

BANDwagon

Team USA

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Have you ever...

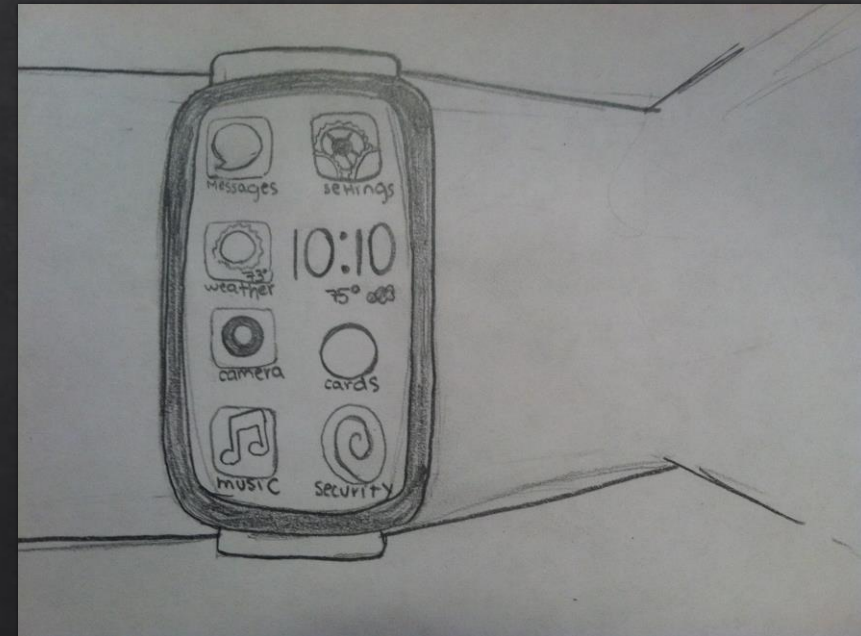
- Wasted time searching through your bag for your ID or set of keys?
- Locked yourself out of your room or car?
- Had to lug around several IDs and credit cards all at once?

