

Hertz Arena

Mobile App



Created By:



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About Us



Project Ghost Corp
Network Engineering

Who Are We

- Founded in 2011
- Created out of the need for the area to have better IT services
- Network engineers with the core knowledge of world standards
- Constant scholars applying the best new tech using Best Common Practices

Our Mission

- To bring people closer to the digital world
- Create everything with a "why" purpose from design to install
- Make life as efficient as possible. Why reinvent the wheel?

Our Roster

- National Restaurant Franchises & Retail Chains
- Schools
- TV Stations
- Military Bases
- Airports

Today's Goal

- Present a new way to interact with your customers.
- Show how efficient your business can run by cutting out and streamlining processes
- Set you up for the future and stay ahead of the competition.

The Problem

Communication

There's no central communication between the arena, pro shop, rec center, and athletic facility to the customer. More importantly, from a shelter point of view, there's no way for the arena to efficiently connect with the guests.

01

Organization

"Just because it works, don't fix it" mentality can only take you so far.

The ability to cut and shorten business processes allows for growth and more revenue

02

03

04

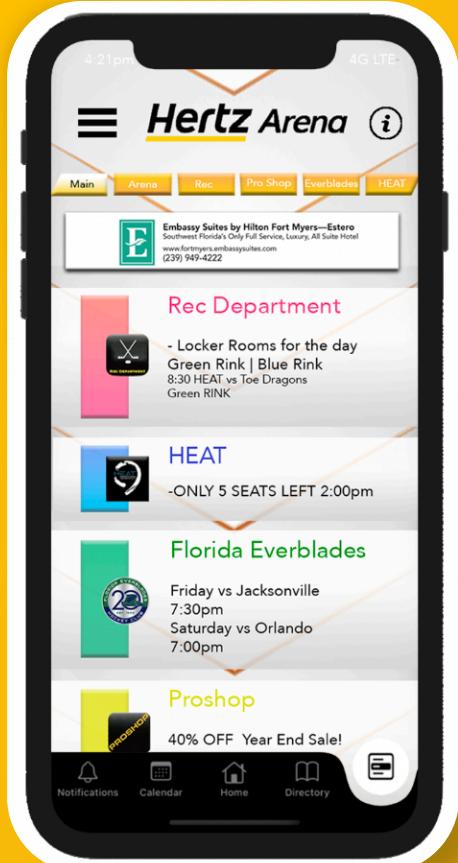
Waste

From loss of revenue to printed schedules, to even employee time. There's plenty of ways the arena wastes resources that are preventable.

Guest Experience

Guests must confusingly rely on several different media channels to receive all the content the arena wants to provide. Combined with the other points here, there is REAL need for a solution that benefits both the business and the guest.

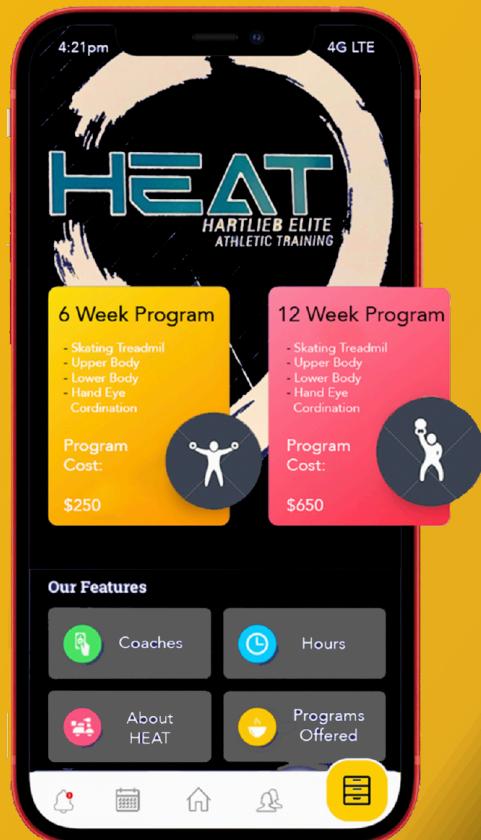
The Solution



Digital Mobilization

To create a mobile digital app to bring everyone into the same environment that is controlled by the arena. This allows:

- To bring everyone from all current platforms currently being used into one beautiful application that has all their need.
- The best guest experience by having all the information people need at the touch of their fingertips.
- Ability to enable ads to bring in additional revenue!
- Enhancing the brand name to be known as the new standard of guest experiences.



