Analysis of UnLoc
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Group G
Customer Identification

• Public sector
  – Police
  – Military
  – EMS/Hospitals
  – Public transportation, including airports
  – Tourism

• Private sector
  – Shopping Malls
  – Big retailers (e.g. Walmart)
  – Warehouses (e-commerce, e.g. Amazon)
  – Sports/concert venues
Intellectual Property

• Primarily protected under patent 20150281910
  – Published on October 1, 2015
  – World Coverage
  – Cites 5 other patents

• Patent
  – Substantial patent that shows how technology, as a whole, is different from previous patents
  – Seems to be a conglomeration of previously existing technology
Intellectual Property

• IP Coverage
  – There exists a plethora of patented technology that perform similar functions
  – As a result, many patents look very similar and use similar existing technology

• IP Value
  – Patents not as valuable with other similar technology
  – Technology has been and will continue to be surpassed
  – UnLoc will likely try to license its product or get acquired
Competition

Can be broken down to two sectors:

• *Small labs and researchers*
  – Same premise as UnLoc
  – Fortunately, same size and conditions
  – Unfortunately, numerous and bent on problem solving

Numerous papers and patents similar to UnLoc’s
Regulation

- Federal Trade Commission standards
  - Fair Information Practice Principles
- Potential Federal Legislation
  - Geolocation Privacy Act (2013)
Market Opportunity

• Market attractiveness
  – threat of new entrants
  – existing competitors
  – consumers

• Available market size
  – sports venues
  – public transportation
Go-to-Market Strategy and Funding

• Sources of capital
  – partnerships
  – venture capital and angel investors
  – universities and government

• Use of university/government grants to produce a minimum viable product to entice partners
Inflection Points

1) Interest by corporation of federal department/agency

2) Optimization of Technology
   a) Location Precision
   b) Efficacy/Standardization across variant hardware
   c) Efficacy/Standardization across variant Operating Systems

3) Creation of an independent UnLoc App
Conclusion

• Technology has potential
  – Patents not as valuable with other similar technology
  – Technology has been and will continue to be surpassed
  – UnLoc will likely try to license its product or get acquired

• Best plan would be acquisition or significant partnership
  – could be very difficult to compete in the market otherwise