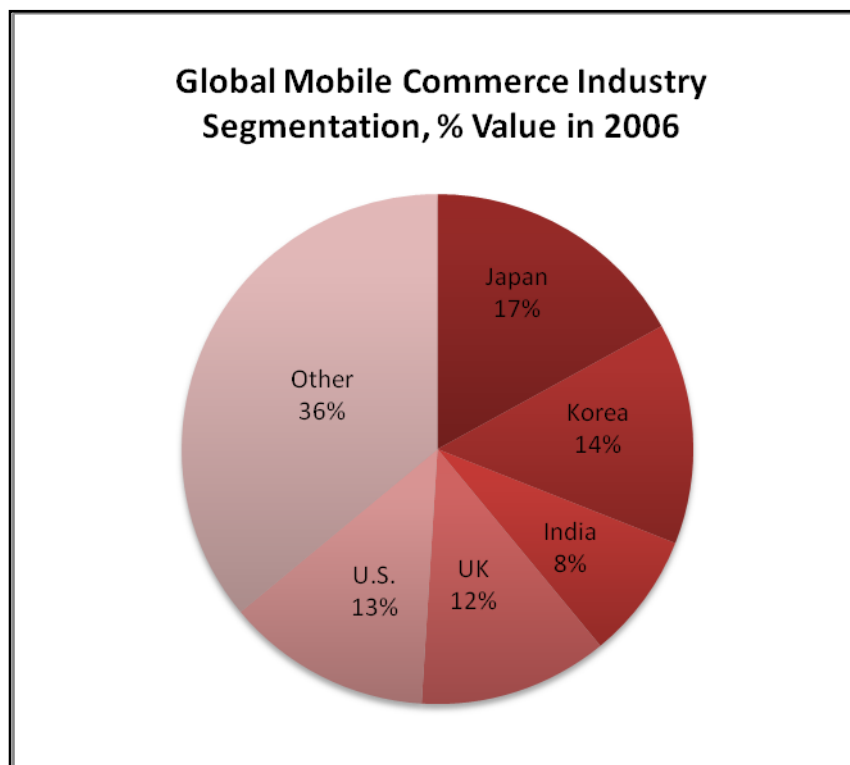


Figure 3. Global Mobile Commerce Industry Segmentation

Target Market: Mobile Purchasing and Locating

Market Description

Mobile purchasing refers to financial transactions where the user makes a payment for a good or service using their mobile device. A typical example is the purchase of a movie ticket for a movie showing. These purchases can be point-of-sale purchases or purchases made away from the retailer, such as purchasing a purse that is then delivered. The bulk of purchases today are digital content including ringtones, movies, wallpapers, and games. Mobile purchases make up the second largest segment of current mCommerce transactions.

Mobile location services refer to services that adjust depending on a user's location. Services that use location are more personal and precise for that unique customer. For example, a restaurant locator can lead a user to restaurants within a 1-mile radius of the user's current location. Mobile location services are projected to have the biggest growth in 2008.