The App Difference

All Under One Roof

- Integrate a multi surface interface shared between the entire arena/events and its customers

Brand Presence

- Adding another marketing channel for advertisers to be seen

Push Notifications

03

02

01

40%

Interact with push notifications within 1 hour of receiving them

52%

People seek relevant information & offers in the push notifications they receive

90%

Push Notification viewing rate



Features

Core Goals



Efficiency



Simplicity

- Reduce Paper Waste
- Direct Engagement With Users
- Improve Traffic

- Ease Of Use For Arena Employees & Guests
- Eliminate and Reduce Processes
- Intuitive Design To Reach All Information Easily

Full Feature Set



News Feeds

- Up To Date News / Promotions / Sponsor's Ads / Shelter Updates
 - Daily Locker Room Schedules
 - Tournament Updates
- All In One Calendar To See Every Event From All Departments.
 - Download League Schedules
 - If Employee, Enable Work Schedule Viewing



Calendar



Notifications



Department Specifics

- Rec: Hockey Stats & Standings
- Best Department To Benefit From Paper Savings
- Pro Shop: Services Listings
- Future: Store Shopping In App



Directory



Reservations



Forms

- Quick Reach To The Department And / Or An Employee
- Preorder Public Skate Tickets
 - Reserve Stick & Puck Slots

- Fill Out Registration Forms
- Fill Out Waivers

- HEAT: Service Listings
- Coach Profiles
- Workout Programs
- Video Uploads
- Hertz Arena & Everblades: Brand Awareness & Increase Traffic With User Engagement



