



WeGo

The Rising Monthly Costs



12

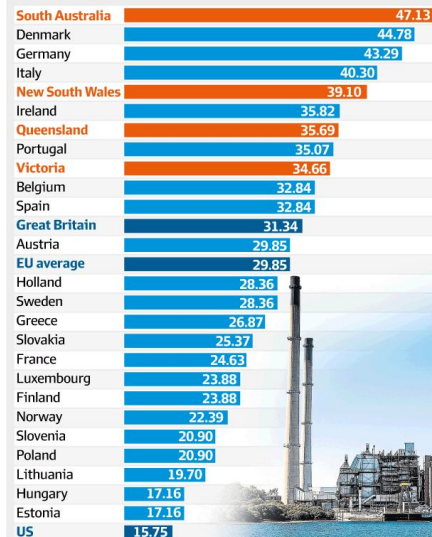
May
2019

傷荷包！夏季電價6/1啟動 每月將漲這麼多

© 2019/05/12 12:19



Retail electricity prices of NEM states, including taxes, compared to selected countries (¢ per kWh)

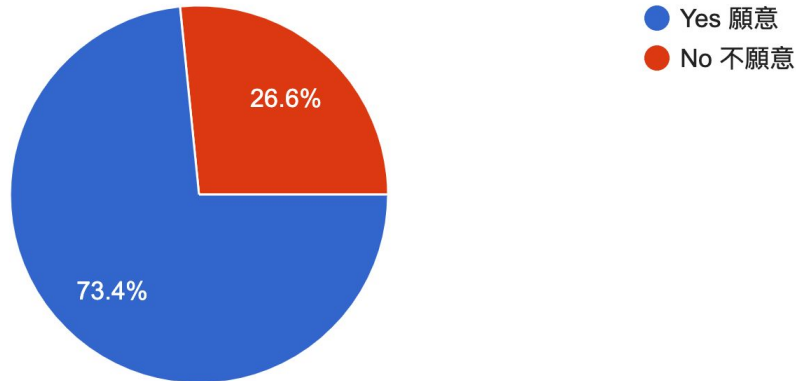


SOURCE: MARKINTELL, US ENERGY INFORMATION ADMINISTRATION

Validated Market Demand

If there's a subscription based product that could help you save 10% of your electricity fee, would you ... 助您節省 10% 的電費，您願意每月支付 5 美元嗎？

109 responses



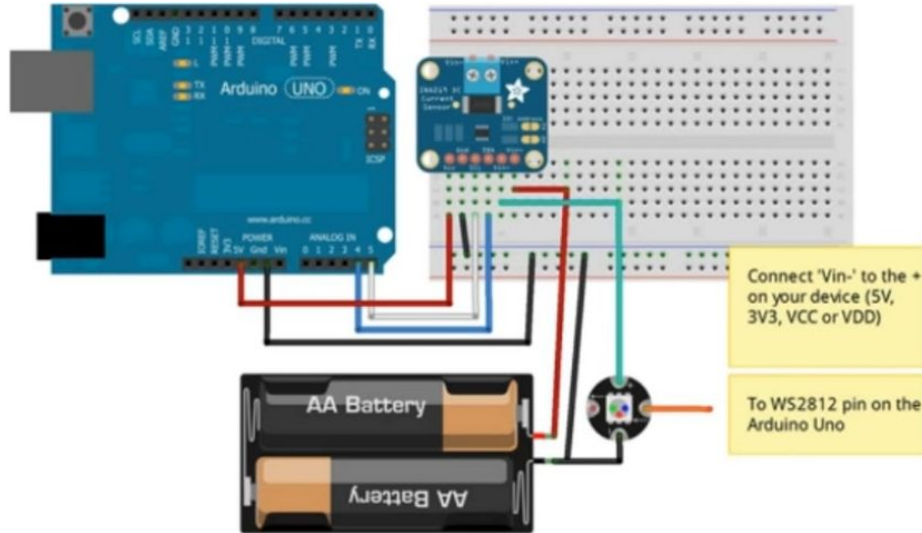
The WeGo Smart Adapter



- Improve users' accessibility to their own electricity usage
- Monitor the data through adapters implemented
- Estimate and predict cost per appliance
- Track individual monthly trends
- Personalize through push-notification



