



**ICREATE**  
**TECHNOLOGIES**

*Mobilize Your Creativity*

*Enabling MOBILE COMMERCE In Your Business*



**Implementing A Vision For “YourCity”, USA**

**“YourCity”,USA- The First Primarily Mobile Commerce Enabled City in the Nation**

# Our Vision Statement

*(Can it be yours too ?)*

“Our Vision is to make “YourCity”, USA the first primarily Mobile Commerce enabled city in the United States to continue your leadership role in technology, commercial and lifestyle innovation with the objective of making your local businesses more profitable, local residents more productive, agreeable and empowered to support local businesses and make the City more attractive for non-residents to visit, live, play and work, with increased job opportunities and higher quality of life.”



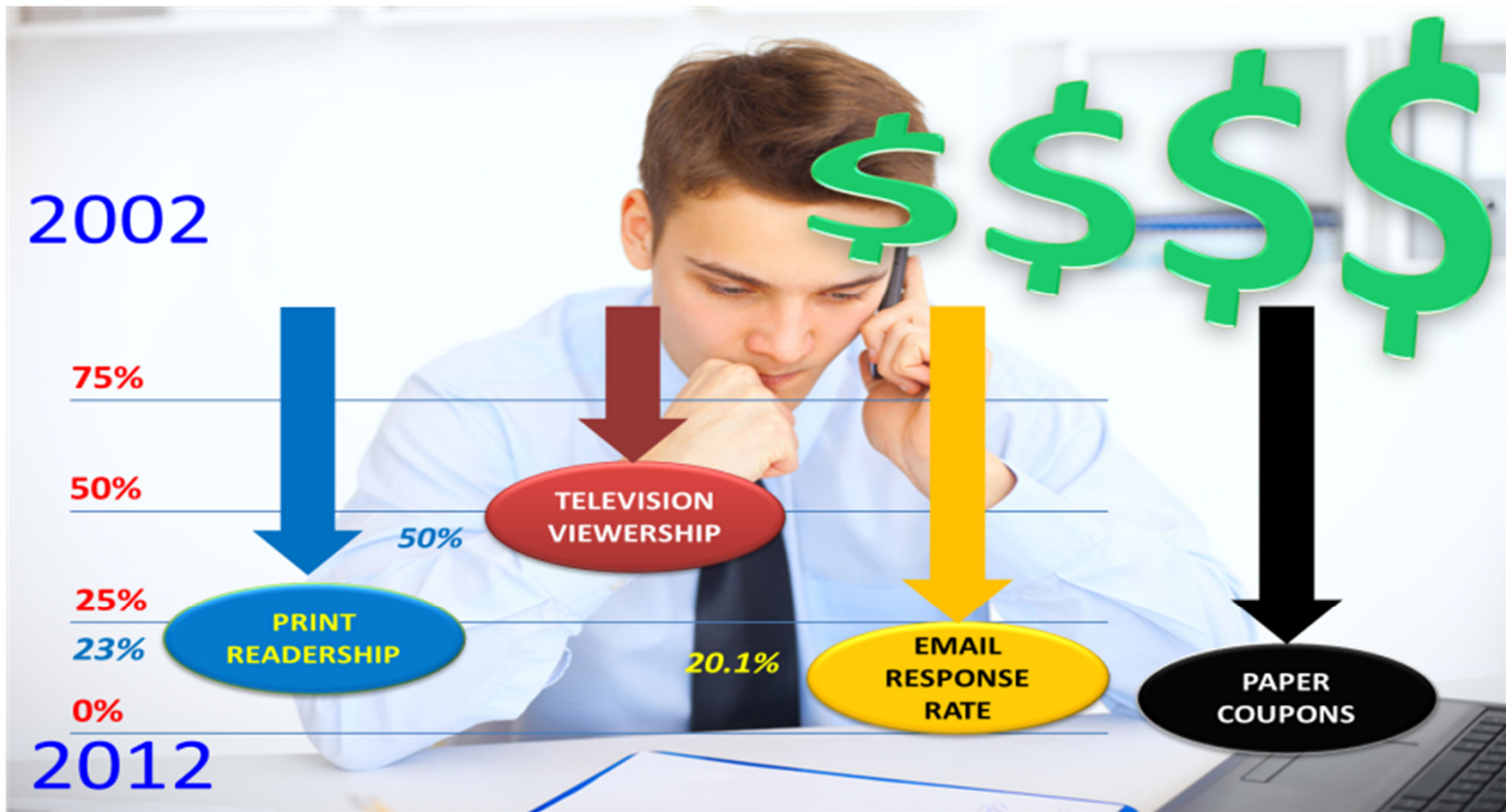
# ***Business and Consumer Case For Mobile Commerce***



