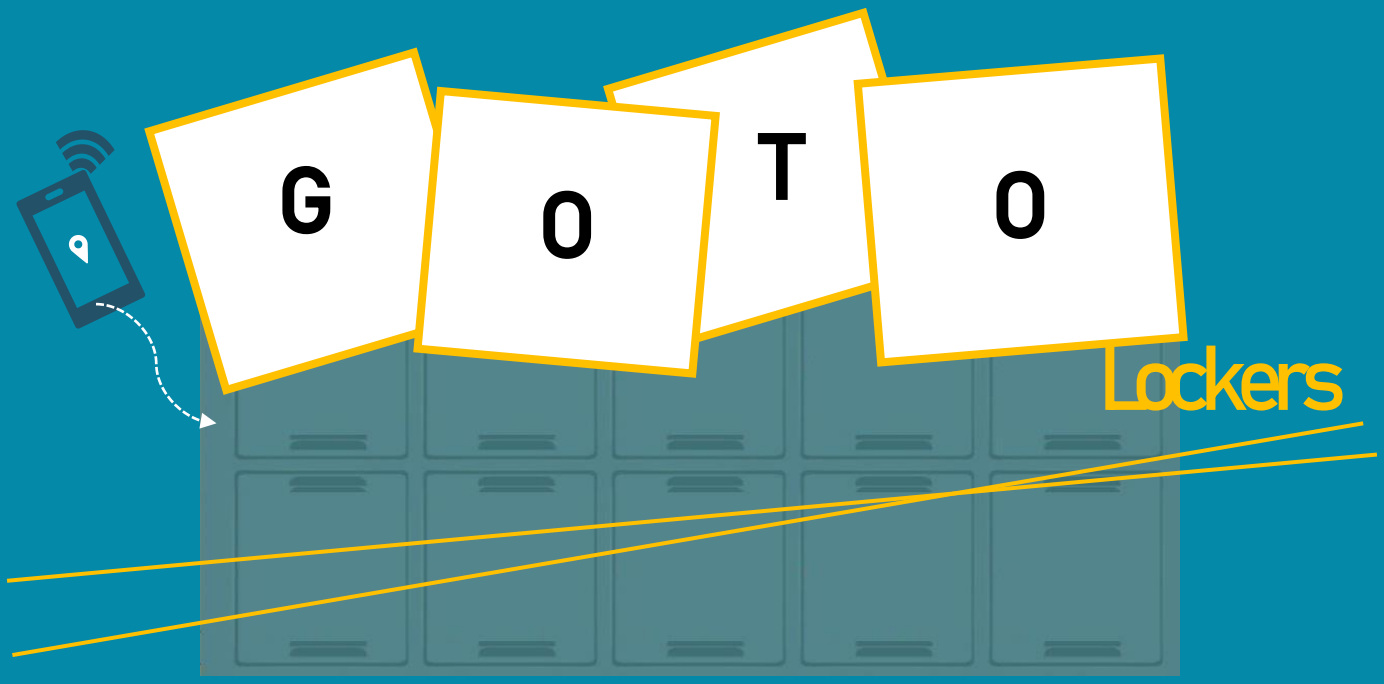


UCI Undergraduates

Megan Le | Business Economics, Minor in Innovation

Mirna Elaasar | Business Administration, Bio Sci

Ryan Walsh | Computer Science

Micah Raney | Electrical Engineering

Richard Hsu | Computer Science

Freniel Zabala | Computer Science

Overview

GOTO Lockers is an advanced, high-tech locker system with built-in digital screens that offers a solution to a multi-faceted problem faced by college campuses. First, the demanding schedule of a typical college student leads them to carry many items including books, work uniforms, lunchboxes and skateboards which is tremendously burdensome. With GOTO Locker systems placed at frequented locations around campus, a student has a safe space to store their belongings everywhere they go. Secondly, campus organizations and outside businesses struggle with targeting students at the right time. GOTO Lockers' digital screens will dynamically cycle advertisements to increase market penetration as compared to current advertising methods. Third and most importantly, our system will keep campuses safe by allowing emergency alerts to be posted anytime and providing real time surveillance footage for campus security.

Our Opportunity

The multi-faceted customer problem inspired our team to create a high-tech solution with a wide market and customer base.

Our Progress

Our major hardware and software components are clearly defined; system requirement spec is 80% complete. Domain name gotolockers.com was registered and prototype parts were purchased and tested with demo code. We are in the midst of discussing plans with UCI personnel and collaborating with organizations and businesses to promote advertisement opportunities.

Market and Customers

$752K

Projected revenue *per campus* where 40 GOTO Lockers systems are installed.

1. **College Students:** Safe and convenient space to store personal belongings temporarily amid busy school schedule.
2. **Campus Security:** Post emergency alerts on all available screens and access built-in cameras to see real-time events across campus.
3. **Campus Organizations:** A platform to advertise as an effective way to extend their reach and promote vibrant student life.
4. **Local and National Businesses:** A platform to promote business deals or specials tailored to college students.

Market survey was conducted at UCI as a proof of concept. Findings are applicable to other college campuses. Our goal with this competition funding is to successfully start GOTO Lockers at one college campus and then scale it nationwide.

