



From pet project to
business

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Blynk

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Java blog : habrahabr.ru/users/doom369/topics

DOU : <http://dou.ua/users/DOOM/articles/>



IoT Market

- 4.4 billion devices right now (70\$ billions)
- 25 billion devices per 2020 (270\$ billions)

IoT Market

- New types of businesses
 - New business models
- New solutions for old problems

Recent ukrainian startups



CONCEPTER



Why today?

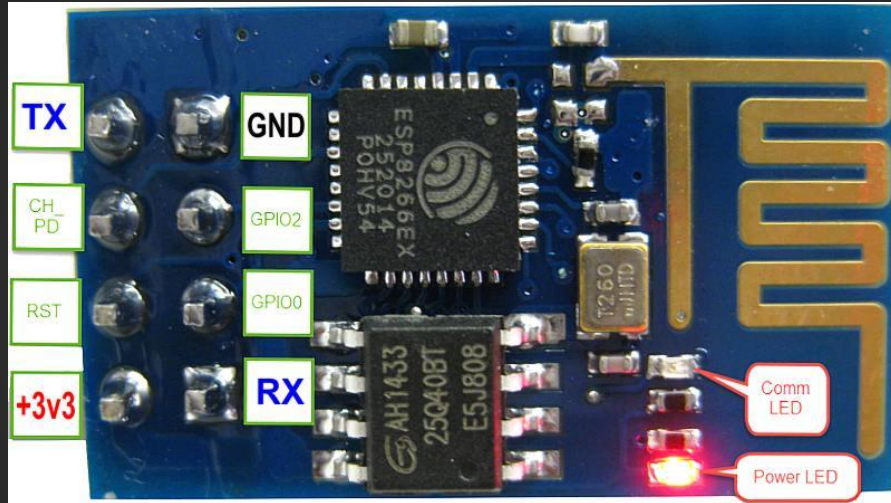
- Entry level
 - Price

Why today?



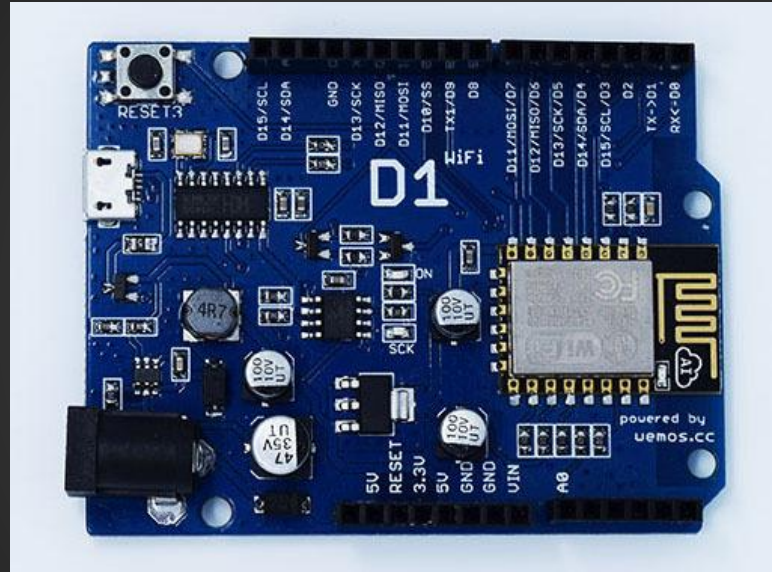
- Starting price from 20\$
 - China clone 2\$

Why today?



ESP8266 - Wi-Fi for 1.5\$

Why today?



- ESP8266 + Arduino = Wemos D1
 - Only 4\$

Why today?

