Strategic Evaluation of Product Endorsement Opportunities
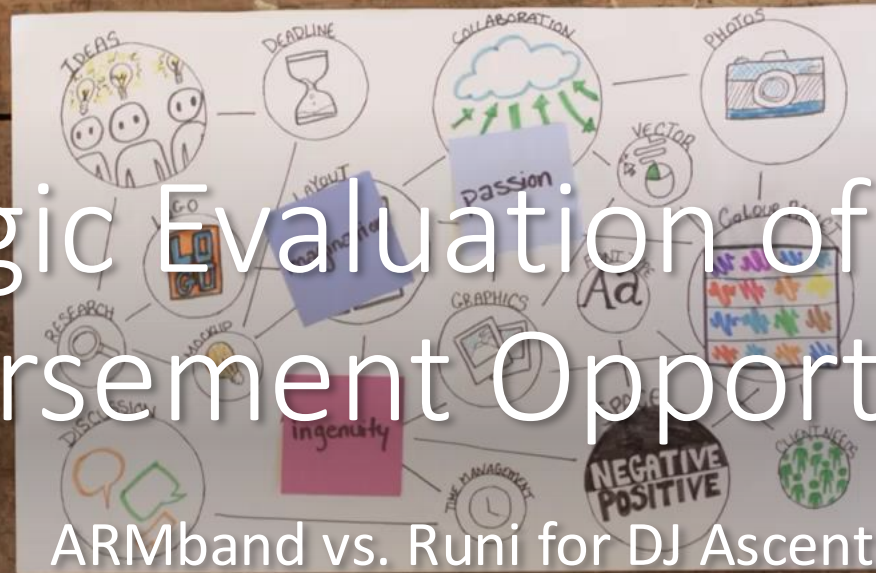
ARMband vs. Runi for DJ Ascentia

Gesine Hamberger

Understanding the Endorsement Options

ARMband Offer

☑ 8% share of gross profit

☑ Non-exclusive deal accepted

☑ Proven, fully working system

Runes Offer

⚠ Sales below expectations

⚠ Software issues delaying full system release

⚠ No working demos

⚠ Limited software alternatives

⚠ 50% chance of withdrawal if ARMband is endorsed

Key Challenges in Both Projects

- ARMband: Fully operational, but only 750 units sold in Year 1

- Runi: Software porting issues, UI component missing (6 weeks to fix)

- DJ Ascentia unable to create Runi demos until software is complete

- RISC-V limitations: No alternative software options for Runi
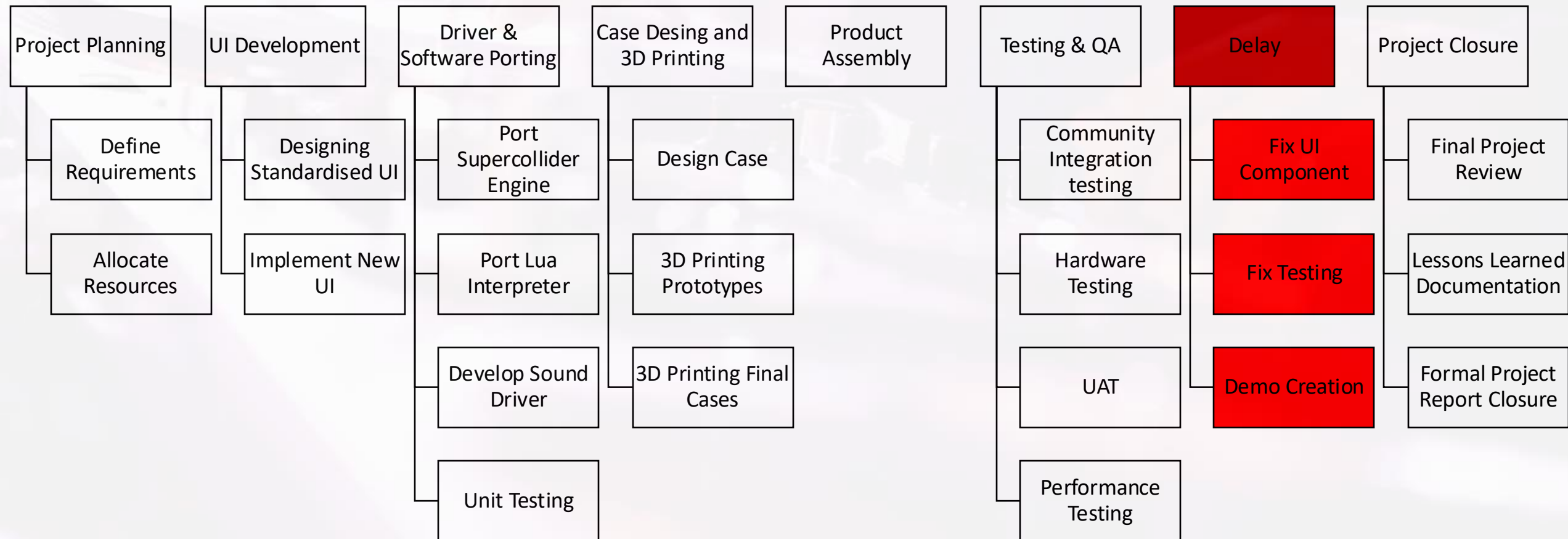
Work Breakdown Structure (WBS)for Runi

