



THINK TANK SESSION:
mCommerce: Forget the Hype --
Let's Get Down to "REAL" Market
Opportunities!
June 27, 2001

"mCommerce Applications"

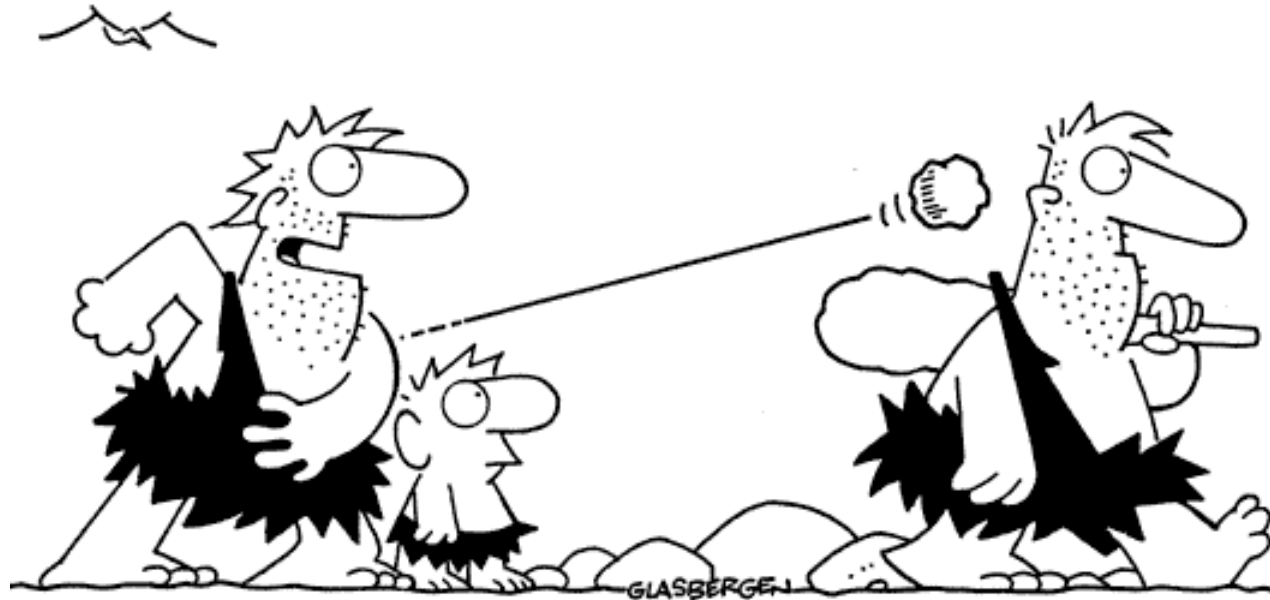
A Presentation by
Mr. Erik A. Steiner
Managing Partner, Unwired Marketing





The Latest in Wireless Communication

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"WHEN YOU WANT TO GET SOMEBODY'S ATTENTION,
THROW A ROCK AT HIS HEAD. IT'S THE LATEST
THING IN WIRELESS COMMUNICATION!"





Quick Intro

- Erik A. Steiner, Managing Partner, Unwired Marketing
- Founder, Model N (2001 Upside Hot 100) & Veranto
- mCommerce Player – since 1999
- “Way-early” Adopter – Internet since 1989
- Engineering Undergrad Technion, MBA Wash U (Olin), MABR Stanford





The Market is Set to Take Off!!!

