

Business Case: SRU Horizon Smart Solar Water Heater

Business Case Component	Components Defined
Summarize the marketing need and opportunity	<ul style="list-style-type: none"> • Need: Consumers and organizations face high energy costs (avg. \$430/mo utility bill), government mandates for emission reduction, and a growing demand for sustainable solutions. • Opportunity: We will serve a rapidly growing market (projected 8.50% CAGR) across residential, commercial, and government segments, offering 50-80% savings on heating bills.
Define the primary competition	<ul style="list-style-type: none"> • Competitors: General Electric, Rheem Manufacturing, Bosch, Racold, and Sun Pad. • Competitive Gap: Competitors lack our integrated IoT ecosystem, real-time analytics, and automated efficiency features.
Define product capabilities	<ul style="list-style-type: none"> • Hardware: High-efficiency solar collectors, flexible water storage options, and automated collector positioning. • Residential IoT: A wireless console and a dedicated mobile app (iOS/Android) with a 24/7 help desk link. • Commercial IoT: An advanced mobile app (iOS/Android) for real-time metrics, diagnostics, and remote configuration.
Summarize the Product Vision	<ul style="list-style-type: none"> • To be the market leader in the smart solar water heating sector by delivering the most technologically advanced and user-friendly IoT ecosystem. • To empower all customers to control energy use, reduce costs, and minimize their carbon footprint.
Provide the value proposition and positioning statement	<ul style="list-style-type: none"> • Value Proposition: An intelligent solar heating ecosystem delivering maximum efficiency for 50-80% lower heating bills. • Positioning: For users seeking to cut energy costs, the SRU Horizon is a next-generation smart ecosystem that combines groundbreaking hardware with an intuitive IoT platform for a faster ROI.
Outline how this product concept aligns to strategic objectives	<ul style="list-style-type: none"> • Market Share: Differentiated features will drive the goal of a 20% market share increase. • Profitability: The project is forecasted to deliver a 40% ROI in Year 1.
Describe go to market plans	<ul style="list-style-type: none"> • Q1 2026: Conduct a pilot launch to certify installers and refine processes. • Q2 2026: Full launch through major retail channels (Home Depot, Amazon, etc.). • Q3 2026: Begin targeted marketing and sales to commercial and government segments

Provide a summary financial analysis	<ul style="list-style-type: none"> • Strong financial outlook with a projected 40% ROI in Year 1. • Note: Detailed IRR and NPV calculations are pending final quotes from external partners.
Provide a summary risk assessment	<ul style="list-style-type: none"> • High Risk: Supply Chain Disruption due to high supplier power. • Medium-High Risk: Software development delays due to dependency on an external developer. • Medium Risk / High Impact: A potential security breach of the IoT platform.
List any open issues	<ul style="list-style-type: none"> • Issue: The contract with the external app developer is not yet finalized. <ul style="list-style-type: none"> ○ Action: Finalize the SOW and contract by the end of Q3 2025. • Issue: The financial model needs to be updated for the expanded project scope. <ul style="list-style-type: none"> ○ Action: Complete a revised financial model by the end of Q4 2025.