Rasp Zero - 5\$

C.H.I.P - 9\$

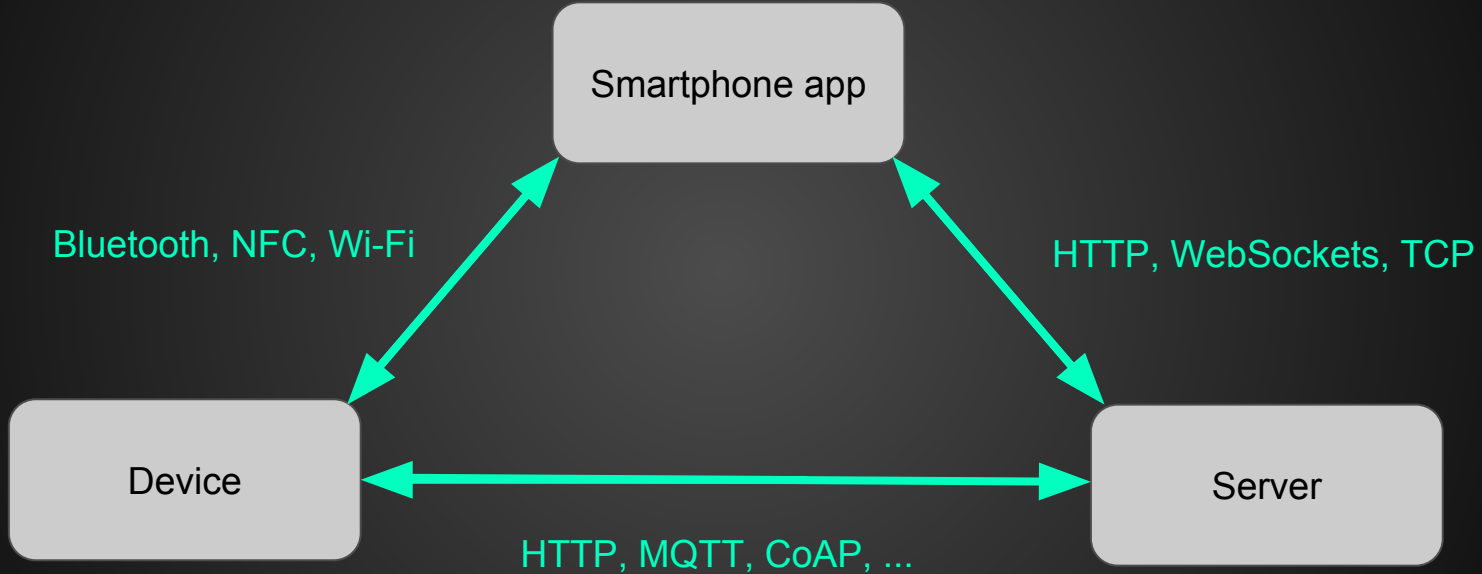
Orange Pi - 15\$

Pine64 - 15\$

Raspberry Pi 3 - 35\$



Typical setup



Solutions

NanoService mbed openHAB One Platform
SensorCloud AMEE Arrayent iDigi
HP Cense Bugswarm Carriots SeeControl
theThings ProxPlatform IoTivity Paraimpu
Thingspeak Axeda Arkessa
Zatar Brillo EVERYTHING
Kaa GroveStreams Nimbits Alljoyn
Thingsworx Homekit Yaler

