

# E145

## Opportunity Assessment Projects

- Prometheus
- ModCloth
- Drofnats
- EntrepreDoers
- Flying Elephants
- Hydra
- Kiwi
- Sandstorm
- Termanators
- Tiffany & Co
- Westside

# **Brevvity** *Stay Connected* **TEAM PROMETHEUS, OAP**

Calvin Chu, Electrical Engineering

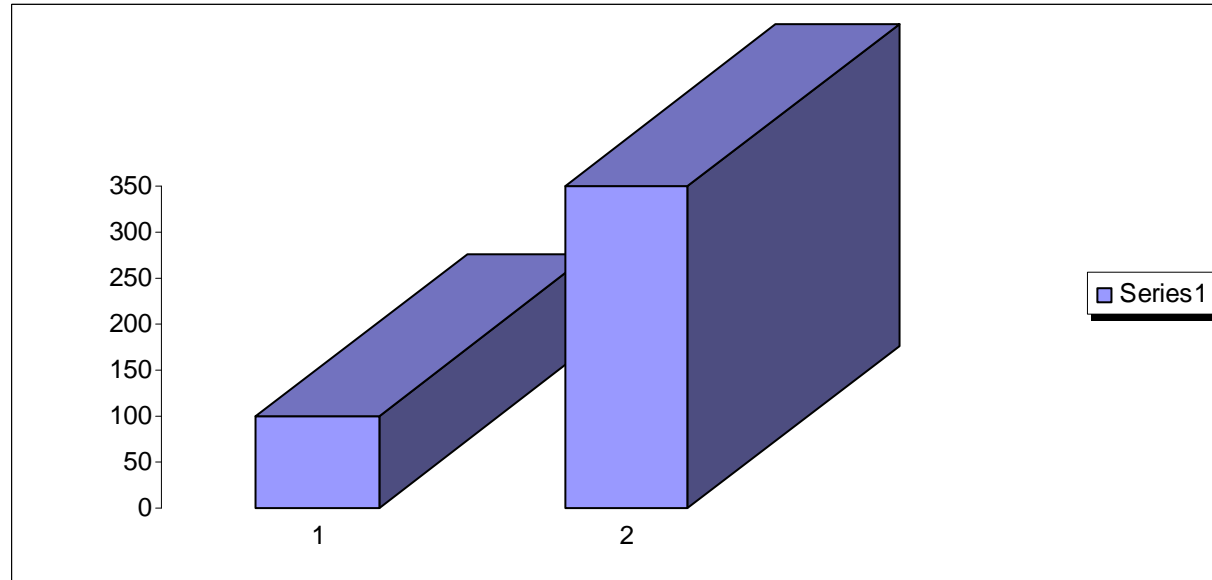
Chun Pan, Management Science & Engineering

John Wear, Management Science & Engineering

Lionel Vital, Management Science & Engineering

Max Murialdo, Materials Science & Engineering

???



# *Concept*

*-Remotely communicate*

*-Convenient: time sensitive, high pressure urgent matters; emergencies or unexpected absences*

*-Electronic paper and wireless technology—Bluetooth or wi-fi network*

*-Has not been marketed*

A silver-framed digital display, possibly a tablet or a small monitor, is shown against a black background. The display has a thin white border and shows the text "In meeting" in a large, black, serif font. Below it, the text "Call (650)650-6500" is displayed in a smaller, black, serif font. At the bottom of the frame, there are some small, faint icons or indicators.

In meeting  
Call (650)650-6500

# *Market*

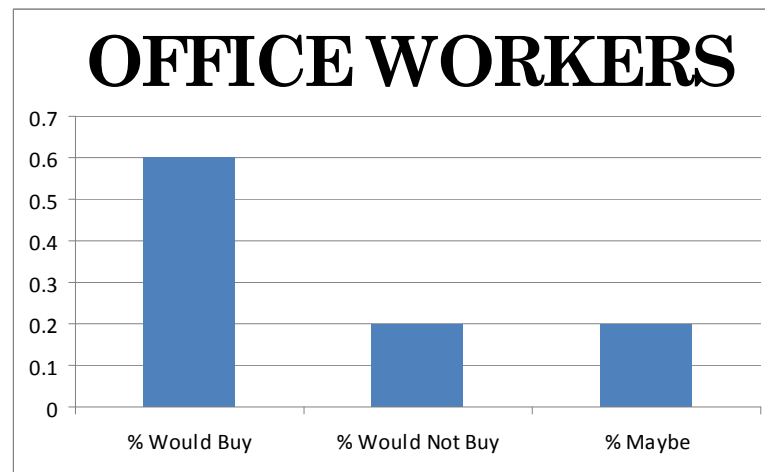
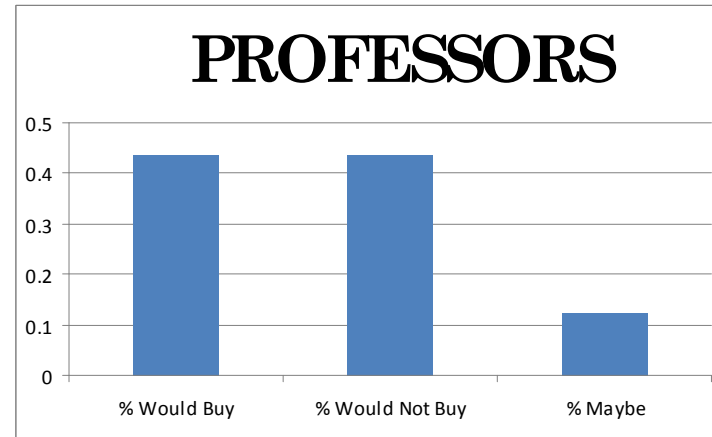
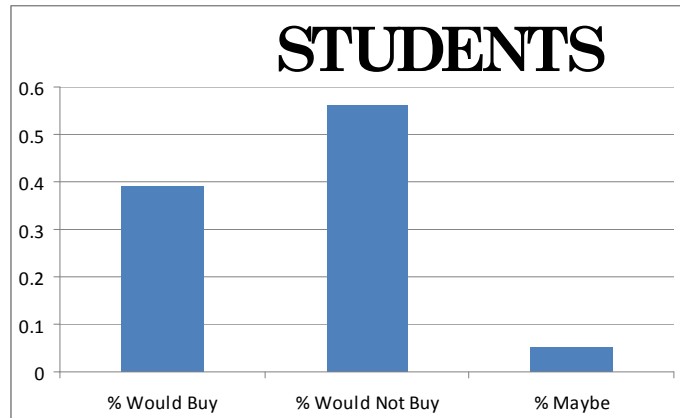
*-Target Education and Office  
Enterprises*

*-6.2 M teachers*

*-18.4 M college students*

*- Market size: \$561 M*

# *Customers*



# Customer Feedback

-Over 200 survey responses

-- 40% indicated an immediate interest

-- Positive feedback: **"I think this product is long overdue. being able to remotely leave physical messages, essentially making a billboard, would be really handy."**

-Negative feedback: **"I dont think product would sell by itself. Now a days people have internet access on their phone or lap top, so they have access to any messaging throughout the day."**



# *Business Model*

*-Direct sales through our website*

*-Free promotional products  
distributed*

*-Viral Marketing:*

# *Competition*



Brevvity Advantages:

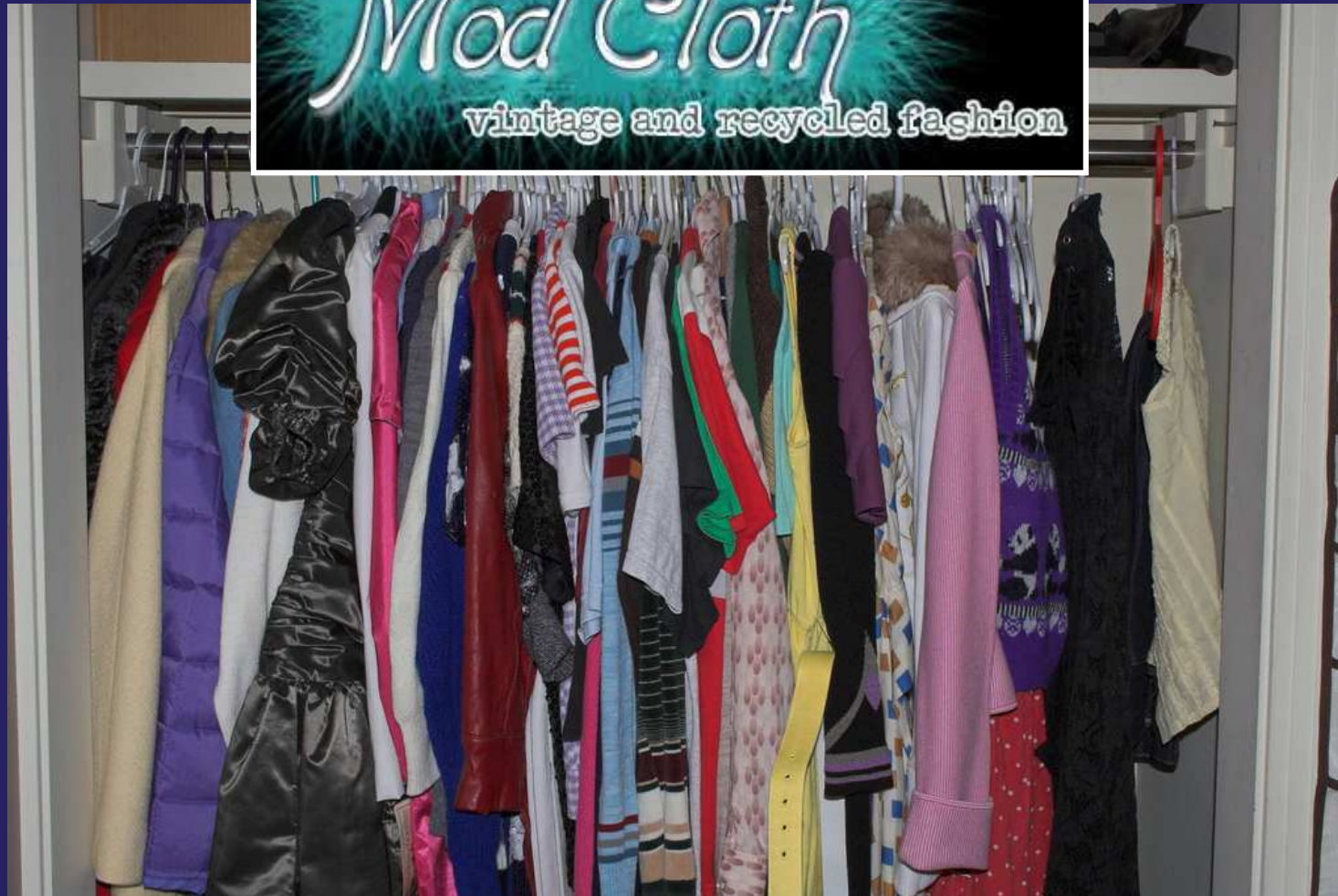
- Wireless Update
- Size
- Appearance
- Price



**Eric C Koger**



# 2002: A Girl in a Thrift Store





# 2002-2006: College Years



# 2005: Senior Year: Decision Time

- Traction in the market place
- More customers than product
- Difficult business model

Was ModCloth viable?