Of the 211 students surveyed …

Spend 7+ hours daily on campus

Would say amount or weight they carry is inconvenient

Say they would use a safe storage space if one was provided

Of the 10 campus clubs surveyed …

Including: ASUCI, International Center, Improv Revolution, Undergraduate Finance Association

Wish there was a more effective way to advertise

Said they would use the service if existent

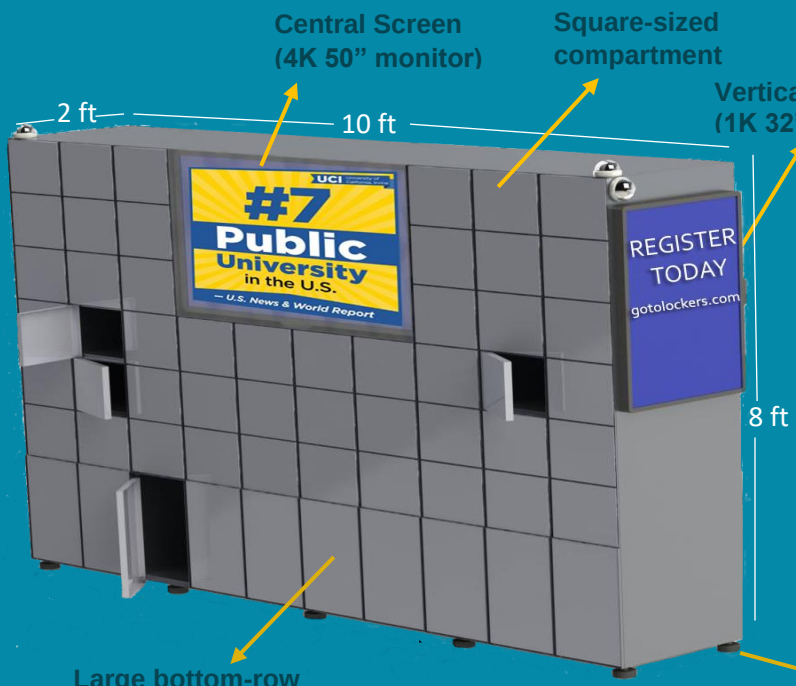
Product Description

GOTO App for **students**:

1) Register and verify account based on school ID & Email
2) View campus map displaying user's location and closest available locker system to them on campus.
3) Reserve locker of choice.
4) Unlock and lock locker through app.

Gotolockers.com for **Ad Customers**:

1) New user creates an account on gotolockers.com.
2) Businesses post ad details and upload files.
3) Administrators will approve ad content.
4) Campus security can override ads with emergency alerts.
5) Ads will then be transferred to GOTO Lockers screens around campus.



Locker Specs

Each locker system consists of:

- **58** compartments:
  - **48** square-sized compartments
  - **10** large bottom row compartments
- **1** screen facing front
- **1** screen on each side
- **4** security cameras
- A built-in non-interruptible power-supply in case of power outage

Quantity and placement of lockers on campus will be determined with consideration to the density of student activity, location of academic units, and location demand.

Every locker system contains an embedded computer that communicates with the gotolockers.com web server to retrieve new ads and/or emergency alerts.

Competitors

GOTO Lockers will be the first of its kind. Close competitors include:

- Gantner, a company that retrofits existing locks on doors and lockers to electronic locks
- Amazon lockers and other similar storage units with a keypad lock for package delivery and storage for theme parks or ski resorts

Our product uniquely integrates our lockers to a mobile app and website, making the experience a lot more efficient and impactful for all users.

Revenue Model

Approx. 1400 4-year colleges according to the U.S. News & World Report.

Locker Pricing Structure:

- Usage by day
  - Hour 1 is free
  - Hours 2 – 4 are $1.00 per hr
  - Hour 5 – Hour 23 are free
  - Total cost is $3 per day
- Usage by month or quarter
  - $20 week or $50 per quarter

Ad Pricing Structure:

- One front screen displays 4 ads in rotation per minute (15 second slots per ad)
- Side screens display two rotating ads each
- $20 per week
- $75 per month

Revenue Source *based on cheapest options	1 GOTO Locker System	40 GOTO Locker Systems
Locker Usage	$50/quarter X 4 quarters X 58 compartments = $11,600	$11,600 x 40 = $464,000
Advertisement	$75/month x 12 months x 8 ad slots = $7,200	$7,200 x 40 = $288,000
Yearly Total	$18,800	$752,000

- **If GOTO Locker system is installed in one quarter of approximately 1,400 colleges, potential annual revenue is $263,200,000 ($752,000x 350 campuses).**

Meet the Team

*Our project is fully staffed with team members of the right skill mix. We are ready **to go** with **GOTO Lockers**!*

Megan, Project Lead

Experience: Megan has worked as a Business Intern (17-'18) at Corporate of St. Jude Hospital and is an incoming intern at Northrop Grumman ('19).

Ryan, Engineering Lead

Experience: Ryan has designed multiple database schema to make reports for laboratories across the globe from Siemen's Atellica Solution.

Richard, Software Engineer

Experience: Richard has taken part in LAHacks 2018 where he developed an Android app using LA City data APIs to guide users to nearest and cheapest parking lot.

Mirna, Business Coordinator

Experience: Mirna is a part of the Student Managed Investment Club at UCI and has interned in Egypt adopting technical skills like R, Tableau and Python.

Micah, Mechanical Engineer

Experience: Micah has designed and fabricated robotic mechanisms for various projects through Zotbotics as well as electrical circuit and PCB design and verification through UCI CubeSat.

Freniel, Network Architect

Experience: Freniel has worked as a full stack developer Intern at Academic Web Technologies (AWT) in 2018. He also was a front-end developer for HackUCI 2019.