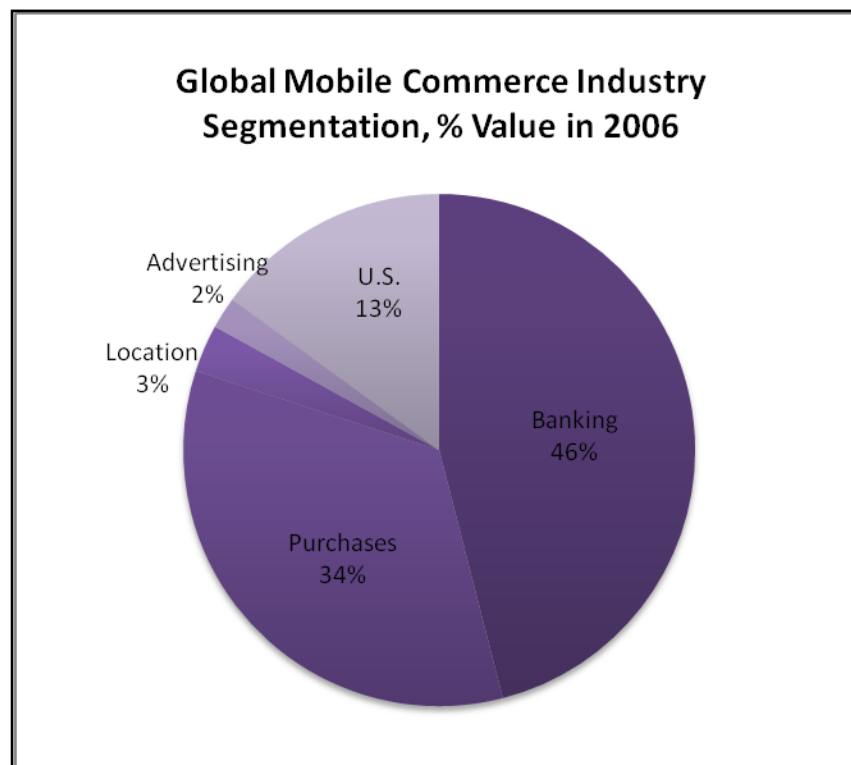


Figure 4. Mobile Commerce Market Segmentation

Market Characteristics

Market Features

- **Increased Connectivity.** As technology advances, the availability of phones with Internet capability is increasing and with it the market size for mCommerce. In addition, consumers are staying connected to the Internet more frequently and for longer durations of time, suggesting an overflow to mobile devices. At its current growth rate, mobile devices are expected to exceed computing devices by several folds.
- **Infrastructure.** Expanding wireless technologies have increased the reliability of Internet-based applications on the mobile device. With broadband for mobile devices via **3G**, mCommerce can now be reliable and quick.
- **New Opportunities for Collaboration.** mCommerce offers many companies a new avenue for revenue by enabling retailers to market through mobile devices. In addition, companies will have a new way of reaching their customer thereby adding to the customer's customer service experience. This will also help to reduce operational costs.
- **Ease of Use.** As smartphones and Internet-enabled phones become more commonplace their ease-of-use is increasing. Popular smartphones like the Apple iPhone and Blackberry are simple enough that they are penetrating the leisure markets.
- **Location Based Services.** Mobile devices are capable of locating, opening up the opportunities for location-based services that are specific to the user's current location.

Market Trends

- **Growth in Internet Usage.** More people connect to the Internet every day. In the U.S., 67% of the population connects to the Internet regularly. Regular Internet users are expected to increase to 90% by 2009.
- **Technology Adoption.** There are over 80 million mobile devices in use in the United States and over 350 million worldwide. This number is expected to rise to 1 billion by 2009. In addition, Internet enabled phones are becoming cheaper and more standard.
- **Application Development.** With development tools for mobile-based applications becoming more accessible, users have more applications to choose from.

Market Catalysts

- **Wireless Service Carriers and Banking Investing Heavily.** Mobile carriers and banking services see mCommerce as a new avenue for revenue. With these investments, the mobile phone is expected to take a greater role in a user's daily activities and connectivity needs. For example, Motorola has been working on the M-Wallet—a method of using a phone as a credit card.
- **Increasing Mobile Application Development.** As applications become more widespread and development software more accessible, the developer community will provide a wealth of applications.
- **Expanding Infrastructure.** Greater speeds of mobile Internet access will close the gap between an Internet experience on the mobile device and a personal computing device. This will help to bridge the gap between eCommerce and mCommerce.

Competitive Landscape

A large portion of mCommerce is conducted through **portals** supported by wireless carriers. However, the landscape is changing as a more open environment is being developed with the advent of new applications. To compete in mobile purchasing and location services a company must offer a product or service with ease-of-use, value added services, reliability, trust, and low cost.

Key Players

Table 1. Major Players in Mobile Purchasing and Location Market

Company	Area of Expertise	Key Technology	Weaknesses	Revenues (\$M)
GoMobo	<ul style="list-style-type: none"> Online ordering Centered in New York Simple 	<ul style="list-style-type: none"> Personalized “go codes” Access to participating restaurants Text message ordering 	<ul style="list-style-type: none"> Lack of location based services Relies heavily on a personal computer in addition to the mobile device 	~2
MyTango	<ul style="list-style-type: none"> Centered in San Francisco, California 	<ul style="list-style-type: none"> Text message ordering 	<ul style="list-style-type: none"> Lack of participating restaurants 	<1
Mocapay	<ul style="list-style-type: none"> Centered in Boulder, Colorado 	<ul style="list-style-type: none"> Specialize in paying through the cell phone 	<ul style="list-style-type: none"> Lack of personalization Not restaurant oriented 	< 1
Software for Restaurants	<ul style="list-style-type: none"> Located in UK, Germany, Italy, France Great service and support 	<ul style="list-style-type: none"> Feature-rich with coupons and reward points Multiple packages 	<ul style="list-style-type: none"> High restaurant start-up cost of \$700 	10
Normal Takeout/Delivery	<ul style="list-style-type: none"> Personalization Quick pickup and delivery 	<ul style="list-style-type: none"> Personal phone service 	<ul style="list-style-type: none"> Customers don’t know phone numbers Put on hold during peak times 	Unknown

