

bracelet



Actions speak louder than words

senior UT ECE team



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AWS/Backend Services



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Device Algorithms



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Device Algorithms



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Frontend/Web UI



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Embedded Systems



Young Jae Hur

Systems Architect



Kinan Hernandez

Low Level Firmware



Dr. Christine Julien

Faculty Advisor

Meet Michael

27 year old software developer

Owns multiple smart home devices

Has trouble with Echo's range in his home

Echo doesn't always understand him



Bracelet is an attachment to current wearable tech designed for smart-home owners. It allows them to quickly and efficiently control their smart home using simple gestures.



**Lights
Ceiling Fans
Smart Thermostats
Drapes
Air Moisture Controllers
Smart Locks
Garage Door Openers
TVs
Speakers
Sprinkler Systems**

problems & solutions

Problems

Multiple apps to control devices

Voice interfaces (VUIs) don't work for everyone

Data collection is sensitive

Solutions

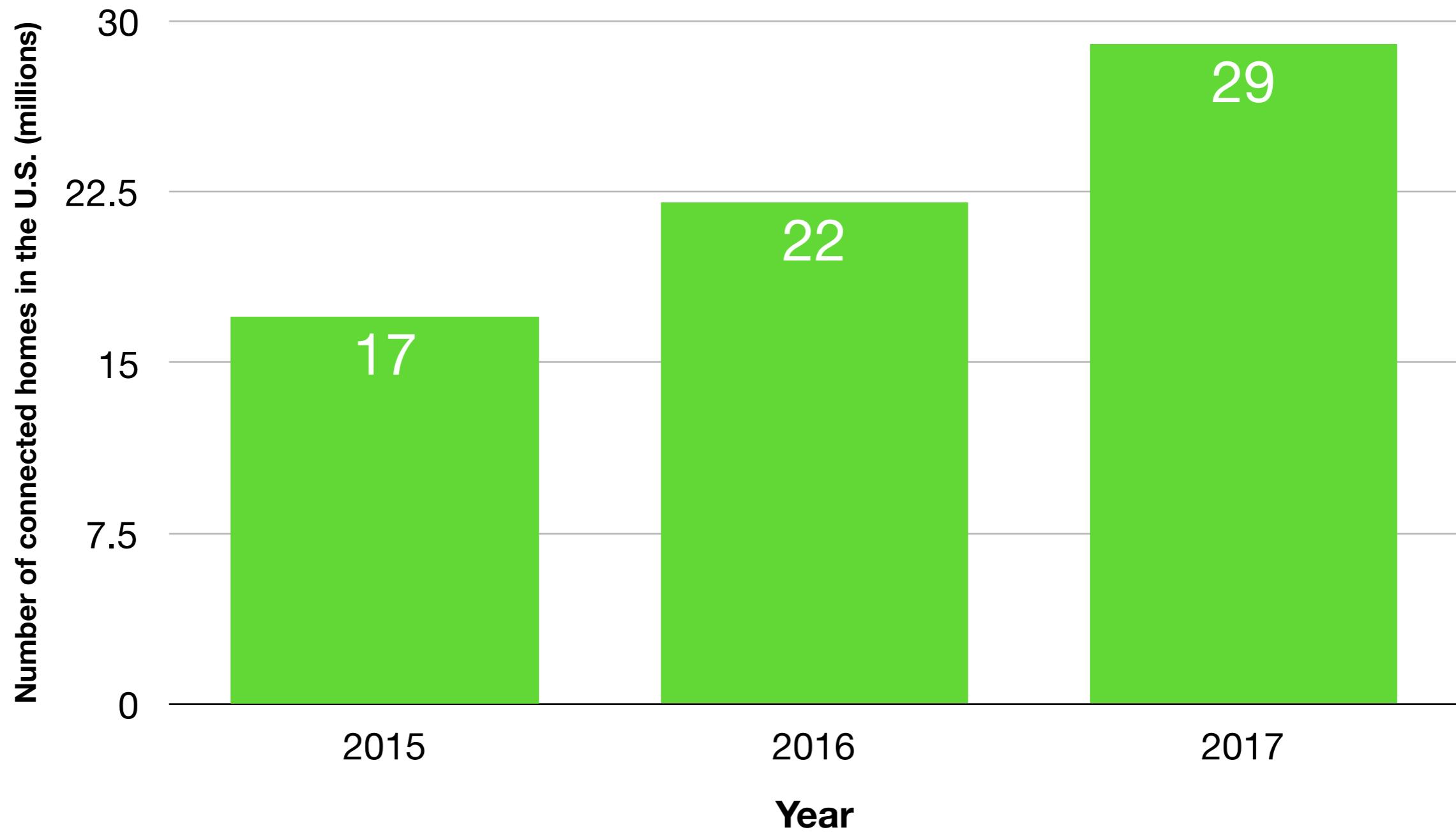
Single centralized controller

Intuitive Motion User Interface (MUI)