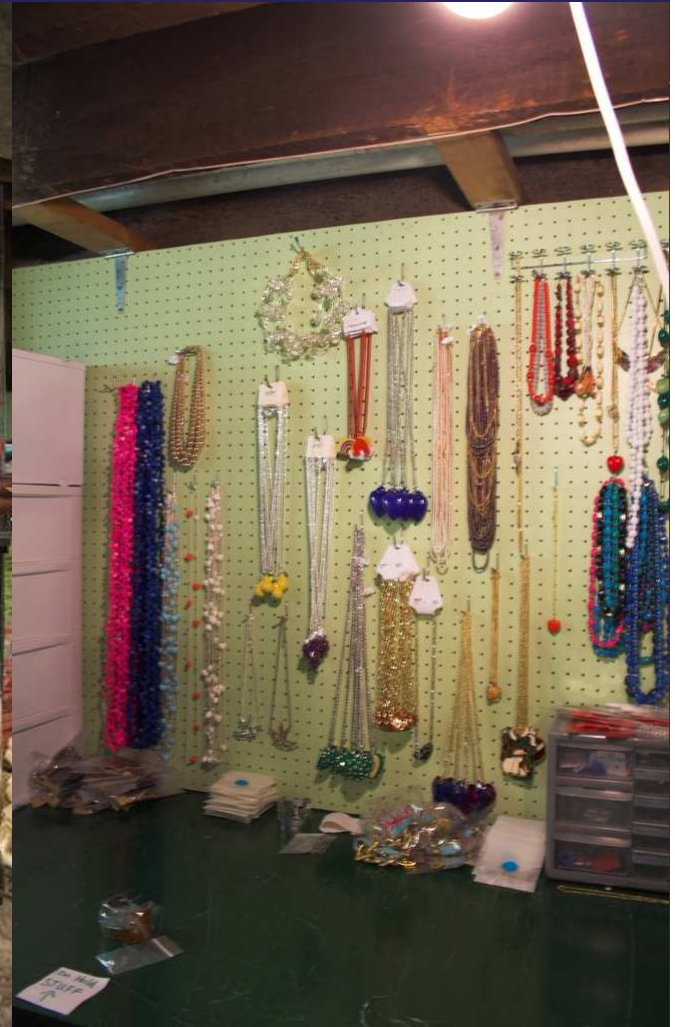


# 2005: Taking the Plunge





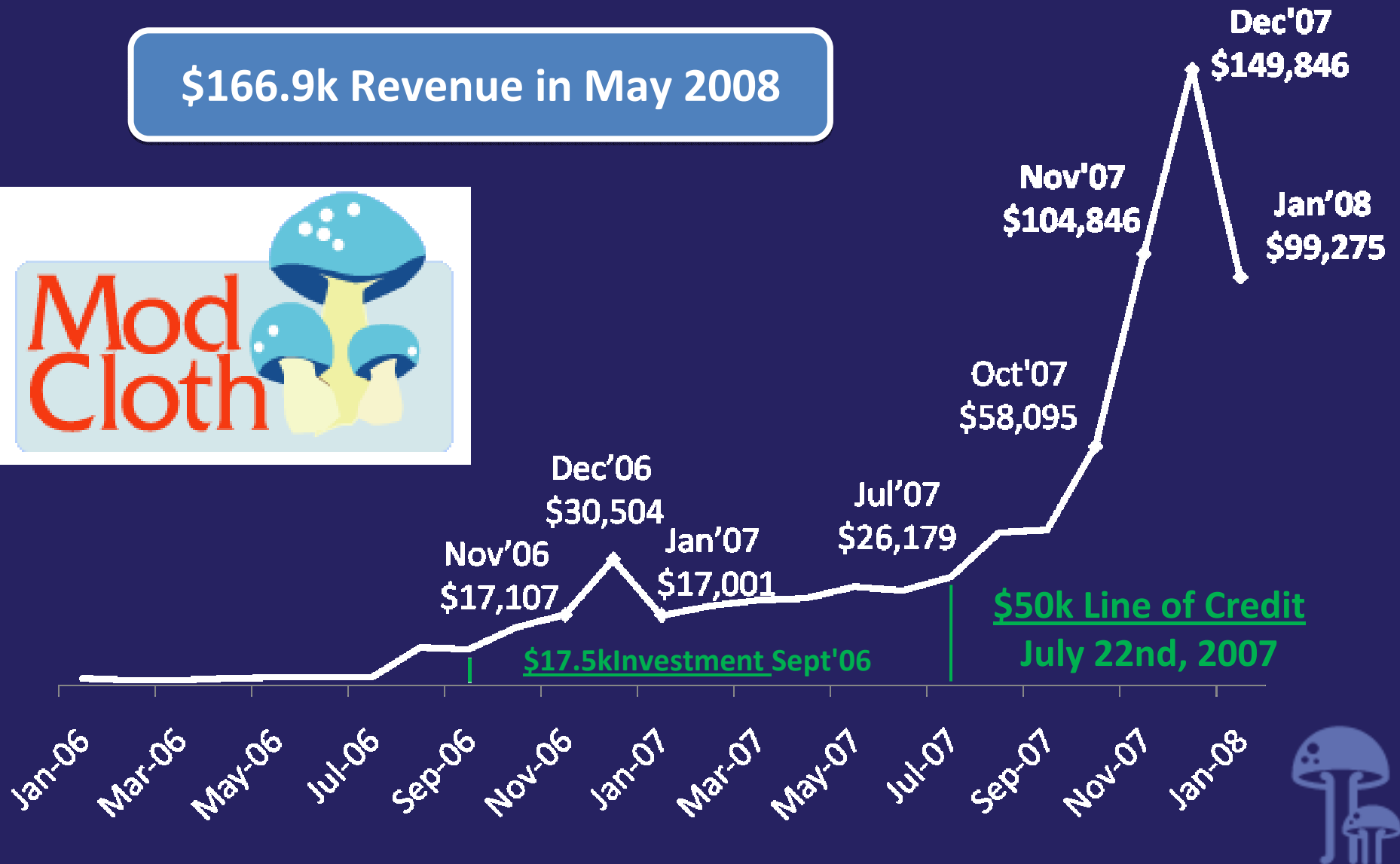
# 2006: Bigger Basement!





# 2007: Sales Soar with \$50k in Capital

\$166.9k Revenue in May 2008



# April 2008: Moving On Up



# June 2008: FRC Series A

- Just over \$1M Round
- \$4M pre-money with 30% Warrants
- FRC takes 50% of the round
- Josh Kopelman joins Board!
- Jeff Fluhr of StubHub.com takes 20% of the round, and an Observer Seat
- Strategic Angels and the Ben Franklin Technology Fund take the rest



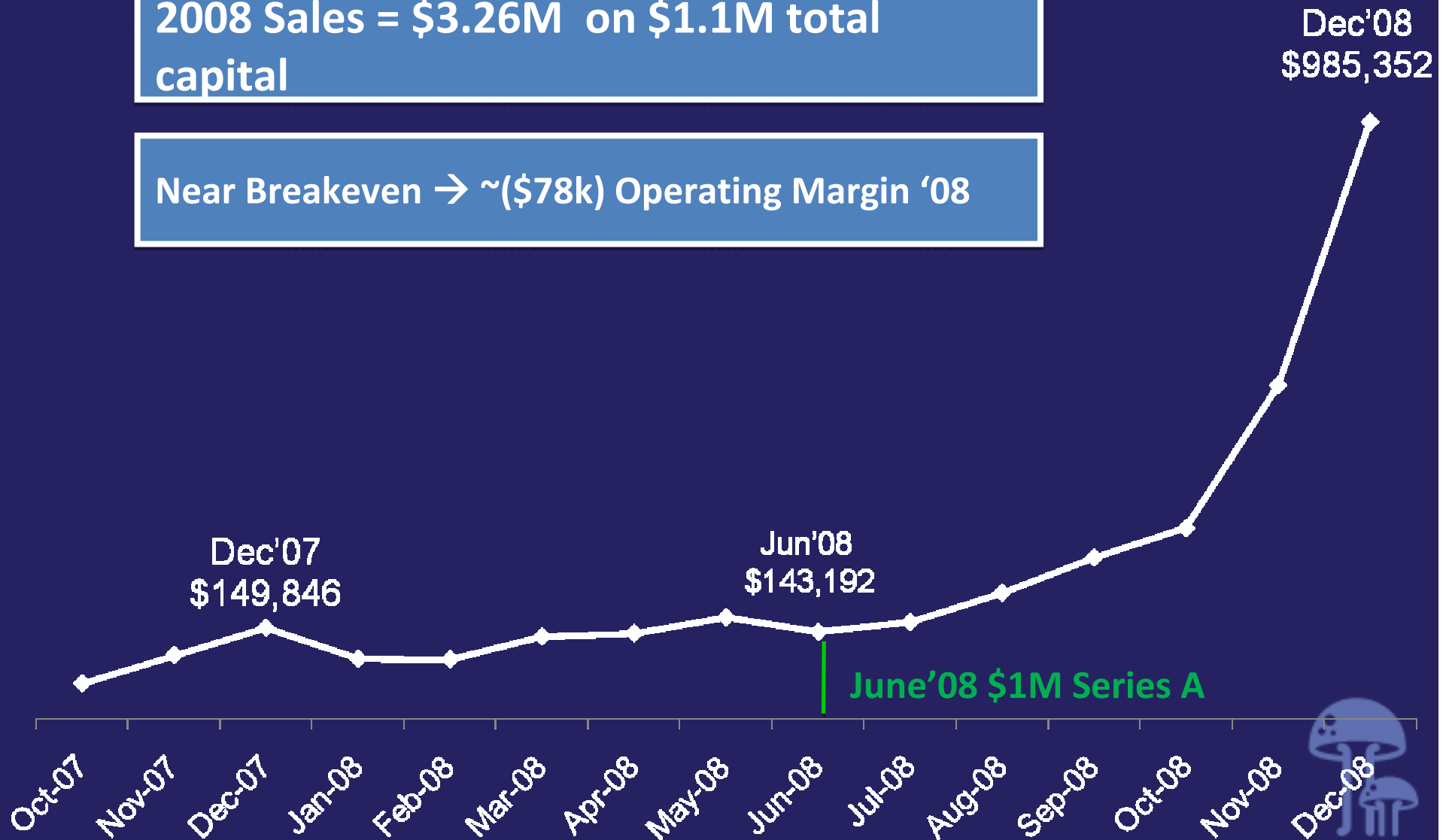
# October 2008: Still Moving



# 2008: 6x Growth in Tough Economy

2008 Sales = \$3.26M on \$1.1M total capital

Near Breakeven → ~(\$78k) Operating Margin '08



# 2009: High Growth + Profitability

- February: \$2.1M Series A-1 Led by Maples Investments & First Round Capital
  - Mike Maples joins the Board
- April: Break \$1M Monthly Sales in April!
- July: Launched ROR e-Commerce Platform
- September: New Distribution Center!
- Hired COO, hit 105 Employees





# Shipping \$2M in sales in October!



Projecting \$18M up from \$3M



# Indie Designer Market



Professionals

Middle Tier:  
Small Business  
Owners

DIY Designers  
(think Etsy.com)





New Arrivals

ModCloth > Be the Buyer

All Apparel

- Dresses
- Tops
- Bottoms
- Swimwear
- Outerwear
- Intimates

Accessories

Shoes

Apartment

Sale

Vintage

Gift Certificates

Shop By Brand

ModNews

email

Sign Up

Live Support

\$7

Fiat Rate Shipping!

Ground Shipping  
Continental US.



## Be the Buyer Sample 23

What is Be the Buyer?

[ 71 Comments ]

### ► Step 1 - Pick it! (12 days left!)

It's your chance to be a trendsetter! Does this dress have the right cut, color and style? Do you think it should be produced and sold on ModCloth? You're the best critic, so vote now!

You haven't voted yet. (1249 users have voted)

Pick it!

Skip it!

### ► Step 2 - Promote it!

Find out what your friends think! Share this item on Facebook, Twitter, or any other social network. The more votes this item gets, the better the chances it goes into production!

Facebook

Twitter

E-mail

Others

### ► Step 3 - Talk About It!

Discuss your decision with fellow ModShoppers. Comment here to share your feedback.