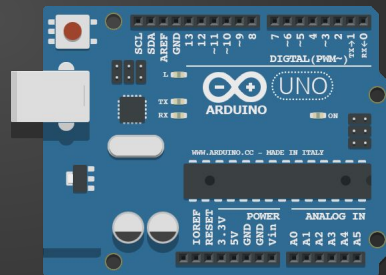
Trends



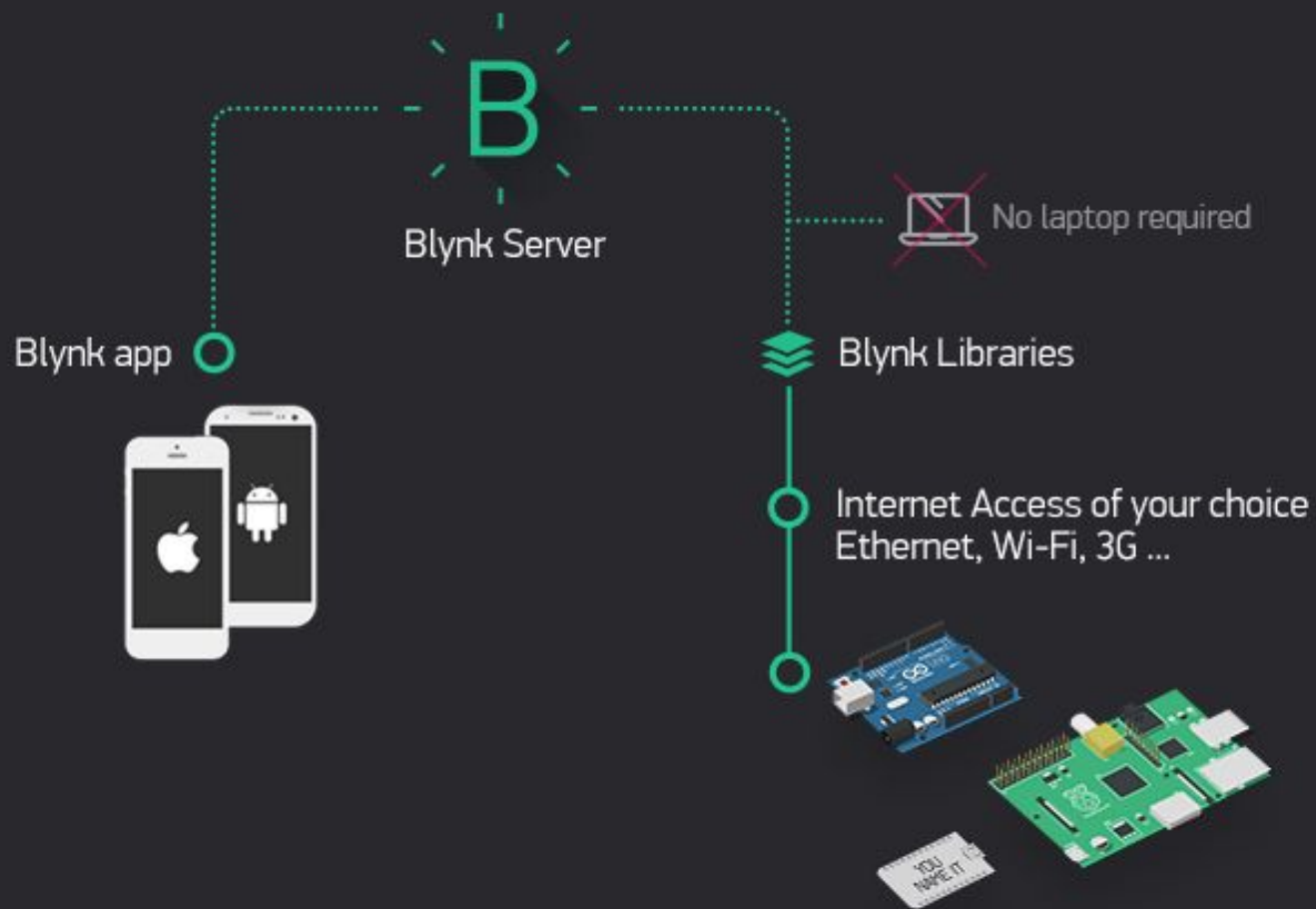
Makers problem



+



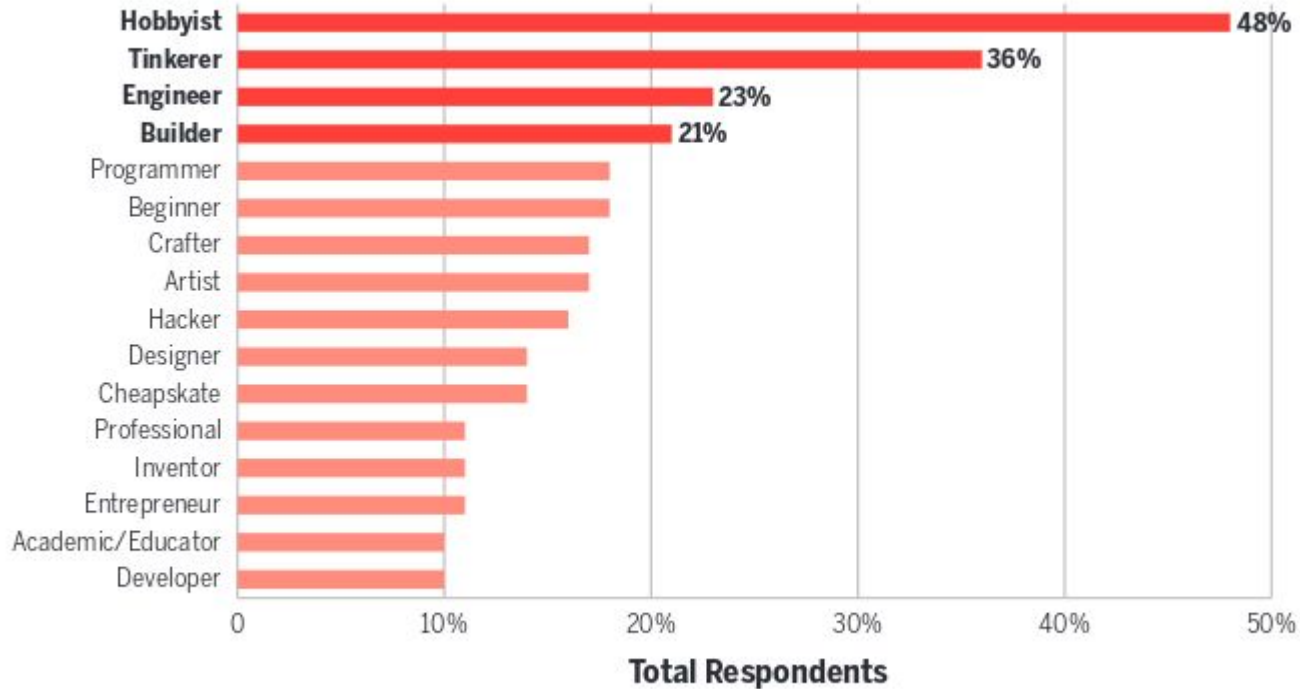
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Audience