whooshQ's Competitive Advantage

Combining on-the-go ordering from the mobile device and geographical locationing of restaurants, whooshQ would have the following advantages over its competitors:

- **Personalized Service.** With location-based listings of participating restaurants users will have access to restaurants near their current location. In addition, users will have access to popular options at local restaurants without having to setup preferences and codes beforehand.
- **No Need to Access External Website.** Being more mobile requires more disconnect from a personal computer. whooshQ can operate as a native application on the mobile device complete with menu options for ordering. Little to no setup will be needed on an external website, making the experience as quick and easy as possible.
- **Simplicity.** With the increase in mobility, users will need services that are quick and reliable. With popular options, favorites, and past order histories, whooshQ can be as simple as a one-button order.

Technical Evaluation

Opportunity Analysis

Limitations of Traditional Line Service

First come, first serve ordering-lines are a common system at most retailers. Generally, customers enter and wait for their turn to be served in the order they arrived. As a result, a retailer processes orders linearly. During peak hours, long lines result in several drawbacks. Below is a list of the major limitations of traditional line service:

- **Time and convenience.** Customers arrive and are required to wait in line to place an order and then wait again for their order to be filled. Customers also need their wallet and they need to worry about estimating peak hours so as to not get caught in long line situations.
- **Customer variety.** Customers vary by type and size of their order. In most traditional lines, a new customer looking to place a large order will delay a repeat customer who already knows what he/she wants for lunch. Because customers are present at the time of order most retailers are forced to fill orders linearly, linking revenues to speed of service.
- **Costly.** Adjusting to meet peak demands often requires retailers to hire more help to take orders, increasing operational costs.
- **Customer loyalty.** In addition to labor costs, retailers face lost revenue from customers turned away by the sight of long lines. During peak hours, the customer often has the power to shop for low demand quick-service restaurants.

Limitations of Traditional Drive-Thru and Pick-Up/Delivery

To reach more customers many retailers offer convenience through drive-thru windows and phone-in orders for pick-up or delivery. As a result, customers can conveniently place and receive orders. However, drive-thru and phone-in orders suffer from many of the same limitations as a traditional line service. Below is a list of some limitations of drive-thru and pick-up/delivery:

- **Time.** Although convenient, these systems still consume time for the retailer and customer. In drive-thrus customers still wait in line. With phone-in ordering, customers wait for available order takers. These systems hurt the retailer because they lose operation time because labor hours are needed to take these orders.

- **Costly.** Phone systems still employ order takers and if delivery is required, drivers are needed. This creates a high operating cost because phone time requires service. Drive-thrus have an even higher setup cost, requiring a facility that supports a window and lane for vehicles.
- **Customer loyalty.** With drive-thrus, long lines can be very intimidating because they are in plain sight. Since the customer is already in their vehicle, the ease of switching restaurant is minimal.

Significance of Traditional Service Limitations

The Consumer Impact

As college students and professionals become increasingly mobile they need the option of convenient services that match the demands of their fast-paced lifestyle. Traditional lines are slow, and so college students and mobile professionals are forced to dine where the demand is lower and the wait shorter.

whooshQ alleviates this problem and allows people with fast-paced lifestyles to enjoy a more leisurely lunch by saving them time waiting in line.

- Customers can increase the hassle of picking a quick-service restaurant.
- Customers can save over five minutes of waiting in line per day.

The Market Impact

A recent study by Fair Isaac Corporation showed that mobile commerce market value was \$31.8 billion at the end of 2007 and is projected to increase to \$60 billion at the end of 2008. Of this mobile commerce market, mobile purchases and mobile location make up 37% of the value, meaning a potential market value of \$22.2 billion. It should be noted that mobile location services are expected to increase substantially up from its current 3% of the market.