Comments (71) [view all](#)

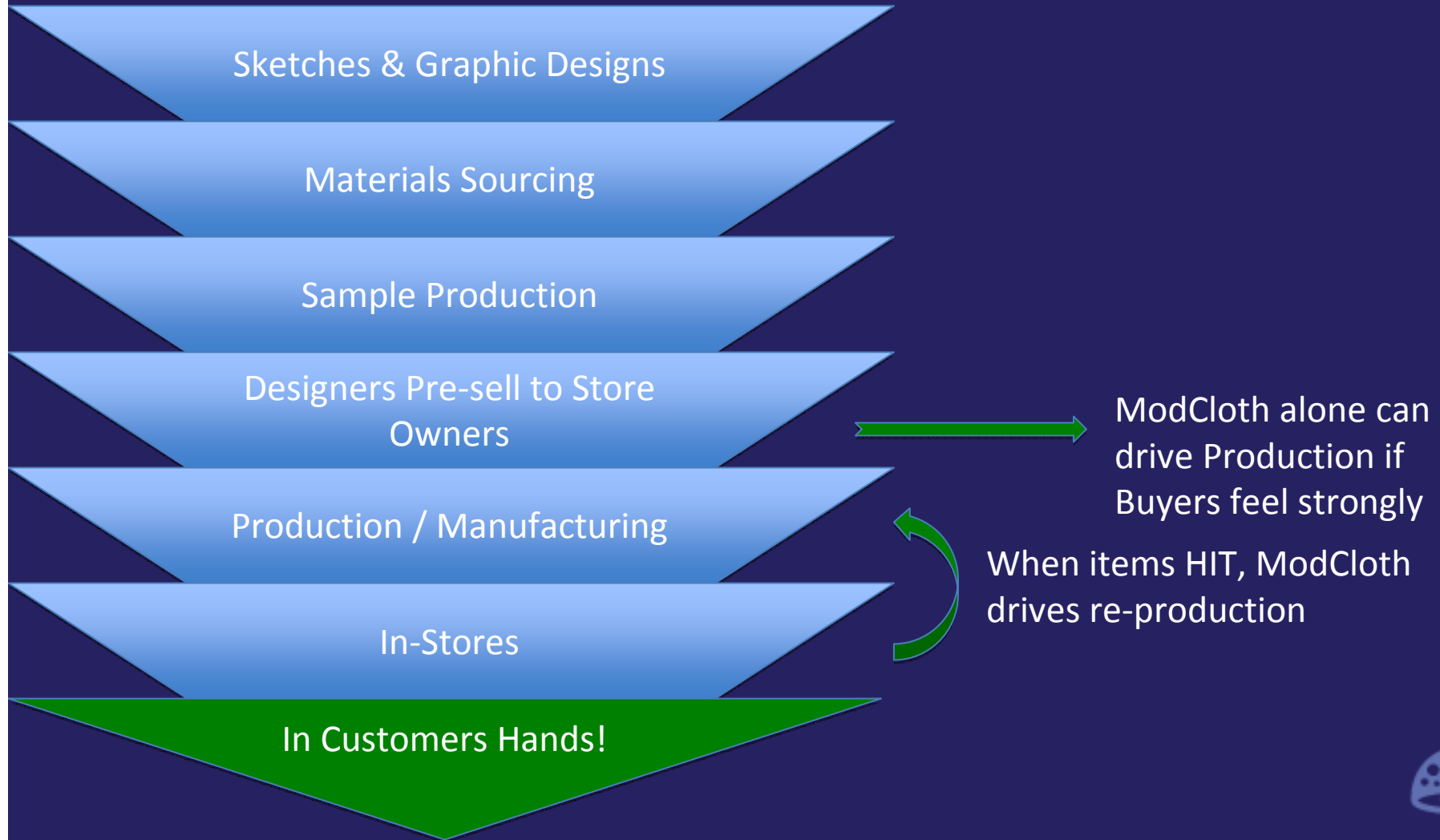
Beautiful!

Your Comment

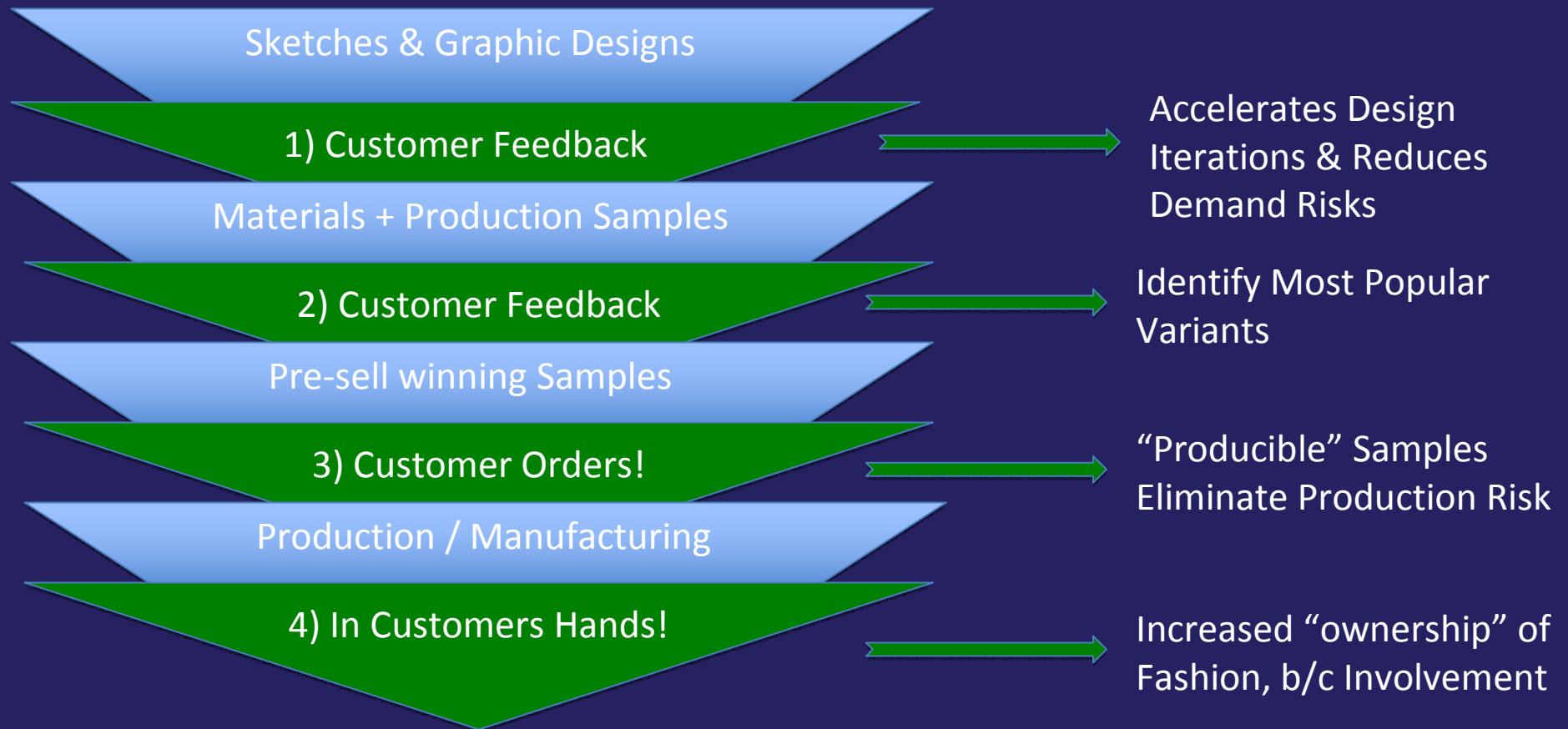
Talk about the item here!



# Stages of Fashion Product



# Stages of Fashion Product



### New Arrivals

### Apparel

- Bottoms
- Dresses
- Outerwear
- Tops
- Swimwear
- Intimates

### Accessories

- Shoes
- Apartment
- Limited Edition
- Brand
- Sale

### ModNews

New

Save

Publish to ModCloset

Zoom in

Zoom Out

Center

Outfit Subtotal: \$000.99

Estimate Shipping

My Cart

Modcloth Suggests

Similar Tags

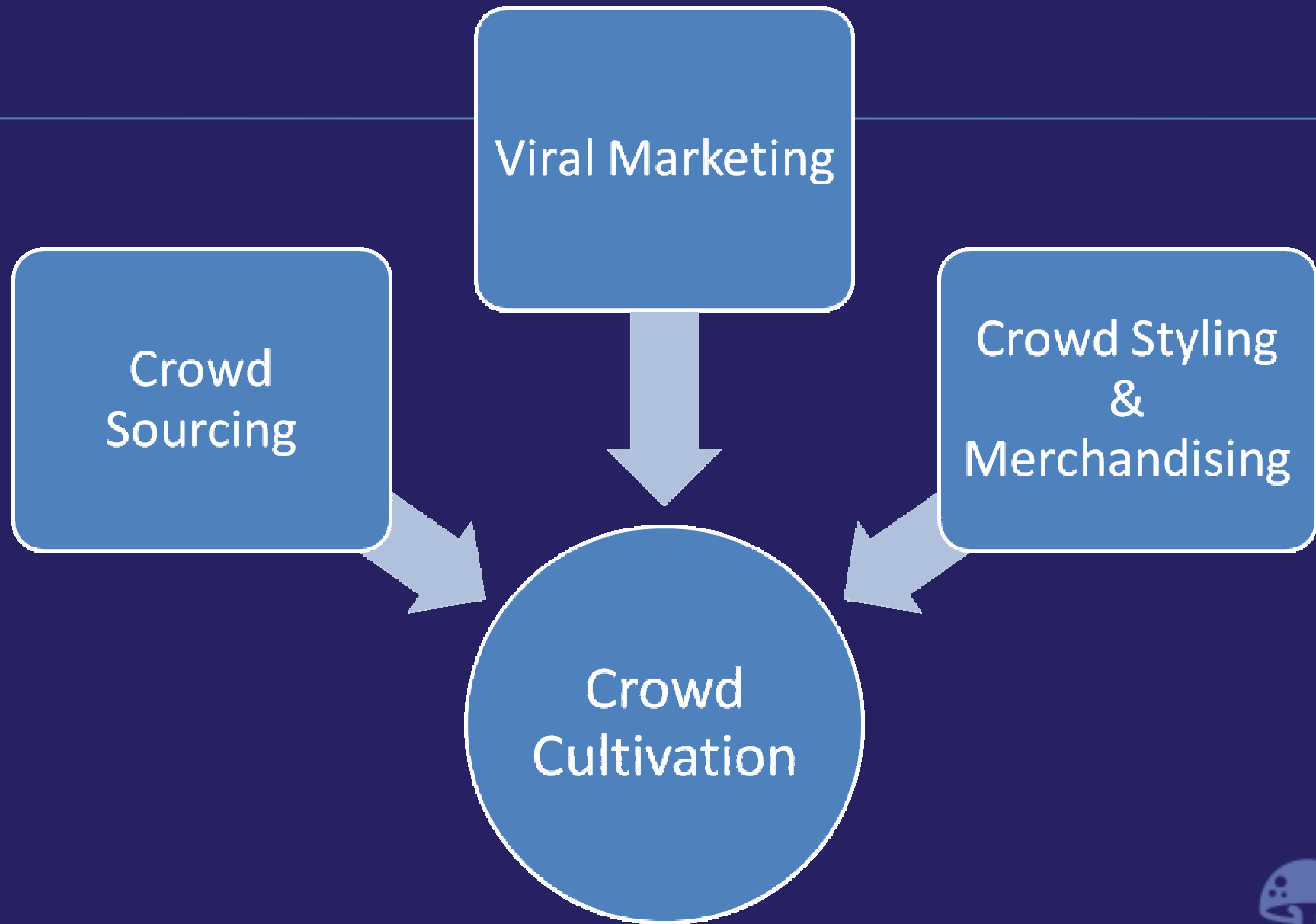
My Closet

	<b>Name Here</b> Second Line \$00.99 Qty: 1 Size: M Info Here <input checked="" type="checkbox"/> remove		<b>Name Here</b> Second Line \$00.99 Qty: 1 Size: M Info Here <input checked="" type="checkbox"/> remove
	<b>Name Here</b> Second Line \$00.99 Qty: 1 Size: M Info Here <input checked="" type="checkbox"/> remove		<b>Name Here</b> Second Line \$00.99 Qty: 1 Size: M Info Here <input checked="" type="checkbox"/> remove
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Cart Subtotal: \$000.99

Estimate Shipping





# Questions?





MobilCheckout







# **OAP Presentation**

Jason Bautista  
Jeffrey Pang  
Tyler Parker  
Soroush Salehian  
Julian Jennings White

