Pitch Script Draft

Slide 1:

Hello everyone, thank you for joining us this evening, my name is Michelle Gannon and I am very proud to introduce to you, Doze.

Slide 2-3 [pics]:

How embarrassing, [pic 1-pause] and frustrating is it, [pic 2-pause] to wake up at the wrong train stop, [pic 3-pause] and to waste money on a cab ride back home? [pic 4-pause]

Growing up in a working family, I was brought up learning to balance two jobs while attending school. And with that said, my sleeping patterns got disturbed. I am NOTORIOUS for unintentionally falling asleep in classrooms, to movie theaters, and inevitably…the train.

Slide 4-5:

It is common for the daily commuter to fall asleep on the train after a long day's work or a short night's rest. These commuters will wake up at the wrong train stop in frustration with limited options to get home.

Slide 6:

So I bring to you 'Doze,' which is an app designed specifically for the Apple Watch, to be engaged by commuters ages 20-45 who unintentionally fall asleep while in transit, and solves the problem of waking these users up where they need to be.

Slide 7:

Of the commuters I have interviewed, 83% said they have fallen asleep on the train more than three times.

Slide 8-10:

57% got less than eight hours of sleep every night, 60% ran late to work or school due to oversleeping, and 73% snooze their alarm at least once before waking up.

Slide 11:

My direct competitive apps lack in areas Doze will make up for, such as strictly using GPS location services to base the alarm off of, as well as the option to customize the specific alarm the user will wake up to.

My peripheral competition lacks in reliability. A phone alarm will not wake the user up if it is not close enough to be heard or felt, it lacks technology to skin contact. And who can really trust a train conductor to have the responsibility of waking you up at your stop?

Slide 12:

On the competitive matrix, Doze will be both reliable and interactive.

Slide 13:

In comparison to the competition, it lies in the upper righthand quadrant.

Slide 14:

Doze will be reliable in that it will use GPS tracking through location services on the Apple Watch. If the GPS loses connection, it will continue the countdown until the alarm, based off of the time until the destination.

It will be interactive in its unique settings that will allow the user to customize specifically how they would like to wake up.

Slide 16:

Jason is 'The Overtimer.' He is a maitre'd who works well over forty hours a week. Working doubles everyday leads him to exhaustion. He is fearful of his phone dying on his train rides home from work, leaving him with no alarm to wake up in time. He ends up wasting his money on a cab ride home after he misses his stop.

Slide 17-19:

He says, "I'm afraid my phone will die on the train home, leaving me with no alarm." Jason discovers a brochure for Doze in the back of a taxi cab. He reads that the app works great with the Apple Watch battery life while on standby, and is intrigued to purchase the app.

Slide 20:

VJ is "The Tardy Worker." He's a bartender who is always late to work because he dozes off on his hour commute on the train. He snoozes through all his alarms and needs a more unique alarm system ensuring that he will wake up.

Slide 21-23:

He says, "I can't wake up for shit!" VJ discovers Doze through the App Store while searching for alarm apps that will wake him up. He realizes that customizing his own alarm with only a 30 second snooze option, will ensure that he will wake up.

Slide 24:

Sahar is "The Studier." She lives in Brooklyn and is a commuting student at CUNY Hunter. She stays up late almost every night studying or catching up on homework, which leads her to falling asleep on her subway rides to class.

Slide 25:

She says, "I'm almost never on time to class." Sahar discovers a poster advertisement for Doze while walking to the subway. She understands that Doze will allow her to set a warning alarm before reaching her final destination, with ample time to get ready for her stop.

Slide 28:

The first out of the two features for Doze is 'Settings.'

Slide 29-32:

The 'snooze' has a maximum of 30 seconds to snooze the alarm that will be set. The 'strength' allows the user to test the vibration bar from 0-100%. The 'pattern' allows the user to depict which pattern of vibration to wake up to. And the 'label' simply suggests naming the alarm itself once the alarm goes off.

Slide 33:

The second feature is 'Transit.' This is where the user will will select the town he/she will want to be awake for, along with selecting how many 'miles before' for their warning alarm to go off. The 'star' may be selected for the user to add this location to their favorites. The 'map' takes the user to exactly where they are on the map. The 'set'

displays the time lapse screen counting down the minutes until the alarm will go off. The 'alarm' screen will then show the label of the alarm once it goes off.

Slide 34-37:

Transit takes the user to set what town they would like to be awake at, and if desired, how many miles before would they like to have a warning vibration for. The star will add this alarm under its favorite locations. 'Map' will take the user to the map of where they are located at that point while reaching the destination. 'Set' will take the user to the elapsing time until the warning vibration. Once the alarm goes off, the label will display itself.

Slide 39:

My inspiration was based off of the MTA icons while using transit maps as an insight.

Slide 40:

I thought it was appropriate to use 'Open Sans' as a typeface since it is most similar to the typeface 'San Francisco' which is used throughout all of the Apple Watch apps.

Slide 41:

While researching the branding colors, I wanted to base the colors off of my users' three main pillars, which were trust, alert, and relief. I chose an orange/gold toward trust which represented success, health, and achievement. Red/fucshia for alert, representing danger, power, and determination. And blue for relief, representing loyalty, calming, and confidence.

Slide 43:

For marketing, there will be posters adverting for Doze along the subways and trains for commuters to see as they pass.

Slide 44:

There will be brochures at taxi service buildings along with trains and subways.

Slide 45:

Doze will fall under the category of 'Related and Popular Apps' in the apple store while users search for transit and alarm apps.

Slide 46-47:

Live social media such as Facebook and Instagram will help feed the user traction for Doze. Possible hashtags such as #dozetheapp or #justdoze will be used by users to potentially post their own embarrassing pictures of themselves or friends falling asleep while in transit.

[Still need to synthesis and revise business plan etc.]