- 10 million of devices only of arduino type
- 1 mln arduino users only in google play store
 - Arduino is only ~6% of market

Who is makers?



Kickstarter

- 60000\$
- 2600 backers
 - Huge PR

Why Blynk?

- Super easy setup, <5 mins
 - It just works
 - Security!
- Support of many hardware
- Free or private cloud for free
- Open-source libs and server

Where is money?

- Subscription for data logging, analytics
 - SDK license payments
- Vendor-locked solutions (white label)

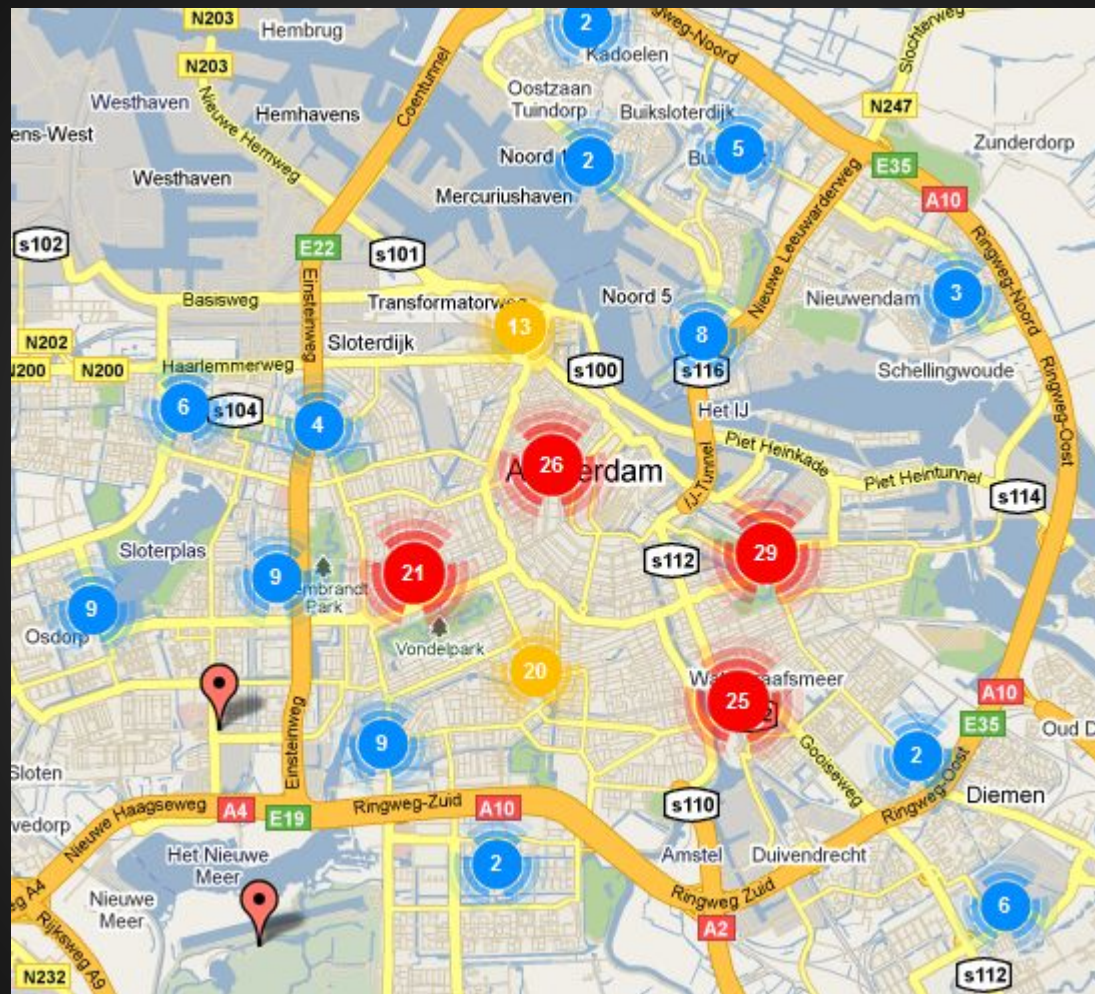
Marketing

- Support for new hardware
- Makers faires all over the world
- Technical forums, communities
 - Instructables