*Trends and statistics showing up globally and in the United States make Mobile Commerce enablement no longer an option but a necessity to meet the demands of the new customer demographics of mobile phone consumers. Trends in the last 10 years show traditional blanket marketing methods of print and media are no longer as effective to reach the customer base. The rising costs of advertisement are making it difficult for micro and small businesses to sustain the cost of advertising in order to be found. Email open rates have dropped drastically making email marketing ineffective. Mobile Commerce is here to change both the B2B and B2C segments of the commercial market.*



## Why Enable Mobile Commerce In Your Business?



### Declining ROI of Print, Email and Media Advertising

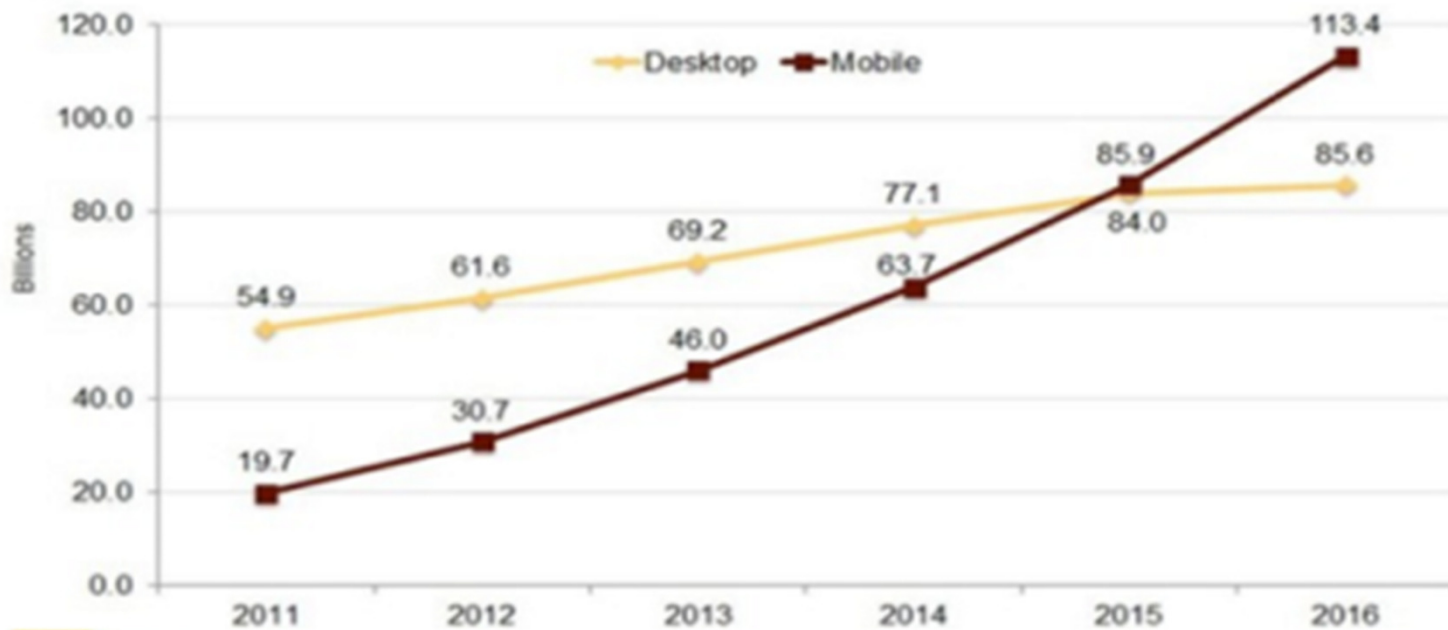


# Shift Of Customer Demographics from Computers to Mobile Phones



# US Statistics Showcase Mobile Commerce Viability

## US Local Search Trends : Desktop vs Mobile



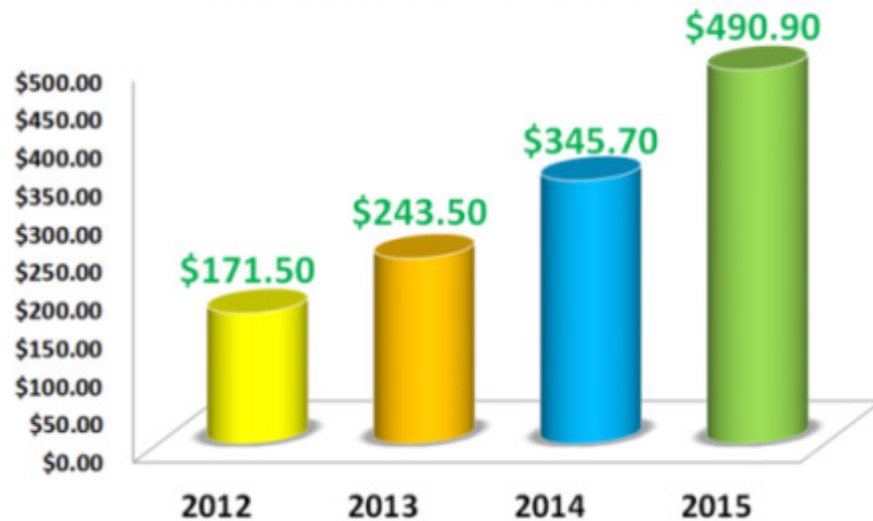
BIA Kelsey

© 2012 BIA/Kelsey. All Rights Reserved.



# US and Global Statistics Showcase Mobile Commerce Viability

GLOBAL MOBILE PAYMENT TRANSACTION VALUE IN USD (BILLIONS)  
BETWEEN YEAR 2012 AND 2015 (PROJECTED)



US MOBILE COMMERCE SALES STATISTICS (REVENUE IN BILLIONS)  
BETWEEN YEAR 2012 AND 2015 (PROJECTED)