The market for ordering services like whooshQ is relatively new, with the oldest competitor, GoMobo, entering the market in 2005. Currently, the market is littered with a handful of competitors, with GoMobo being the market leader. However, GoMobo's market share exists mainly in east coast cities, including Boston and New York. They have yet to establish themselves credibly in and to adapt their service to west coast cities so their remains a large portion of the market share available for competition.

Opportunity Fulfillment: Phone-based Ordering at Quick-Service Restaurants

Typical whooshQ Process

A typical line service involves the customer and the merchant in a face-to-face, first in, first out transaction. The heart of the whooshQ service is eliminating the need to wait in line to make this transaction by involving a third party, whooshQ.

When a customer chooses a place to eat the customer can browse the restaurant and its menu from a mobile device. Before the customer arrives to the restaurant the customer can place a phone order using the whooshQ service. whooshQ will take this order and relay it to the restaurant where the order is automatically accepted and displayed for the restaurant to fill. If timed accordingly, when the customer arrives the order will be processed and waiting at the counter for pick-up by their mobile phone number or name.

From a financial transaction perspective, customers who use their credit card are billed once a week for all their purchases in that week and participating restaurants are paid once a month for their sales in that month.

WhooshQ Components

The necessary components for a phone-based ordering service include four components: (1) the main website, (2) the mobile web interface, (3) the mobile phone application interface, and (4) the restaurant order processing interface and standalone device.

Main Website

The main website is the main medium to communicate with both customers and participating restaurants. Its main purpose is to allow users to setup accounts and edit accounts. For the user, this includes basic account registration, and credit card or debit card registration. The website will also be the single stop for the customer to set up favorites, location, and other personalization options. Using the website, the customer will also be able to browse locations by zip code or city using a restaurant finder that displays distances of participating retailers. For participating restaurants, this includes basic account registration, deposit account information, and full menu editing and uploading capabilities for the user to access.

The website also functions to store data for the customers to further speed processes. This data will be order history for the customer to track past expenditures. Also programmable and stored on the website are favorites and personal preferences, where customers can setup menus viewed and items ordered to their personal preference.

For participating restaurants, data storage mainly takes the form of order history. The web interface is responsible for transaction histories and bookkeeping services. Restaurants will have access to aggregate customer data that they can analyze to optimize their online menu offerings. For example, a quick-service restaurant that has 30 menu items may only need to list the 10 most popular items. Menus will be customizable, complete with logos and images. A standard break down will display popular items, drinks, and some customization options. The retailer must also specify prices, locations, and must agree to the terms of agreement in order to uphold the whooshQ brand.

As a communication medium, the website is responsible for explaining and troubleshooting whooshQ service, complete with FAQs, company history, and management team biographies.

