

How Will This Work?

GPS Tracking:
Provides real-time location tracking with an integrated chip in the key fob

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What Could Go Wrong?

Signal Interference:
GPS and Bluetooth signals may be weak

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How Do We Solve the Problem?

Multiple Tracking Methods:
Combine GPS, Bluetooth, and RFID

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What Has Been Tried Before?

Tile Trackers:
Existing products like Tile for tracking items

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Could This create a Business?

Market Research:
Conduct surveys to find interest and demand

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Bluetooth key trackers:
connects your phone to locate

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Battery life: short battery life on tracking devices

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Battery Solutions: Use rechargeable batteries

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Key finders: Devices that beep to help locate keys

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Competitive Analysis: watch and identify market gaps

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Smartphone apps:
Integrates with key trackers for easy use

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User Error: users forgetting to activate or charge the tracker

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User Education: Provide clear instructions and support or users

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RFID Tags: Use of RFID tech for tracking

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Revenue models: Explore subscription services or one-time purchases

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Voice Commands:
Enable voice-activated search with smart assistants

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Privacy Concerns:
Potential for unauthorized tracking or data breaches

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Partnerships: Collaborate with car manufactures for built-in solutions.

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Designated Key Spots:
Encouraging users to always places keys in a specific spot

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Scalability: Plan for a scaling the business to international markets

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