

Podcast Project

Intuinno

Simple innovation

Podcast

- Word of Year, 2005
 - New Oxford American Dictionary,

Why is it significant?

- It has the potential to be the next broadcasting media
- It already broke the chasm and positive cycle began with the help of iPod
- Unexpected IPTV
 - like internet was unexpected MSN

**Problem means business
opportunity.**

Is there any problem?

Why 1%?

Pew Internet & American Life
22 November 2006

- 12% of internet users have downloaded a podcast (from 7% April of 2006)

- 1% downloading Daily (Unchanged)

- Telephone survey of sample size 972 adult internet users)

- More interestingly, on average less than 20% listen to their podcast downloads on an MP3 player or other digital device
 - Bridge Ratings Nov 2005

Knowledge-Storm/Universal McCann
Survey of Business-to-Business Users
June 2006

- **41% had listened to a podcast at least once, 34% “never used one”**
- **69% listened *at their computers***
- **55% said they would more likely consume white paper/analyst reports in podcast format**



The McGraw-Hill Companies
BusinessWeek .com

NEWS ANALYSIS November 27, 2006, 9:46PM EST

What Podcasting Revolution?

More people are downloading audio feeds, but few do it regularly, according to a new report from the Pew Internet & American Life Project

by Catherine Holahan

Problem

- Sync does not occur so much
- Portable is not so good for media

Walkman, Pocket radio

vs

Home Audio, Car Audio

Docking Speaker

- 47 종류 at Apple.com



Car Dock System



 SMART PARK
AUTOMOTIVE TECHNOLOGIES



 SMART PARK
AUTOMOTIVE TECHNOLOGIES



Acura



Audi



BMW



Chrysler



Dodge



Ferrari



Ford



GM



Honda



Infiniti



Jaguar



Jeep



Mazda



Mercedes



Mini



Nissan



Scion



Suzuki



Volkswagen



Volvo

After-market solutions



Alpine



Blitzsafe



Clarion



Dension



Kenwood



Harman Kardon



Monster



Peripheral



PAC



Pioneer



PIE



VAIS Technology

IPod is simple, isn't it?

Is it simpler than radio or TV?

IPod users are active users

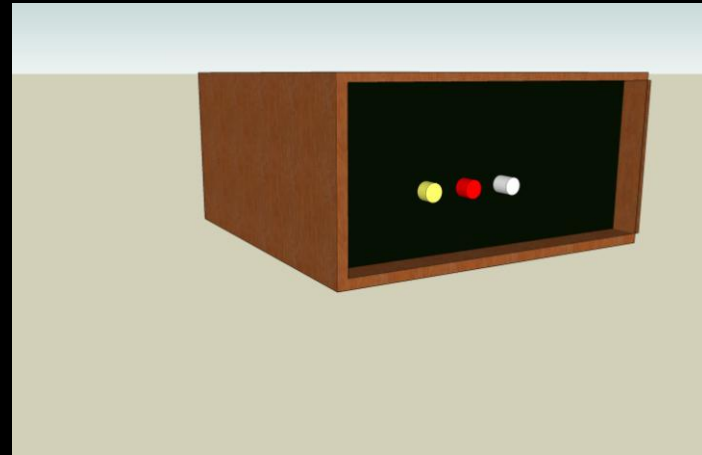
However there are 10 times more
passive users.

* Active user prefer CD & DVD, while
Passive user prefer Radio & TV.

