

## **Project name: Nouva Tech Studios**

### **Category: Technology**

My name is Katchiets Nouva, alias Philip Aswa and today I present to you Nouva Tech Studios. Nouva Tech Studios is a compilation of innovations that focuses on solutions on how to solve the 7 real world problems and help succeed solving some of these. These real-world problems which include climate change, health care, food insecurities, violence, homelessness, sustainability and education has Nouva Studios ticking in solutions for the problems.

#### **Basis:**

The basis of Nouva Tech Studios relies on the knowledge which is taught in class so as to form real life innovative products and enter the industrial market with an aim of solving unemployment in Kenya due to its high rise. It also relies on pure creativity so to as to sync this knowledge and form newer market class products. Why not use the knowledge gained about apps such as Proteus, Kicad, Lt Spice, Atmel, Arduino and the rest to form micro controllers of any kind and use it to power and move body forms creatively created as new by Artists of this institution.

#### **Economic viability:**

Using Kshs. 50,000, we are economically viable to sustain the whole project. Automatically, we set aside 20 percent of the cash (i.e. 10,000) to import the electric components from sellers in China, who do bulky sells for a low-cost budget or also buying from Local Market. Another 30 percent of the cash (i.e. 15,000) can be set aside to buy mechanical set of drill bits and a single motor, which speeds up the production process. Another 20 percent (i.e., 10,000), is set aside to buy work surfaces of plywood and bonding materials, paints and brushes which all are locally available at a cheap price. Another 20 percent (i.e., 10,000), is set aside for purchase of fabrication materials such as soldering guns and wires and upgrade of computer systems to handle a good work flow for the design of the products. The last 10 percent (i.e. 5,000) is used for payment of electric bills so as to cater for the cost of the working machinery.

<b>Duty</b>	<b>Amount</b>
Import the electric components Or buying from Local Market	10,000
buy mechanical set of drill bits and a single motor	15,000
Buy work surfaces of plywood and bonding materials, paints and brushes	10,000
Purchase of fabrication materials such as soldering guns and wires and upgrade of computer systems	10,000
Electric bills	5,000
<b>Total</b>	<b>50,000</b>

#### **Marketable capabilities:**

Nouva studio has been existence for as long as I can remember. It joined commercial production about 5 years ago as has made small but major multiple successes in the business sector. The most recent successes include the production of artistic electrical self created micro-controlled signs in Boma, Dekut, one in Mimshak hotel better known as Lucy hotel and another one in Divine electronics and kinyozi shop. The latter product made a market price of 3500 shillings and the former went for 1500 shillings.

Other shop customers in Nyeri View, Dekut have also booked our products from as low as 2000 shillings. It has also sold these products to individuals who are fellow students, who wanted customized micro controlled design from as low as 1000 shillings. If this event sponsors Nouva Tech Studios, we could achieve production of more of these products, and thus gain a wider customer fulfillment rate and thus introduce more of my fellow students into employment as micro controller and form designers.

Once we get the award money, we as Nouva Studios immediately switch to start making innovative designs primarily targeting the Christmas event/festival. Among these products include making of miniature Nouva Tech Studio designed micro controlled Christmas trees, neon Star lights, DNA lights, Christmas portraits, Christmas neon and Christmas ring lights among other products, and all are micro controlled. Below is a breakdown of how we strategized the budget spending split down and the possible net profit we wish to earn in this time limited event.

Product	Production Number Targeted	Frame Material Cost for each (Kshs.)	Microcontrollers Circuit Design Cost for each (Kshs.)	Cost Per each item (Kshs.)	Total Production Cost (Kshs.)	Selling Price each (Kshs.)	Profit for each (Kshs.)	Total Profit	Target Market
micro controlled Christmas trees	15	200	100	300	4500	1600	1300	19500	<ol style="list-style-type: none"> <li>Online Market e.g. <ul style="list-style-type: none"> <li>Jumia</li> <li>Kilimall</li> <li>Jiji</li> </ul> </li> <li>Dekut admin Adverts</li> <li>Lecturers</li> <li>Fellow students</li> <li>Shop collaborations</li> <li>Adverts in Whatsapp Status</li> <li>Shop and supermarket cashiers</li> <li>Hawking</li> </ol>
micro controlled Christmas portraits	15	100	100	200	3000	750	550	8250	
micro controlled Christmas neons	15	100	100	200	3000	750	550	8250	
micro controlled Christmas ring lights	15	100	100	200	3000	750	550	8250	
micro controlled neon Star lights,	15	100	100	200	3000	1000	800	12000	
micro controlled DNA lights	15	100	100	200	3000	1000	800	12000	
Electric bills					5000				
<b>Total</b>					<b>24500</b>	<b>87750</b>		<b>63250</b> (after paying electric bills)	

The above figures are an estimate of the actual real-world values.

As seen from the above table, we could approach a major sell this December, from which we will base the profit on the next budget of Nouva Studios new year strategy.

Once the festival season ends, we plan at expanding into a full net industry using the profits earned and start making more expensive neon signs and home beautifications.

Below is a table of other products once we invest the profits:

Product	Number	Frame Material Cost for each (Kshs.)	Microcontrollers Circuit Design Cost for each (Kshs.)	Total Production Cost (Kshs.)	Selling Price @(Kshs.)	Total Selling Price (Kshs.)	Total Profit
Mpesa Neon	50	200	200	20,000	1500	75,000	55,000

Home Decors of all types	50	300	400	35,000	5000	250,000	215,000
<b>Total</b>						<b>325,000</b>	<b>270,000</b>

Afterwards we plan to help other startups grow into industrial levels.

**Agendas:**

As mentioned earlier, Nouva Tech Studio primarily aims at providing real world solutions to real world problems. Through its endeavors, sustainability and education and further gain of educative skills to fellow students is solved. This is through the provision of employment opportunities to fellow students. It also aims at solving climate change through the recycling of waste products that are carelessly thrown away e.g. plastic water bottles.