Porter's Five Forces Industry Analysis

Bargaining Power of Supplier

- High
- Google Glass
- Only technology like this out there
- Google has the power to control price and how our technology is implemented with the Glass

Threat of Substitutes

- High
- Body cameras and radios
- Most police departments already have them

Rivalry between Competitors

- Low
- Emerging market
- Nothing like this yet

Threat of Potential Entrants

- Medium
- Expertise needed, this market does not exist but can be copied
- Will need to start with own idea

Bargaining Power of Buyers

- Medium
- Police department and government
- Potential product to increase safety and transparency