How the Adapter Functions



- Arduino Uno
- Breadboard
- INA219 voltage sensor
- AA Battery

```
getcurrent

#include <Wire.h>
#include <Adafruit_INA219.h>

Adafruit_INA219 ina219;

void setup(void)
{
  uint32_t currentFrequency;

  Serial.begin(115200);
  Serial.println("Hello!");

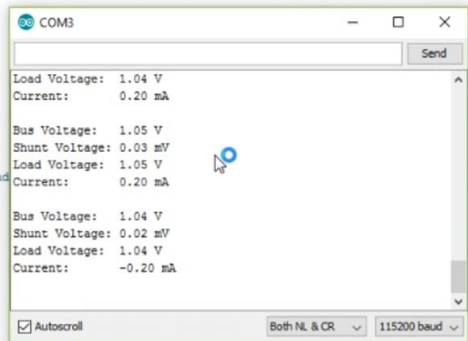
  Serial.println("Measuring voltage and current with INA219");
  ina219.begin();
}

void loop(void)
{
  float shuntvoltage = 0;
  float busvoltage = 0;
  float current_mA = 0;
  float loadvoltage = 0;

  shuntvoltage = ina219.getShuntVoltage_mV();
  busvoltage = ina219.getBusVoltage_V();
  current_mA = ina219.getCurrent_mA();
  loadvoltage = busvoltage + (shuntvoltage / 1000);

  Serial.print("Bus Voltage:   "); Serial.print(busvoltage); Serial.println(" V");
  Serial.print("Shunt Voltage: "); Serial.print(shuntvoltage); Serial.println(" mV");
  Serial.print("Load Voltage:   "); Serial.print(loadvoltage); Serial.println(" V");
  Serial.print("Current:        "); Serial.print(current_mA); Serial.println(" mA");
  Serial.println("");

  delay(2000);
}
```



Market Analysis

iHome

Focuses on the user accessibility aspect of adapters. Could only turn on and off and could not monitor electricity usage.

D-Link®

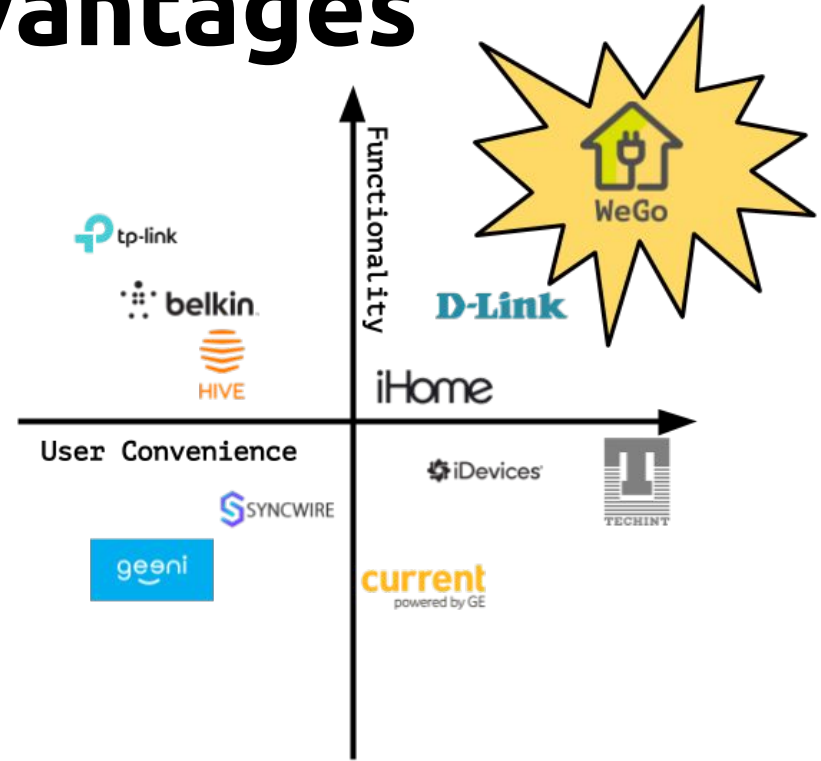
One of the biggest smart adapter sellers in the world. Focuses on the individuality of the plugs and could be paired with devices like Amazon Echo for more powerful usages.


HIVE

Uses a simple app and focus on the assisted scheduling for certain plugs. Also does not have the function to track the electricity usage.

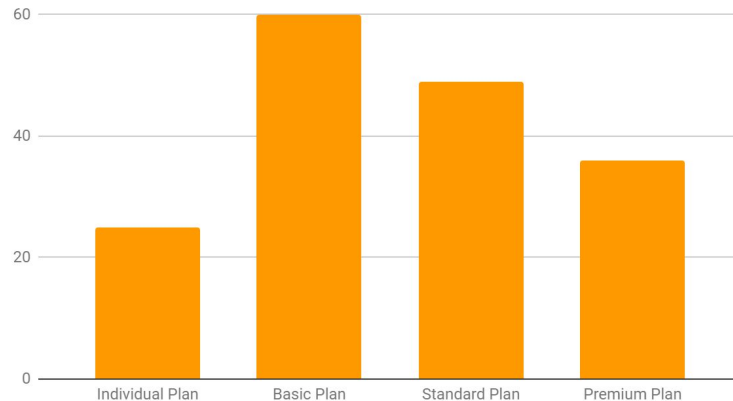
Competitive Advantages

- **Smaller and Cheaper**
- **WIFI** → (Connect to APP)
- **Push Notification:** Keeping the client up to date on electricity usage
- **Electricity usage of each socket:** provide detail data to users so they can reduce their electricity on specific electronics
- **Chart :** organized chart to show the trend of the electricity fee
- **Problem report :** Possible Solutions/Suggestions
- **Feedback System:** evaluate the satisfaction of users for our service, therefore, we can make improvement on our platform and policy



