1. Introduction

a. societal problem

i. realtime communication between hrt, local businesses and riders is inefficient or nonexistent

ii. loss of riders due to frustration or confusion.

iii. loss of revenue for business

iv. loss of revenue for hrt

v. no return on tax dollars to riders or businesses

b. introduce the solution

i. modular system for enabling communication & data flow

ii. enables trending & prediction

iii. real time info

iv. advertising for local business

iv. prototype approach to above