

Find My School Bus

A Mobile Application for Parents and Students

Business Opportunity

School Bus Tracking Application for Parents and Students

Problems:

- Students missing their bus
- Parents waiting for their child's bus
- Young children walking home from the bus stop alone

When children miss the bus, they often miss school, or, at the very least, their parents inevitably have to drive them to school

Parents with especially young children spend significant time waiting at the bus stop for their child to get on or off the bus.

If a parent misses their child getting off the bus, the child must walk home alone, in which case, the child's safety could be in question.

Description of Product

The product is a mobile application that students and parents can utilize to track their or their child's school bus in real time

Parents and students will be able to track only their bus in real time, and appropriate security measures will be taken to assure that only parents or children can use the application.

To ensure reliability, a gps module will be installed on each bus in the fleet.

Not only will the user be able to see the location of the bus on a map, but she also will view an estimated arrival time for the bus.

Overview of Market

- **6 million freshmen and sophomore public high school students**
- **Parents of elementary school students**

There are currently 20 million students in grades 1-4 in United States

Competitors

Similar technologies exist, but have not gained any traction

It seems as if most of the work will be in getting schools and bus companies to cooperate with us.

Development Plan

Basic functionality in 6 months or less

Expected costs will be for gps modules(~\$30), amazon web service, and a possible extra programmer.

Team

Charles Cobb

- Junior in Computer Science
- Experience writing production code (Bloomberg)
- Written applications with over 1,000 lines of code in: Java,C,C++, JavaScript

Casey Kent

- Junior in Mechanical Engineering
- Experience developing new products (ECT Inc.)
- Experience developing basic iOS applications
- Experience in mechatronic design