Surveys, Landing Sites, Interviews

of Unique Clicks



- *"The smart home: energy reduction market is currently underrated in all parts of the world, especially Asia."*
-Researcher Lee
- *"While the product that you propose is good in theory, could you ensure that the quality of service would be up to standard?"*
-Sarah and Jim

Go-to Market Strategy

Lead Adopters



**House owners over the age of
35 and has sufficient
disposable income**

Channel Strategy



**Social Media Advertisement
+
Cooperation with Real Estate**

Market Opportunities



Estimate Taiwan Market Size

\$930 M

Total Market (in Taiwan)



\$4.65 M

Target Market Size (in Taiwan)

Estimate International Market Size

\$53.7 B

Total Market



\$268 M

Target Market Size


Revenue Stream

		Base Price	Adapter Price	Amenities Provided
1	Individual Purchase	N/A	\$10	<ul style="list-style-type: none">• 1 year warranty• \$20 Monthly Subscription Fee• Device Connection NOT Available• Plan Suggestion NOT Available
2	Basic Plan	\$10	\$15	<ul style="list-style-type: none">• Unlimited Warranty• \$8 Monthly Subscription Fee• Device Connection Available• Plan Suggestion NOT Available
3	Premium Plan	\$30	\$20	<ul style="list-style-type: none">• Unlimited Warranty• \$5 Monthly Subscription Fee• Device Connection Available• Plan Suggestion Available

APP (Demo)

WEGO 12:30

DEVICE



130%

Current Usage :260(KWH)

Current Plan :200(KWH)

Days Left :5(Days)

AVG Each Day: 5.2(KWH)


Estimate Fee: \$95

Compare to Previous: 150%

DEVICE

PLAN

WEGO 12:30



Upload Picture

Name Your WeGo

Enter Name Here

Set Your Usage Plan

Click to Start

Connect to WIFI

Search for WIFI

NEXT

Fluid UI 12:30

Usage Plan

Limit:100(KWH)

Change

Period: By Month

Change

Fee Rate: \$0.3(KWH)

Change

Connected Device: 52

Change

Schedule

Change

DONE

Financial Analysis

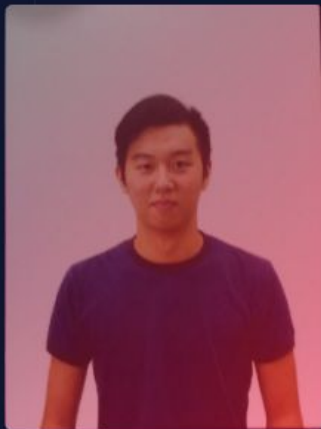


Team



Sean Hung

Founder



Justin Shen

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Jonathan Sun

Founder



Darren Hsieh

Founder

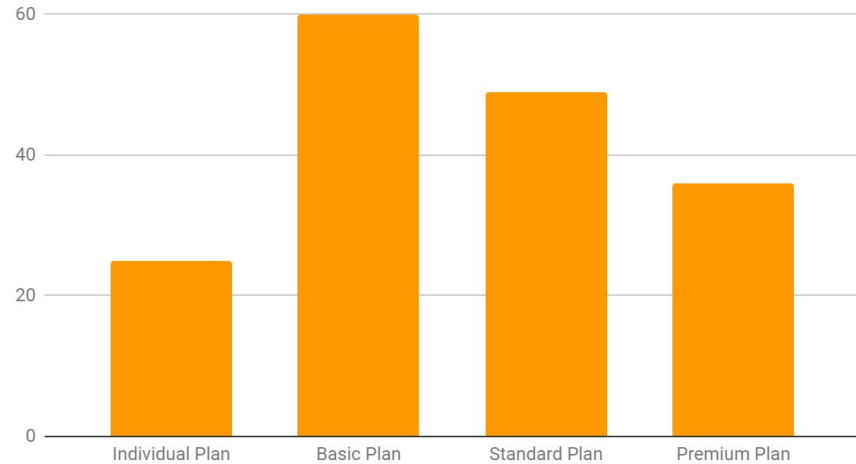




Plan Popularity Differentiation



of Unique Clicks



Prospect Customer Research

Interviewed professors and normal house owners for expert and consumer opinions.

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