Figure 1: Updated Work Breakdown Structure for Runi (Hamberger, G., 2025)
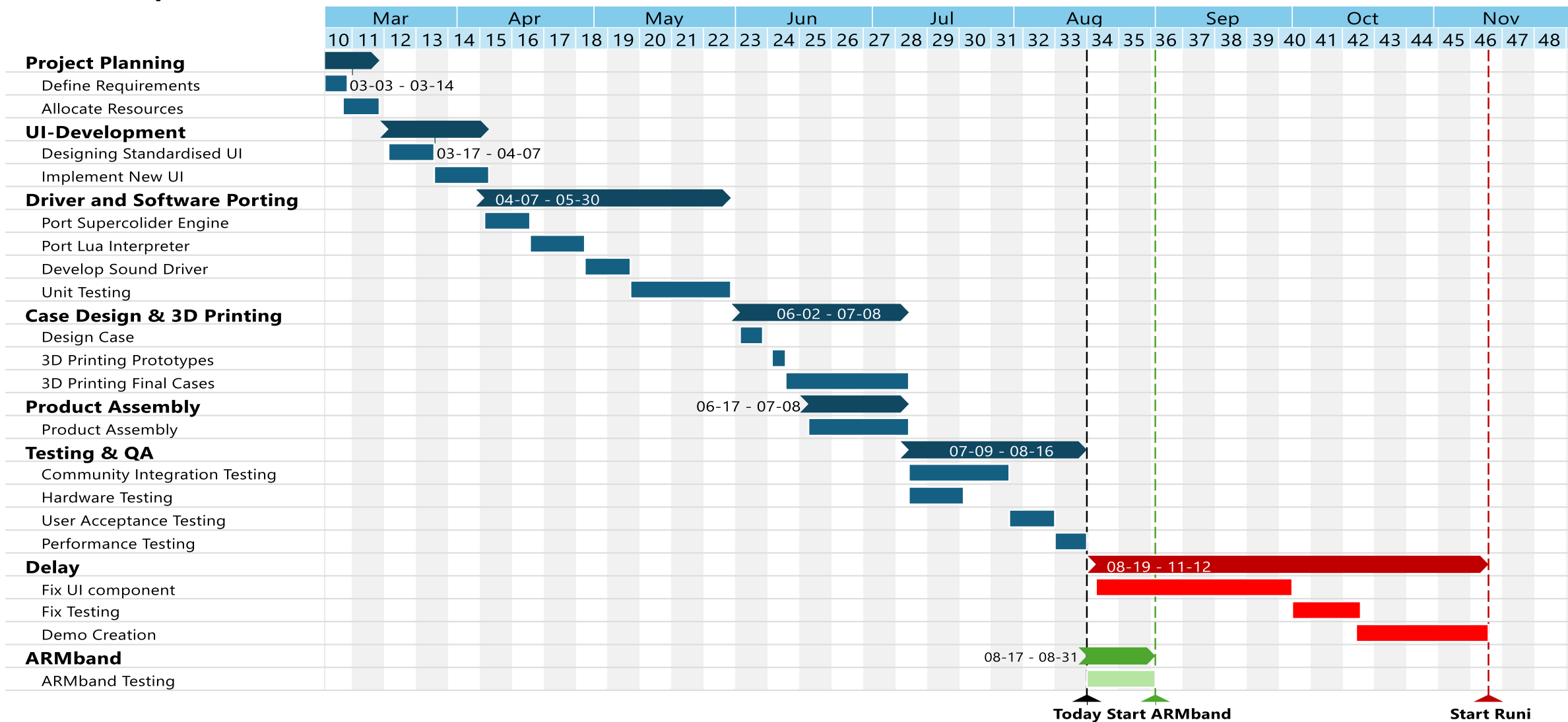
Updated Gantt Chart

