

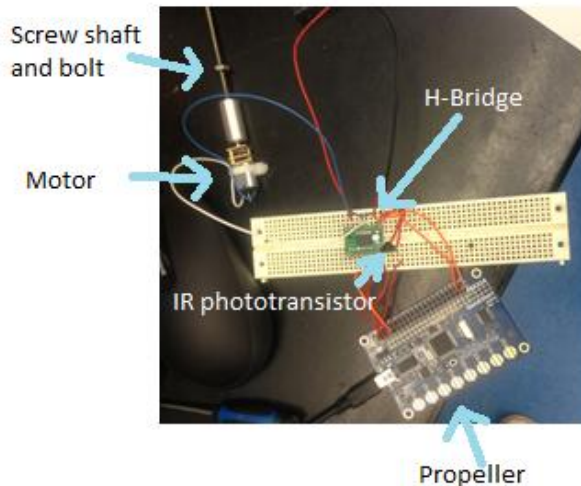
Ezzz is an easy to install, remote controlled light switch that allows users to easily turn off bedroom lights. We've all been there: you're dozing off to sleep, warm in your covers, when suddenly you realize you forgot to turn off the lights. Ezzz eliminates the need to leave the comfort of your bed with the power of infrared remote technology. Students, kids, and the elderly no longer have to risk stubbing a toe in the dark to groggily turn off the lights. This product is for individuals that want to make their lives as efficient as possible. Ezzz's affordable price and invisible problem-solving design allows it to be marketed on television programs such as "As Seen on TV." Ezzz is a one of a kind product since it is sleek, decorative, and is easy to install and use.

Ezzz is the ultimate addition to any bedroom or dorm. The product will utilize TV marketing to show customers that they could be living a much better life with Ezzz. In just a few minutes anyone can install the Ezzz to any lightswitch with only a screwdriver *meaning no costly rewiring or difficult assembly*. After applied to an existing light switch the customer can turn on and off the lights via remote control. Ezzz adds an extra layer of ease and comfort. In an era where nearly all electronics are wireless why must we walk to the wall to turn off the lights? With Ezzz you'll never need to leave bed to turn off the lights.

There have been some feeble attempts to fix the light-switch inconvenience. The simplest fix is the strategic placement of a bedside lamp, which allows the user to reach out and turn the light off without getting out of bed. The error in this fix is the lack of illumination the lamp provides. Not only this, but the owner would still have to turn off the main overhead light eventually, defeating the purpose. A more technological fix is the "clap on clap off" light converters. This revolutionary invention allows the user to solve the lighting situation with a simple clap of their hands. The problem with this product is in the design of the system. The converter cannot be placed in locations where wiring has already been installed; the clapper only works through an outlet, allowing lights from lamps and other secondary sources to be controlled by clapping. Another problem with this technology is caused by the increase in television sets in bedrooms. If watching a Television show that has clapping, the lights could then turn on or off on the wrong command, causing frustration in the owner. The solution that is presented in dorm rooms are motion sensor lights. These light switches have a sensor that scans the surroundings for movement, and if movement is found, the lights turn on. While they may save electricity, the motion sensor lights are not ideal to control room lighting. If the user is sleeping, and dazedly turns in their sleep, the light would be triggered, waking the user. A more ideal, twenty first century invention, or converting all the lights in the house to wifi enabling switching, allows the user to turn the lights off by accessing an application on their smart phone. This is a great design, for nearly all smart phone users have their phone on them at all times. The problem however lies in the installation. To install this product, the wiring in the lights has to be tampered and adjusted properly, which could potentially fault the entire switch board. Not only is this process tedious, but it is dangerous and expensive. One more present day solution exists, which is designed exclusively for the market of readers. Personal light lamps exist so that users can read for however long they want, without the worry of having to turn their main light at the end. These light lamps illuminate the pages of the book, but that is all. One page at a time, the reader has to adjust the lighting in order to continue, creating an unnecessary task. Current fixes have potential, but are not up to par.

The Ezzz switch was designed as the perfect solution to the dreaded realization that the light is still on once you are cozy in bed. Its sleek design is a cover for a standard light switch that converts a regular flip switch into an automotive switch. On the actual cover, exists a

button; the button feature allows the user to turn on and off the light when entering and exiting the room, while the remote allows control from any other spot in the room. The installation and application of the Ezzz is designed to be user friendly, which separates it from competitor products. A standard single light switch has two screws located above and below



the switch. To install, the current metal cover to the switch is taken off by unscrewing those two screws, and the Ezzz is attached by placing it over the switch, and replacing the two screws. This is beneficial, for the consumer does not have to have previous electrical experience to install the system.

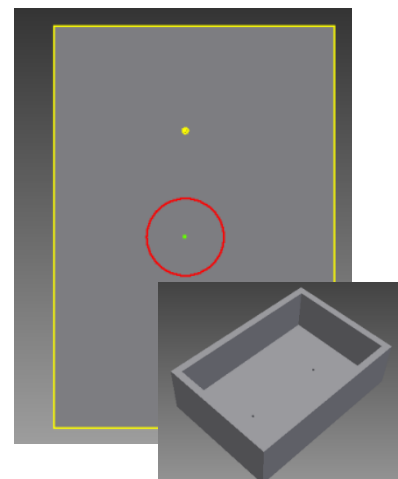
Once installed, the Ezzz remote can be strategically placed next to the bed, giving the user the ability to turn off the light without ever having to get up.