Menu



Parking



Ad Inventory

- Order Food From Your Seat
- Pre-order Food For Suites

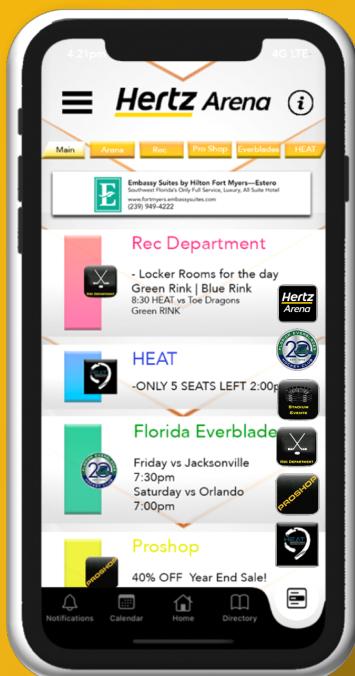
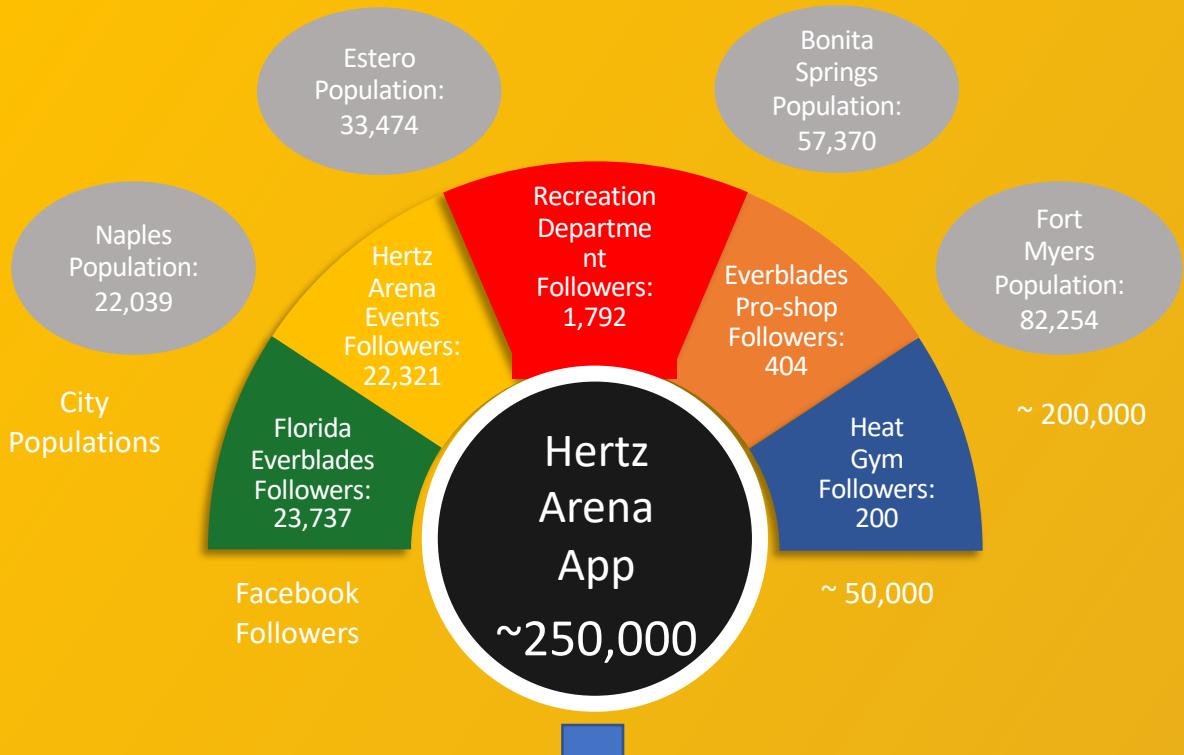
- Prepay For Event Parking

- Opens-Up Marketing Channels To Target More Customers
- Ability To Have Multiple Ads Throughout App



The Process

Phase 1: Bring everyone into one platform you control.



Additional People Who Would Use This App:

- Hurricane Emergency Shelter
- Covid-19 Test/Vaccine
- Farmers Markets
- Blood Drives
- Auto Shows

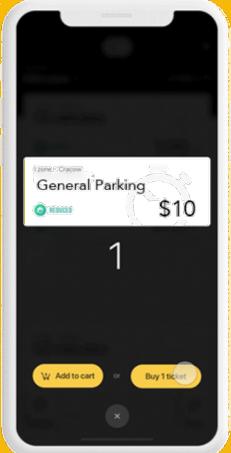
The Process Cont.

Phase 2: Presenting guests the features, convenience, and ease of using the app

Prepay Parking Example



Menu > Prepay
Parking



> Select Event
> Buy Now



> Approve Buy
(FaceID/TouchID)



> Confirmation QR
(Will show event,
time, with added
visual security to
prevent counterfeit)

Master Calendar Example



Calendar:
From the bottom
nav bar



All Departments'
schedules in one
(able to sort by
department)

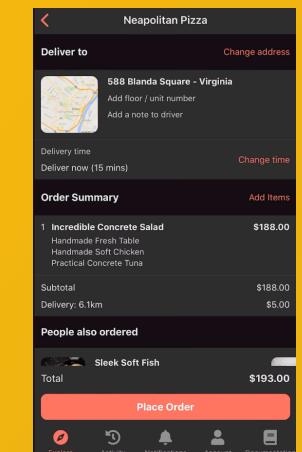
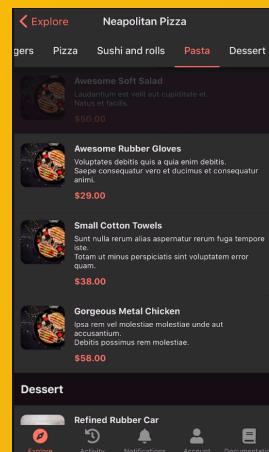
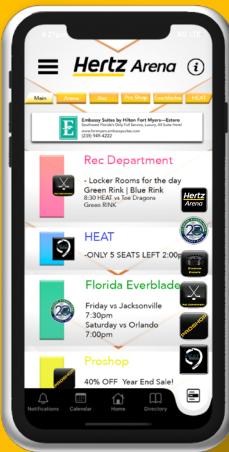