Figure 2: Updated Updated Gantt Chart for Runi (Hamberger, G., 2025)

ARMband Gains Stability, Runi Struggles – Influencer Earnings at Risk

Financial Analysis - Comparing of DJ Ascentia's Earnings in Old vs. New Deal

Product	Predicted Sales (Units/Year)	Gross Margin per Unit	Estimated Revenue	Gross Profit	Old Deal (15%)	New Deal (8%)	New Deal (if Runes withdraw – 11%)
ARMband (Current Sales)	750	£80 (20%)	£300,000	£60,000	£9,000	£4,800	£6,600
ARMband (Projected Sales)	1500	£80 (20%)	£600,000	£120,000	£18,000	£9,600	£13,200
Runi (Kit)	1750 (Revised from 2750)	£60 (40%)	£262,500	£105,000	£7,350	N/A	N/A
Runi (Assembled)	0	£140 (35%)	£0	£0	£0	N/A	N/A
Total (Runi)	1750	Varied	£262,500	£105,000	£7,350	N/A	N/A

Table 1: Updated Financial Analysis (Hamberger, G., 2025)

Decision Analysis – Should DJ Ascentia Take on ARMband?

Key Considerations

- ARMband is ready now, while Runi is delayed by 10 weeks

- ARMband requires only 2 weeks of testing

- Sales predictions for Runi far behind expectations

Conclusion

- Taking ARMband ensures immediate revenue & avoids Runi's risks

- Runi's predicted earnings were much higher than reality

- ARMband is the **Immediate Revenue Advantage**

Scenario	Time Before Revenue Starts	Earnings per Year
ARMband (Actual Sales, Year 1)	2 weeks	£4,800
ARMband (Predicted Sales)	2 weeks	£9,600
ARMband (Actual Sales if Runi Withdraws)	2 weeks	£6,600
ARMband (Predicted Sales if Runi Withdraws)	2 weeks	£13,200
Runi (7%) – Actual Sales	12 weeks	£7,350
Runi (7%) – Predicted Sales	12 weeks	£20,860
Total Sales Runi & Armband	12 weeks	£30,460

Table 2: Scenario Analysis (Hamberger, G., 2025)

IT Project Management & Risk Assessment

- Agile Project Management (Schwaber & Sutherland, 2017):
  - Prioritises **early value delivery**
  - Iterative approach would help address potential **challenges**
- Risk Management (PMBOK, 2021):
  - **Runi Delay = High Risk**
  - **ARMband = Low Risk**

Trade-off: Immediate earnings vs. potential long-term revenue

Broader Industry Trends: Reliability and Usability in Tech and Music

Tech Industry Trends according to Brynjolfsson & McAfee (2021):

"In the second machine age, the winners are those who can deliver reliable, user-friendly technologies that meet immediate market needs. Unfinished or delayed products risk being overtaken by competitors or losing consumer trust."

Music industry Trends according to Hesmondhalgh & Meier (2018):

The music industry has experienced "frequent, radical and disorienting shifts" in how cultural experiences are accessed, largely due to the influence of the information technology sector

Final Recommendation & Next Steps

Option	Revenue Potential	Risk Level	Readiness	Final Verdict
ARMband (8%)	£9,600/year	Low	2 weeks	✅ Good Choice
ARMband (11% if Runi Withdraws)	£13,200/year	Low	2 weeks	✅ 50 % Chance
Runi (7%) – Actual	£7,350/year	Medium	12 weeks	❌ Not Viable
Runi (7%) – Predicted	£20,860/year	High	12 weeks	❌ Unrealistic
Runi & Armband	£30,460/year	High	12 weeks	✅ Best Choice - 50 % Chance

📌 **Immediate Actions:**

✅ 1. Finalize agreement with ARMband 📜

✅ 2. Conduct 2-week testing for demos 🛠️

✅ 3. Launch marketing campaign for ARMband 🚀

✅ 4. Monitor Runi situation for future opportunities 👀

✅ Aim for Deal with Runi & Armband

Table 3: Recommendation Overview (Hamberger, G., 2025)

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Images:

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"By endorsing ARMband, DJ Ascentia secures immediate revenue, minimises risk, and maximises earning potential."