UMTS, 2010

Mobile devices generate
\$1 Trillion in WW commerce
annually

Gartner, 2004

800m consumers WW
use wireless data services

UMTS, 2010

3G mobile services –
operator-retained revenue
\$300B WW

Forrester, 2005

177m US consumers
subscribe to mobile
services

GSM Association, 2001

Average monthly usage
of SMS surpasses 25B

Telecommunications Industry Association, 2004

Overall US wireless market
to reach \$134B

Cahner's In-Stat Group 2005

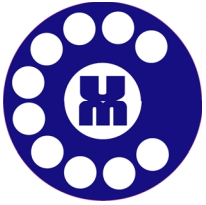
WW wireless penetration 24%

Solomon Smith Barney 2005

965m
Bluetooth devices WW

IDC, 2005

83% of cellular, paging
subscribers location-enabled



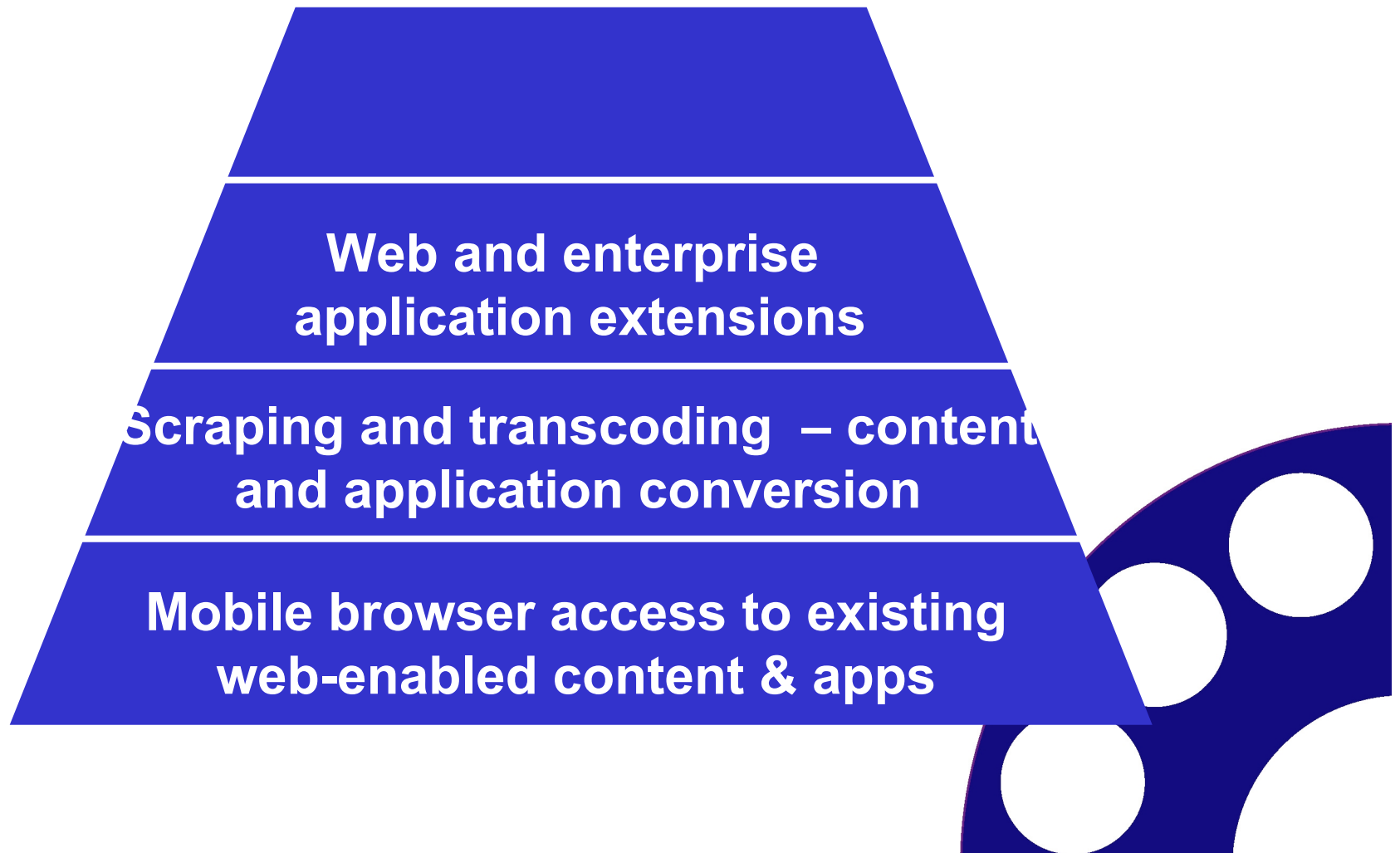
But...it's NOT. Why?

- Corporate world stuck in Web paradigm
- Business Models Ad- and/or Subscription-based
- Applications no more than extending existing Web-based and enterprise systems
- ...and they're being implemented as “one-offs”
- Deployment is dependent on carriers and device OEMs
- “Location-based” driven by GPS technology
- “Broadband” waiting for 3G...
- ...and the wireless world is mired in wars over everything!





Mobile Application Hierarchy





We Need “Chasm-Crossing” Applications!!!