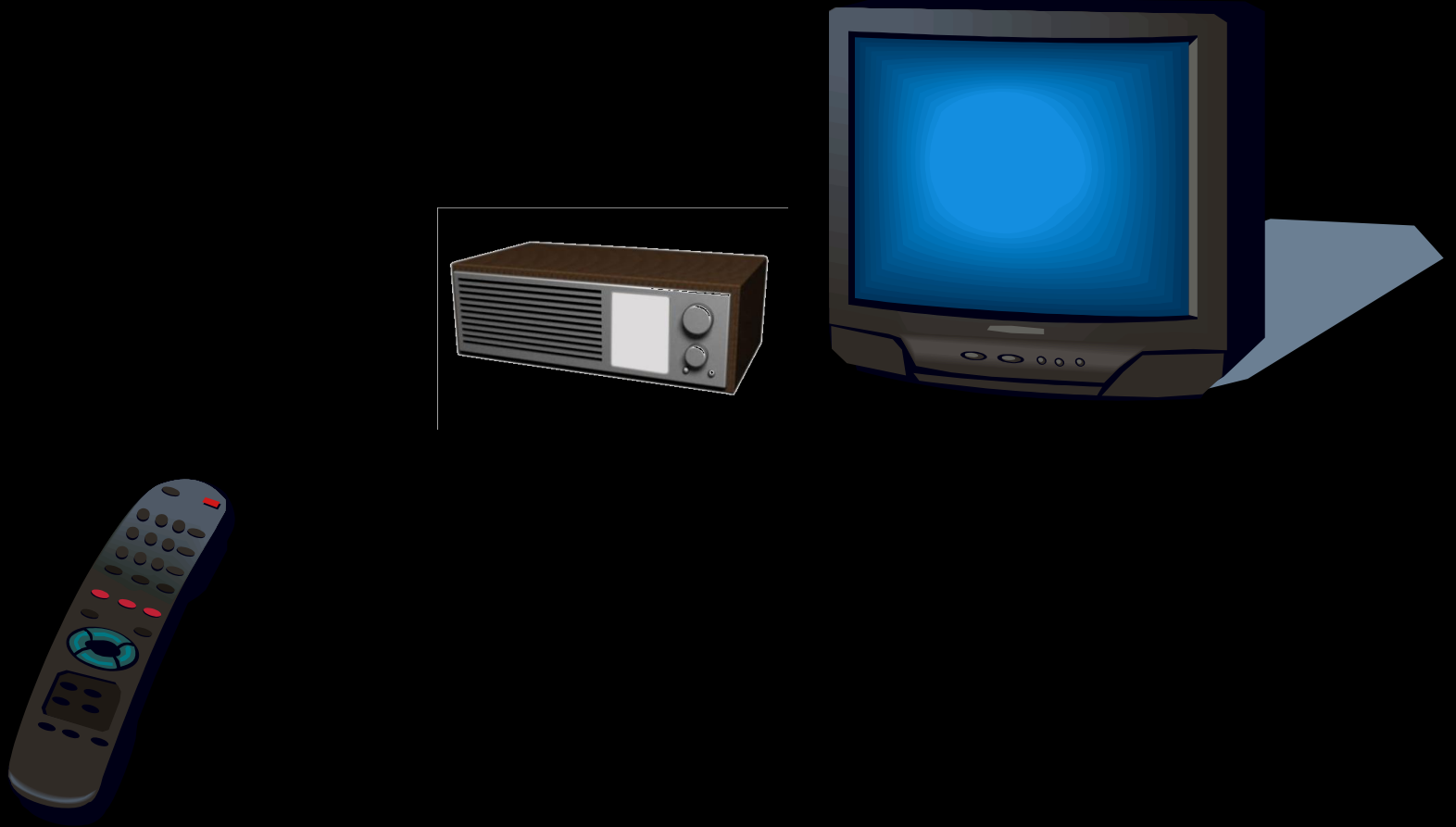
IDEA

Podcast for Passive User

Podcast Radio



Podcast TV



Podcast CAR Audio



- Built in Mobile Connection
- Sync when mobile traffic is low
- Sync in Garage

Device Interface

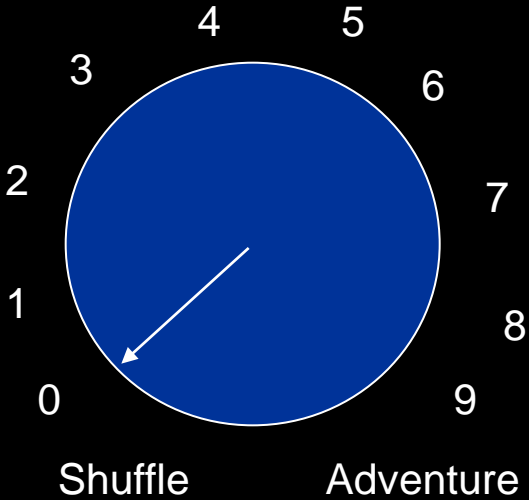


Status LED

Episode

Station

Volume/ On/Off




Web Interface


podcast search: Series

what we like this week


new and noteworthy




Skeptical Gaming
All the gaming, none of the hype.



FADER 42
MAVADO
THE NEW
FRESH
POSSIBLE




The Truths Behind Weight Loss




The Jodcast Night Sky

staff picks




Santa's



Red


what other people like

Most Popular **Highly Rated**




this WEEK in TECH - MP3 Edit...
Your first podcast of the week is the last word in tech...

Free




NPR: All Songs Considered
An eclectic mix of fresh music by emerging artists and ...

Free




Science Friday - Making Science...
Science Friday, as heard on NPR, is a weekly discussion...

Free



Cramer Radio Podcast
Investing guru Jim Cramers nationally-syndicated radio ...

Free



Learn Mandarin Chinese With ...
Learn Mandarin Chinese with free daily podcasts and a p...


