

**Stevens Institute of Technology announces the  
The Howe School's Next Great Idea in Wireless Evolution Competition  
May 12, 2008**

*Deadline for Submission is 5/1/08*

Entries will be judged on the following criteria:

Submission Guidelines: Submission is for The Next Great Idea in Wireless Technology. This is open to a Wireless Location Based Product/Application, or Enabling Technology which has been in existence for less than 2 years. Each submission should include three statements outlined below:

**Clarity of Idea**

In 100 words or less describe the problem your technology, product/application or process solution has solved or the need it met for your customer and the technology deployed. This is your elevator pitch. Make it brief and to the point. Judges evaluation will be based on the uniqueness and value of your proposed idea or offering.

*GPS Phone Locator is the kajeet easy to use web-based service that helps parents find their kid's kajeet phone. Parents can use the web to locate a phone at any time, or set up automatic locates for specific times of day and then let GPS Phone Locator do the rest. No-more misplaced phones – kid's can even find them too. GPS Phone Locator is unique in being available as part of a pay as you go service on kajeet – the cell phone service made for kids.*

**Value Proposition**

In 250 words or less, describe why someone would be compelled to purchase and use your technology, product/application or process. Judges will evaluate the entry based on the strength of your description.

We suggest you include:

- The economic business case
- Estimate total demand for the solution (market size)
- Description of state of problem – size or urgency
- Impact and Results achieved

*Kajeet is the only cell phone service specifically made to meet the needs of tweens and young teens, a large, underserved market of 36 million kids between 8 and 16. Only 50% of this market has phones (iGR, 2007), and the market is growing at 10% CAGR through 2011.*

*Survey results show that GPS technology is the most desired feature by parents; kajeet met this need by offering the only web-based service in the pay-as-you-go market, allowing parents and kids to easily find their kajeet phones. GPS Phone Locator provides and reinforces the security that parents and kids need when getting a mobile phone.*

*The kajeet service also offers great rates (less than \$10/month, 10 cents per minute, and 10 cents per text – and value bundles for communicators), with no annual contracts, no activation fees, and no termination fees. Additional unique features offered include:*

- *TimeManager – Decide when the phone can or can't be used. Great for school hours, study time, or after hours.*
- *WalletManager – Two separate wallets allow parents to decide who pays. Calls to Mom, Dad, and Grandma - and GPS - can be paid for out of the parent wallet, while calls and texts to friends get paid out of the kid wallet.*
- *Contact Manager – Get the calls and texts you want, block the calls and texts you don't. Parents and kids can set up a phone book of who can and can't call and text. Calls from the bully at school? Not anymore.*

## **Credibility**

In 250 words or less, describe the credibility of your company and solution. Judges will evaluate the entry based on the support for your proposition, including Proof of Concept; trial customers and/or Industry Recognition.

We suggest you include:

- Background of company, size, years in business
- Intellectual property
- Team experience
- Key partners – include service providers, carriers or other technology partners that have successfully deploy the solution

*Founded in 2003, kajeet is based in Bethesda, MD, and kids are the center of our universe. kajeet keeps parents + kids talking with online management tools and kid-friendly features, and with no annual contracts and no surprise bills. Parents can find kajeet phones at more than 3,000 select retail locations nationwide, including Best Buy, Target, Toys “R” Us and Limited Too, as well as online at [www.kajeet.com](http://www.kajeet.com). In addition, kajeet retail cards are offered in over 14,000 points of purchase, including Rite Aid, CVS, and Longs Drug Stores. kajeet platform partners include Sprint, Telcordia, Qualution, Brightpoint, and InComm, and Wavemarket. kajeet business partners include Time Warner/Turner (Cartoon Networks), Cellmania, AOL, Google, Whyville, and Fox. kajeet financial partners include Bessemer, Fidelity, Gabriel, Interwest, and DFJ Growth. The kajeet team has immense industry experience, with backgrounds at Sprint, T-Mobile, AT&T, Incomm, DirectTV, MTV, Ericsson, SimplyWireless, and USInternetworking.*

All entrants are required to submit their submissions by May 1

Up to five participants will be selected to present their Next Great Idea at the event on the afternoon of May 12th in an eight minute presentation. Selected firms will be invited to participate in special Howe School programs.

The selection committee will include representatives of Stevens Institute of Technology, Kaufman Brothers and selected venture capital firms.

For more information or submission, contact Jan Klein at [janklein@stevens.edu](mailto:janklein@stevens.edu)