



Funding Plan

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| Purpose: | Outline cost of resources and staff. |
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Introduction

This funding plan was drafted with the intent to adequately illustrate the financial needs and resources which Traffic Wizard will use throughout development. The plan has been divided into three sections, proof of concept (Phase 1), functional prototype and development (Phase 2), and production (Phase 3).

The funding for Phase 1 and 2 of Traffic Wizard will be handled almost entirely by Small Business Innovative Research (SBIR) grants. Many government agencies are required to set aside a certain percentage of their money to provide grants to small business developing innovative products. As Traffic Wizard relates directly to transportation, Traffic Wizard will be seeking SBIR funding from the Department of Transportation. The money comes with stipulations; it cannot be spent on marketing, for example, and must be spent within the project phase for which it has been awarded, which is why we will not be able to use any of this money for Phase 3.

Phase 3 will be funded by business loans and subscription fees collected from the users after the product's launch.



Phase 1 Funding

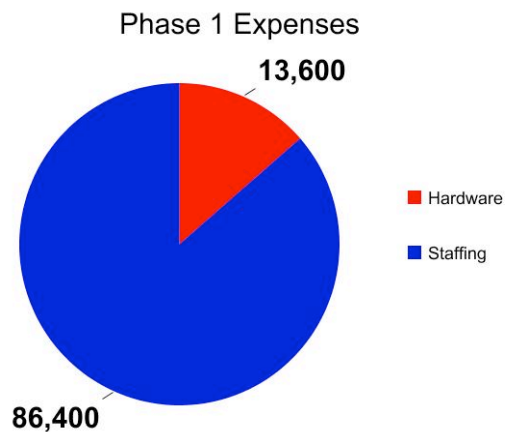
For this phase of the project, the Traffic Wizard team will apply for funding from the Department of Transportation SBIR program, with the understanding that up to \$100,000 may be made available to us. Development work for phase 1 is centered around producing a viable prototype and will include the following tasks, not in any particular order:

- Identification of requirements and scope
- Initial hardware/software configuration
- Programming
- Project Planning
- Software Design
- Testing

Table 1: Expenses Phase 1

| Resource | Amount |
|-------------|--------------|
| Hardware | -\$13,600.00 |
| Staffing | -\$86,400.00 |
| SBIR Grants | \$100,000.00 |
| Balance | \$0.00 |

Figure 1



The hardware cost includes 6 workstations, 6 Android phones, and 2 servers. The staffing cost covers the salary of our programmers, manager, and contractors over the course of Phase 1. We plan to conduct this phase from within ODU, which will also alleviate any building costs.



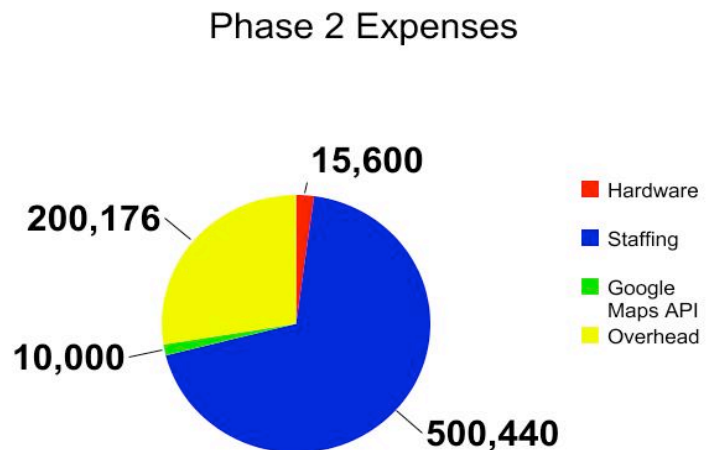
Phase 2 Funding

After successfully completing Phase 1, the Traffic Wizard team will become eligible to receive up to \$750,000 more in SBIR funding. Phase 2 is centered entirely around creating a functional prototype and development. For Traffic Wizard, this includes:

- Hiring
- Server Configuration
- Software Development
- Testing

Table 2 Expenses Phase 2

| Resource | Amount |
|-----------------|---------------|
| Hardware | -\$15,600.00 |
| Staffing | -\$500,440.00 |
| Google Maps API | -\$10,000.00 |
| Overhead | -\$200,176.00 |
| SBIR Grants | \$750,000.00 |
| Balance | \$23,784.00 |



The hardware cost consists of 6 workstations, 6 Android phones, and 3 servers. Overhead has also been added due to the fact that at this point Traffic Wizard will move to its own offices.



Phase 3 Funding

Traffic Wizard will launch to the public directly after Phase 2 for virtually no cost as it will go directly to the App Store. Phase 3's cost will be entirely on maintenance of the project. The following projections are for the loans necessary to cover the salary costs of employees until the project becomes profitable enough to pay back the loans and related expenses. We also plan to sell collected impersonal traffic data to various organizations to help alleviate costs as well.

Table 3 Expenses Phase 3

| Resource | Amount |
|-----------------|---------------|
| Staffing | -\$316,200.00 |
| Hardware | -\$4,000.00 |
| Business Loans | \$220,200.00 |
| Data Collection | \$100,000.00 |
| Balance | \$0.00 |





Appendix A: Staffing Requirements

Table 1 Traffic Wizard Staffing Requirements

| Phase | Position | Number | Rate | Hours | Gross Total |
|-------|--------------------------|--------|----------|-------|--------------|
| 1 | Project Manager | 1 | \$35.00 | 600 | \$28,000.00 |
| 1 | Software Engineer | 3 | \$27.00 | 1350 | \$36,450.00 |
| 1 | Database Developer | 1 | \$25.00 | 400 | \$10,000.00 |
| 1 | Web Developer | 1 | \$25.00 | 278 | \$6,950.00 |
| 1 | Database Consultant | 1 | \$100.00 | 50 | \$5,000.00 |
| 2 | Project Manager | 1 | \$42.00 | 1780 | \$74,760.00 |
| 2 | Software Engineer | 4 | \$34.00 | 7120 | \$242,080.00 |
| 2 | Database Administrator | 1 | \$40.00 | 1800 | \$72,000.00 |
| 2 | Software/Hardware Tester | 2 | \$31.00 | 1800 | \$111,600.00 |
| 3 | Project Manager | 1 | \$45.00 | 800 | \$50,400.00 |
| 3 | Software Engineer | 2 | \$35.00 | 800 | \$78,400.00 |
| 3 | Webmaster | 1 | \$25.00 | 200 | \$7,000.00 |
| 3 | Database Administrator | 1 | \$35.00 | 400 | \$19,600.00 |
| 3 | Tech Support | 8 | \$12.00 | 6400 | \$76,800.00 |
| 3 | Other Staff | | | | \$84,000.00 |

Appendix B: Resource Requirements

Table 2 Traffic Wizard Resource Requirements

| Phase | Item | Number | Cost per Item | Total Item Cost |
|-------|-----------------|--------|---------------|-----------------|
| 1 | Workstations | 6 | \$1,000.00 | \$6,000.00 |
| 1 | Android Phones | 6 | \$600.00 | \$3,600.00 |
| 1 | Servers | 2 | \$2,000.00 | \$4,000.00 |
| 2 | Workstations | 6 | \$1,000.00 | \$6,000.00 |
| 2 | Android Phones | 6 | \$600.00 | \$3,600.00 |
| 2 | Servers | 3 | \$2,000.00 | \$6,000.00 |
| 2 | Google Maps API | 1 | \$10,000.00 | \$10,000.00 |
| 3 | Workstations | 4 | \$1,000.00 | \$4,000.00 |