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

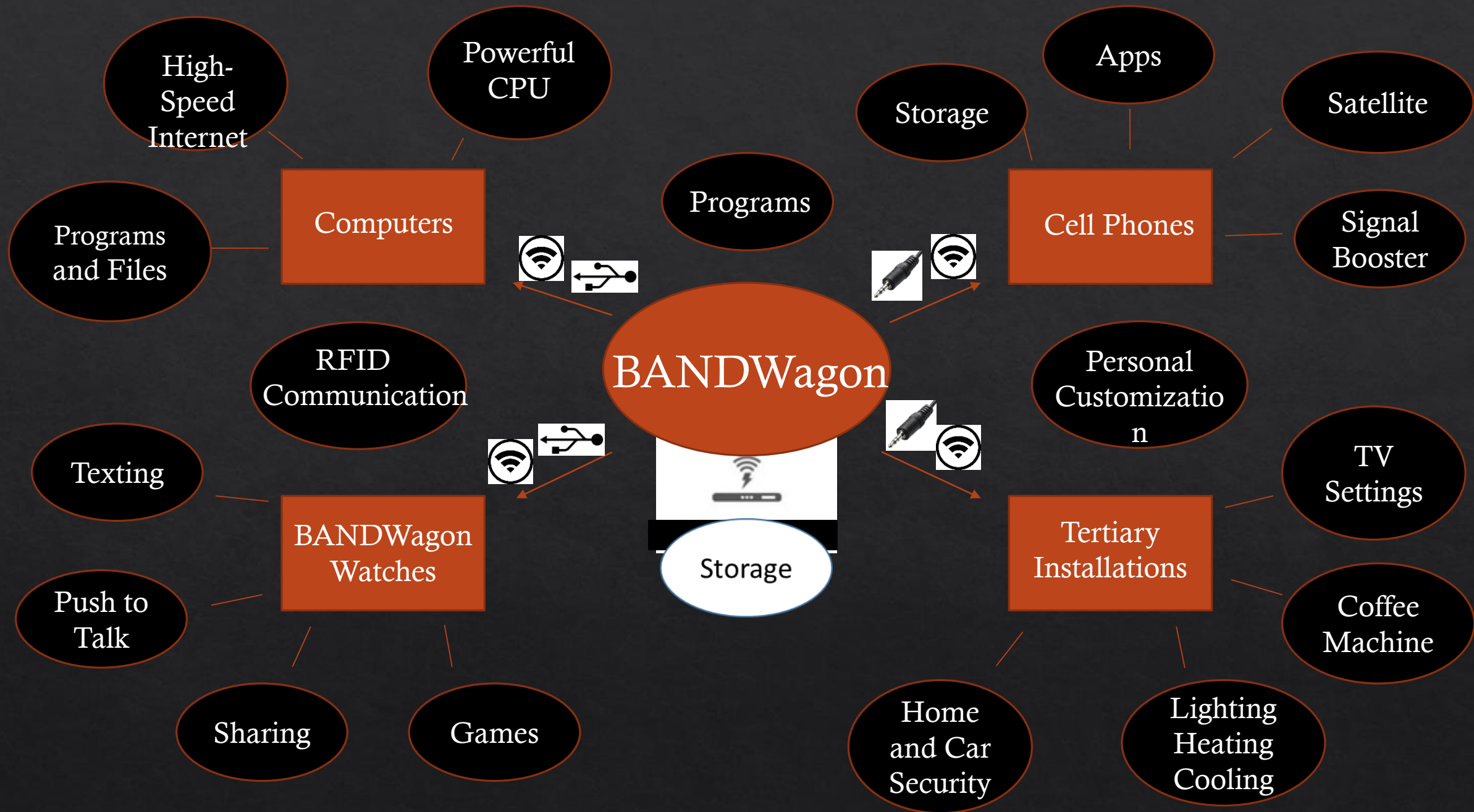
Prototype



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
 - ◇ Business and consumer focuses



Customizable

◆ Choose the features you want to include on your own personal watch

◆ Price range will vary

◆ Base features:

◆ App accessibility

◆ Camera features

◆ Business aspect:

◆ Clocking in and out

◆ Floor manager access

◆ RFID scanner

◆ Restrictions

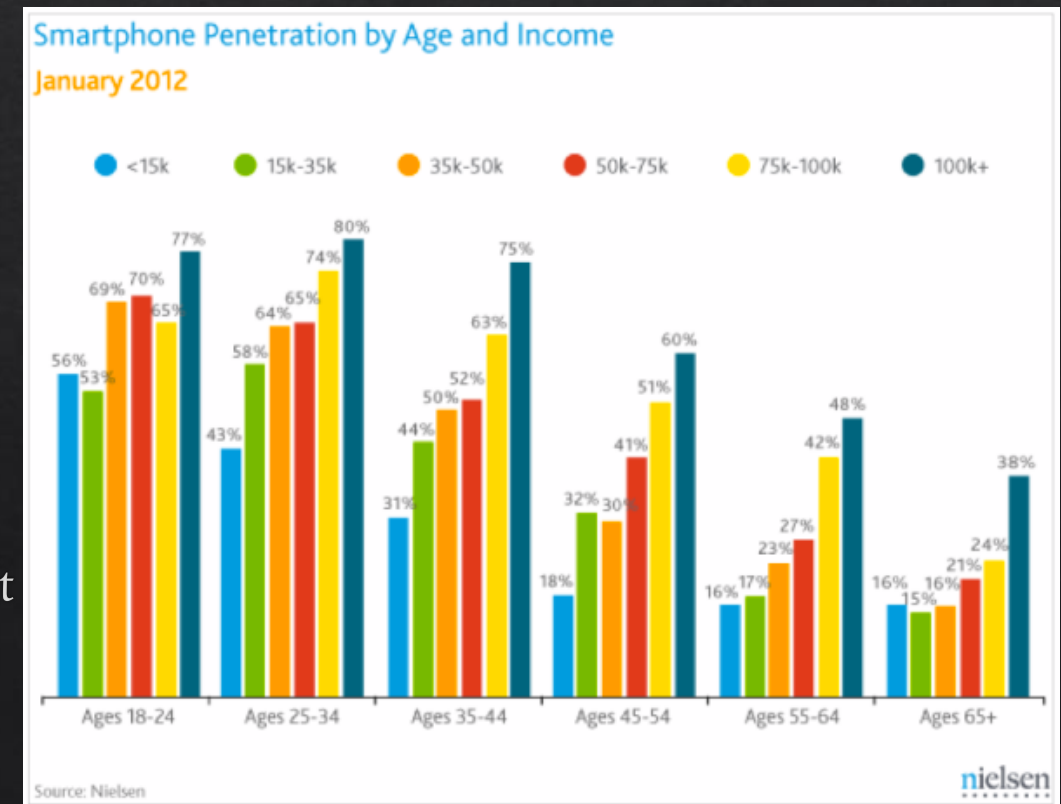


Targeted Audience

- ◆ 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

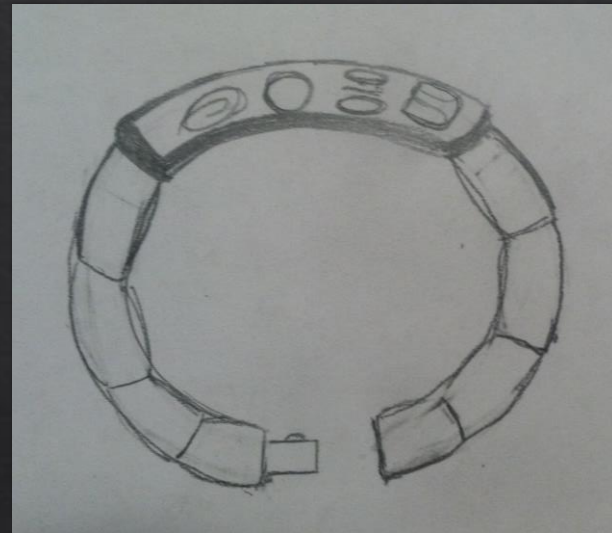
Based on benchmarking and further research lead to a final price of about

Consumer price: **\$250.00**

Front Face



Side View



Solid Works