# The Mobile Commerce Ecosystem

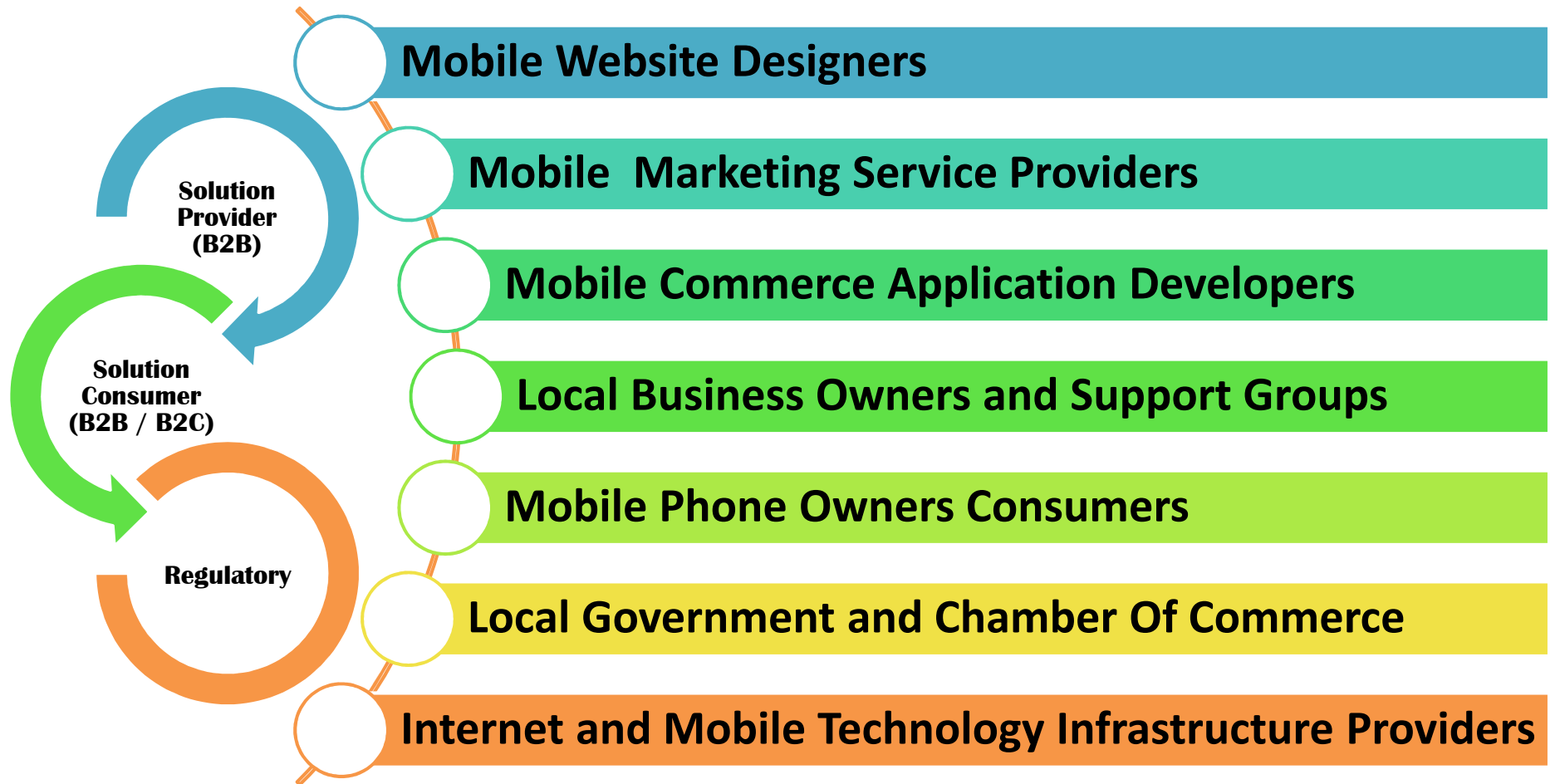


*Mobile technology is a unifying technology at its core. Hence in order to be successful in Mobile Commerce it is critical to establish and nurture symbiotic collaborative relationships between the different constituents that form the Mobile Commerce Ecosystem.*





# The Mobile Commerce Ecosystem



# ***The Mobile Commerce Enablement Model***



*Using methodologies and technologies through which businesses of any size can enable a low cost and highly profitable new channel for sharing pertinent information about their business in the public domain, engage targeted customers in their service or selling promotions and propositions, facilitate and conduct full life-cycle secure commercial transactions directly from the consumers mobile phones literally from anywhere in the world at anytime, is Mobile Commerce Enablement.*



**Personal Identity and Transactional Security with Regulatory Compliance**

**LEVEL I - MOBILE BRANDING**

Social Media Presence

Mobile Device Enabled Website

**LEVEL II - MOBILE CUSTOMER ACQUISITION**

Mobile Keywords

Online Signup Pages

QR Codes

Facebook "Like" Gating

**LEVEL III - MOBILE CUSTOMER ENGAGEMENT, RETENTION, SATISFACTION**

Mobile News and Information

Mobile eCards

Voice Of The Customer

Mobile Offers & Coupons

Mobile Loyalty Program

Mobile Voice Broadcast

**LEVEL IV - MOBILE BACKOFFICE BUSINESS SUPPORT SYSTEMS**

Mobile Business Collaboration

Mobile Business Analytics

Mobile Payment Processing

Mobile Sales and Service

Mobile Inventory Management

Mobile SRM

Mobile CRM



# Mobile Commerce Enablement – Qualifying Criteria



From Basic to Advanced lay several levels at which a business could consider themselves to be Mobile Commerce Enabled. These levels depend on the level of maturity in the Mobile Commerce Enablement stack starting from Mobile Branding as the first level, to Customer Acquisition with Information and Promotional Marketing at the second level followed by Customer Engagement, Retention and Satisfaction at the third level, through to full scale back office system integration at the fourth level. Security of Personal and Mobile Commerce Transactional Data and Regulatory Compliance is mandatory at every level.



