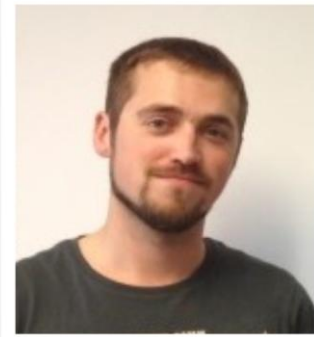


CitySky



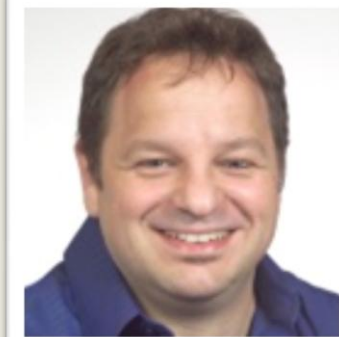
Team 469



Chris Orzel, EL



Mike Deschamps, M

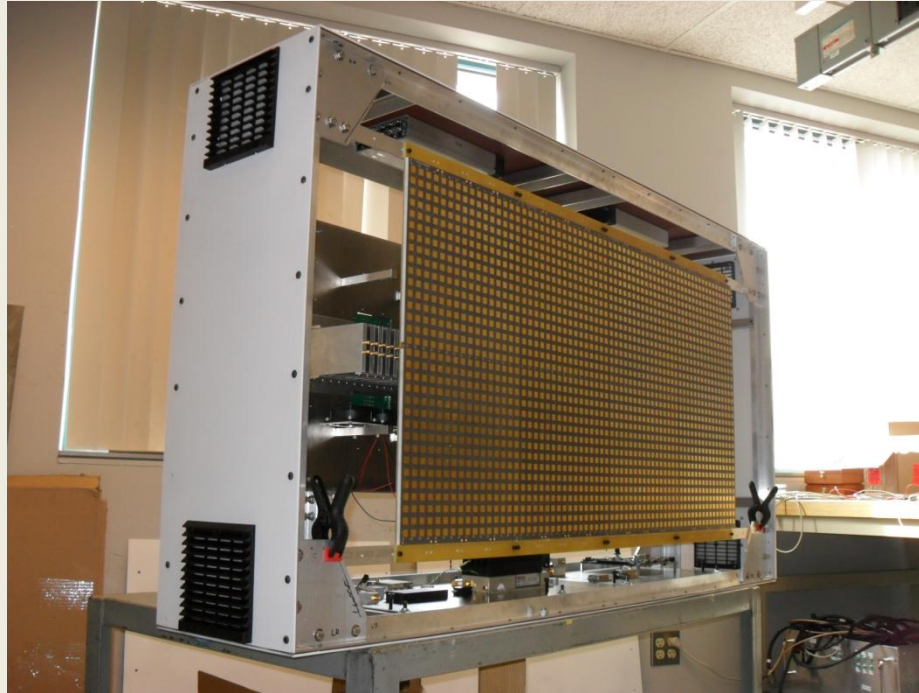


Mike Zink, PI