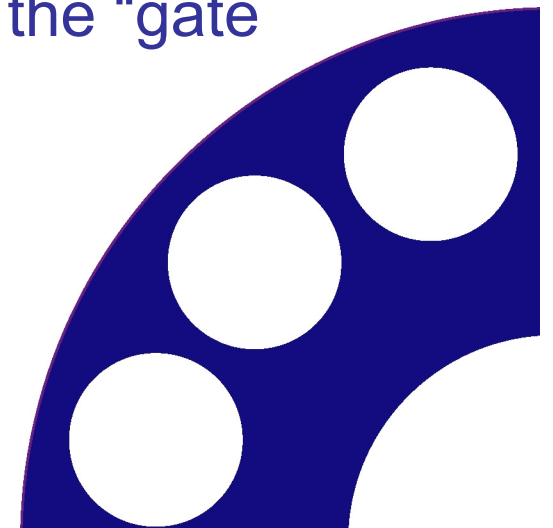


Ausable Chasm, New York



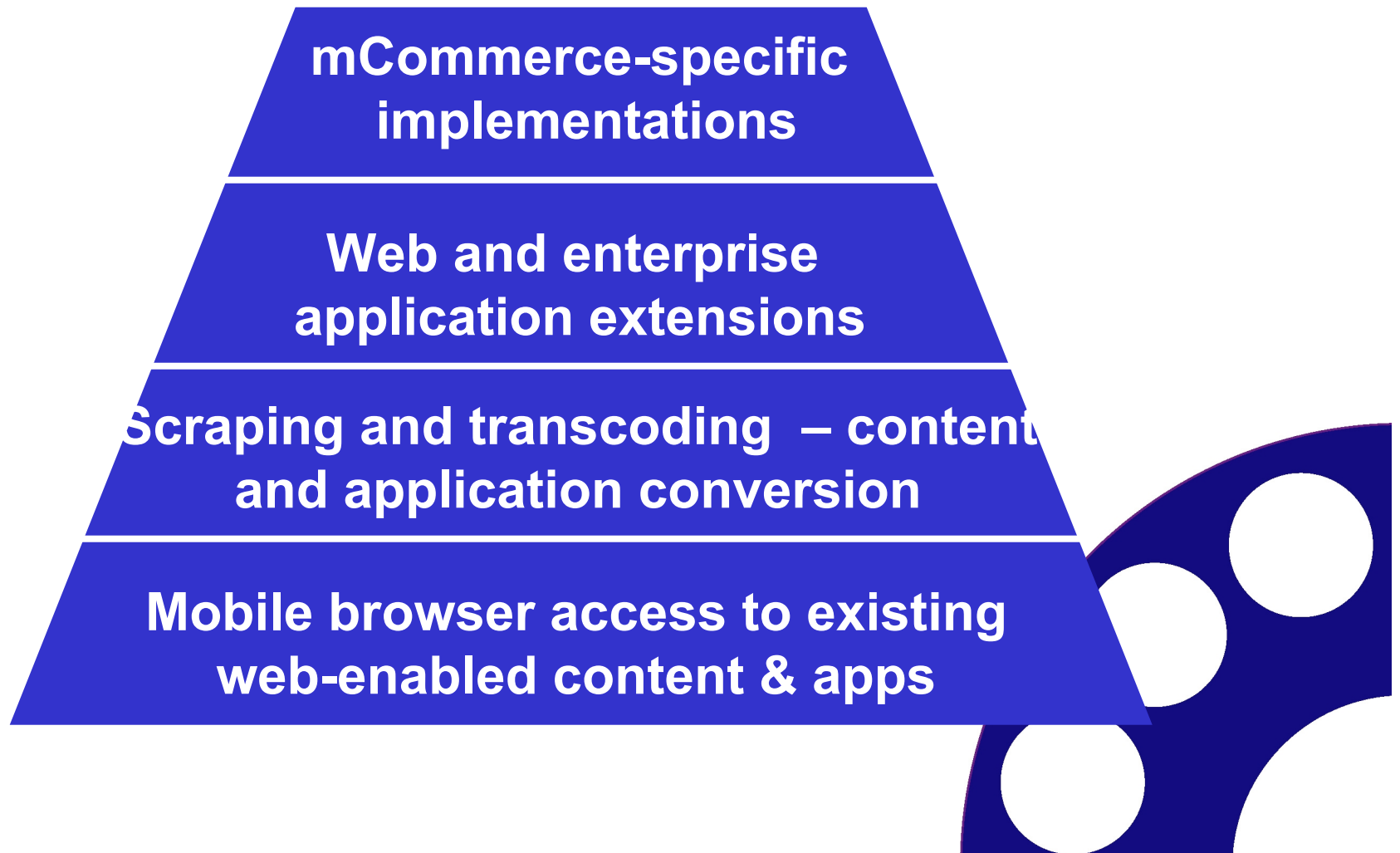
How Do We Cross the Chasm?

- The Web is pervasive – now, think beyond the Web
- Business models will become transaction-driven
- Applications need to be designed for mobile commerce
- Implementations need to leverage location-based opportunities – move away from Web and C/S think
- Development needs to rely on proven tools
- Deployment needs to be independent of the “gate keepers”
- Not GPS, Not 3G...
- Don't place bets...play the field





Mobile Application Hierarchy





THANKS!

Erik Steiner
Managing Partner
Unwired Marketing
“Cross the Chasm”

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