## Mobile Commerce Enablement Criteria For “YOURCITY”, USA

| Maturity Level | Qualifying Criteria   | Benefits Achieved   | Within Scope Of Vision for YOURCITY |
|----------------|---|---|-------------------------------------|
| I              | Desktop + Mobile Website + Popular Social Media Presence  | Consumers can locate business online either from computers or smartphones and use social media to share news, views information and awareness   | Yes                                 |
| II             | 100% Opt-in Customer Acquisition Methods Setup through online, offline and and Mobile channels              | Businesses acquire a highly targeted list of consumers who have done business or wish to do business in the future.   | Yes                                 |
| III            | Mobile Enabled Customer Engagement, Retention and Satisfaction Methods and Tools Are Implemented and In Use | Customers start to feel a sense of loyalty and important and voluntarily share their Word Of Mouth by SMS forwarding and social media from their phones. Businesses can go viral from positive reviews, new and repeat customers. | Yes                                 |
| IV             | Mobile technology enabled Backoffice Systems Integration  | Business can operate with lightweight applications for backoffice applications and can access business intelligence directly from mobile devices  | Conditional                         |



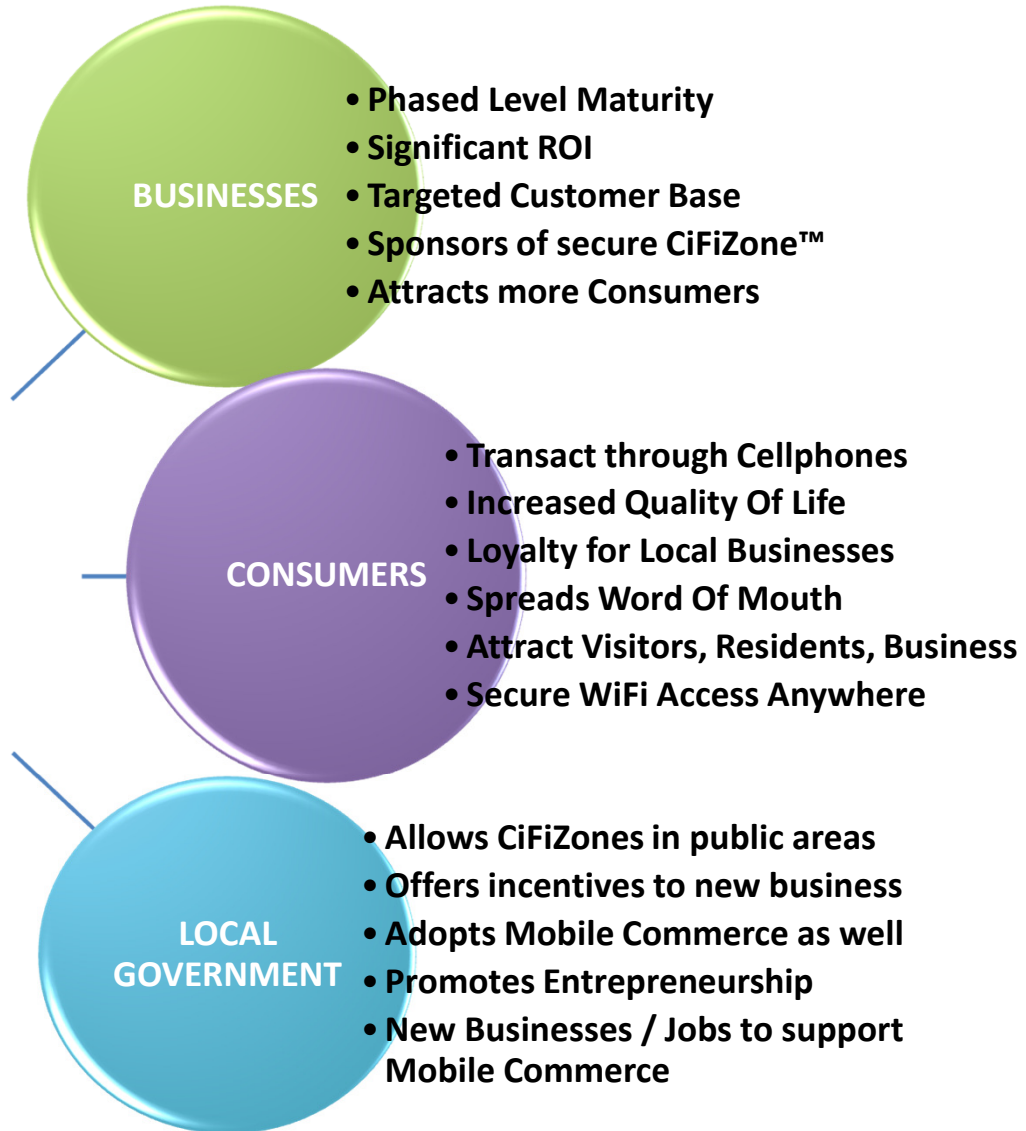
# Mobile Commerce Enablement – Rollout Strategy