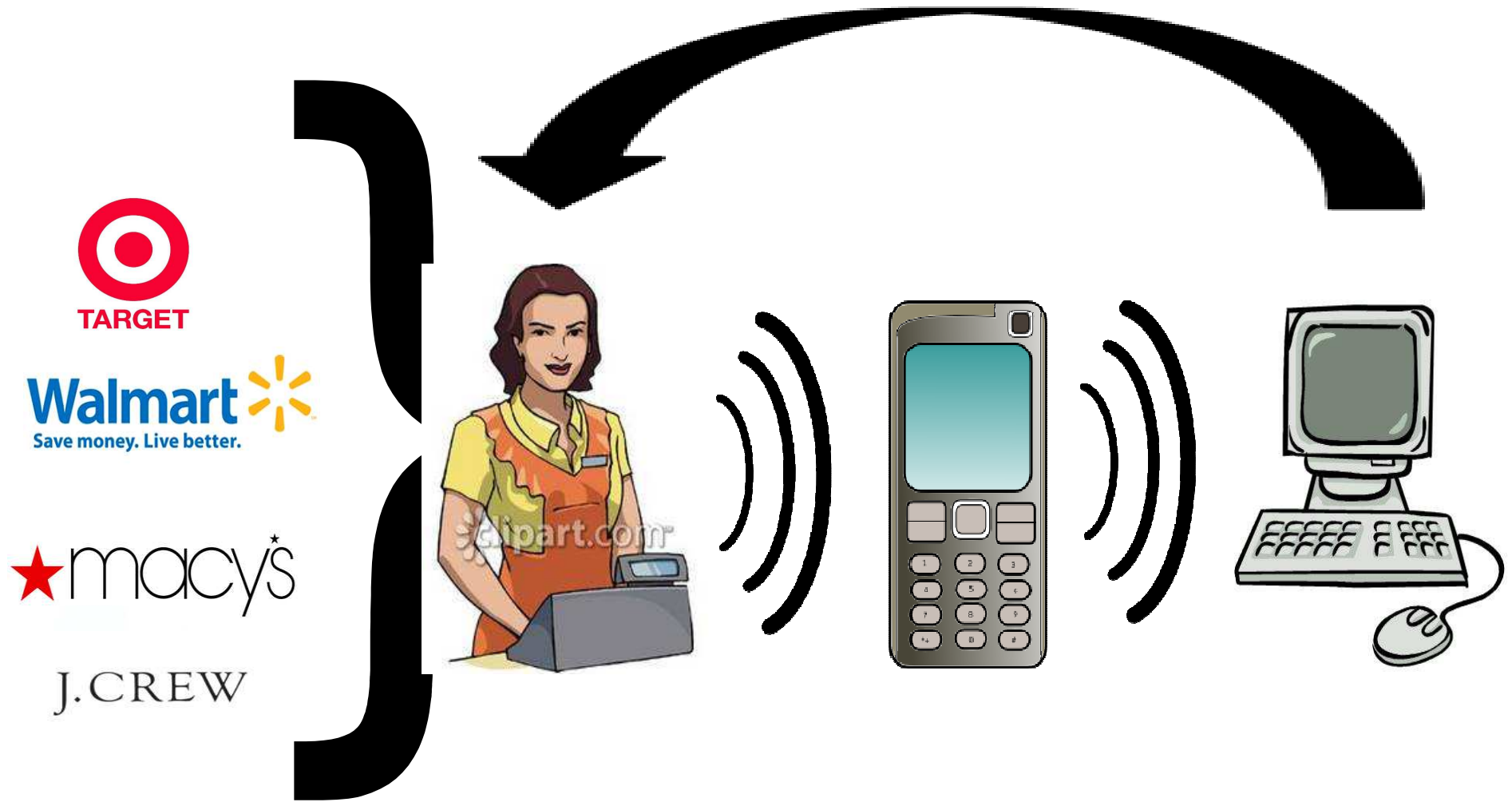




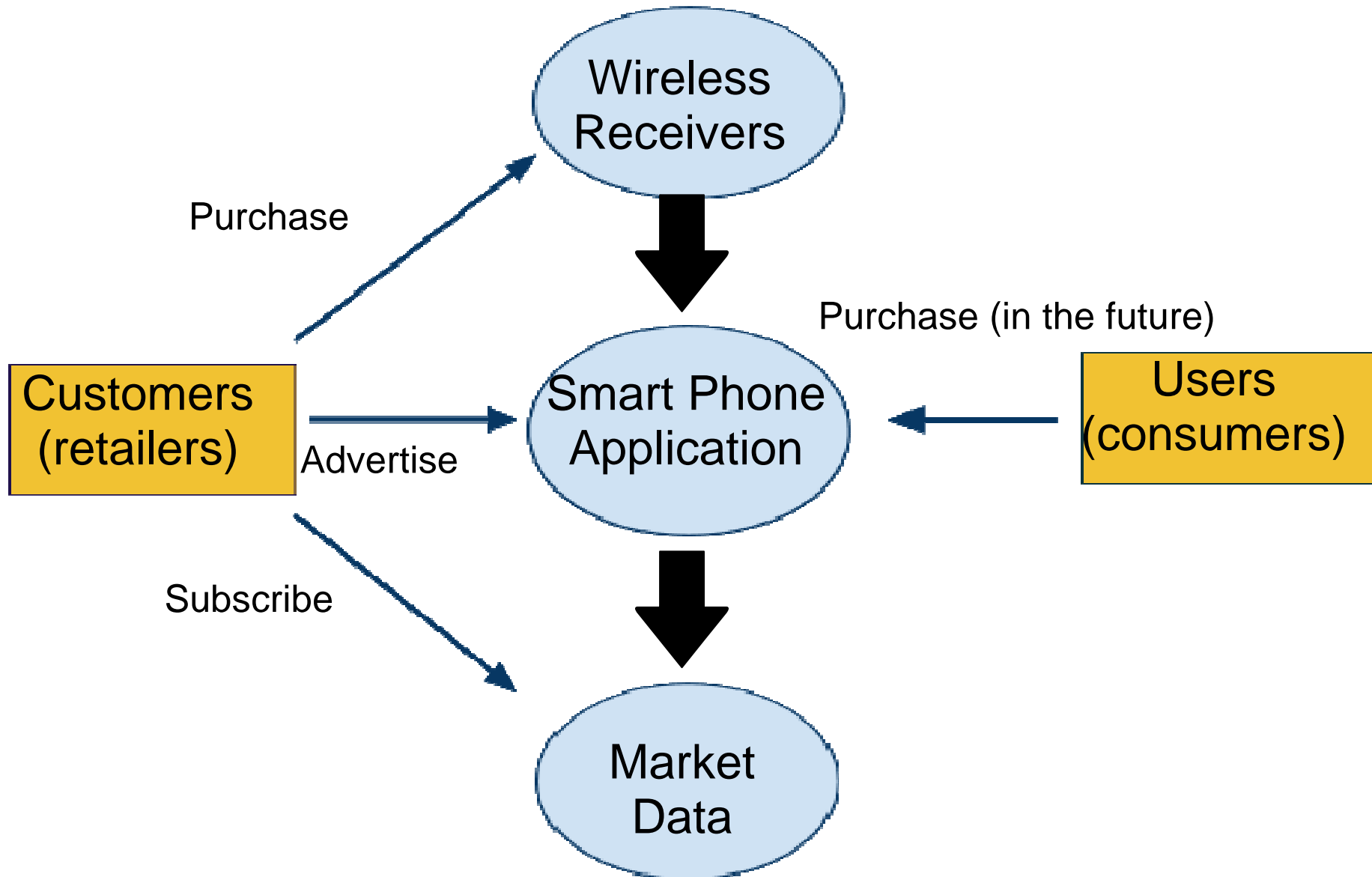
# Vision

- To popularize mobile purchases in the retail space
- To centralize consumer activity
- To replace paper receipts and coupons
- To understand customer behavior

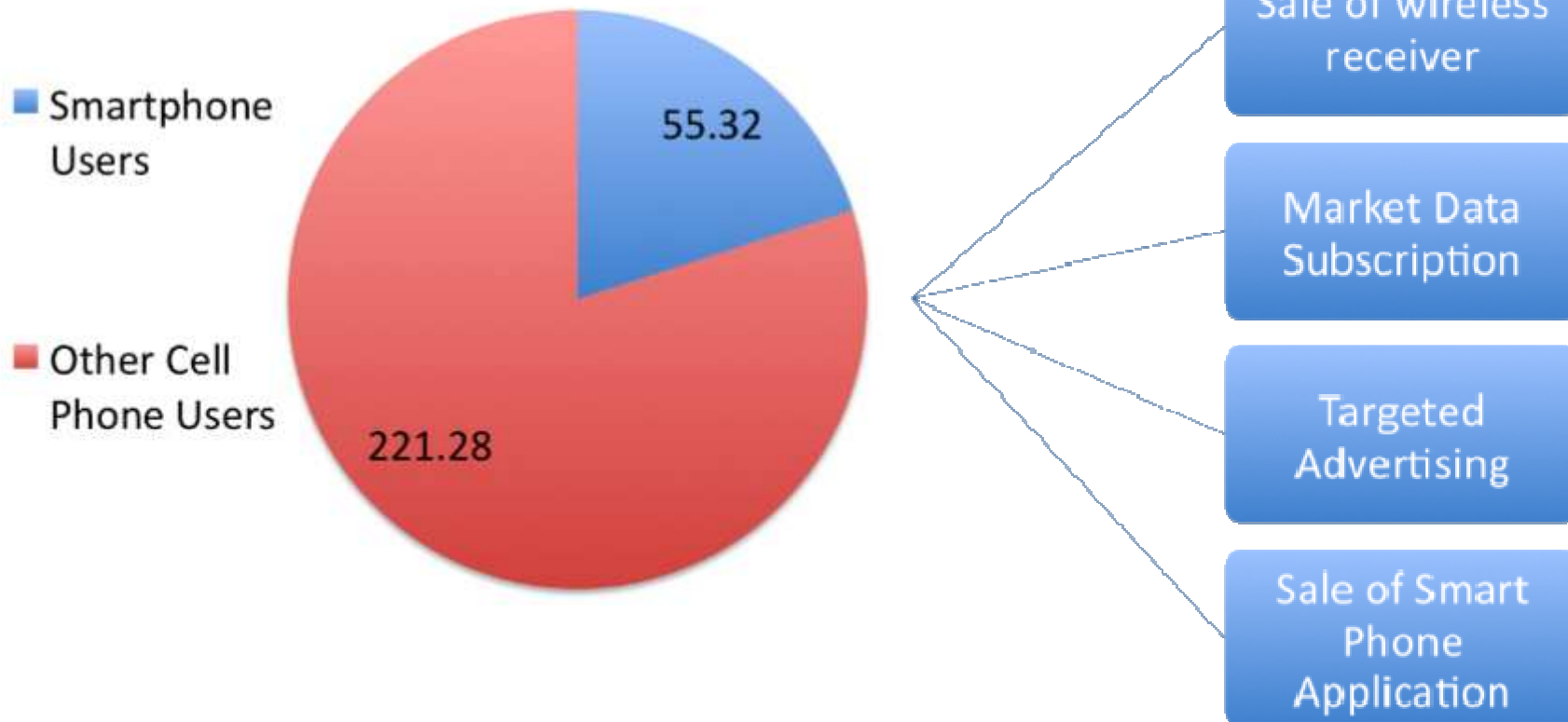
**...all through today's smart phones.**



# Business Model



## U.S. User Base (Millions)





# Users & Customers

Need	Numbers	Interest
<ul style="list-style-type: none"><li>• Mobile purchases</li></ul>	<ul style="list-style-type: none"><li>• 12% have made mobile payments</li><li>• 82% make online payments at least monthly</li></ul>	<ul style="list-style-type: none"><li>• 43.8% want cell phone transactions</li></ul>
<ul style="list-style-type: none"><li>• Mobile account tracking</li></ul>	<ul style="list-style-type: none"><li>• 5.5 purchase cards</li><li>• 14.4 receipts</li></ul>	<ul style="list-style-type: none"><li>• 93.1% want to download such an application</li></ul>
<ul style="list-style-type: none"><li>• Market data</li></ul>	<ul style="list-style-type: none"><li>• Competing products</li></ul>	<ul style="list-style-type: none"><li>• Initial interaction with retailers reveals strong interest in product</li></ul>



Consumers want mobile account tracking.  
Retailers willing to adopt product.



# Competitors



iXpenselt





Thanks

Questions?