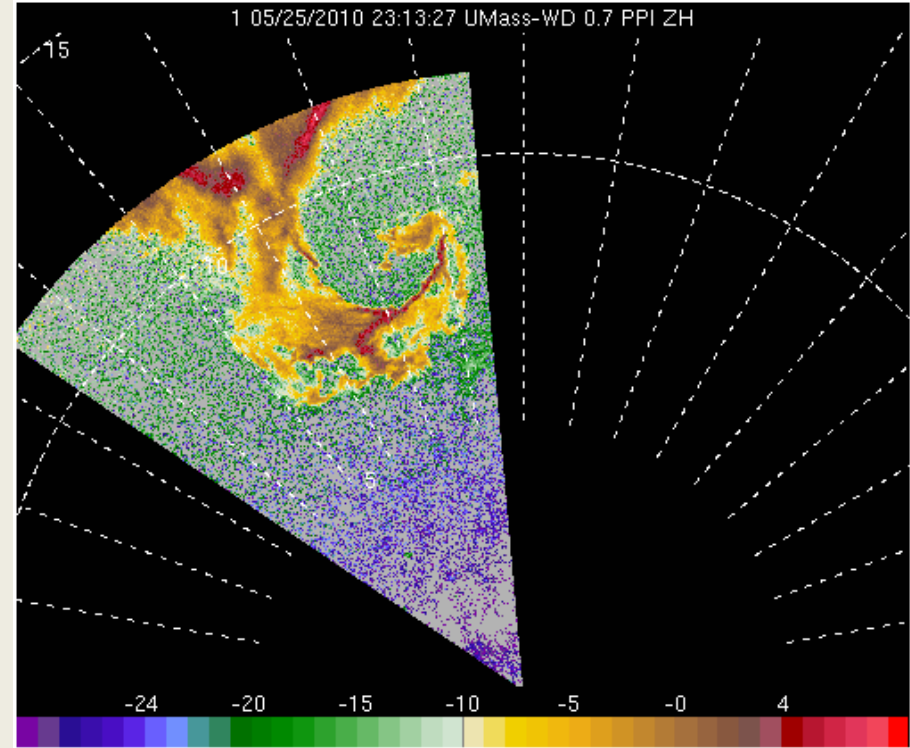
Small, light, reliable weather radar
for an off-shore operations and TV stations.

85 interviews - 75 in person

OUR GREAT TECHNOLOGY — DOES ANYONE CARE?