Free

explore on your own

main categories

arts	food	radio
business	music	sports
comedy	news	technology
education	politics	
entertainment	science	

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Verizon Online High-speed Internet
The best value in broadband

- As low as **\$19.99/mo.** for up to 768K
- Modem Included

LEARN MORE >

- <http://podcast.yahoo.com>

Registration



The image shows a screenshot of a web application window titled "Intuinno! Podcasters - Welcome". The window has a blue title bar with standard Windows window controls (minimize, maximize, close). The main content area is white and contains a registration form. The form is enclosed in a light gray border and has the text "Intuinno" at the top left. Below this, it says "Welcome new customer !". There are three input fields: "ID:" with the value "jyshin@ieee.org", "PW:" with the value "*****", and "Serial Number:" with the value "1111000011110000". A "Register" button is located at the bottom center of the form.

Intuinno! Podcasters - Welcome

Intuinno

Welcome new customer !

ID:

PW:

Serial Number:

Station Select

Intuinno! Podcasters – Register your podcasts

<input checked="" type="checkbox"/>	CH0 Link Address : <input type="text" value="leoville.tv/podcasts/twit.xml"/>	Preference: <input type="text" value="Keep all"/>	<input type="button" value="OK"/>
<input type="checkbox"/>	CH1 Link Address : <input type="text" value="default"/>	Preference: <input type="text" value="Keep latest five"/>	<input type="button" value="OK"/>
<input type="checkbox"/>	CH2 Link Address : <input type="text" value="default"/>	Preference: <input type="text" value="Keep latest five"/>	<input type="button" value="OK"/>
<input type="checkbox"/>	CH3 Link Address : <input type="text" value="default"/>	Preference: <input type="text" value="Keep latest five"/>	<input type="button" value="OK"/>
<input type="checkbox"/>	CH4 Link Address : <input type="text" value="default"/>	Preference: <input type="text" value="Keep latest five"/>	<input type="button" value="OK"/>
<input type="checkbox"/>	CH5 Link Address : <input type="text" value="default"/>	Preference: <input type="text" value="Keep latest five"/>	<input type="button" value="OK"/>
<input type="checkbox"/>	CH6 Link Address : <input type="text" value="default"/>	Preference: <input type="text" value="Keep latest five"/>	<input type="button" value="OK"/>
<input type="checkbox"/>	CH7 Link Address : <input type="text" value="default"/>	Preference: <input type="text" value="Keep latest five"/>	<input type="button" value="OK"/>
<input type="checkbox"/>	CH8 Link Address : <input type="text" value="default"/>	Preference: <input type="text" value="Keep latest five"/>	<input type="button" value="OK"/>
<input type="checkbox"/>	CH9 Link Address : <input type="text" value="default"/>	Preference: <input type="text" value="Keep all"/>	<input type="button" value="OK"/>

Keep all
Keep latest one
Keep latest two
Keep latest three
Keep latest five
Smartly

User Experience

- 박스를 연다
- 전원을 켜는다
- 방송을 듣는다
- 아들에게 더 듣고 싶은 방송을 말해준다.

Advanced User EXP

- 박스를 연다
- 전원을 켜고 TV와 연결한다
- 웹사이트에 제품을 등록 한다.
- 웹에서 자기가 듣고 싶은 방송을 선택한다
- 방송을 즐긴다

New Opportunity

User &
Contents



Contents / Platform
Low equilibrium
No User / No Contents

iPod broke the equilibrium
Begins positive cycle
More Platform/ More Contents
Expanding Market

