



# MTA Project Summary



Megan, Nastassia, Kate, and Brian

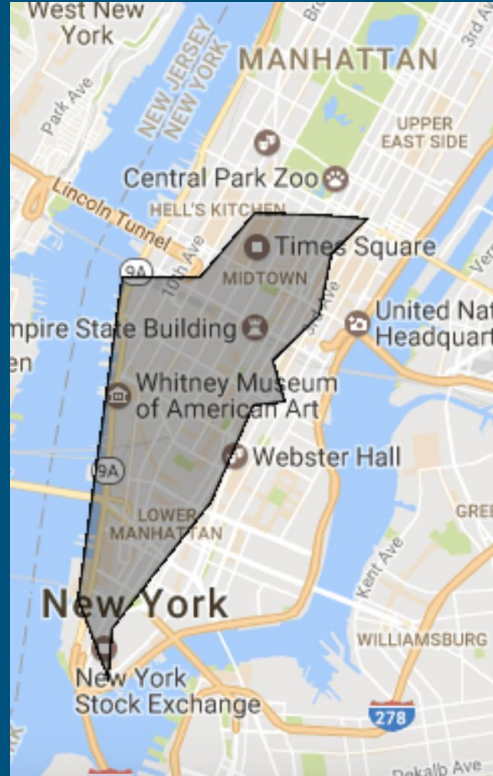


# Overall Strategy

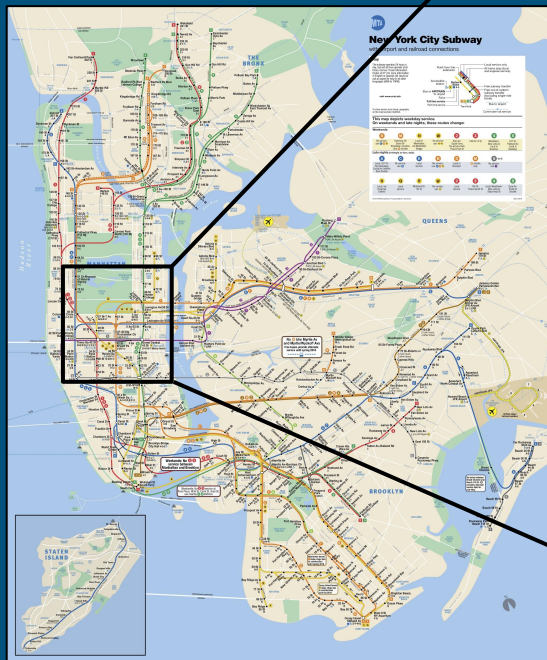
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- Morning: EXITS
- Evening: ENTRIES
- Stops with most people AND near tech firms

# Tech Zone (96/100 Top companies)



# Monday and Tuesday





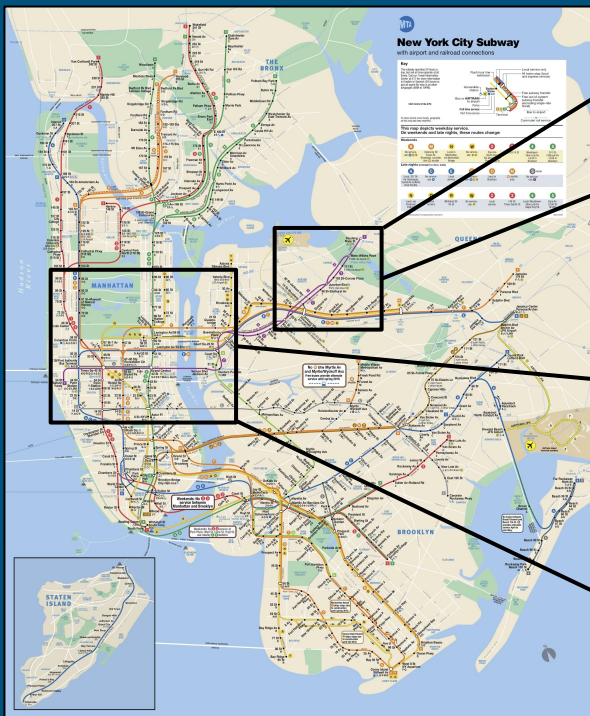
# Wednesday and Thursday

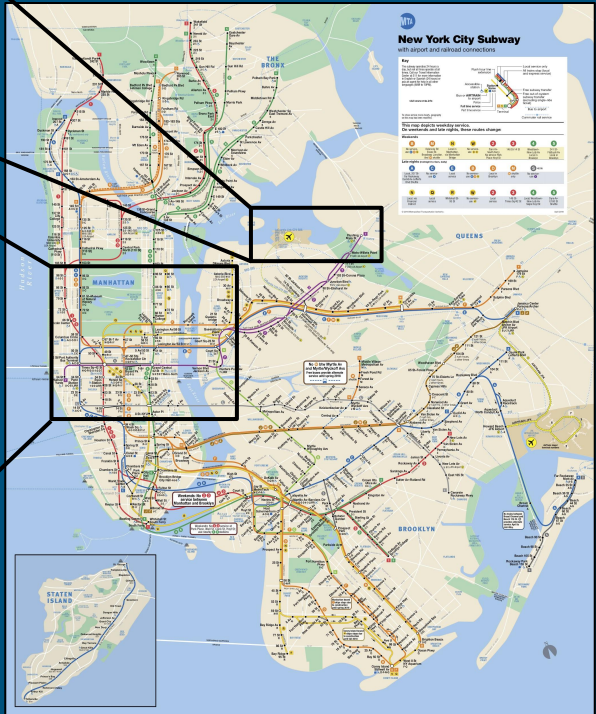






# Saturday







# Why you should choose us

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- Future innovators
- Data for ALL times, not just beginning of hour
- Most stations in tech bubble
- Targeted 20 stations