On the mechanical side, a bolt lays on a screw shaft, in which the screw shaft is then molded to a motor. When the user demands

the light to be in the "On" state, the motor turns, and the bolt consequently moves up the screw shaft. The bolt will be molded to a shell, which is placed over the light switch. This way, as the bolt moves up the shaft, the light switch is encapsulated by the shell, and switches its position. When the user wants the light to be in the "Off" state, the motor turns in the opposite direction, causing the bolt to move in downwards, and turning the lights off. This design was helped tremendously by Professor Gardner in the Mechanical Engineering department.

The market for the Ezzz is tremendous, as it appeals to everyone from lazy college students to late night readers, and anyone who dread getting out of bed just to turn off the light and go right back. College students and other hard or even lazy workers, do not want to get up to turn the lights off after a long day, and spend time arguing with roommates or partners over who's turn it is to do the deed. Elderly citizens and injured consumers may not be capable of walking back from turning the light off in the dark, or walking back at all. As for readers, the Ezzz is essential for it allows them to read their book, without having to adjust the lighting. The Ezzz switch, in its easy installation, allows it to be used by consumers of all ages. When asking Professor Gardner for advice on constructing the device, we also asked him if you would personally buy into an item like this. He responded in telling us that he just recently switched all the lights in his house to remote activation, and he would have much rather have bought our product to save him the time of installation and money.

To make Ezzz a success we will need to work with a distributor in Shanghai, China to mass produce the product. Although we have the product 3D modeled we will work to



make it more efficient and user friendly after testing. Luckily, one of our group members has a contact in China that can help accelerate this process by visiting factories directly. The next stage of production is to advertise Ezzz on television programs. This step will cost approximately \$3,000, but we will start to see how receptive the market is for this type of product. Here, we can use the tools the advertising company provides to measure success. Currently the product costs approximately \$23.08 to product, but access to more efficient molding techniques we will surely drive the cost of production down.

Team Leader

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Over 8 years experience in web development with a passion in marketing and business.

Education

University of Virginia, Charlottesville, VA
Olympia Highschool, Honors: Cum Laude

2012 to Current
May 2012

Experience

Web developer and marketing intern | Plow & Hearth

Summer 2013

Worked with the marketing team on 6 different brands to push new content, implement design changes, and enable A/B experiments to optimize each brand.

Social media marketing - 115,000 Followers Gained

Fall 2012

Directed a marketing campaign to raise awareness about a project created by the applicant. Resulted in over 95,000 Instagram followers and 10,000 Facebook likes.

Founder of RushHunt.com | Code, Marketing Strategy, SEO

2008 to Current

Singlehandedly responsible for developing, marketing, and advertising RushHunt. Created the unique advertising platform seen on the site, wrote 2.5k lines of code, and optimized the domain for search engines. In addition, wrote all creative copy to specifically target the selected market and increase signups.

Founded CavRepair | iPhone Repair Business

2012 to Current

CavRepair.com has been an immediate success at UVA. This project called for a shift in marketing tactics from web to real world. Responsible for a strategic advertising campaign to increase sales on grounds.

Created TravelingDreamJournal.org | Charity Art Project

2011 to Current

With the sole goal of helping the community this project spreads culture, love, and art.

Tech Summary

Computer Languages: Proficient in HTML5, CSS3, PHP, MYSQL, jQuery, JavaScript

Skills/Software: Search Engine Optimization, SEO Copy Writing, A/B Experimentation, Google Analytics, Adobe Creative Suite, Microsoft Office Suite

Talents & Achievements

Recognized at 2011 CTIA WIRELESS Convention

Awarded by Ed Schmit, director of the AT&T Developer Program, for being the most influential developer who participated at the seminar out of over a hundred seasoned premier developers and entrepreneurs. This award was given for speaking about the unique ideas found in RushHunt

Elected OARS Crew Captain of the nationally ranked team during his 5th year of rowing in HS.

Founded Future Leader's Club largest club in HS with over 115 students on the roster.

CH

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Bristow, VA 20136
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EDUCATION

The University of Virginia, Charlottesville, VA 22904
Bachelor of Science in Computer Engineering
Minor in Economics
Anticipated Graduation, May 2016
Current GPA: 3.72/4.0

Brentsville District High School, Nokesville, VA 20182
Cambridge Program
AP Honors
Graduation: June 2012
GPA: 4.45/4.0

WORK

EXPERIENCE

Wegmans, Gainesville, VA
Cashier and Helping Hands

11/10 - 08/12 Duties: Assisted with customer relations, handled cash register transactions, maintain store upkeep, 20+ hour weeks.

Virginia Soccer Association, Haymarket, VA
Youth Soccer Referee

04/09 - 06/10 Duties: Taught and regulated rules of soccer to children, assisted with parent relations with the league.

**COMPUTER
SKILLS**

AutoCAD, MathCad, Java, introductory Mathematica

**ACTIVITIES/
HONORS**

- Recipient of the National Army ROTC Scholarship
- Army ROTC Ranger Challenge Team (August 2012-October 2012) ~
~intercollegiate competition of military skills and leadership
- University of Virginia's Engineer Concept Cup (November 2012)
- Theta Chi International Fraternity (2013-)
~philanthropy work benefitting testicular cancer research
- UVA Tri-service competition (March 2013)