The Smart Travel Solution for the New Millennium

A White Paper

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EXECUTIVE SUMMARY

Traveling for business or pleasure takes a lot of planning and resources, two things that are in short supply. Perhaps the need to get away and the personal stress are too great to properly take the time to research a destination, travel arrangements, and accommodations. Not everyone can afford a personal assistant, but now everyone can have Packr. Packr is a complete system for all your trip-planning needs: a suitcase tightly integrated with a web app to ensure that all your travel needs are met. The planning system interacts with our central database system, granting the user access to hundreds of destinations, complete with up-to-date environmental information. This system can be accessed from a smartphone or from your desktop computer via the Web, and also includes a plethora of customizations to completely personalize Packr. Packr can generate packing lists and itineraries, all with the press of a button, or in the premium packages, automatically when client stress levels are detected to be too high.

The patented Packr suitcase comes in a variety of sizes, and will automatically interface with Packr web app via Bluetooth, or via an optional built-in LTE connection. The suitcase will be equipped with a packing assistant that can assist with the physical packing, and even pack for the user when necessary. Packr packs itself in more ways then one. It also is self-propelling, so that users do not need to break their backs carrying a heavy bag. Each suitcase will be tailored to the user, complete with password protection or biometric security if the user desires. Other features such as a charging station, a portable Wi-Fi hotspot, and GPS unit are also available and are easily installed into the suitcase.

No other solution like this exists. Not from Samsonite, Victorinox, American Tourister, or Timbuk2. THK is proud to be the pioneers in this new age of the total travel package.

INDUSTRY-WIDE PROBLEM

Suitcases help the user get from point A to point B in their travels by holding their items, making it easier to travel. There isn’t much variation in what a suitcase does other than that. The suitcase will not help the user with the tedious step of not only choosing a destination, but also purchasing the airline tickets and accommodations. The suitcase will not make sure everything the user needs to bring along on
the trip is packed safely away. Nor will it physically assist in the packing. The ordinary suitcase is just merely a container to bring items from one place to another.

There are other problems during travel that the ordinary suitcase cannot solve. For example, say the user is on a long layover at the airport. The user’s smartphone is rapidly running out of battery power, and there are no outlets available to recharge the phone. The ordinary suitcase does not contain any solutions for this problem. Forgotten items on a trip are also an inconvenient and depressing way to remember an otherwise pleasurable vacation. Remembering what not to pack is also an issue, with new stringent restrictions for airplane travel constantly changing.

Additionally, every industry has the problem of stress. Stress has been shown to cause employees to be less productive\(^1\). This problem is hard for employees to self-diagnosis and for employers to recognize. According to a Forbes article, about 30% of employees self report high levels of stress.

Finally, the Internet has democratized travel planning. This caused the end of the personal travel agent. Travel retail locations in the US have declined from 34,000 to 13,000 and the remaining travel locations have shifted their business from personal travel planning to corporate travel planning\(^2\). Now that people are planning their own trips they now have to choose between a plethora of options and this can be a daunting task.

**EXISTING SOLUTIONS**

Since the suitcase industry at this point in time does not have an integrated solution for these issues, all actions needed to remedy these situations need to be performed by the user. Significant time is wasted by the user looking through mountains of brochures and documentation on desirable destinations, monitoring internet sites to get the “best deal” for a particular flight, making a packing list and physically packing the suitcase. This doesn’t even include the time at the airport wasted looking for a free outlet to charge any number of devices that the user is carrying at the time.


There are many packing list applications available for a smartphone out there that do manage to do a serviceable job of maintaining a list of what to pack on a trip, but all that information is, once again, left up to the user to generate. These applications, however, do not integrate fully with a suitcase, and are generally not kept up to date in terms of what items are needed for a particular area. The user must also know what they have on hand already. The user is left wasting valuable time keeping up to date not only with the requirements of the destination, but of their existing inventory as well.

Only a few people can afford to hire personal assistants to pack for them or have someone in their life that packs free of charge. People must sit down and decide how to pack, where to pack, and even where to go. Their only other option is to have someone do these tasks for them. Few have this luxury.

Workplace stress is trying to be dealt with in several ways. Employees are offered “vacation days”, but these are often left unused. A recent CNN report states that Americans end most years having not taken all their vacation days\(^3\). Companies also have embraced “workplace flexibility” in an effort to reduce stress. However, not all jobs can be done from outside of the workplace.

Finally, there are several sites like Kayak, Priceline, and Orbitz that seek to offer people easy and cheap ways to travel plan. These sites have been known to raise prices if a user has searched for the price in the past\(^4\). Furthermore, these sites are not known to offer good reviews on trips and users must scour the Internet for dubious information.

**A NEW, IMPROVED SOLUTION**

Packr was designed to be an all-encompassing system, taking the tasks of trip planning and packing away from the user, leaving the user free to enjoy their trip instead of adding to their stress levels. Packr adds a mountain of customization options to tailor the package to the user’s individual needs, instead of a one-size-fits-all approach. All the user’s options and requirements are stored both on a central cloud database and locally on a smartphone application, with regular synching taking place. The

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application facilitates not only the configuration process of Packr, but it will direct the execution phase as well, without any intervention necessary from the user.

