Fly-By
Navigation app created for airports

START-UP BUSINESS PLAN
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I. EXECUTIVE SUMMARY

COMPANY OVERVIEW:
Fly-By is a navigational mobile application offered on smart devices that addresses a flaw in the Travel and Tourism Industry. Traveling through airports can cause confusion and be overwhelming, in part, and due to poor and inconsistent signage. Fly-By is the remedy to that confusion, and was created to give control and confidence to airport travelers. Providing its users with personalized, visual navigation, that is consistent from airport to airport. Fly-By’s goal is to give travelers access to easy, stress-free travel, so they are able to enjoy their trip sooner.

PROBLEMS
- Unclear airport signs: Typical airport signs lack consistent and logical direction, which create an overwhelming experience for travelers.
- Language barriers: Directions in airports are only provided in 2-3 languages and do not appeal to all international travelers.
- Arrival and departure obstacles: Airport parking lots are very large and overwhelming. Leaving at destination airports is unfamiliar.

SOLUTIONS
- Easy to follow visual guide: Fly-By guides travelers through any airport using simple and easy to follow visual cues.
- Translation: Fly-By is downloaded into the users language.
- Parking & rental features: Fly-By's saved parking feature suggests and saves a users parking spot in the app. Fly-By’s rental features help travelers to leave at their destination quickly and easily.

COST STRUCTURE

CUSTOMER SEGMENTS

PRIMARY
Business travelers
12-14 trips per year
On tight schedules
Tech savvy
Income: $70,000+

SECONDARY
Family vacationers
Mothers of families
3+ vacations per year
2 or more children
Income: $100,000+

Market size = 196,381,600 travelers

KEY METRICS

MARKET SIZE

UNIQUE VALUE PROPOSITION
Eliminate the frustration of flying by having a personal handheld guide to lead you through any confusing airport.

CHANNELS

Word of Mouth
Social Media
Airport Advertising

FINANCIALS

Fly-By is seeking a $1,300,000 investment for 15% equity. The investment will be going towards the total cost of starting up the company. Fly-By will be contributing a total of $106,153 to complete start-up costs, presented in the cost structure above. Fly-By’s gross profit margins for year one will equate to 86%, with a total profit of $1,567,439. The investment will run over the course of 3 years with an ROI at the end of the third year. Equity earnings from year 1 to year 3 are projected to increase 141%.

ROI
The investor can expect a final equity payment and return on investment at the end of the third year. Over the course of the first year, the investor will receive a total equity earning of $276,602. At the end year 3, investors will be receiving a final equity payment and the return of their initial $1,300,000. For a final ROI of $39,528,899.
II. PROBLEM

Problem 1. Airport signage is unclear and hard to navigate with.

Airports have the reputation of being chaotic and confusing. What contributes to the chaos of airports is their lack of easy to understand directional signage. Airports have very complex layouts and frequently busy terminals; while walking through them travelers can easily become stressed out trying to find their gate, along with other needed amenities; food, ATM, restrooms, etc. Signs hanging in airports are often too small and hard to see when hung from the ceiling, along with multiple directions provided on one single sign all in a cluster, turning a traveler's airport experience into a nightmare. Frequent flyers who often give other travelers direction through airports, describe their signage to be confusing, misleading and lacking throughout the inside and outsides of airports. (Road Warriors: airport signs can confuse, confound)

Problem 2. Language barriers make it difficult to navigate through airports in other countries.

Airport signage include an average of two to three different languages on them, with one being more predominant than the other(s). For the U.S., English is the predominant language provided on airport signs. These signs may be applicable to the masses of those who live in the U.S.; however, they do not accommodate the thousands of international travelers coming in every day speaking many different languages. New York’s airport, JFK leads the U.S. in the number of international travelers they accommodate every year, at 13.13 million people coming in over seas. JFK airport also only provides travelers with directions in English and Spanish and does not take account for the many other spoken languages around the world. International travelers also face language barriers between airport employees and fellow travelers, causing confusion and frustration. Airports don’t give a sense of comfort to people travelling internationally because it is impossible for the airport alone to accommodate for every international traveler that comes into their airport.

Problem 3. There are numerous obstacles regarding entering and exiting an airport.

Knowing where to park when arriving at an airport can be very intimidating for travelers unfamiliar with where to go. Airports generally have many lots to park in and road signs that are hard to understand when driving, making it difficult to know exactly which lot is best so that travelers are nearest to their airline. A common problem travelers face when parking is coming back and not be able to remember where they parked. When a person parks at an airport their ability to remember where they parked after a long trip becomes even more unlikely. Business travelers face time constraints with clients, and need to be able to move quickly in and out of airports so they can get to meetings. But, with the obstacle of poor airport signage, leaving airports quickly becomes a very stressful challenge.