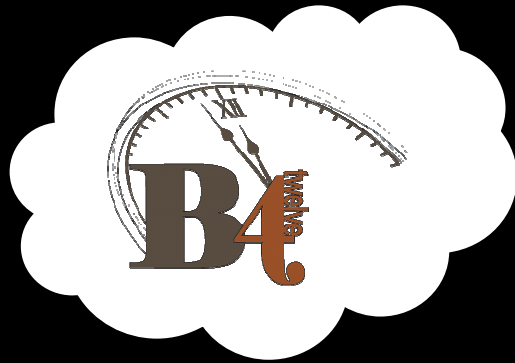


Strobe

The EntrepreDoers



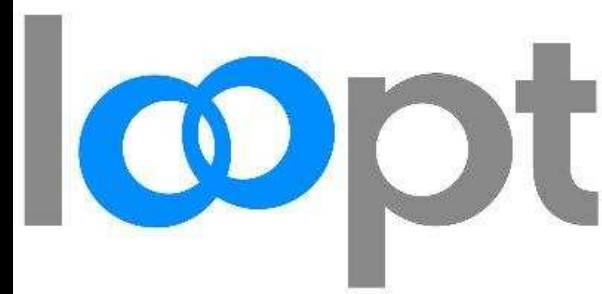
# The Problem



# What's Out There?

The logo for Foursquare, featuring the word "foursquare" in a blue, rounded, lowercase font with a white outline, set against a white background.

foursquare

The logo for Loop, featuring the word "loop" in a blue, lowercase font with a white outline, and "pt" in a grey, lowercase font, set against a white background.

looppt

The logo for Yelp, featuring the word "yelp" in a white, lowercase font with a black outline, and a white flower-like icon to the right, set against a red background.

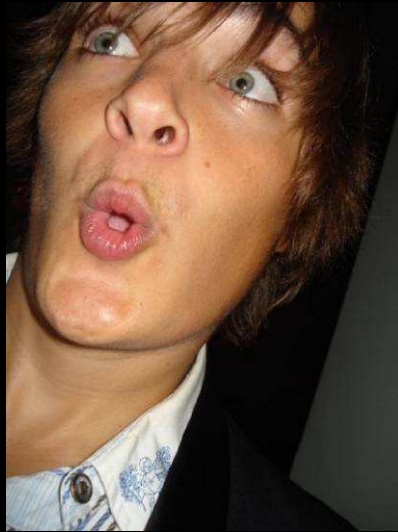
yelp®

# Our Solution

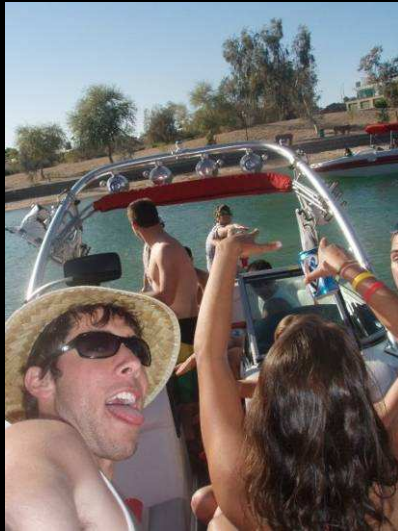


# Market and Revenue





Why us?



# FLYING ELEPHANTS

DAVE EVANS – PEDRO HERNANDEZ – COLLEEN LEE – ROBERTO PINERO – KATIE SCHMALZRIED

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Doing things you thought impossible...



**mesh**  
*get recruited... now*

**vs.**

**beRecruited.com**  
CONNECTING HIGH SCHOOL ATHLETES & COLLEGE COACHES



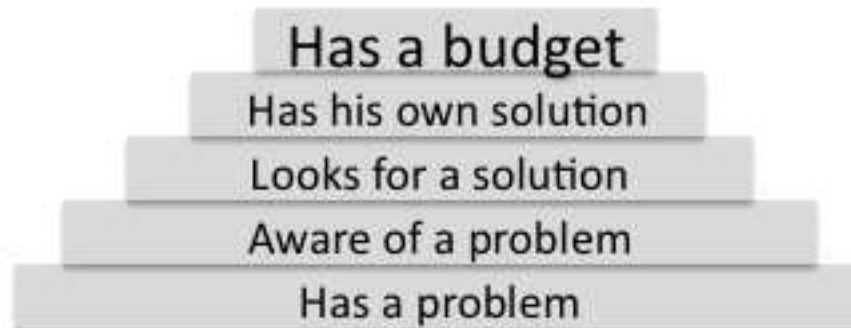


# Meet Jon Haskins



**Jon Haskins**  
**Director of Player**  
**Development and**  
**Recruiting**

*Willing “I send off my minions to fax, call, and endlessly compile transcripts.” - “I would pay you **\$50,000** to solve my problem!”*



**20+** Stanford  
coaches  
interviewed

Our **customer base** includes **17,000 NCAA college coaches** who need help compiling and organizing transcripts and athletic info

## CONCEPT: What is *mesh*?

*mesh* is a customizable data management tool that enables college coaches to easily retrieve prospective recruits' transcripts and athletic information.





## Business Model

**SaaS**

software as a service model

**\$15,000**

annual licensing fees

## Market Size

**121**

Division I Football programs

**170,000**

NCAA sponsored teams

**\$225 million** dollar opportunity

# COMPETITION



## Pros

- Information management
- Complete standardized form
- Large database
- Securely obtains transcripts

## Cons

- Not customizable
- Forms are very complicated
- Focuses only on football and basketball
- Does not focus on athletics

Strongest rival: Scoutware with 1,500/17,000 of US college athletic teams as users  
*mesh* provides a **customizable, easy management tool that includes transcripts**

*recruit*  
*the best* **mesh**



thecider<sup>tm</sup>



thecider<sup>tm</sup>



thedecider<sup>tm</sup>



## Concept:

- Everyone is constantly faced with trivial decisions
- The solution to indecision?
- Let your friends decide for you!



# thedecider<sup>tm</sup>





1. What is your Decider User Testing Number? (See Keith if you're not sure)

\* 2. Where do you live?

ZIP/Postal Code:

\* 3. How old are you?

4. How many times have you been the one to make a decision, whether in a group or alone, in the last 24 hours?

5. How difficult is it for you to make decisions when...

	Not Difficult	Moderately Difficult	Very Difficult
You're Alone?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You're With Friends?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You're With Family?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You're In Your Own City?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You're Away From Home?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How decisive are you?

- Indecisive
- Moderately Decisive
- Very Decisive

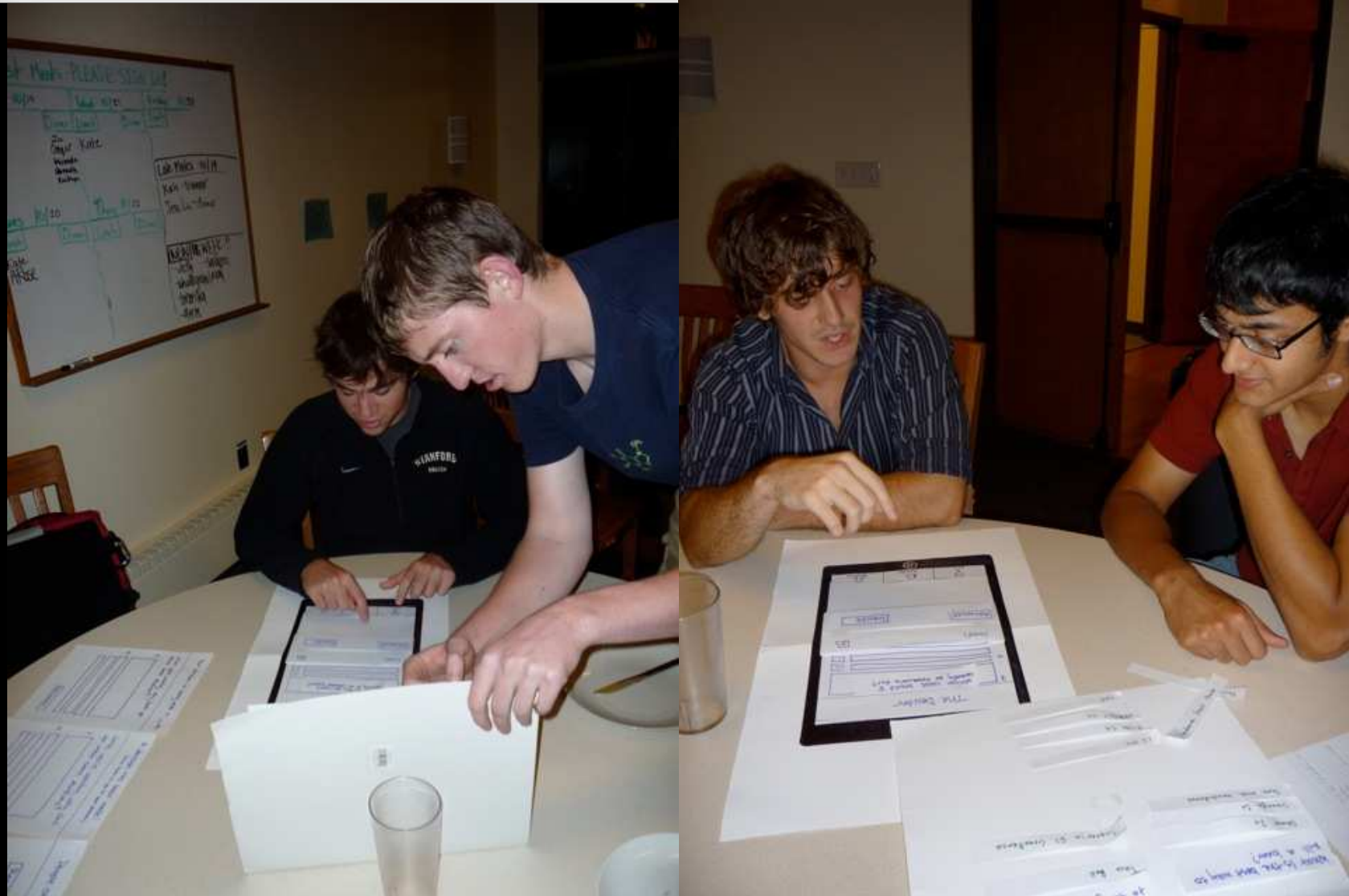
7. How likely are you to follow a decision made by someone else?

