MAI622 Homework #4

Business Model Canvas Analysis and Updated Mission Statement Deadline:

4 March 2024

The purpose of this homework is to accomplish the following things by the set deadline:

1. Perform a **preliminary analysis** of your idea using the Business Model Canvas
2. Revisit the **mission statement** of your company based on this preliminary analysis

Deliverables

Please upload **2 pdf files** on Sharepoint's folder Deliverable hw#4 Mission Statement and Business Model Canvas.

- HW#4.1 comprising:
    - A link to the Business Model Canvas pdf on your team's GitHub repository https://github.com/MattRamb97/Greenify
    - Your revisited Mission Statement, reflecting your BMC analysis.

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Greenify Mission Statement

At Greenify, our mission is to revolutionize household energy management by delivering a standalone device that seamlessly integrates into existing homes, without any modifications required to appliances, lighting, or HVAC systems. Our sophisticated AI technologies empower homeowners to enhance energy efficiency, reduce carbon emissions, and promote sustainable living practices.

Product Functionality

Greenify is designed for straightforward installation, connecting to existing home systems via smart plugs and basic IoT sensors. This setup transforms traditional appliances into intelligent devices, optimizing their operation without altering their fundamental nature. Homeowners install the Greenify device by connecting it to their Wi-Fi and placing it in a central location within their home. Once installed, Greenify provides continuous, real-time adjustments to energy consumption, utilizing predictive analytics to ensure optimal resource use based on usage patterns, weather conditions, and energy rates.

Operational Benefits

Greenify makes energy management accessible and cost-effective, helping homeowners reduce utility bills and environmental impact. Installed near the main electrical panel or in a common living area, Greenify serves as the nerve center for home energy, communicating with connected devices and sensors to adjust systems like lighting, heating, and cooling based on real-time data. Even non-smart appliances can be controlled for energy efficiency through smart plugs, which are part of Greenify's energy-saving strategy.

AI-Driven Innovation

Our device leverages advanced AI techniques, including machine learning (supervised and unsupervised), predictive analytics (ARIMA and LSTM networks), and real-time adaptive learning. These technologies enable Greenify to learn from historical energy usage, predict future needs, and make instant adjustments to household settings, ensuring energy is used precisely when and where needed, minimizing waste and enhancing comfort.

Impact and Vision

By integrating Greenify, homeowners gain a more responsive home energy system that adapts to both occupant needs and environmental changes. Our user-friendly interface provides insights into energy habits, allowing for effortless management of consumption. Looking ahead, Greenify envisions a future where every home is equipped with intelligent energy management, making sustainable living effortless and universal. We are committed to leading the transformation towards a greener, more sustainable future, ensuring our technology paves the way for eco-friendly living worldwide.

Important Notes

- HW#4.2: A pdf file with your Business Model Canvas, uploaded on Sharepoint's folder.
- Working on the Business Model Canvas is an iterative and collaborative activity. Please use a tool like **miro.com**, which allows you to work on a shared canvas and export each stage of your work to pdf.
- Use your GitHub repository to commit frequently your BMC file as your work progresses.
- For information on how to use GitHub there are numerous online resources. One video that appears to attract a lot of traction is: https://youtu.be/RGOj5yH7evk?si=g5ESv4mB9Nadq2Oa