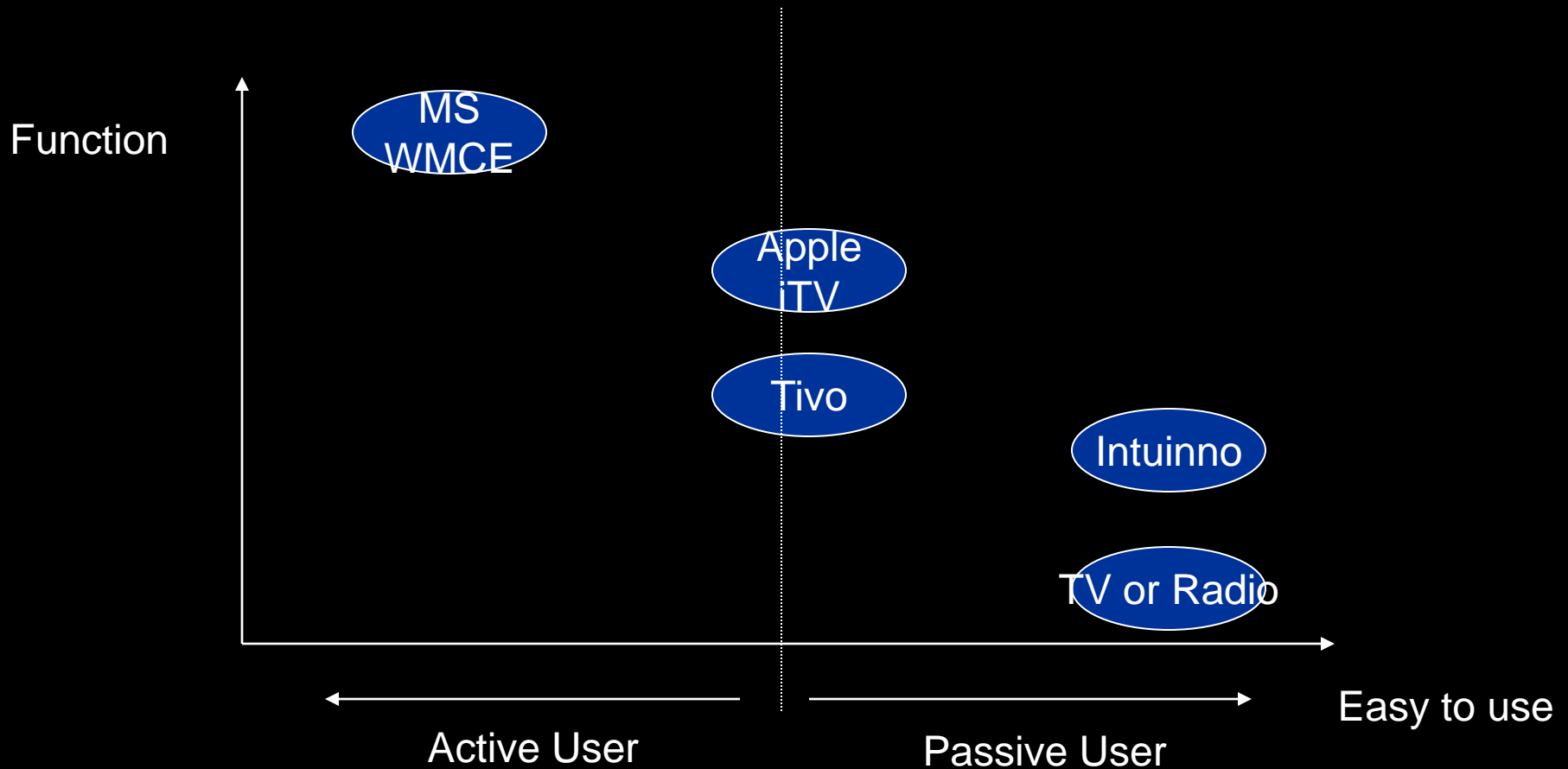


Now

Contents reaches Tipping Point
Podcast without iPod
Podcast enable TV
Podcast enabled Audio
Podcast enable Car

Time

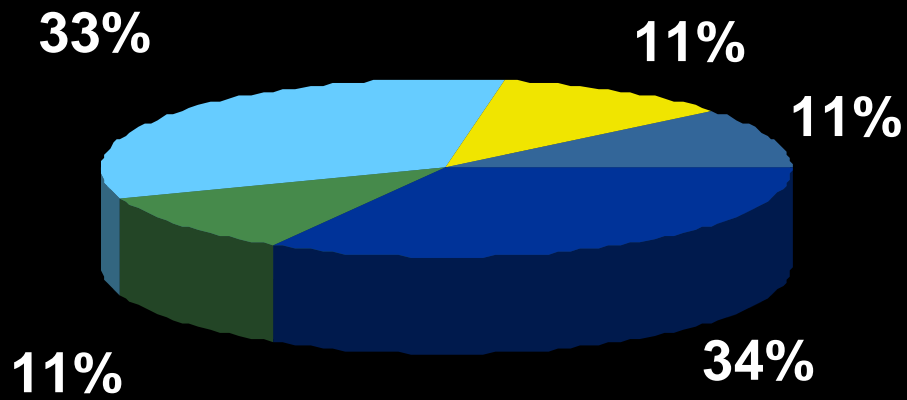
Positioning Map



Word of Mouth epidemics

- First geek group
 - listen about Intuinno from the podcast like “Cnet” or “This week in tech”
 - see video review on Cnet or Zdnet
 - Order one from the Ebay
 - Present or recommend to the other people
- Early mainstream
 - Reads about it from Wall street Journal or Business week “Holiday wish list”
 - Ad in their podcast like NPR or BBC news
 - Pick up one from radioshak or circuit city

Bill of Material



Total : \$45

Balance Analysis in First Year

		per month	Per year
Sales		$11 \times 30\text{days} \times \$200 = \$66,000$	\$792,000
Expenses	Personal	$10 \times \$4,200 = \$42,000$	\$504,000
	Welfare	10% of personal expenses = \$4,200	\$50,400
	Manufacturing	Total 4000 x \$100 = \$400,000	\$400,000
	Advertising	2% of sales = \$1320	\$15,840
	Extra	10% of sales = \$6,600	\$79,200
	Sum		\$1,049,440
Profits			-\$257,440