- Unlikely
- Somewhat Likely
- Very Likely





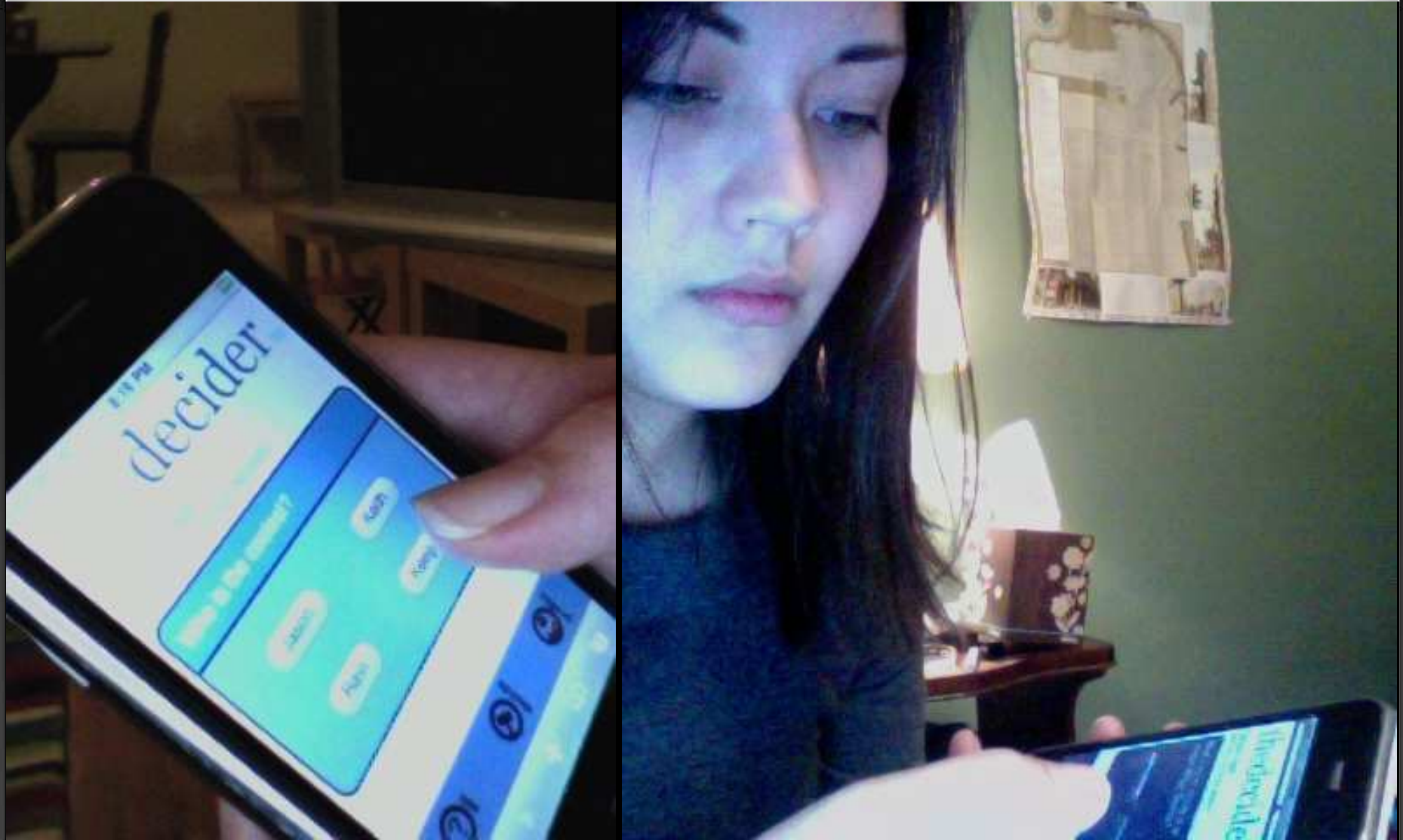
thedecider<sup>tm</sup>







thedecider<sup>tm</sup>





## Business Model:

- Free for users
- Sponsored questions
- Charge per interaction
- Low cost of development and distribution with rapid expansion of user base -> fast profitability



## Customer:

- Advertising and marketing
- Want more targeted and effective advertising
- Captive audience with very high engagement
- Opportunity for advertisements or sponsored questions



## Market:

- 25 million smartphone users in the US, growing every year
- 100 million US facebook users
- 10 interactions/week \* 50 weeks/year = 62.5B interactions
- 10% sponsored = 6.25B
- \$0.10/ interaction = \$625M/year





# thedecider<sup>tm</sup>



 Aardvark

[Join now!](#)

[Aardvark on iPhone](#)

[Sign in](#)

*Tap the knowledge of people in your network!*

 Ask a question and I'll find someone to answer



What's the best...

 [Example questions](#)


[Ask someone](#)

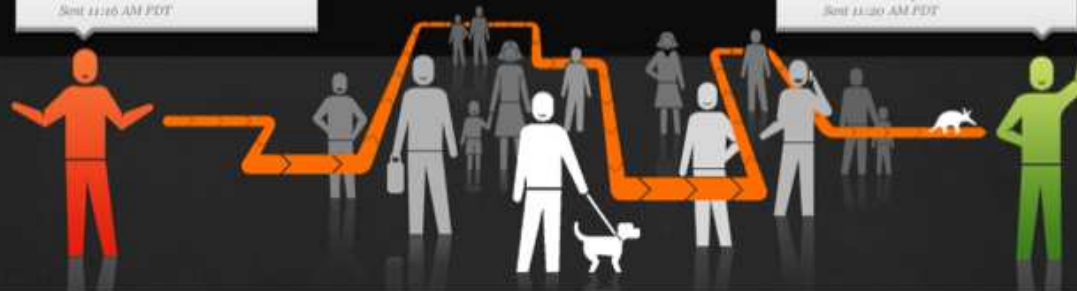
1. Send Aardvark a question

2. Aardvark finds the perfect person to answer

3. Get their response in a few minutes

 What's a great biking path around Golden Gate Park?  
Sent 11:16 AM PDT

 My favorite is a secret trail that takes you to the beach...  
Sent 11:20 AM PDT



[Company](#)  
[Blog](#)  
[FAQ](#)  
[Terms](#)  
[Privacy](#)

Join using Facebook...



Amazing press!







# thedecider<sup>tm</sup>



New User? [Sign Up](#) | [Sign In](#) | [Help](#)



## YAHOO! ANSWERS

Web Search

**ask.**

Can't find it with search? **Ask**

[Post Question](#)

**answer.**

Share knowledge  
Help others  
Earn points

[What people think of Answers](#)  
[How does it work?](#)

**discover.**

Search for questions:  [Search](#) [Advanced](#) [My Profile](#)

Ready to Participate?  
[Get Started!](#)

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  - [Computers & Internet](#)
  - [Consumer Electronics](#)
  - [Dining Out](#)
  - [Education & Reference](#)
  - [Entertainment & Music](#)

**Yahoo! Answers Blog** □ □ □ □ □

**Book or film: which is better?**

With so many popular novels being converted into what will surely be popular films, we wondered: what are some of your favorite (and, conversely, least favorite) film adaptations of literary classics?

[Read the Answers Blog >](#)

◀ | ▶

**Answer Questions** [Recent](#) [Popular](#)

**My mom gets mad if i like celebrities?**

☆ In [Celebrities](#) - Asked by [Abby](#) - 4 seconds ago

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**Which names do you like best?**



thecider<sup>tm</sup>



thecider<sup>tm</sup>

let someone else decide



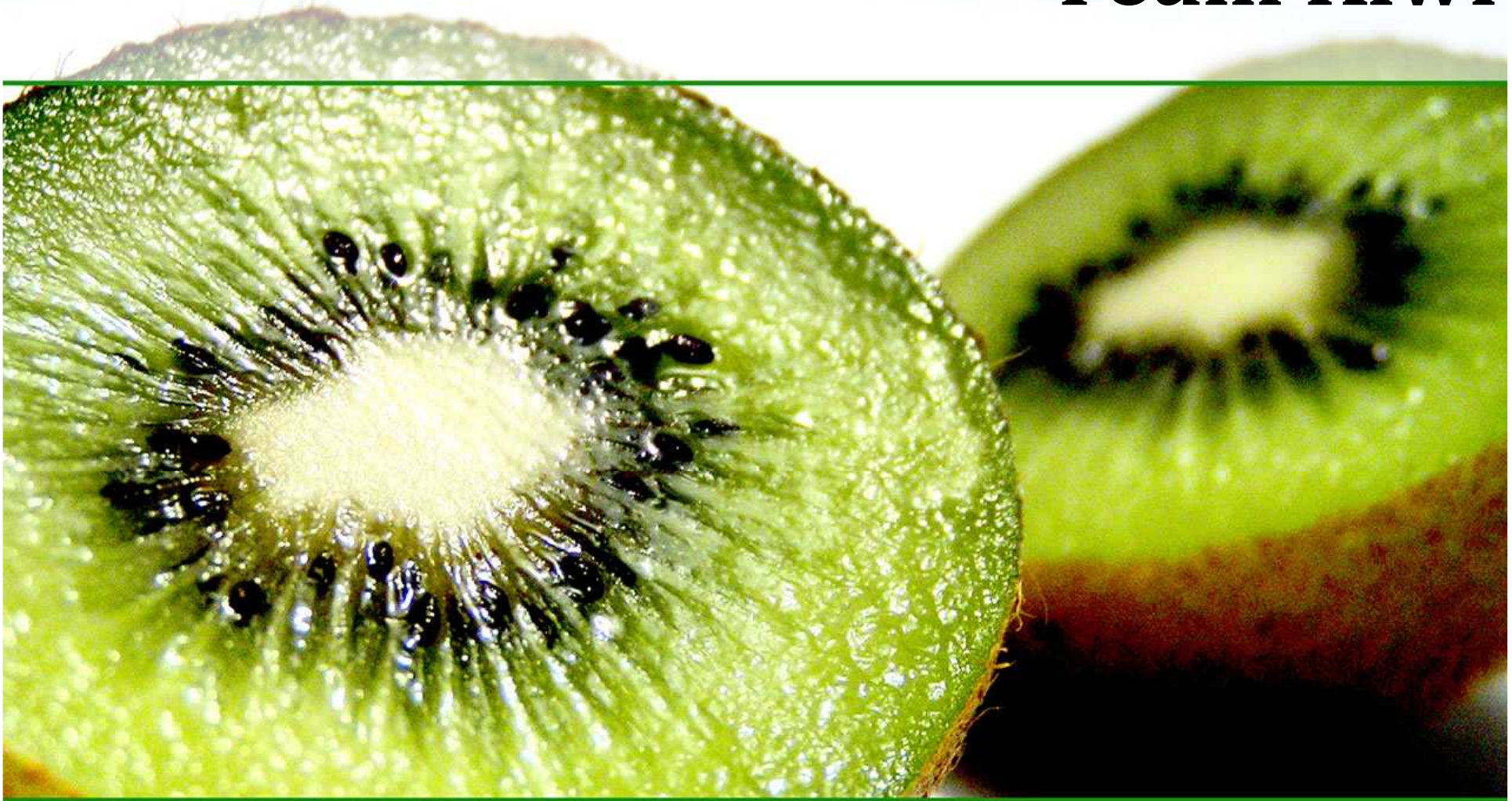
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Questions?



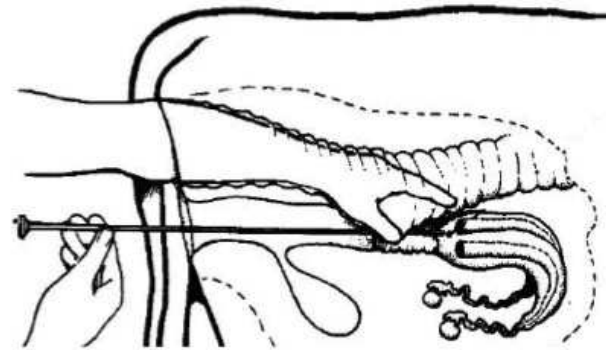
# Team Kiwi



**Maya Choksi - Jaiwon Rhi - Saatvik Agarwal - Armen Petrosian - Sasha Zbrozek**

# Industry and problem

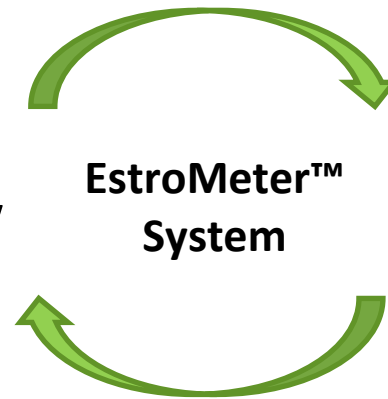
- **Artificial insemination (AI)** used widely in cattle industry
- AI quickly improves herd through selective breeding
- Heat (estrus) detection limiting factor in AI yield
- Current methods of heat detection are out-dated and unreliable





# Product concept

Collar mounted sensor detects estrus and wirelessly transmits cow location and ID



Software notifies rancher and displays relevant info



# Market

- Customers: US farmers who use AI to breed cows (primarily dairy cow farmers)

33M beef cows calved per year  
5% calved using AI

9M dairy cows calved / year  
75% calved using AI

1.65M beef cows

6.75M dairy cows

8.4M cows

total cows calved using AI

\$92/cow/year

additional returns due to increased estrus detection

**\$770M/year**

- Additional savings from the decrease in skilled labor costs puts estimate closer to **\$1BN/year**



# Business model

## PRODUCTION

- Bill of materials between \$10 - \$25
- Product testing and approval (FDA, Dept. of Agriculture)
- Technology will be patented

## MARKETING & DEMAND CREATION

- Target small farmers with free samples and training
- Pilot rollout and proof-of-concept

## SALES

- Initial selling price of \$50
- Gross margin of up to 400%



# Competition



- Button on cow detects mounting
- Wireless system notifies ranchers
- Similar interface as EstroMeter™
- Poor detection rate



- Chemicals synchronize estrus cycle
- Expensive consumable product
- Remember bovine growth hormone?