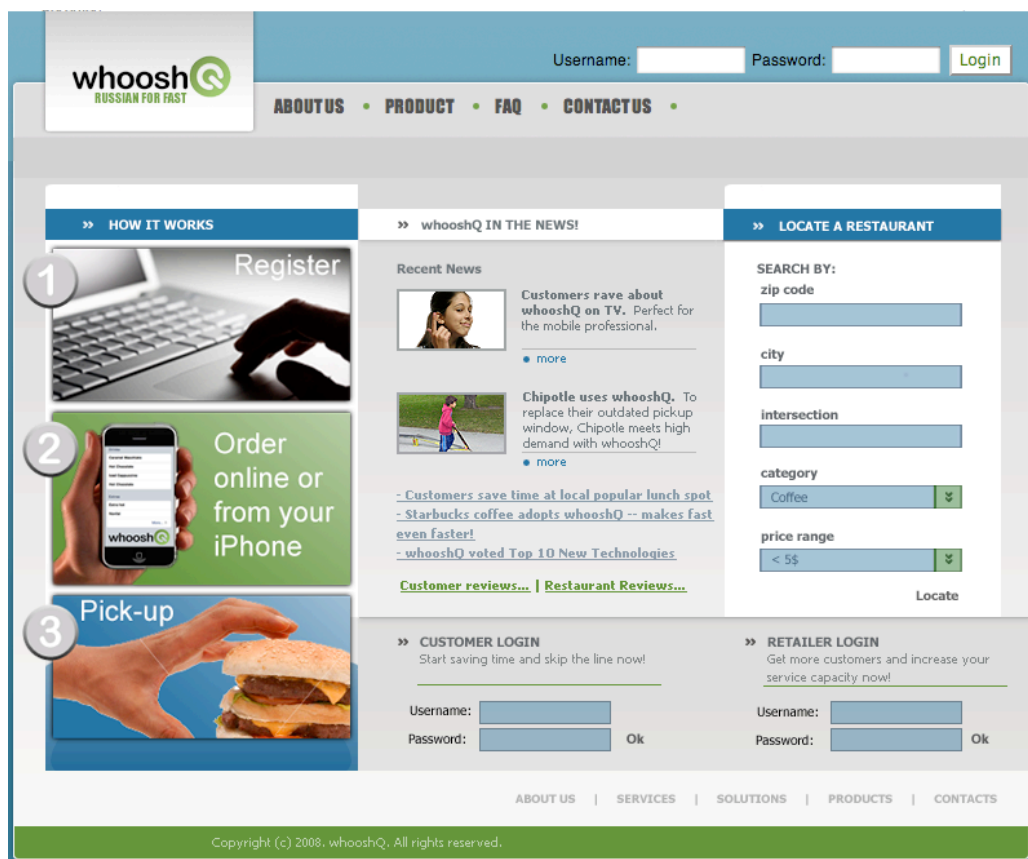


Figure 5. whooshQ.com - Main Website Interface

Mobile Web Interface

The mobile web interface is a function of the main website that allows users to access whooshQ online from a mobile phone. Through the mobile web interface the customer has complete access to whooshQ service optimized for the mobile phone. The mobile web interface is the main tool for users who prefer to use whooshQ through their phones Internet browser capabilities.



Figure 6. whooshQ.com – Website Interface for the iPhone

Mobile Phone Application

The heart of whooshQ service is the application(s) built exclusively for the mobile phone. This requires that the customer install an application directly on their mobile phone, allowing for greater customizability and a better user experience. It has all the same functionalities of the mobile web interface but because it is native to the phone, processing speeds are much faster and data can be stored locally.

Another main advantage is a GPS location feature that lets the customer easily locate and browse nearby participating restaurants. This function is exclusive to the mobile phone application on mobile phones with GPS capability.