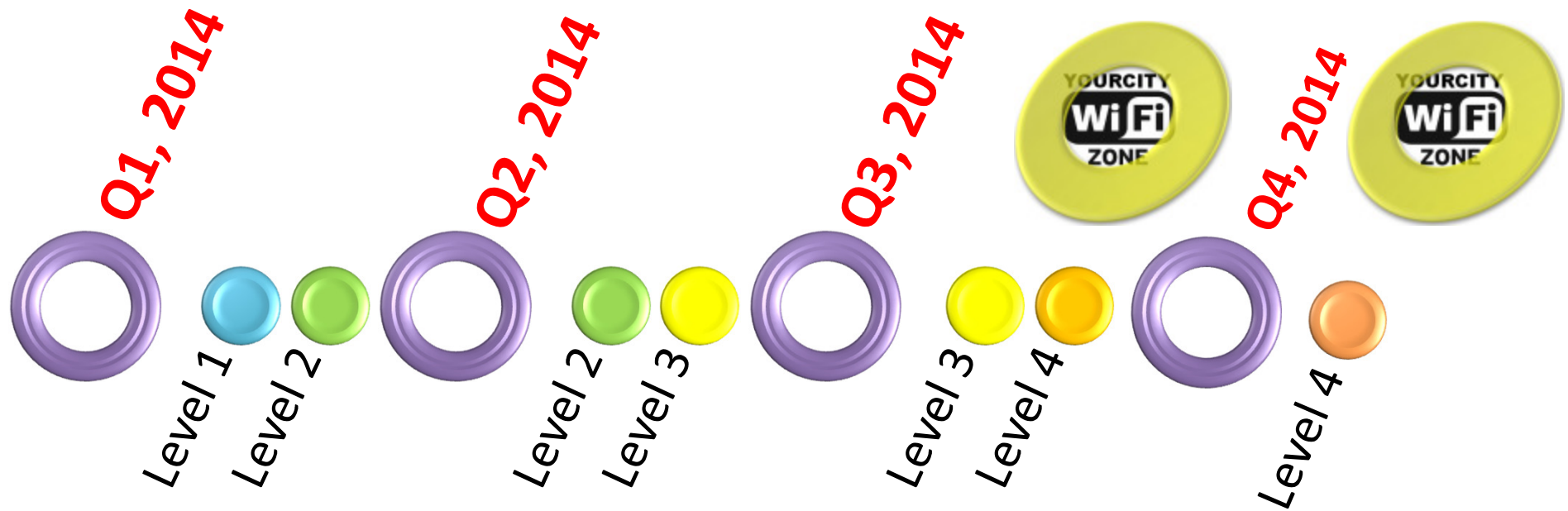
With the Vision to make the YOURCITY, USA the first primarily Mobile Commerce enabled city in the United States and given the fact that you have business from a micro to large scale, your target would be the Micro and SMB segment only to start with. Essentially the objective is to have your micro, small and medium businesses in the city achieve at least Maturity Level III by Q3, 2014 with some businesses offering and accepting secure payment transactions that are made through smartphones, to be ready for the Holiday season in Q4, 2014. CiFiZones setup starts in Q3, 2014 and gets rolled out by Q4, 2014.



# Multi-Pronged Approach For M-Commerce Enablement



# Mobile Commerce Enablement Rollout Timeframes







## ***Mobile Commerce Enablement Strategy For YOURCITY Businesses***

- **ICREATE Technologies can provide**
  - Overall Program Management and Support for your local Mobile Commerce Enablement Team
  - Mobile Commerce Maturity Level Consulting and Implementation Services
  - Mobile Commerce Enabling Technology – Mobile Websites, Mobile Marketing, Mobile Apps
- **ICREATE Technologies can empower local teams in YOURCITY to raising awareness**
  - Provide Rolling Webinars and Mobinars for your local business owners and consumers
  - Seek assistance of your local Chamber of Commerce to spread the word
  - Provide and if required by your local enablement team, make presentations to local focus groups
- **Bootstrapping Enablement**
  - Secure participant website for collaboration, planning and implementation
  - Transition/Adoption Strategy Presentations for Businesses and consumers
  - Maturity Level Progression
  - Business Analytics and KPI Monitoring
  - Facilitate the setup up of a Mobile Directory for local businesses with reviews and ratings
  - Secure CiFiZone™ setup in parks, beaches, malls and other public and tourist attractions in the city