- no mechanical parts
- low transmitted power

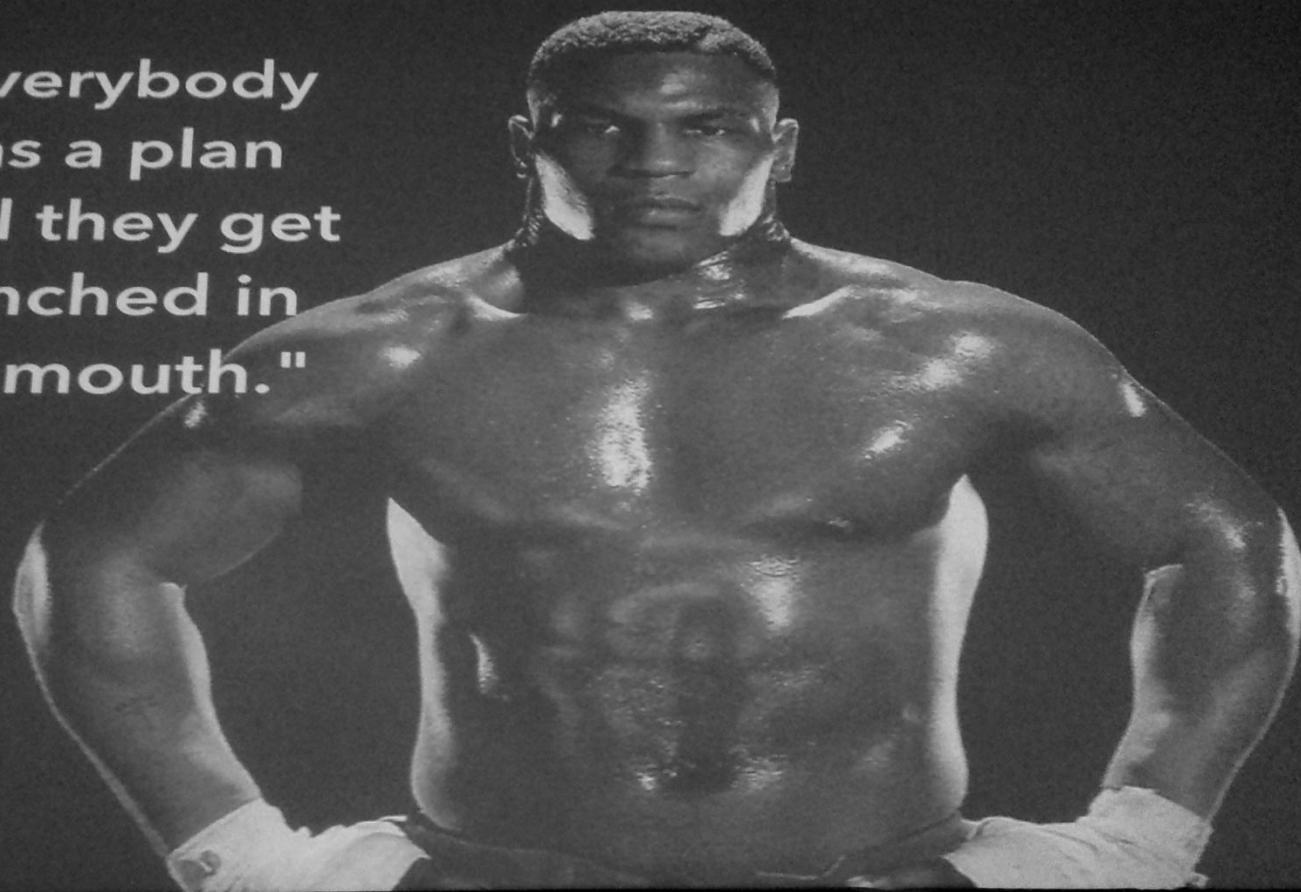


- high resolution
- high reliability

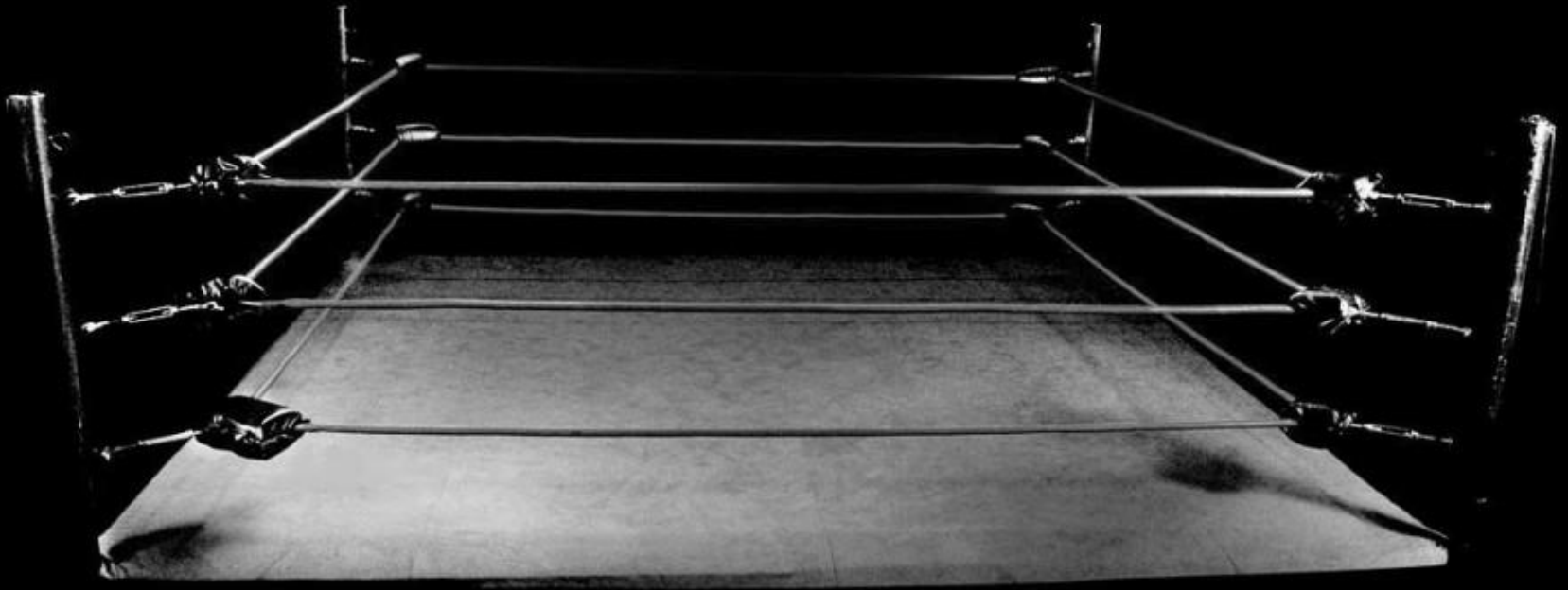
Business Model Canvas for CitySky

Key Partners - cloud computing and data hosting -> Amazon - data link provider -> Verizon	Key Activities - 2 nd prototype development - radar maintenance - data quality control Key Resources - Reliable internet connection - cloud based computing and storage - reliable radar system	Value Propositions High quality weather data -> risk reduction -> better decision support	Customer Relationships - Automated services Channels - Web based data transfer	Customer Segments 1. Transportation - airports and airlines - freight 2. Federal agencies - National Weather Service - Department of Transportation 3. Media - TV stations - weather apps 4. Data resellers
