Tracking of Shipped Packages

Comm N Sense offers low-cost supply-chain monitoring solutions to enable tracking of shipped packages down to the case or box level. The company’s goal is to facilitate safer and more cost-effective shipping of highly perishable products, including produce and seafood, which spoil easily, and delicate biological materials, such as the blood and organs needed for life-saving transfusions/transplants. These products are extremely sensitive to environmental conditions, and tracking their locations using the Comm N Sense Solution could reduce spoilage and waste, saving millions of dollars annually.

Technology

The Comm N Sense Solution provides clients with the tools necessary to inexpensively monitor and track an entire supply chain down to the last box. The company offers a service that is more cost-effective than available solutions based on radio-frequency identification (RFID) technology. Shipment tracking allows for better internal quality control monitoring and independent validation of a shipment’s integrity to end customers. Using a platform based on hardware, software, and Web access, data is recorded in the cloud for easy access from any location. Any company will be able to track the location, temperature, shock disturbances, and other data without the investment in infrastructure required by current RFID systems. Verified users can view a specific shipment’s status and history or monitor the company’s entire supply chain. The Comm N Sense Solution’s service-based approach provides a convenient, affordable alternative to available RFID package tracking.

Market Potential

The Comm N Sense Solution is appropriate for a variety of markets since many industries could benefit from improved product tracking or monitoring. The company’s initial marketing and commercialization efforts will focus on blood shipments, as the value of these packages is higher than that of most shipped goods. After blood banks, the produce, seafood, floral, and pharmaceutical industries will be targeted. The value proposition of the Comm N Sense Solution rests mainly in its ability to mitigate billions in losses in cold supply chains. As these savings are realized and the system becomes accepted, it is estimated that Comm N Sense will have $3 million in annual revenue within three years of full release.

Strategy

The company will begin a product launch in October 2014 to coincide with the American Association of Blood Banks’ annual conference. Marketing will be conducted chiefly through business-to-business contact with small and midsize companies that have closed-loop supply chains. The services of private consultants will also be secured to target industries within their specialty. Additionally, Comm N Sense will build relationships with retailers, as they have an important influence on suppliers’ willingness to invest in technologies that ensure shipment integrity.
Management Team

Adam Kinsey, Founder
Adam Kinsey gave up a Ph.D. fellowship at the University of Florida to become Comm N Sense’s founder. He earned his B.S. in electrical engineering at the University of Florida and has worked at Lockheed Martin and Texas Instruments.

Bob Minchin, Business Developer
Bob Minchin earned his B.S. in electrical engineering at the University of Florida. Mr. Minchin has worked at the Florida Department of Financial Services, been involved in various political campaigns, and done private consulting.

Peter Borenstein, Hardware Lead
Peter Borenstein earned his B.S. in computer engineering at the University of Florida while interning at Intel.

William McCombie, Software Lead
William McCombie earned his B.S. and in computer science and his M.S. in computer science and agricultural/biological engineering, all at the University of Florida. He has worked for six years as a database administrator in the Warrington College of Business Administration at the University of Florida.

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