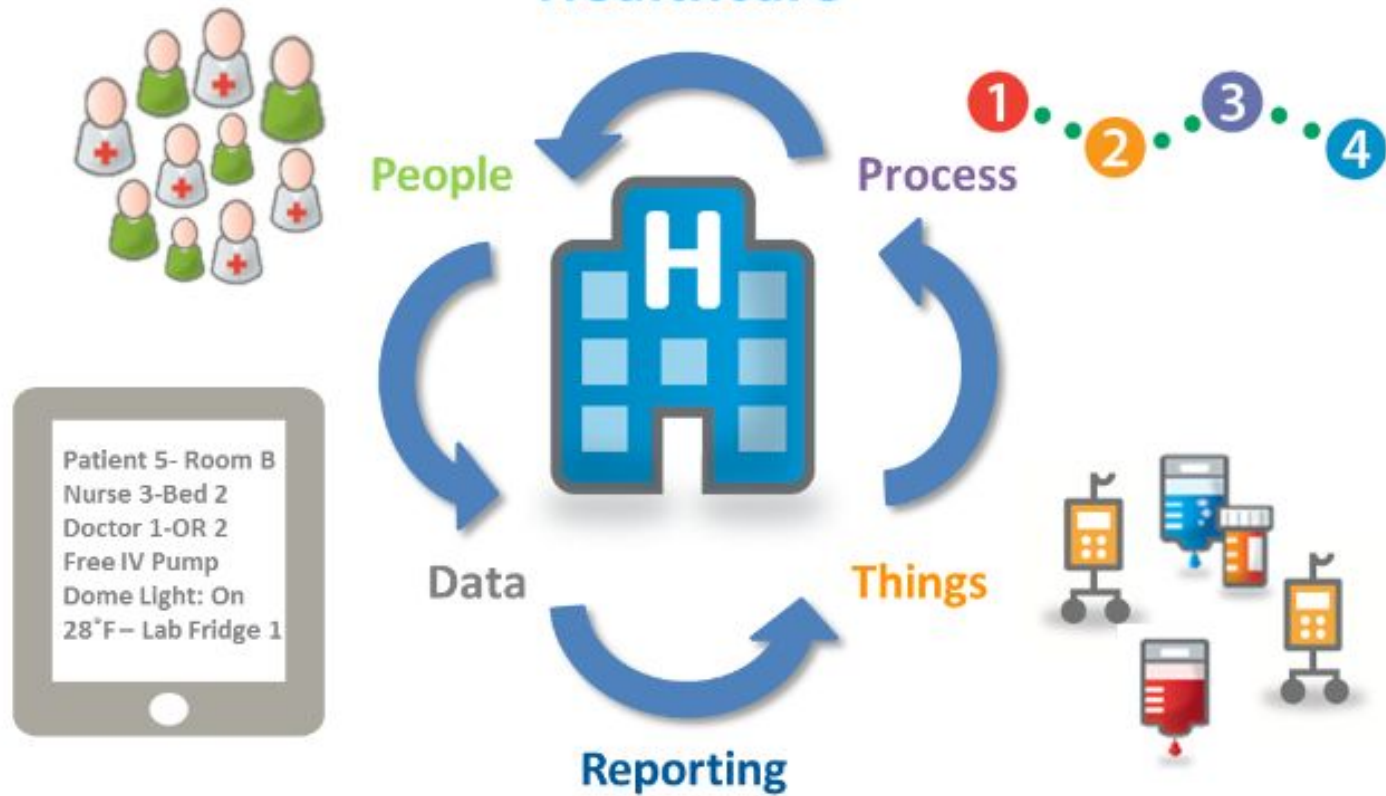
What we have

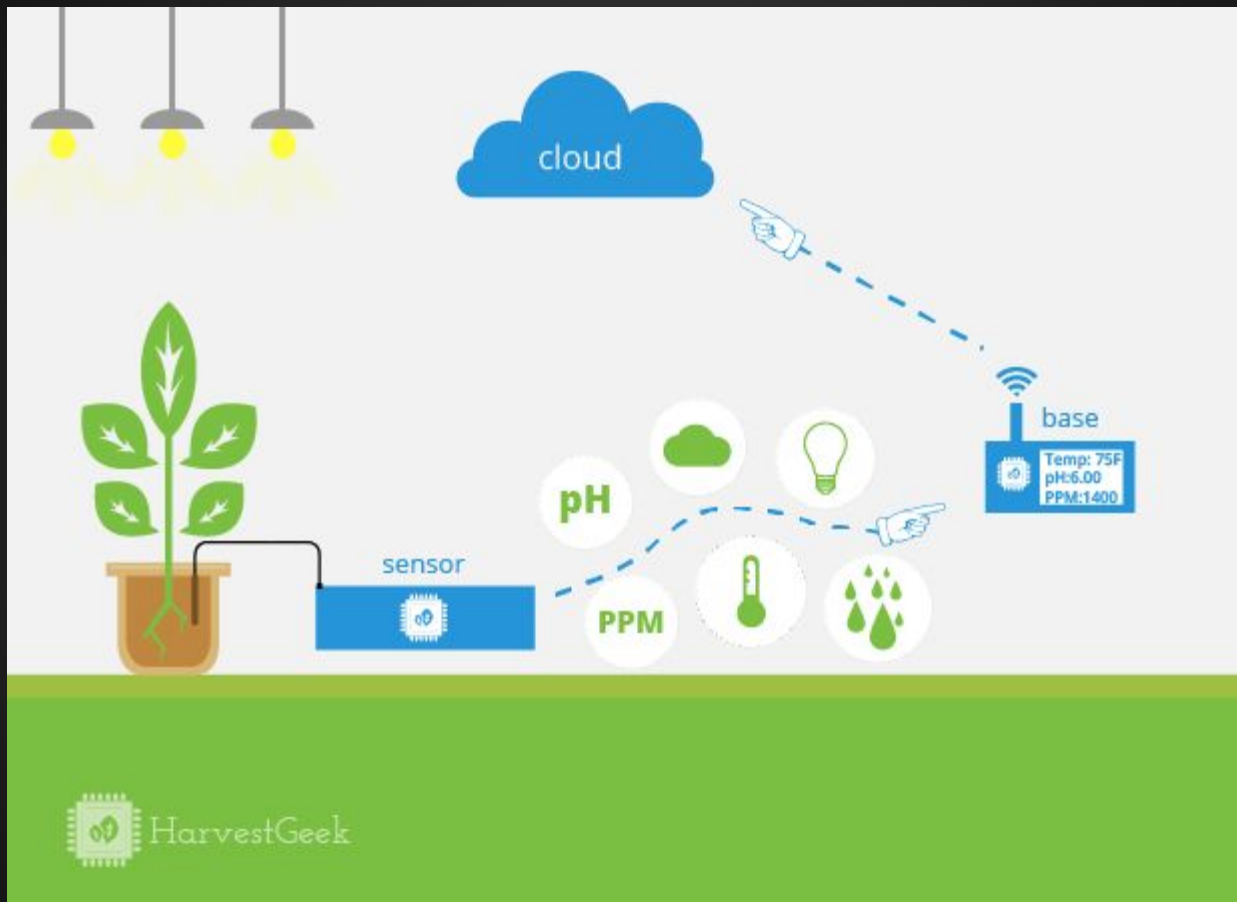
- 25k+ MAU
 - 10% monthly growth
 - ~6 billion messages monthly
- ~500 local Blynk server deployments
- Signed contracts with manufactures
 - Super-friendly community





Healthcare





Q&A?

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