BANDwagon
Team USA
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Have you ever…

- Wasted time searching through your bag for your ID or set of keys?
- Locked yourself out of your room or car?
- Had to lug around several IDs and credit cards all at once?

WELL NOT ANYMORE
Focus

- Provide a secure way to carry around your ID, keys and more all in one!
- Eliminate the inconvenience of carrying around multiple cards at all times
- Offer a watch that goes above and beyond current technology

Prototype
A Typical Watch That Offers So Much More

- Credit card and banking account access
- Driver’s license
- School or work ID’s
- Automobile access
- Phone information
- Data transfer and storage
- Home security
- Emergency help
- Home Communication
- App supported and app access

- Finger print security
- Back-up phone access
- Lightweight
- Water/fire proof
- Customizable
Pricing
Targeted Audience

- Smartphone and Smart technology users – typically in the 20-40 year old age range
- Appealing to this group because they are the largest consumers of other smartphone compatible products
  - 66% of Americans ages 24-35 own a smartphone
Benchmarking

- **Liger** ($198.75) – offers a touch screen, 1.54 inch display, 4GB memory, 3 megapixel camera, 3G connection
- **Rock** ($193.91) – offers a touch screen, 2.0 inch display, 2 megapixel camera, 8 GB memory
- **V Strike** ($164.87) – offers a touch screen, 1.54 inch display, 4GB memory, GPS, Bluetooth 4.0
- **Panther** ($58.99) – offers a touch screen, 1.3 inch display, keypad, 2 GB storage, Bluetooth

All have high customer ratings.
More Views

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