- Ranchers watch the herd for mounting
- Requires trained human labor
- Extremely low hit rate (35%)

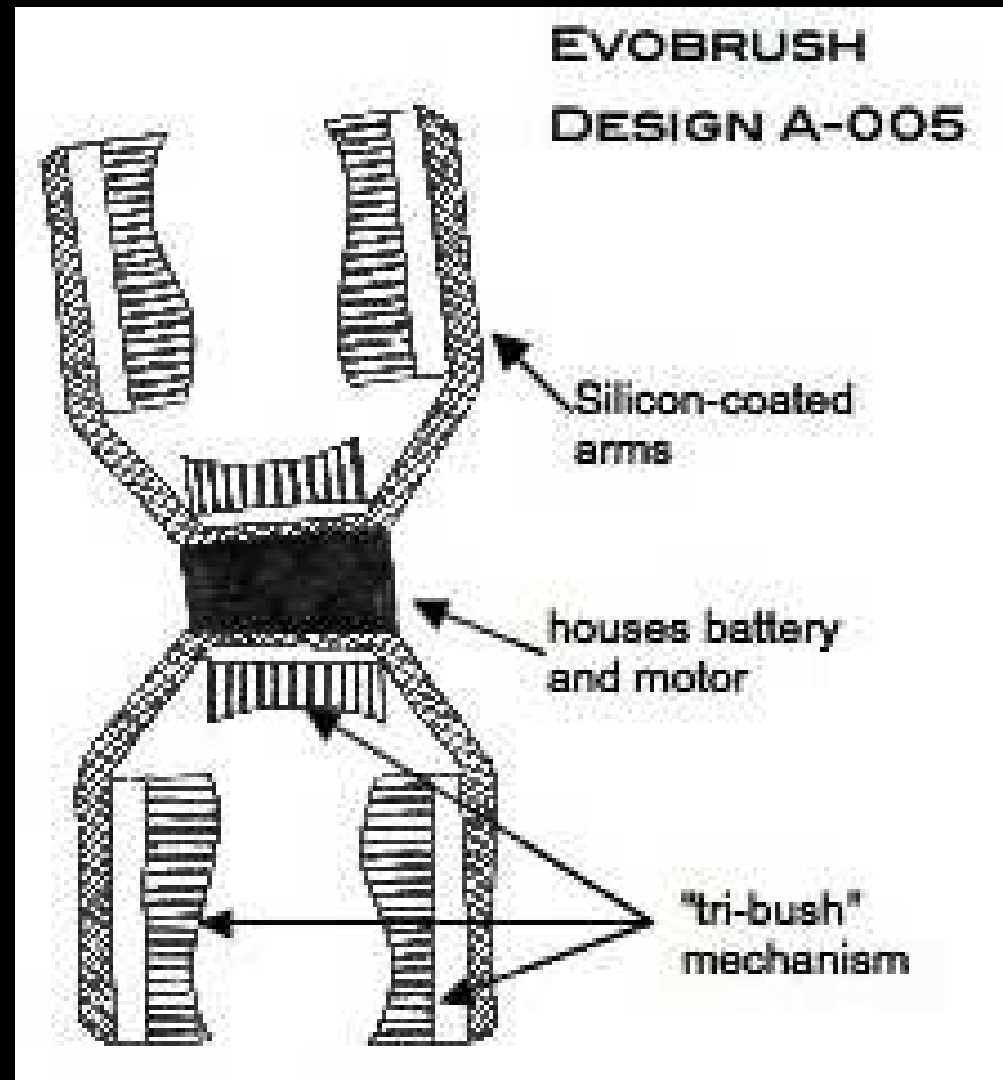


# TEAM SANDSTORM

## Troops

Kyla Barr – Biomechanical Engineering  
Pamon Forouhar – Biomechanical Engineering  
Karen Nesbitt – Biomechanical Engineering  
Peter Rusev – Computer Science  
Andrew Yu – Mechanical Engineering

# THE REVOLUTION

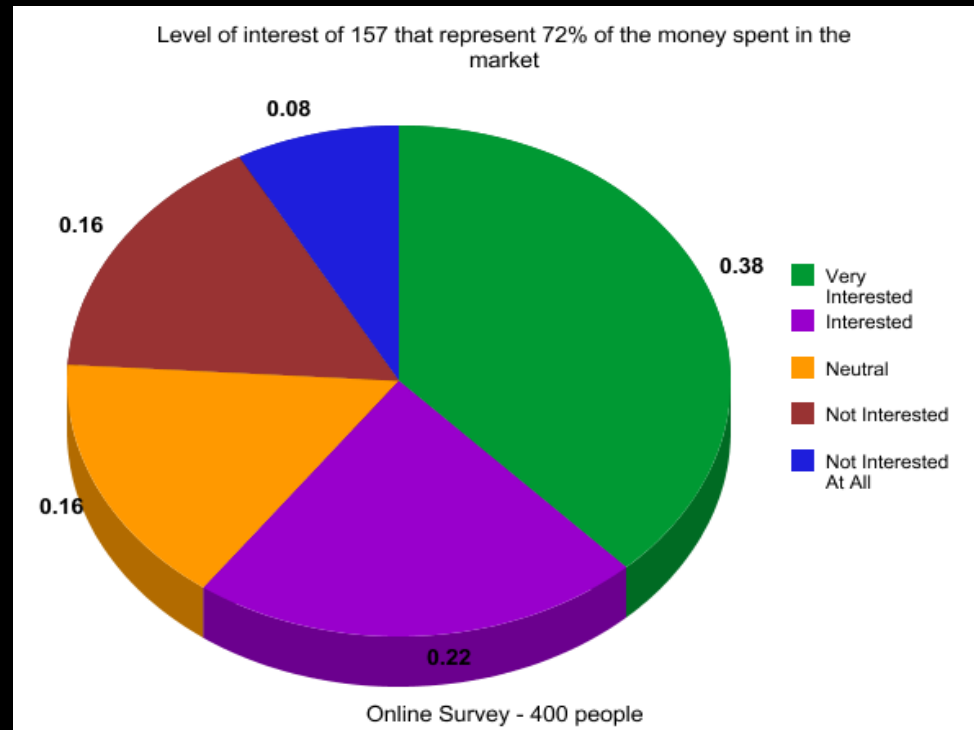




# MARKET

- Re-segmenting current electronic toothbrush market
  - electric toothbrush users
  - mobility constrained
- \$10.9 billion oral care market
  - 10% electric toothbrush

# CUSTOMERS



- 60% content, 40% want improvement
- 40% spend >\$60/yr = 72% market spending
- 60% of this group is interested in our product
- Represents \$432M spending/year

# COMPETITION

## DISADVANTAGES

- Existing sales channel
- \$\$\$ for marketing
- R&D budget
- Customer loyalty
- Industry experience

## ADVANTAGES

- New IP
- Focused niche
- Timeline
- Constraints
- Access to competitor strategy

# COMPANY INFRASTRUCTURE

## Core Capabilities

- Our Team
  - R&D, Tailored Advisory Board
- Efficient prototyping/testing
- Translate design to industrial floor

## Value Proposition

- Offering a new frontier in oral care
- Scale into platform product

# FINANCE

## Cost structure

- iterating design, prototyping
- pre-clinical and clinical trials

## Revenue streams

- peridontal conventions
- direct-market sales channel
- scale to retail distribution

THANK YOU

Questions?

# music



# LAB

## TEAM SUGAR BEARS

**Andrew Strong**  
**Jisas Lemasagarai**  
**Jeff Chern**

**Ryan DuChene**  
**Amy Saper**  
**Ted Anyansi**



- **Think GarageBand meets Facebook**
- **Facebook app containing mixing and recording software that allows solo musicians, bands, and producers to collaborate remotely and create songs**
- **Social networking component of Facebook opens up new avenues to collaborate, find musicians with similar interests, etc.**



facebook®



# Market

- **Amateur musicians and producers**
- **Music app market growing in popularity**
- **MyBand has ~2Mil. active users/month**



- **Facebook users / amateur musicians and producers**
- **Music Lab could attract both casual and intensive users**
- **Provide subscription service for more involved users.**



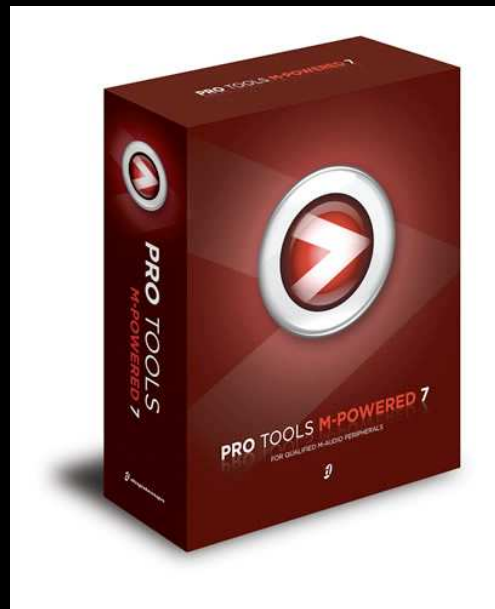
- **Contests, Charts, and News Feed updates will help create demand**



- **Free service to lure initial customers**
- **After 1 mo, introduce premium subscriptions**

- **Sponsored advertisements:**





music



LANEB

ERA

*Electronic Restaurant Assistant*

The Termanators

E145

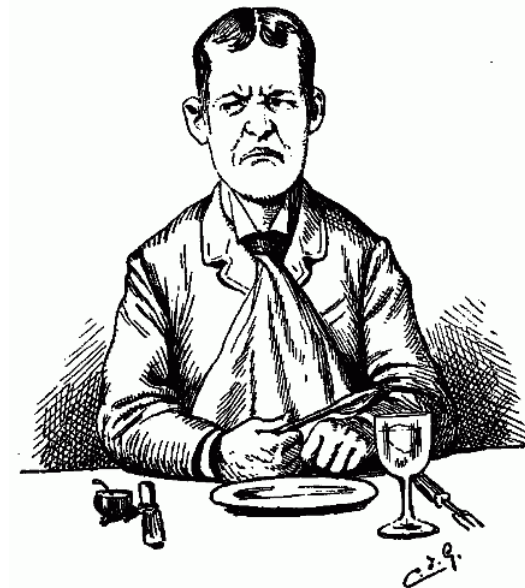
Opportunity Evaluation Project





# Concept

- Small electronic device that can:
  - Show patrons an electronic menu that can be sorted in a number of different ways
  - Call the waiter for service
  - Pay flexibly by credit card (and split checks)



# Market

- Restaurant and Hospitality Industry
- Necessary research:
  - Table turnover rate
  - Personnel costs
  - Competing machines
  - Market size
- Estimated market size: \$500 million-\$1 billion



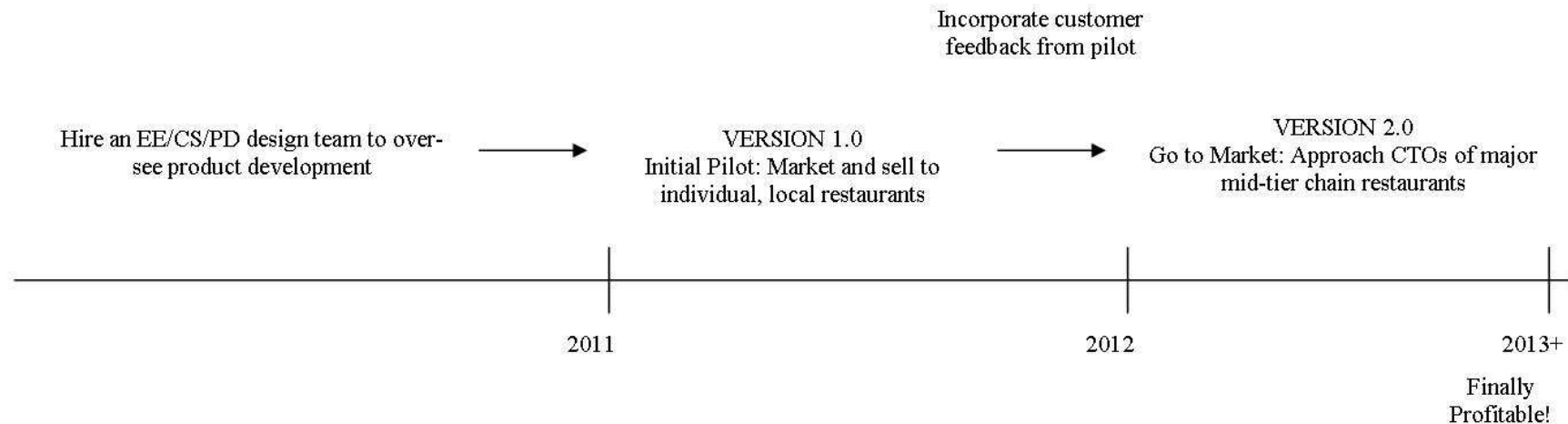
# Customers

- Initial targets: Mid-tier, popular restaurants with many tables and queuing issues
- Places with long waits that need fast turnover
- Places with extensive menus
- Use marketing teams to target CTOs



