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
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
  - Business and consumer focuses
Customizable

- Choose the features you want to include on your own personal watch
- Price range will vary depending on your preference
- Base features:
  - App accessibility
  - Camera features
- Business aspect:
  - Clocking in and out
  - Floor manager access
  - RFID scanner
  - Restrictions
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

Why would people in this demographic want this watch?
- Always seeking ways to simplify life
- Advance in technology
- Multiple functions in a single device is just convenient
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.
Pricing

Based on benchmarking and further research lead to a final price of about

Consumer price: $250.00
Solid Works