No sensitive data collection

market analysis

Connected Home Growth in the U.S.



survey results

~200 total responses

42% said they use their smart home device 11+ times on a daily basis

24% own 3+ IoT devices

Of this market, 48% say they would buy Bracelet for \$69.99

target market

People ages 25 - 54

People who own 3+ IoT devices

People who use their smart home devices 11+ times a day

Use their devices for home automation and entertainment purposes

Dissatisfied or have trouble with current way to control devices

People who like new tech

U.S. market size

Consumer IoT Spending

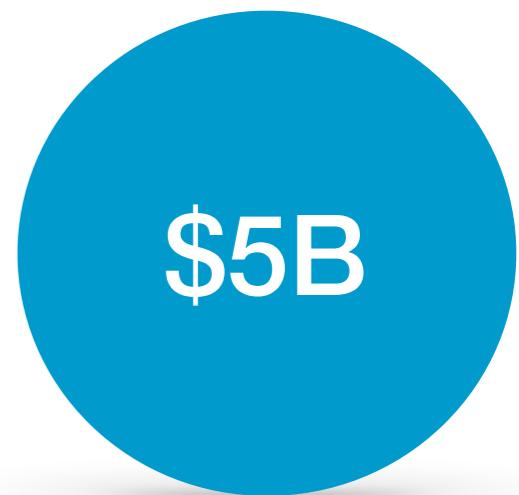


Smart Home Device Heavy Users

Own 3+ devices, use them 11+ times/day



Potential users



competitive analysis

		Amazon Echo Dot	Wink	Reemo	eyeSight
Standalone Device	✓	✓	✓	✗	✗
Motion User Interface	✓	✗	✗	✓	✓
Use Without Phone App	✓	✓	✗	✓	✓
Data Privacy	✓	✗	✗	✓	✗
Price	\$69	\$49	\$99	-	-

business model

costs

	cost
Proof of Concept	\$700
Prototype	\$3,000
Manufacturing 5K units	\$2,000,000
Total	\$2,003,700

Steps to Market:

1. Raise \$2,000,000 from investors to build prototype
2. Kickstarter (crowd funding) goal of \$100,000 for mass production

go to market strategy



Ways to reach our market:

1. SXSW 2018 Tech Showcase
2. Reaching out to TechCrunch,
Product Hunt, etc.
3. Kickstarter Campaign

Technophiles @ SXSW 2018

bracelet



Actions speak louder than words

"The delay after saying "Alexa" is annoying. Easier to just flip a switch than ask Alexa to turn lights on/off."