> Downloadable
Schedules:

- Adult Leagues
- Youth Leagues
- Free Style
- Stick & Puck
- Drop in
- Employee
Schedules

The Process Cont.

Order Food To Seat Example



Menu > Food Menu

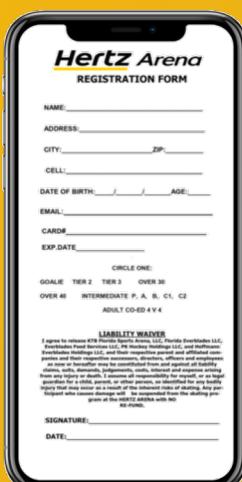
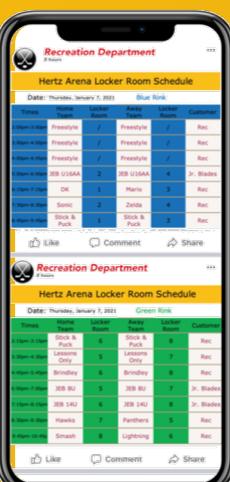
> Browse Menu

> Select Food

* Once order is placed, it is sent to the restaurant via the included iPad that will display guest info, seat number, and their order.

> Place Order
(there's a Notes section for guests and required Seat Number to where to deliver food)

Go Paperless & Improve Guest Experience Example



> Go digital with:
- Form filling
- Schedules
- Reservations
- Employee Schedules

> Guest Ease
- View locker room assignments
- Pay & Reserve in app
- Simplify guest experience

What's Included

- Complete App Development:
 - Design consult with arena for look of the app
 - Front End / Back End / Admin Portal Creation
 - App hosting and launching on App Store
 - Continuing app support services
- Full step-by-step manual and employee training on using the Admin Portal
- Monthly app data reporting for stats / marketing / targeting purposes
- Complete Satisfaction
- 24/7 Hour Support

Extra Additions:

Window signage to promote app:



Ex. 1



Ex. 2

Project Price

Pricing Structure Options

Percentage Breakdown:

- 5% Pro Shop
- 5% Everblades
- 40% Arena
- 50% Rec



Hybrid Payment 1

Hybrid Payment 1

- 25k up front
- Free first year service
- 2k/m service plan after 3 years
- Free 1 months when paid up front for year

Full Up Front

- 88k up front
- Free service for the first 2 years
- 1k/m a month for service for life after 2 years
- Free 1 month when paid up front for year

Hybrid Payment 2

- 20k up front
- 2k/m service plan for 3 years
- Free 1 months when paid up front for year

Payment Contract

- \$2k /m for 5 year contact
- Free 1 month when paid up front for year

Hybrid Payment 3

- 10k up front
- 2.5k/m service plan after for 3 years
- Free 1 months when paid up front for year

Systems Service Maintenance Includes:

- Systems upkeep with bug fixes
- Member and club data updating
- Monthly reports of app performance
- Free upgrade to our next versions for life
- Lower service fees every year as we grow. Guaranteed!

The Goal Standard

WIN - WIN

Value to customers by providing an all-inclusive stop for their arena needs

New brand experience on the most popular platform

EFFICIENCY

Everything at your fingertips

Get more by doing less

SUSTAINABILITY

Greatly Reduce Paper Waste

Able to pay for itself if used properly

Re-Targeting

Collect user data to better focus your marketing strategy

Provide sponsorship opportunities

**Thank you for
your time.**

**We look forward to
bringing this
community even
closer**



The End