Cost Structure - weather radar development (hardware cost) - license fees - salaries - data hosting and computing cost			Revenue Streams - Subscription fees - Usage fees (data resellers)	

**"Everybody
has a plan
until they get
punched in
the mouth."**



Get out of the building !!!



... or get in the ring !!!

ROUND 1 – BIG GUYS, WHO DON'T CARE

More radars ?
We've just upgraded
ours.

Can you
cover entire
state ?

We care about
lightning. Rain
doesn't bother us.





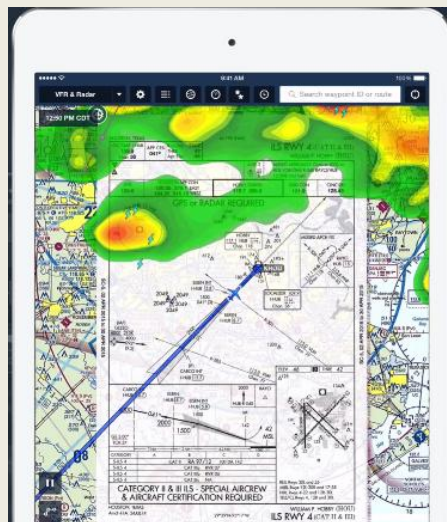
Round 1 - LOST

ROUND 2 - AVIATION

We want better short term weather forecasts !

I can't speak about these procedures.

With recent technology upgrade and in-cockpit WIFI, we are pretty much all set!





Round 2 - LOST

We want better short term weather forecasts ! That would be nice to have though.

ROUND 3 - OUTDOOR EVENTS

Better forecasts please!
Rain is not a problem,
but lightning is!
That's too expensive!



