WORKSHEET – 2

IDEA EVALUATION WORKSHEET

Q1. WHAT’S THE PROBLEM ?

-> Depletion of breathable air.

1. IS IT REAL?

According to the real world observations, the problem seems real.

2. HOW BIG IS THE PROBLEM?

The problems concerns with the increasing air pollution problem in India.

3. WHEN DOES IT OCCUR?

When the carbon levels in the air cross the permissible limit then the problem in breathing

Occurs.

4. FREQUENCY OF OCCURRENCE

After the problem of increasing air pollution caused in Delhi, it is possible to expect high frequency of occurrence.

5. CURRENT SOLUTIONS

Air purifiers without automated working unlike our projects.

Q2. WHO HAS THE PROBLEM?

Everyone is a customer , from an individual to an organisation.

Cities with high air pollution like Delhi.

 PROFILE: Common people

 LIFESTYLE: It is affordable to people with average income.

 SEGMENT: Need

 POSITION-CRITICALITY OF NEED : Moderate

Q3. WHAT’S YOUR SOLUTION

A smarter approach to purify the air.

 WHATS YOUR UNIQUE PROPOSITION

The existing air purifiers has the rectangular or square structure. Our product has hexagonal structure which intakes the more amount of air unlike the competitors present in the market. The feature that makes this product standout from the competition is the solar power batteries.

The batteries are charged using the solar power during the day time.

The charged batteries are then discharged while the air filter works overnight.

The batteries are even capable of being recharged by using the electricity which we generally used at home.

The product constantly moniters the carbon ppm levels in the air and accordingly changes purification extent.

This makes the product standout from the crowd.

 DO YOU OWN IT- IPR

No,We don’t have patent yet.

Q4. WHO IS COMPETITION

-> Philips,Bluestar , Xiaomi.

Philips:

Founded in 1891. It started with the basic electronic appliances and grew eventually and in 2014,the stepped into the market of air purifiers .

Bluestar:

75-year-old air conditioning brand 'Blue Star' is reinventing itself to cater to a growing consumer market.

Xiaomi:

Leading electronic company in China launched several electronic products , eventually they stepped into the market of air purifiers .

 HOW ARE YOU DIFFERENT

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 ARE YOU THE UBER OR YOU UBERED

Q5. HOW IS IT MADE POSSIBLE-

 RESOURCES/TECHNOLOGY:

Hexagonal carbon fibre body

HEFA filters

NODE MCU

MQ– 135,MQ-136,MQ-5

9 MM fans

Solar panels

Li ion batteries

 MAN,MONEY ,MACHINE,MATERIALS

Price of the product including the taxes is 8,000 RS.