The planning phase of Packr starts with a short questionnaire completed by the user upon purchase of the package. These questions do not have to be filled out entirely by the user, but the more information and data the user supplies, the better the experience can be personally tailored to fit their needs. The questionnaire can be answered via the downloadable smartphone application, via the web site interface, or through communications with one of Packr’s support staff. Once the questionnaire is completed, Packr is now registered with the database. An additional optional step of inventorying current possessions takes place here, allowing the user to keep track of what clothing and other items they have in hand that they would potentially desire to travel with. This process is performed by using the smartphone application, provided the smartphone has a camera installed, or it can be done by uploading pictures via the web site. Once these steps are performed, the planning phase may begin.

The planning phase may be triggered manually, or it can be set to trigger automatically by constant monitoring of the user’s stress levels. Once the process is triggered, Packr analyzes the answers given by the user, and searches for the ideal destination. The destination is selected, and a checkpoint is put in place to monitor for the best prices for travel, either by airplane, train, bus, boat, or whatever mode the user desires. An itinerary is automatically generated, and a packing list based on the user’s inventory and destination is sent to Packr suitcase via an optional LTE connection built into the suitcase. If the packing add-on was purchased, physical packing of Packr suitcase(s) takes place. If not, the user will still have a generated packing list to check.

On travel day, any forgotten items not packed inside the suitcase according to the packing list will be listed and sent to the user as a last minute reminder. Packr can determine these items automatically by using its internal item recognition system. Security restrictions for both origin and destination countries are also updated on a constant basis, so any forbidden items are automatically excluded from Packr-generated packing list. As Packr suitcase knows what was originally packed into the suitcase, a reminder list can be sent for any items that are not returned to the suitcase upon departure from the destination as well, leaving the user free from worry about forgotten items. Users are also able to update their packing
inventory during their trip using the smartphone application or the web, ensuring that any items purchased during the trip are also accounted for in this final check.

During travel, the user is able to charge their electronic devices via the optional charging pack built into Packr suitcases. The only requirement to the charging pack is that it is charged before departure. Also available are a solar charger to keep the suitcase supplied with power. Any number of devices can be charged using the optional charging pack. Additionally, the user does not even have to carry the suitcase. Pack can be configured to automatically follow the users smartphone.

**CASE STUDY**

We offered a mix of free Platinum Packrs to a wide range of customers that had answered a survey conducted by Investigative Surveys, Inc. In total, 100 systems were distributed to executives traveling on business, and to families getting ready to go on vacation. These participants stated they were either getting ready to travel or were planning to travel in the following three months. During these three months, the participants not only tested the features offered by Packr, but the durability of the supplied suitcase as well. Following the three-month trial period, the participants were asked to evaluate their experiences with the system. Daryl S, chief financial officer at a local tavern, said, “It did everything that was promised in helping me plan my trip to the Cayman Islands. I was especially pleased with the discretion with which my itinerary was handled.” Kate M., housewife and mother of seven children, stated, “Our trip to <famous amusement park> could not have gone smoother. Packr even sounded an alarm when we almost left the hotel without Kevin.” Out of the original distribution of 100 systems, 87 participants said they would continue to use Packr, and recommend to their friends to purchase a system of their own. 9 participants stated that they were unsure whether they would use the system again, and the remaining 4 participants have not been heard from since the trial period started. With almost 9 of 10 participants returning with a positive response, Packr looks poised to be THE ultimate travel solution on the market.

**CONCLUSIONS AND CALL TO ACTION**

Packr shows it fills in the gaps in travel left by the ordinary suitcases now available in the market. Packr’s basic package can take the stress out of planning and preparing a trip, and with the additional
features available in the Gold and Platinum packages, can also make the rest of the trip a breeze as well.

THK is currently looking for testers for new versions of Packr. If you are interested in joining Packr family, or are just looking for additional information on pricing packages, please visit our website at http://www.packr-system.com or give our customer service department a call at 1-800-PCKROWNS.

ABOUT THE COMPANY

THK’s story of their meteoric rise from a small group brought together by a common class on computer ethics to the moral powerhouse in the suitcase industry is no secret. There are four pillars to the Packr foundation. These include the founders: Erik Talvi, Andrew Howard, and Pavat Komkai. The fourth pillar is the founders’ ethical and intellectual role model: John Quan. John Quan was the founders’ instructor in the University of Alaska Fairbanks class where they all met.

Erik Talvi is a Socratically educated Hawaiian. He has travelled extensively as it was the only cure for the infectious disease Island Fever.

Andrew Howard, known at Packr as the “Wunderkind”, was trained in information technology at a young age. He attended the Fairbanks technical school, Hutchinson, where he was trained in the mystic art of Information Technology.

Pavat Komkai is Packr’s inspiration. From his humble roots as a desk lackey, he slowly rose to the position of Systems Analyst at Goldstone Valley Elevator Accessories. Also, Pavat leads Packr’s global division due to his command of English, Japanese and Thai languages.

Mission Statement: To find the most efficient way to pack away the world’s problems.

Values: Efficiency, Autonomy, Technology, Ethics.