# Business Model

- Design team or third party development



- Customers: Restaurants
- Users: Patrons/Wait-staff
- Cash Flow: Restaurants → Us → Dev team
- Distribution: In person at first, going to shipments

# Competition

- Austrian Orderman
- Triniteq WaiterPad
- IBM patent?
- Mostly foreign competitors
- Well established with branding and PR, infrastructure, customer relationships
- Non-comprehensive solutions and lack of user-friendliness



# Tiffany & Co.



MICHAEL HAMMERSLEY | DAVID EHRLICHMAN  
DAVID BRODY | TIFFANY LIN | MICHAEL MULLIGAN





Styleme.com

# Market

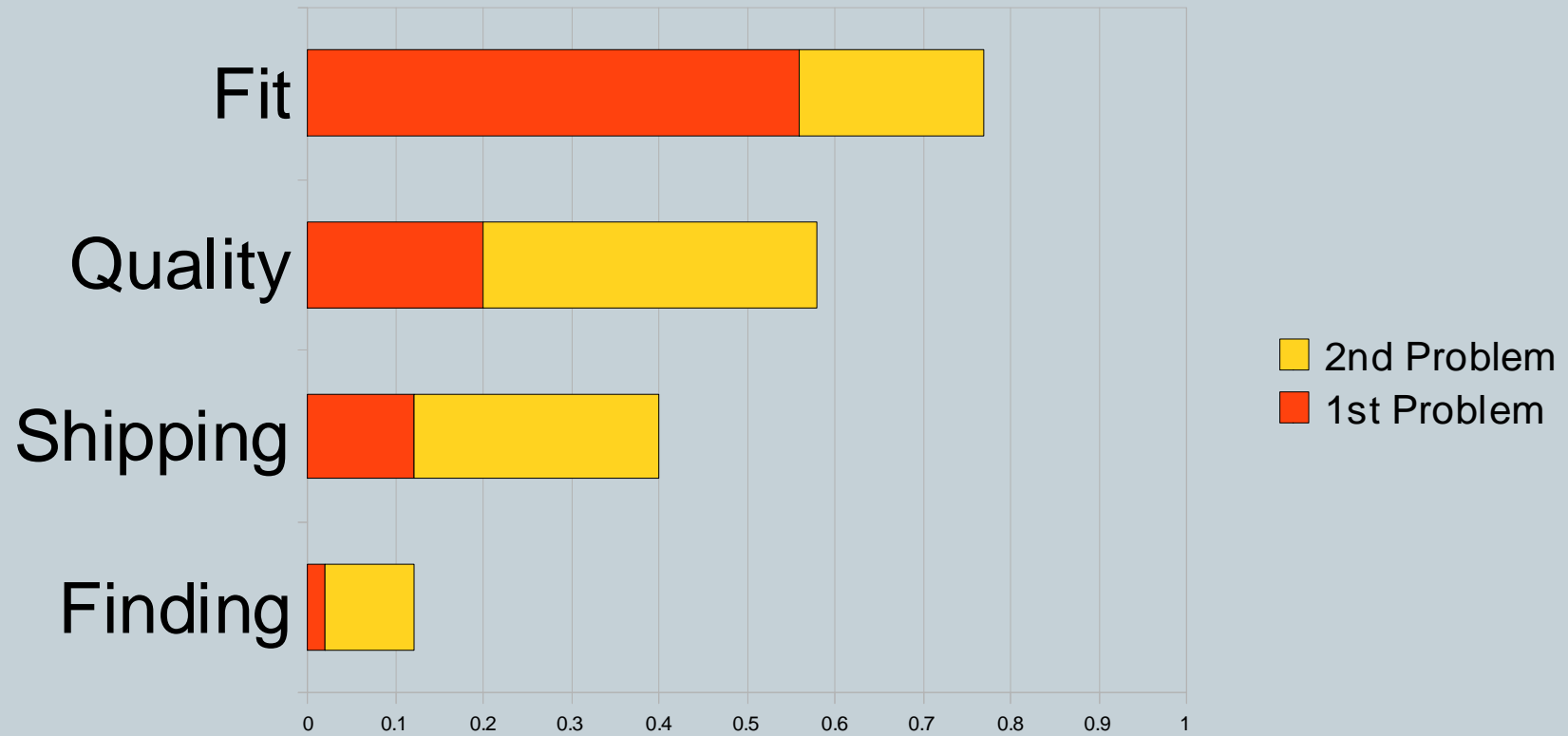


- Clothes account for \$18.3B of \$175B domestic online market
- Expected to grow 11% this year
- Average American spends \$878 on clothes each year

# Fit



# Survey



# Competition

**urban  
outfitters**

NORDSTROM

shopbop.com



myshape™

SHOPSTYLE™

SizeWize .COM  
ONE SITE FITS ALL

# Fit vs. Flatter



# Direct Competition





# Our Plan



- Users create profiles to store their measurements
- Point system to promote rating, purchasing, uploading pictures, and sharing
- Users can make informed choices based on “fit and flatter” reviews of other users of similar measurements

# Revenue Sources



- Percentage of Sales
- Sponsors for brand promotion
- Targeted advertising
- Peer-to-Peer Transactions

# Challenges



- Data
- Web Development
- Inventory
- Driving Traffic to Site

# Conclusion



Continue More Granular Testing

# TWELP: TWEET AND HELP



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- 1. Concept behind 
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- 4. Summary



# TWITTER IPHONE APPS



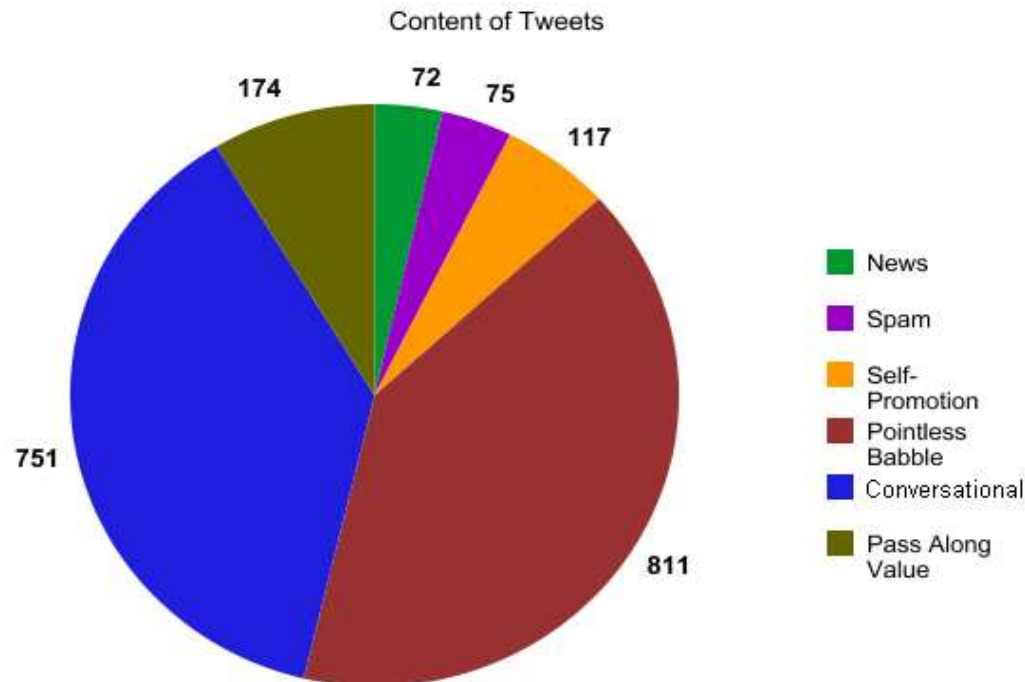
- There are over 50 iPhone Twitter Apps but none of them make full use of the **Geotagging** application available to iPhone.





# LET'S FACE IT...

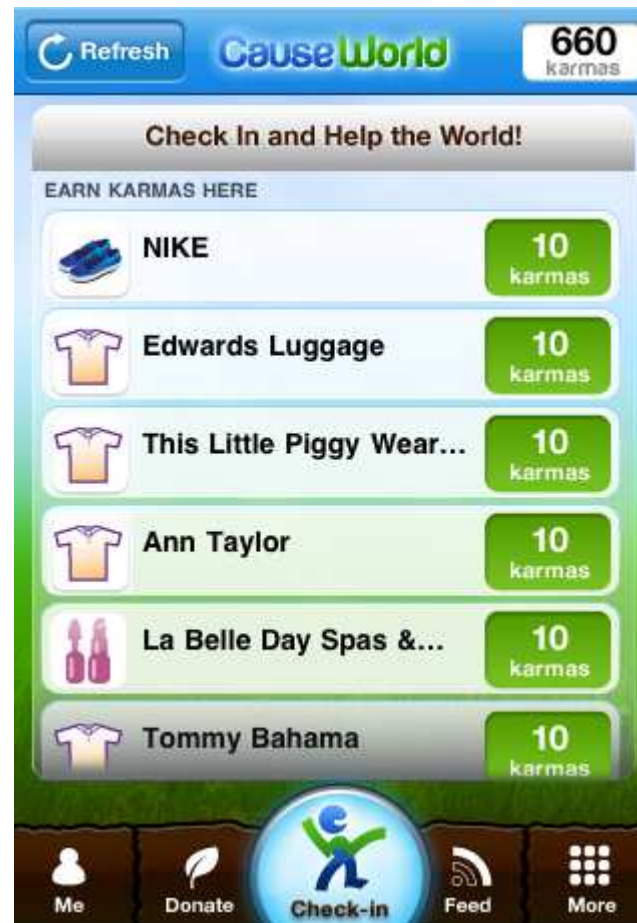
xxxxxY State of the Union drinking game - Any takers?LOL<http://www.huffingtonpost.com/2010/01/26/state-of-the-union-drinking-game-436932.html>



Kelly, Ryan, ed. (2009-08-12), "Twitter Study - August 2009" (PDF), Twitter Study Reveals Interesting Results About Usage, San Antonio, Texas: Pear Analytics. <http://www.pearanalytics.com/wp-content/uploads/2009/08/Twitter-Study-August-2009.pdf>



# TWITTER USERS BECOME REVIEWERS



## NEW USEFULNESS...

- Use Geotagging to specifically tag a retail store and review it (almost like Yelp). In other words, a new review site based on constant Twitter flow.
- Give the *latest* information about the status of a restaurant or even a bar.

- Example:

**MartinKim** The Boiling Crab waiting time is 3 hours.  
Don't come.

SurveyMonkey > 80% USEFUL



# CUSTOMERS AND COMPETITION

- Target customer
  - stores and restaurants that advertise online
- Competition – anything that can take away users or customers
  - Yelp.com, Zagat, Google
  - Advantages they have
  - What we provide that they don't
  - Barriers to entry



# MARKET SIZE

- Customer:
  - Retail, Entertainment, Restaurant Industries
  - 14,285 potential stores in Palo Alto and San Francisco alone
- User:
  - Yelp has 26 million monthly users
  - Twitter has 18 million users
- Potential Growth/Scalable
  - Geotagging will track businesses nationwide
  - As Twitter subscription grows, we grow
    - By 2013, Twitter projects 1 billion users (TechCrunch)



# BUSINESS MODEL

- 1. Channel of Distribution:
  - Free iPhone application that is accessible to a large number of users/ reviewers
  - Users can access reviews through iPhone and website
  - Begin pilot program in the Bay Area
- 2. Revenue: follow the Yelp business model
  - a subscription charge for customers (stores) that are interested in advertisements through prioritization in user searches



# SUMMARY

- Our product uses Geotagging technology to provide real time review/rating/status updates of a retail store, restaurant, or entertainment destination
- Our business model would generate revenue by having stores or business pay to have their sponsored links appear prominently on our iPhone application

