

# 1 Plan Overview

## 1.1 Mission

Crosswalk accidents occur daily. Our system provides effective and cost-sensitive pedestrian traffic safety solutions. We accomplish our mission by creating intuitive interaction on the roadway, between pedestrians and drivers. Our product, the Smart Crosswalk Dynamic Lighting System (SCDLS) enables pedestrians, and drivers alike, to travel safely and confidently while providing federal, state, and municipal departments of transportation and public safety cost effective solutions. SCDLS is the new standard in pedestrian to driver communication and we are a company focused on keeping roads safe for all.

## 1.2 Objectives

SCDLS provides proprietary smart crosswalk lighting module technology. First year sales are targeted on at least ten municipalities or educational campuses by directly marketing to departments of transportation and public safety. Additionally, we plan to develop and sell companion software packages for data collection and analysis. In order to allow our customers to maximize the utility of their investment, we will sell this software as a complementary product to enhance the lighting modules revenue stream. SCDLS will provide product and software support through a Software As A Service (“SAAS”) model. This three-pronged approach will allow SCDLS a complete suite of services and positive revenue opportunity.

SCDLS will not only market and maintain a technically superior product, but we will also develop and culture a strong market presence. In our first three years, we plan to establish our company as a manufacturer of premium, reliable road lighting systems. We hope to convert at least 50% of our initial customers to repeat customers. Typical software, licensing, and support contracts will have minimum terms of forty-eight (48) months.

## 1.3 Keys to Success

- Have SCDLS deployed at MSU
- Development of a manufacturing process
- Creation of an effective supply chain

Having SCDLS deployed at MSU will allow us to demonstrate the full extent of SCDLS’ capabilities to potential customers while also gaining customer feedback during the formative years of the company. One of the most challenging problems facing SCDLS is soldering components to the printed circuit board due to the packages used by some of the components, so the manufacturing

process must be designed to overcome this issue. Securing the SCDLS supply chain will be a key to success especially in regards to obsolescence of certain key components.

## **1.4 Competitive Advantage**

The SCDLS provides a competitive advantage compared to the current industry leading solutions by providing more functionality with less road modification and cost than the competitors. Most existing systems such as that marketed by LightGuard Systems, Inc. require significant road alterations to provide electrical power to these lights, whereas SCDLS derives its energy from solar power. Our product provides a unique feature of sensing pedestrians as they arrive in the crosswalk to prevent vehicular traffic from being desensitized by the crosswalk illumination. Additionally, our product is able to gather traffic statistics which would otherwise require the purchase and installation of other road monitoring equipment. In summary, our product is preferable to the competition because it is more cost effective, provides more functionality, and does this with less road modification and shorter installation time.

## **1.5 Target Market**

SCDLS' target market are municipalities' departments of transportation and public safety to include, but not limited to, public and private institutions where pedestrian and auto traffic is monitored and controlled. The market is very specific yet quite large since most crosswalks are under the jurisdiction of municipalities and campuses. There are municipalities and campuses seeking to update its roads and to make its roads safer. SCDLS is also the perfect solution for pedestrians that are concerned about their safety on the crosswalk, and motorists that are concerned about not having an accident while driving. As more people attend college, more colleges are expanding which brings a need for more pedestrian friendly roads. This is also the case for expanding municipalities that are looking for more pedestrian friendly roads and sidewalks. SCDLS markets to cities and campuses all over that need to protect their citizens and students.

## **1.6 Basic Strategies**

SCLDS will initially form as a limited liability company (LLC) with the primary goal to complete a working prototype, while partnering with a municipality or beta facility to illicit final feedback. With this feedback and subsequent corrections, the company will seek funding through its extensive business network. Once an angel investor and initial funding is secured, the team will proceed with a small batch manufacturing run, allowing the team to begin marketing and selling the products to various municipalities and college campuses across the United States. After initial orders are sold, the team can then use this cash, investing it back into the company to allow further expansion and increase manufacturing capabilities. SCLDS will replicate this model to grow its customer base and market the product. Marketing will consist of direct to consumer sales using a product representative and distribution model. SCDLS will pay competitive commissions and

apply to direct cost of goods sold. SCDLS will allocate roughly 30 percent of its overall operating budget to research and development activities, allowing the company to expand into other road safety areas.