SpeedPass - 11/30/2018

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
Long lines delay entry, frustrate visitors and staff, and create public safety concerns	SpeedPass delivers process enhancements in a handheld solution that anticipates the next transaction and is ready for the customer and staff. It is a pure linebusting technology that expedites routine transactions such as those required for gated or limited entry.	Linebusting with SpeedPass reduces long lines and frustrating wait times by shortening the amount of time required to process entrance fee transactions. This in turn also reduces staff time required for park entrance, liberating park staff for other park operations. Linebusting also enhances visitor satisfaction and public safety.	Mobile PCI compliant Offline mode Enhanced reporting	Park systems with an entrance fee Public parking Private parking
	KEY METRICS How long is the line?		**CHANNELS** RFP Single Source Internal sales Loss leader/relationship building	
EXISTING ALTERNATIVES Increased staffing. No competitive tech solution		**HIGH-LEVEL CONCEPT** Instead of taking the time to write a check, today we use Paypal or an ATM card to rapidly complete a transaction. SpeedPass expedites the entry process, saving time and money.		**EARLY ADOPTERS** Long lines, public safety and visitor satisfaction concerns

COST STRUCTURE	REVENUE STREAMS
$/transaction TBD	Subscription or transaction fee TBD