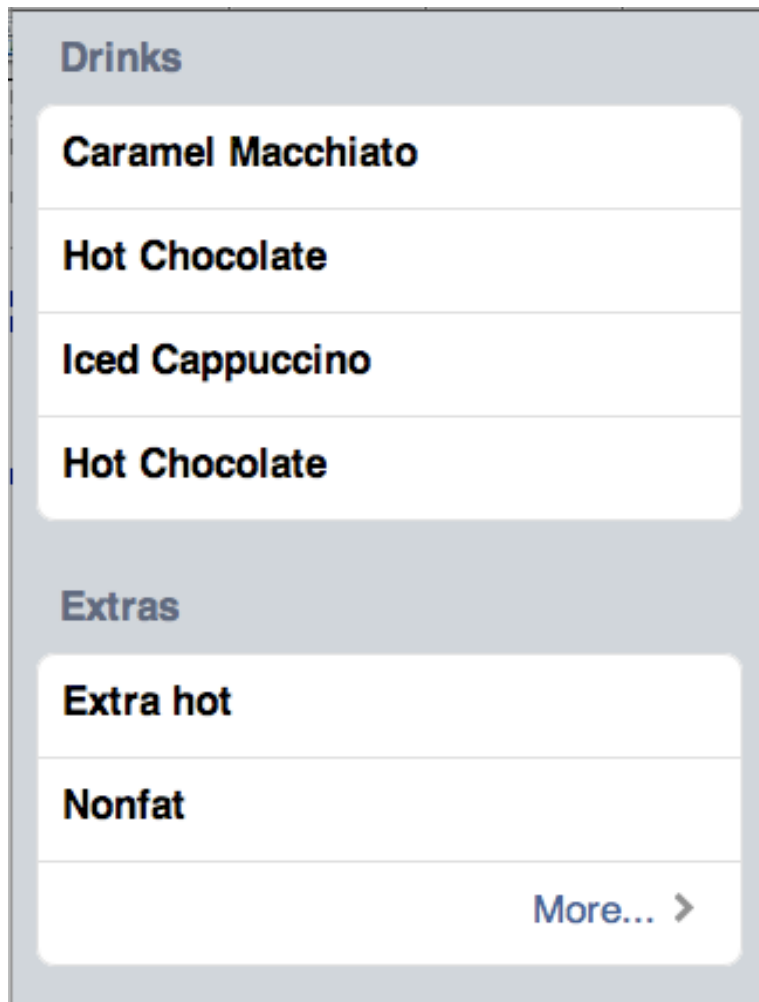


Figure 7. iphone.whooshQ.com – Phone Application



Figure 8. GPS Location Services for Participating Quick-Service Restaurants

Restaurant Order Processing Interface and Standalone Device

Participating restaurants will have multiple options on how they want to process orders that are received using whooshQ service:

- The default option is a PDA standalone device that displays and automatically accepts orders that need to be filled.
- Another option is for the participating restaurant to set up its own order processing through a browser-based interface available at the whooshQ main website.

Incorporated into the order-processing interface is a rejection option. Orders received are automatically accepted, but if a restaurant decides it cannot fill an order, it can reject an order within the first 5 minutes the order is received.

Order #	Name	Item	Description	Time	Action
1	Bernardo	Caramel Macchiato	Grande, Nonfat, Extra Hot	1:24 PM	Accepted
2	Johnny	Vanilla Latte	Venti	1:28 PM	Accepted
-		Hot Chocolate	Venti		
-		Hot Chocolate	Venti		
3	Anastasia	Blueberry Scone		1:30 PM	Accepted
-		Mocha	Grande		
4	Nguyen	Iced Frappuccino	Venti	1:48 PM	
-		Iced Frappuccino	Tall		
-		House Coffe	Venti		
-		Hot Chocolate	Grande, Soy Milk		

Figure 9. whooshQ.com – Retailer Order Interface

Architecture, Features, and Functionalities

Table 2. Features and Functionality of whooshQ Service

Features	Functionality
GPS Location	Allows location targeting via built-in mobile phone GPS and identifies participating restaurants nearby. Allows flexibility for the customer and a new customer base for quick-service restaurants.
Restaurant Finder	Allows users to locate participating quick-service restaurants online by zip code, city/state, intersection, and restaurant type.
Favorites	Customers can setup favorites so that they can order frequent items in the click of a button.
Order History	Customers will have on-the-go access to their order history so they can make repeat orders with ease.
Debit Card Option	Customers can attach a debit card to their account and make predetermined transfers to their whoosh account. Allows for customers to limit their spending.
Transaction Log	Customers and restaurants can see transaction histories for bookkeeping purposes.

Benefits

Benefits to the customer

Table 3. Benefits of whooshQ Service over Existing Service to the Customer

Limitations of Current Service	whooshQ Solution	Benefits Provided
Long per-customer service times.	Anticipate demand and skip the line by ordering from your phone.	Faster service times, more convenience.
Slow customers delay fast customers in line.	First come, first serve by order placed and not by line.	Customer priority.
Difficult to locate new quick-service restaurants because of geographical unfamiliarity.	GPS location services allow for quick-service restaurant identification.	Gives customer variety, familiarity, and convenience unfamiliar places.
Requires physical payment mechanism.	Order through phone and be billed through online credit card.	No hassle of in-store transactions.

Benefits to the retailer

Table 4. Benefits of whooshQ Service over Existing Service to the Retailer

Limitations of Current Service	whooshQ Solution	Benefits Provided
Low order quantities.	Streamlined online menu increases order quantities.	Increased revenues from the same number of customer traffic.
Identifying and attracting new customers.	GPS location services and online menus.	Customers can find restaurants based on area or specialty, translating to new customers for restaurants.
Minimum order fees.	Aggregated transactions that bill customer bimonthly and pays restaurants monthly.	Decreases per-transaction fees paid to credit card companies and eliminating the hassle of dealing with small orders that are more affected by credit card fees.
Lost customers during peak demand.	Phone-based ordering.	Restaurants can better meet peak demand and lose less customers from intimidating lines.

Benefits to Draper Fisher Jurvetson

The benefits of whooshQ to its investors include:

- ➡ Large market potential of \$3 billion just in quick-service restaurant transactions.
- ➡ Potential to easily expand to other markets including movie ticketing, event ticketing, and supermarket ordering.
- ➡ Low start-up costs.
- ➡ Early entrance into a fast growing industry.