## The CiFiZone™ Features

- Paid and Free High Speed **Secure** Wi-Fi Access
- 802.11n Access Point with WiFi Omni Antenna
- Overlapping CiFiZone™ coverage
- Available in Public Places in YOURCITY, USA
- Free Access 3 hours /day / MAC address
- Free Access Sponsored by local businesses
- Local Sponsor Banners on Login Page
- Sponsor QR Code / Keyword on Login Page for more exposure and opt-in acquisition
- Rotating 10 local sponsors max / Access Point portal / month on login page
- Free Access requires user login with key user demographic data to be collected
- Paid subscriptions for prolonged access
- Work from beaches, parks, malls, other
- Improved Quality Of Life for local families
- New supporting products and services
- New local job opportunities



***CiFiZone = Secure City Wi-Fi Zone***





## ***Benefits To YOURCITY Businesses, Residents and Visitors***

- **Local Businesses can finally**
  - reach customers through a channel where they are active, anywhere, anytime – on mobile phones
  - Experience about 100% open rate and 25% response rate to marketing efforts
  - Reap the benefits of automated personalized customer care and satisfaction
  - Experience Word of Mouth Crowd-Marketing
  - Promote Brand recognition through secure CiFiZone™ rotating sponsorships
- **Local Residents can**
  - Be anywhere in the city limits and have access to the high speed Wi-Fi internet
  - They can save on their cellular data provider plans and use the secure CiFiZone™ instead
  - Transact most of their B2C interactions through their Mobile Phones
  - Support local businesses through referrals , Word of Mouth Crowdmaking and repeat business
- **Visitors to YOURCITY can**
  - Find local businesses easily on their mobile phones through the local Mobile Directory
  - Obtain business reviews and ratings directly from their mobile phones
  - Enjoy secure high speed access to the Internet through the CiFiZone™ and get exposed to local businesses
  - Potentially consider YOURCITY as their future residence or business startup / relocation



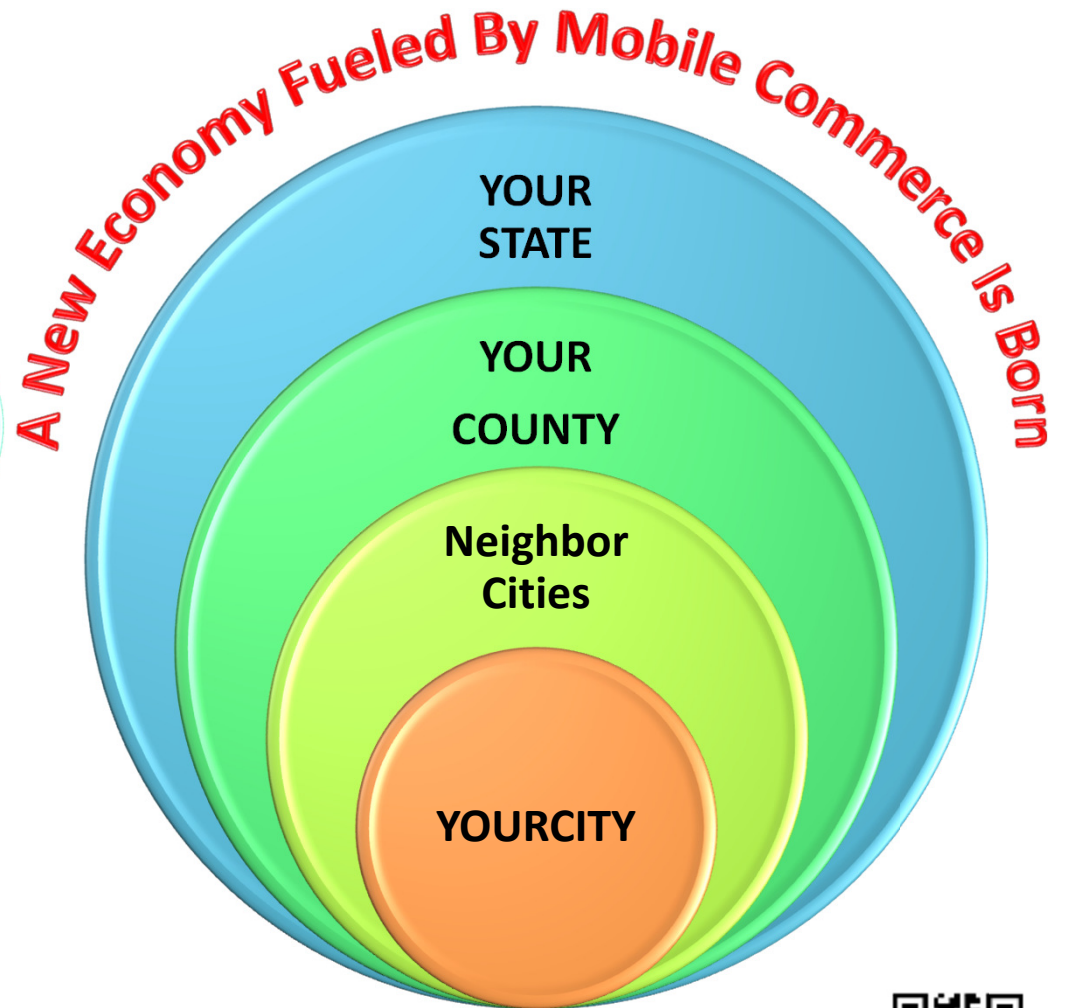
## Mobile Commerce Enablement – The “YOURCITY” Example