ROUND 3

-

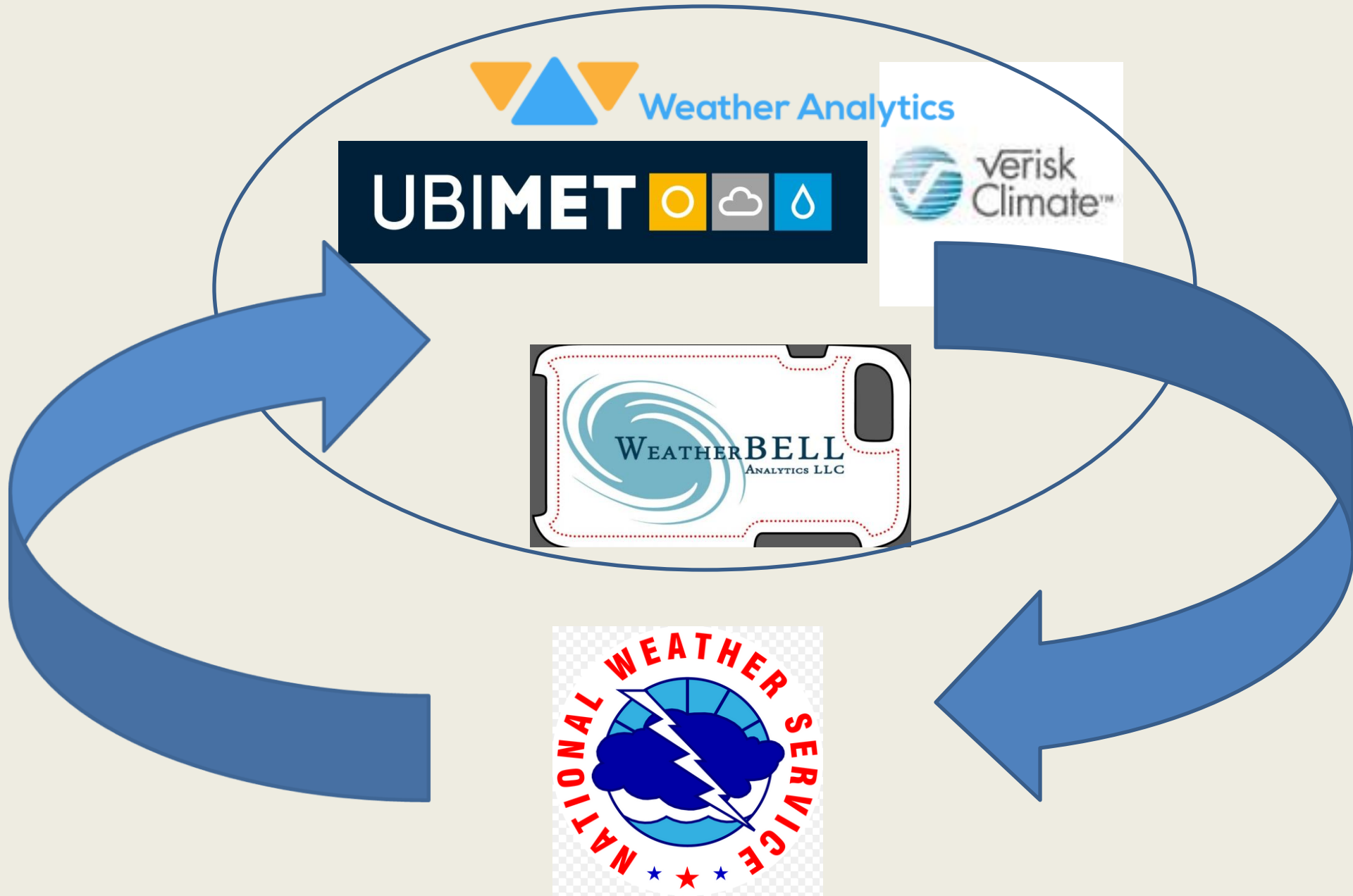
OUTDOOR EVENTS





Round 3 - LOST

ROUND 4 – DATA RESELLERS



BACK TO ROUND 1?





Round 4 - LOST

ROUND 5 - TV





ROUND 5 - LOCAL TV
People turn on TV
because of the weather.



Perception is reality !

“Our mobile app is huge !”



Round 5 - DRAW



ROUND 6 – BIG OIL



“Deep-sea is a new direction”



“We want a small, reliable radar, but it doesn’t exist”





Round 6 - DRAW

Updated business canvas

Value Propositions

★ access to reliable, low-cost weather radar

real-time weather information

~~more accurate local weather observations~~

~~better decision support and risk mitigation~~

~~information on precipitation type, start time and duration~~

Customer Segments

★ local TV stations managers

★ Metocean engineers at off-shore oil drilling company

Conclusions

- We learned who is not our customer
- We discovered new segments
- ... we don't know how many more rounds we have ... but we will keep pushing

Today we are in a search mode.

N0-GO, but not KO