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

<table>
<thead>
<tr>
<th>Features</th>
<th>Features</th>
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</thead>
<tbody>
<tr>
<td>◦ Credit card and banking account access</td>
<td>◦ Finger print security</td>
</tr>
<tr>
<td>◦ Driver’s license</td>
<td>◦ Back-up phone access</td>
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<tr>
<td>◦ School or work ID’s</td>
<td>◦ Lightweight</td>
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<tr>
<td>◦ Automobile access</td>
<td>◦ Water/fire proof</td>
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<tr>
<td>◦ Phone information</td>
<td>◦ Customizable</td>
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<tr>
<td>◦ Data transfer and storage</td>
<td>◦ Business and consumer focuses</td>
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<tr>
<td>◦ Home security</td>
<td></td>
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<td>◦ Emergency help</td>
<td></td>
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<tr>
<td>◦ Home Communication</td>
<td></td>
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<tr>
<td>◦ App supported and app access</td>
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Customizable

◊ Choose the features you want to include on your own personal watch
  ◊ Price range will vary depending on your request
  ◊ 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