Implementation Plan

Project Feasibility Statement

whooshQ targets a specific customer pain of waiting in line. For the restaurants it also targets a pain: meeting peak demand without losing customers and decreasing cycle times. As a result, there is a need for whooshQ, making its entrance into the market feasible.

The startup costs are low consisting of PDAs that already exist and a restaurants existing internet connection. In addition, the market for potential customers is rising rapidly as smartphones and data plans become more widespread.

Project Recommendation Statement

DFJ should invest in whooshQ because the mobile services market is growing rapidly but is still fragmented. With technology as a lifestyle becoming more of a trend and lifestyle, whooshQ has the potential to capture a large market share by bring closer restaurant and customer.

Management and Maintenance

Prototype Development Phase

The following resources are needed to build a working prototype of whooshQ that can be easily scaled:

- Two graphic designers to design the website and phone interfaces in addition to early promotional material.
- Two web programmers focused on the main web and phone interfaces. One programmer for back-end services and one for front end-services.
- Two software programmers focused on the development of phone applications for major platforms including Apple and Windows Mobile.
- Two software programmers and one mechanical engineer to build or design a low-cost point of sale system, complete with easy to use software for the retailer to accept and reject orders. In addition, test PDAs will be needed.

Test Site Implementation Phase

The following resources are needed for a small, controlled launch of whooshQ service:

- ➡ Two market analysts to identify retailers based on willingness, potential to benefit from WhooshQ service, and desired customer population. In addition, both analysts will make initial deals for test sites.

Marketing and Distributing Phase

The following resources are needed to bring whooshQ to the mass market:

- ➡ One Vice President of Marketing to oversee all marketing teams.
- ➡ Two marketing managers to oversee marketing teams.
- ➡ Two to four marketing teams of five people focused on acquiring early adopters of whooshQ.

Continued Feature Development

The following resources are needed to continue whooshQ development and growth after initial deployment:

- ➡ Two applications developers to oversee the development of new applications and outlets.
- ➡ Two applications developers to develop new features including menu options, in-phone advertising, and more.

Financial Considerations

The following costs are associated with each phase of whooshQ development:

Table 5. Financial Costs of Implementation

Description	Financial Cost (USD)
Prototype Development Phase – Total Cost	\$200,000.00
Website Design and Functionality	\$50,000.00
Web Application	\$50,000.00
Point of Sale Device Design	\$100,000.00
Test Site Implementation Phase – Total Cost	\$ 300,000.00
Marketing and Distributing Phase – Total Cost	\$1,400,000.00
Marketing Material	\$300,000.00
Marketing Team Salary	\$700,000.00
New Business Opportunities	\$400,000.00
Continued Feature Development Phase – Total Cost / Year	\$3,000,000.00
GRAND TOTAL	\$4,900,000.00

Implementation Stage Schedule

ID	Task Name	Start	Finish	Duration	Q2 08			Q3 08			Q4 08			Q1 09		
					Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
1	Design & Development Phase	3/31/2008	6/26/2008	64d												
2	Main Website	3/31/2008	6/27/2008	65d												
3	Phone Application	6/2/2008	7/1/2008	22d												
4	Web Application	3/28/2008	4/30/2008	24d												
5	Retailer Ordering System	4/28/2008	6/9/2008	31d												
6	Beta Test Phase	6/30/2008	9/1/2008	46d												
7	Selecting Test Sites	6/30/2008	8/8/2008	30d												
8	Deploying Service	7/17/2008	9/9/2008	39d												
9	Marketing & Distribution Phase	8/26/2008	4/17/2009	169d												
10	Recruit Direct Sales Team	8/26/2008	11/24/2008	65d												
11	Generate Awareness	9/23/2008	4/14/2009	146d												
12	Continued Development	11/24/2008	4/14/2009	102d												
13	New Features and Applications	11/24/2008	3/27/2009	90d												
14	Find Corporate Sponsors	1/21/2009	4/14/2009	60d												

