While there are many applications for our product, we still have a specific audience in mind. We would start with this specific audience and expand to a different or modified audience in the future.

Who is the Customer?
The target market for our product is university mathematics departments. Our target market includes the more than 2100 public and private four-year colleges in the United States.[1]

A search for public or private four-year colleges in Virginia offering a degree in mathematics yielded 39 matches on Peterson's Education Portal.

> Averett University, Bluefield College, Bridgewater College, Christopher Newport University, Eastern Mennonite University, Emory & Henry College, Ferrum College, George Mason University, Hampden-Sydney College, Hampton University, Hollins University, James Madison University, Liberty University, Longwood University, Lynchburg College, Mary Baldwin College, Marymount University, Norfolk State University, Old Dominion University, Radford University, Randolph-Macon College, Randolph-Macon Woman's College, Roanoke College, Saint Paul's College, Shenandoah University, Sweet Briar College, University of Mary Washington, University of Richmond, University of Virginia, University of Virginia's College at Wise, Virginia Commonwealth University, Virginia Intermont College, Virginia Military Institute, Virginia Polytechnic Institute and State University, Virginia State University, Virginia Union University, Virginia Wesleyan College, Washington and Lee University, The College of William and Mary

Initial Customer
Our initial customer is the Old Dominion University (ODU) Mathematics Department. ODU offers a B.S. in mathematics, M.S. in computational and applied mathematics, M.S. in mathematics education, and a Ph.D. in computational and applied mathematics. All undergraduate students are required to complete at least three credit hours of mathematics:

- MATH 101M An introduction to mathematics for critical thinking
- MATH 102M College algebra
- MATH 162M Pre-calculus I
- STAT 130M Elementary statistics

Depending on a student's major, (ex. computer science, engineering, physics, etc.) more mathematics may be required.

ODU has 20,802 total students. Among those 14,209 are undergraduate students and 6,593 are graduate students.[2]

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[1] From Peterson's Education Portal. Available at: http://www.petersons.com
[2] From ODU Campus Facts. Available at: http://www.odu.edu/webroot/orgs/IA/university_news.nsf/campusfacts?OpenForm

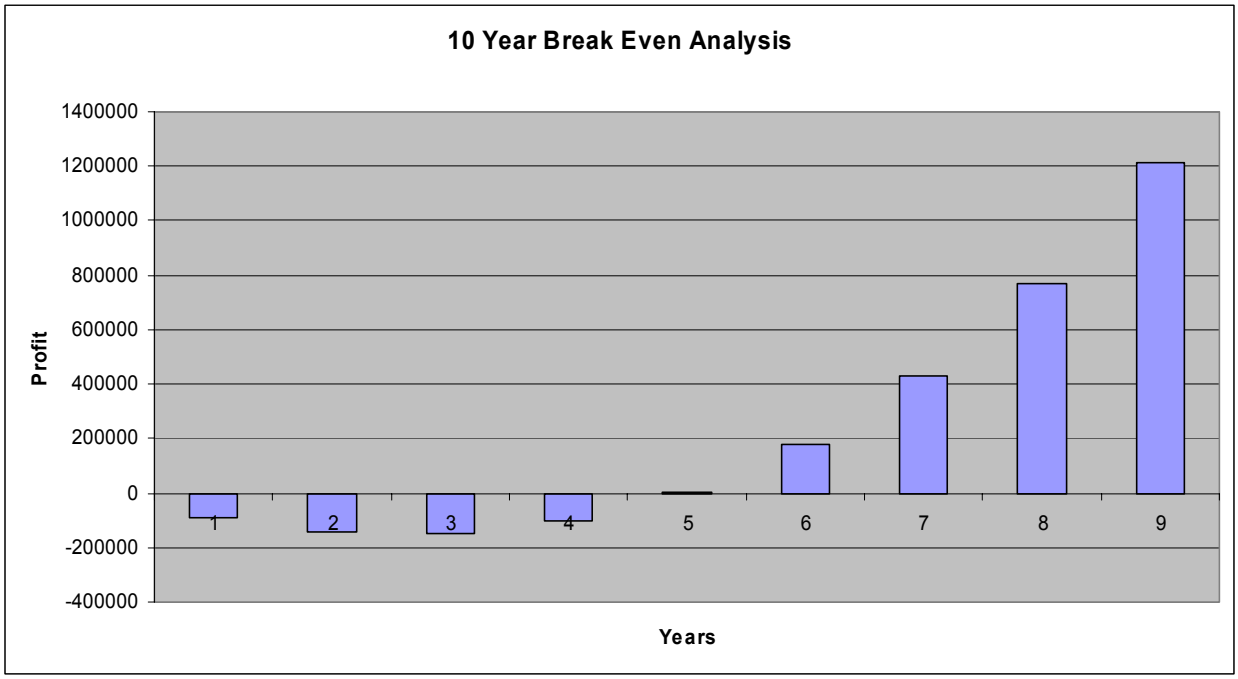
Return on Investment for Customer
This solution provides an easier and better way for students to see and hear the lecture again. It does not require one or more cameras. It will allow students to resize the presentation to their preferences.

Benefits to Instructors
Instructors can conceivably cover more examples of problems in the lectures. At Old Dominion University, MATH 102M (College Algebra), 162M (Pre-Calculus I), 163 (Pre-Calculus II), 211 (Calculus I), 212 (Calculus II), and 307U (Ordinary Differential Equations), administer common exams. These means that all instructors in each course are expected to cover the same material during the semester.

Benefits to University
An increase is success rates in mathematics and a possibility for lower attrition rates.

Price point
$15,000 for one board, one microphone, and the software

Return on investment for business
With the sale of 20 systems in the first year and a 15% increase in sales every year afterwards, we can expect to break even in the fifth year. We will break even with the sale of our 27th system.



Competition Matrix

	Does not require use of camera(s)	Does not require use of LCD	Does not require a full time operator	Does not require a change in teaching style	Records audio	Records visual	Scalable visual output
Student Audio Visual e-Tool	x	x	x	x	x	x	x
SmartBoard	x		x	x	x	x	
Mimio	x	x	x	x		x	
Quartet IdeaShare Board	x	x	x	x		x	
Video camera/Teletechnet		x			x	x	

There are several competing technologies, but each one has some detriments and/or missing components that our solution addresses.

Advertising

We can use direct marketing to university/college mathematics departments and consortiums.

Account representatives can attend several conferences aimed at teaching mathematics such as the following:

International Conference on Technology in Collegiate Mathematics
http://www.aw-bc.com/ictcm/index.shtml

National Council of Teachers of Mathematics
http://www.nctm.org/meetings/

Mathematics Association of America
http://www.maa.org/

American Mathematical Association of Two-Year Colleges
http://www.amatyc.org/