My Pitch

**Market Segment-Value Prop:**

The market segment that my value proposition will be targeting, is young backpackers either traveling solo or in small groups (2-3 people). Their jobs are to successfully visit all the sites they set off to see while maintaining their schedule as they have to catch trains, planes or be on time for tours, check-ins etc. It easily discerned, that any set-back could ruin the whole trip as backpackers, are usually on a strict schedule and have a lot to see and don’t have a lot of time to lose. Among, the most common set-backs they could face, are the loss of personal belongings, or the separation from a group member where the lack of regional telephone number makes cellphone communication a lot more difficult.

That is why, proximity sensors/tracking devices attached to the backpackers’ personal belongings could possibly bring change to the way they travel and alleviate a lot of stress and frustration. The proximity sensors can also be held by backpackers themselves so they never get separated.

**Existing Products:**

# There already exist a handful of proximity sensors that can be attached to your personal belongings; among those are: “tile”, “nut”, “iTraq”, “Mynt”, “Keepbo” and “Gatekeeper”.

# Tile: Tile is a small Bluetooth sensor that you attach to your personal belongings. Using your phone and the tile app, you can easily locate, tile and thus your personal belongings. It also has a find my phone feature and it also records the locations your belongings were last seen in case Bluetooth connection is lost. However, in amazon reviews it was stated that “The problem is when the Tile is inside something. A wallet, purse, brief case and it doesn't work. Inside my wallet, my phone can't detect it 3 feet away” (M.Cook, September 5 2015, most helpful critical review). Also, with tile, you cannot be tracking more than one items at a time.

#### **Nut**: Nut is very similar to Tile, meaning it is a small Bluetooth sensor, controlled by an app on your phone. However it also includes GPS and you can manage 6 Nut 2 Bluetooth tracking tag at the same time. However, according to amazon reviews, it is fragile, meaning that if it falls or slips out of your pocket, the device pops open, the battery and the devise lose connection and thus tracking stops (Tanveer A. Janjuaon September 24, 2015, most helpful critical review)

# iTraq: Is a small sensor that uses cellular communication signal to locate itself everywhere around the word (as long there is a cellular tower nearby). One can also use multiple iTraq devises simultaneously. This product is an Indiegogo project closed on August 7, 2015. However, its accuracy as stated in the Indiegogo page, is within a city block and thus it doesn’t meet the accuracy specs a backpacker is looking for.

# To sum up, although all these tracking devices work fine for the majority of the customers (who are not actually backpackers), and are relatively accurate as proximity sensors/tracking devices, they all have a serious disadvantage. Even though small, they all have a considerable size, making them unconfutable and unpractical for a backpacker to carry 3 or 4 of them on him, and impossible to attach one of those on passports, ids or tickets.

# Value Prop:

# What is my (and my teams’) proposition, is to develop small enough sensors, so that a backpacker can easily attach them to his passport, or tickets id etc. To do so, an Arduino, could be added to the smartphone-sensors configuration that is used nowadays. This way, unlike contemporary sensors that track and process information at the same time, a new and simpler kind of sensors could be created that are just connected to an Arduino via Bluetooth. The only thing the sensors have to do is maintain connectivity and there is where the Arduino picks up, doing all the tracking and later on the communication with the backpackers phone, providing him with all the necessary information.

# Summary:

# Although this idea has potential, it is very difficult to materialize and requires a lot of specific knowledge. As long as, a really small proximity sensor is feasible, the project is worth perusing. Else it has to be abandoned as, at the end of the day, there already are many products that do the specified job. Also, such a product would not target the selected Market Segment.

# Last but not least, there must be a statistical research carried out so that it can be determined whether actual backpackers are willing to invest on such a gadget and if yes, how much. If no, it is also useful to know in what they would actually invest in.