*What happens after you have Mobile Commerce enabled YOURCITY, USA? Do you stop and rest or are there any next steps? What can you do to take lessons learned and takeaways from the experience in YOURCITY and gradually expanding the footprint of Mobile Commerce and the secure CiFiZone™ in other cities in your county? With more lessons learned, why not expand out to your State? Would your city, county or state be the first in the United States to be primarily mobile commerce enabled?*



# Mobile Commerce Enablement – What After YOURCITY, USA?



# **Mobile Commerce Enablement in YOURCITY, USA**

## **Seeking Local Teams To Implement The Vision**



*In order to enable Mobile Commerce in YOURCITY. USA and make it the first city in the US to become primarily mobile commerce enabled, we at ICREATE Technologies are seeking local teams who share this vision and have the drive to start the process . This is not a one-man's dream or the vision of a small business. We are looking for long lasting symbiotic collaborations from your local M-Commerce Enablement teams to start with seeing and sharing this vision and actively share that vision to your local businesses, residents and local governments.*





# ***Mobile Commerce Enablement in YOURCITY, USA***

## ***A Call for Local Symbiotic Collaboration on a TEAM Effort***

- **Look out for a website dedicated for this vision on 01/01/2014**
  - [www.ICreateMobileCommerce.com](http://www.ICreateMobileCommerce.com) (will be public on 01/01/2014)
  - In the interim and beyond, interested local teams can contact us at [connect@icreatetechllc.com](mailto:connect@icreatetechllc.com)
  - Register and Engage with us through that website and start the symbiotic collaboration
  - Understand cost and enablement factors and participate in webinars starting January 2014.
- **Be prepared to engage your local Chamber Of Commerce**
  - They Support you in speaking engagements to Chamber members and articles in their business journal
  - They Advise you on effective campaigns to gain attention from local residents/businesses
  - They Help you raise awareness in the community about this Vision for YOURCITY, USA
  - They Help you gain audience with the local City government to support your efforts to champion the cause
  - They Help you in Crowdfunding campaigns to raise funds for implementing this Vision for YOURCITY, USA
- **Your local City Government**
  - Allow you to present to the Board of Directors and local policy makers on this Vision
  - Support you on the secure CiFiZone™ initiative, allowing you to set up infrastructure in public areas
  - Help you set up outreach programs to the community to support this Vision.



# Mobile Commerce Enablement – Q & A



Connect with us at [connect@icreatetechllc.com](mailto:connect@icreatetechllc.com)

From **01/01/2014 onwards**, engage with us at [www.IcreateMobileCommerce.com](http://www.IcreateMobileCommerce.com)

*In the meantime, study/research YOURCITY businesses, their customer demographics, their current marketing strategies, their online presence, their mobile websites if any, their social media presence, review sites. You are there locally to help your local business and residents succeed through Mobile Commerce – know your terrain and you will succeed.*