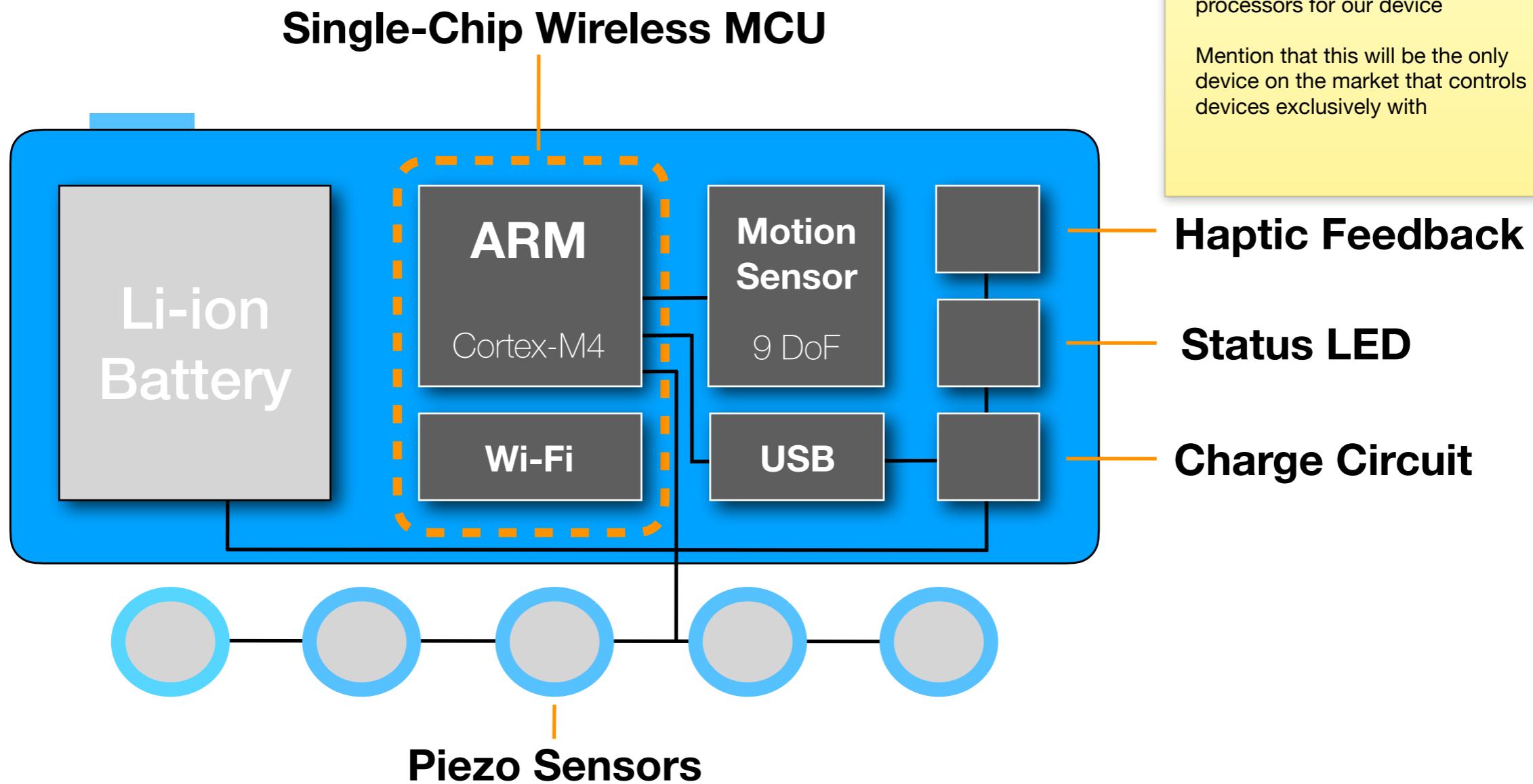
"They (IoT devices) are not well connected to each other."

"They don't all work together."

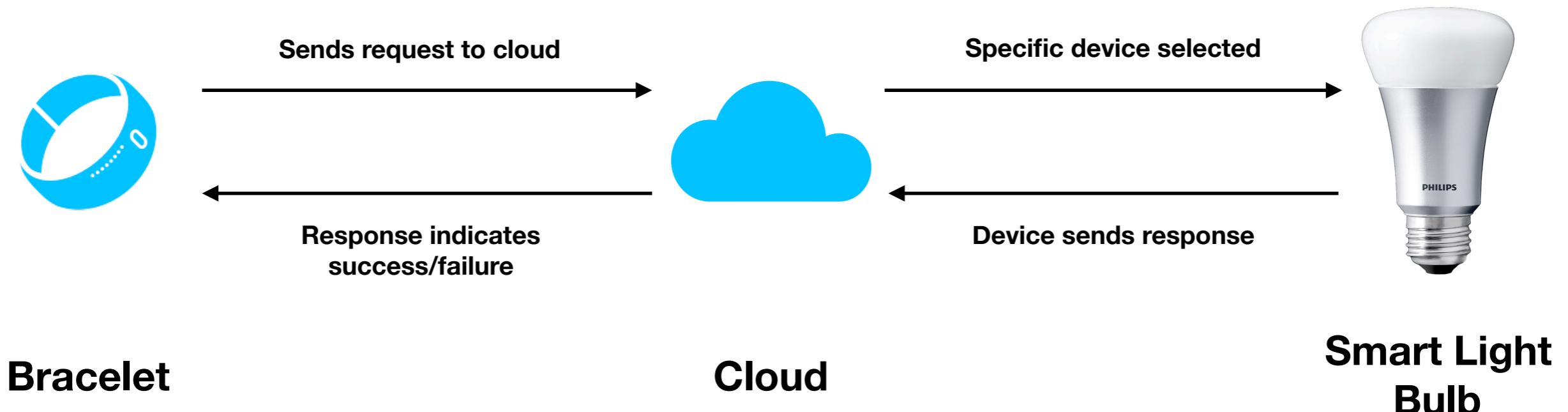
61%

of people who own Amazon Echo's are frustrated with how they use it

hardware overview



software overview



Mention that we will use proprietary
gesture recognition algorithms

end with "now Rahul will talk about
the market"

what may be patentable

Proprietary gesture recognition algorithms

Machine learning gesture recognition

IoT device control with exclusively accelerometers and piezo electric sensors