Figure 10. Implementation Stages Gantt Chart

Implementation Timeline

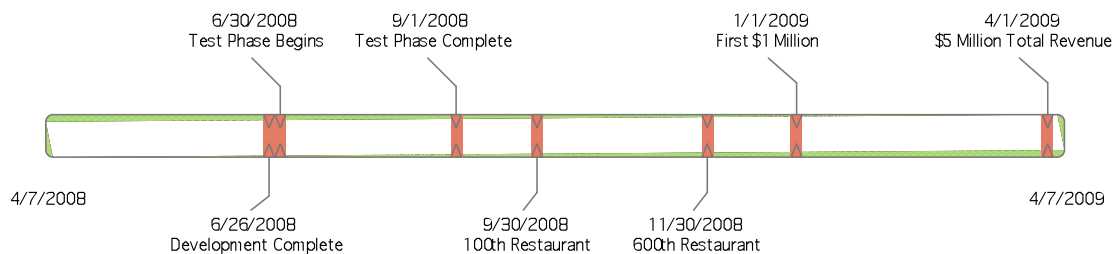


Figure 11. Implementation Stages Timeline

Management

whooshQ's three key members of management bring unique and tested skills to his or her functional areas. Highlights of prior experiences and current role at whooshQ are included.



Bernardo de Seabra, Chief Executive Officer

Bernardo is currently an undergraduate junior in Computer Science at the University of California, Berkeley. He has had extensive experience in his time at De Anza College including a software engineering internship with Cisco and Barracuda Networks. He also has much experience leading community service efforts as Executive Vice President with the De Anza Associated Student Body Senate.



Chris Chang, Chief Financial Officer

Chris is currently an undergraduate senior at the Walter A. Haas School of Business at the University of California, Berkeley. He has been actively involved with the Asian Business Association and The Berkeley Group. Through these networks he has built a strong interest and expertise in consulting.



Anthony Bui, Chief Technological Officer

Anthony is currently an undergraduate senior in Industrial Engineering and Operations Research at the University of California, Berkeley. He began his entrepreneurship career with the Berkeley Venture Group, helping to launch the group's first venture, BrainFall.com. In addition, he has been actively involved with the Vietnamese Student Association where he has developed leadership and creativity as stage manager and Webmaster.

The whooshQ team formed when Anthony and Bernardo met in IEOR 190A where they found that they had complimentary skills and friends at BrainFall.com. Seeking a business professional to undertake the business aspects of the project the two sought out Chris Chang, a business student with a strong background in mobile commerce. Together since February 2008, they have developed whooshQ from its initial conception to a working prototype and viable business plan.

Appendix: Glossary and Abbreviations

Term	Definition
Data plan	<p>A data plan is an option found in most wireless carrier offerings. A customer with a data plan typically pays a monthly fee to send and receive data typically too large for the normal phone users.</p> <p>For example, browsing the Internet is commonly associated with a data plan due to the high volume of data sent and received in browsing.</p>
Electronic commerce (eCommerce)	<p>The buying or selling of goods or services through electronic systems, namely the Internet and computer networks.</p> <p>Common methods of electronic commerce are shopping online and online auctions.</p>
GPS Location Services	<p>GPS (Global Position System) Location Services refer to services that depend on a user's location to function.</p> <p>Typically, the user's location determines the nearby surroundings, allowing providers to offer personalized services.</p>
Mobile commerce (mCommerce)	<p>The buying or selling of goods or services through mobile devices, namely mobile phones, PDAs, and smartphones.</p> <p>Mobile commerce transactions can be broken down into the four major categories of banking, purchases, marketing, and auctions.</p>
Mobile device	<p>A small, normally pocket-size, computing device that typically has the ability to send and receive data.</p> <p>Common examples include mobile phones, PDAs and smartphones.</p>
Mobile purchasing	The act of buying goods or services

	through a mobile device. Payment is typically processed via credit card.
Personal Digital Assistant (PDA)	A handheld computer with complete video and audio capabilities. Also performs many functions of a computer, including email, Internet, and word processing.
Portals	<p>A specialized website delivering goods targeted to a specific community.</p> <p>For example, Yahoo.com is a web portal for general Internet services, namely email.</p>
Quick-service restaurant	<p>A retailer that sells any goods quickly and in high volume. A quick-service restaurant normally derives revenue from high customer traffic and short cycle time transactions.</p> <p>Common examples include Starbucks, Chipotle, Subway, and many fast food restaurants. Traditionally non-quick-service restaurants include Denny's, TGI Fridays, Chili's, etc.</p>
Smartphone	A mobile phone with added functionalities of a computer. A little less powerful than a PDA, smartphones have Internet and email functionalities.

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