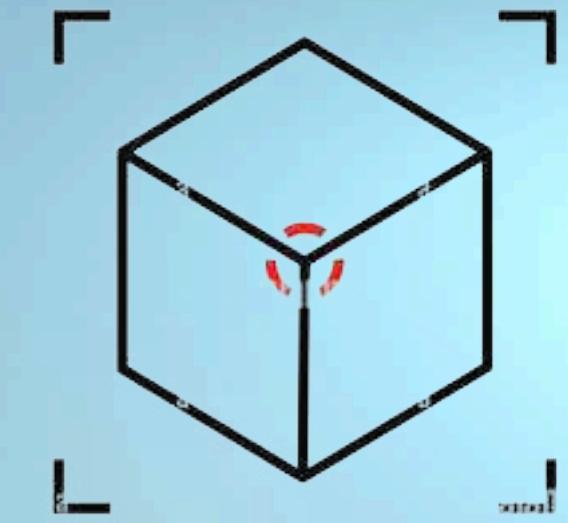
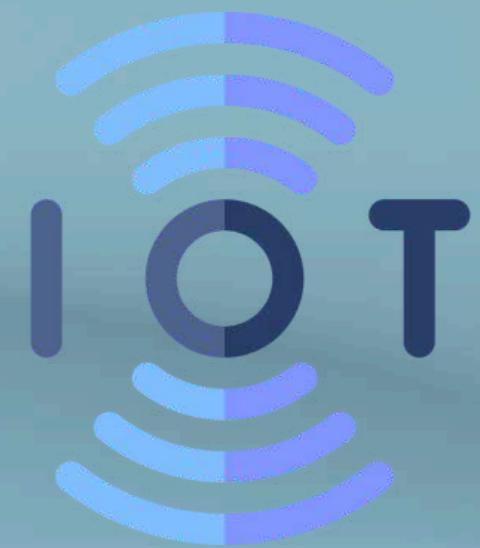
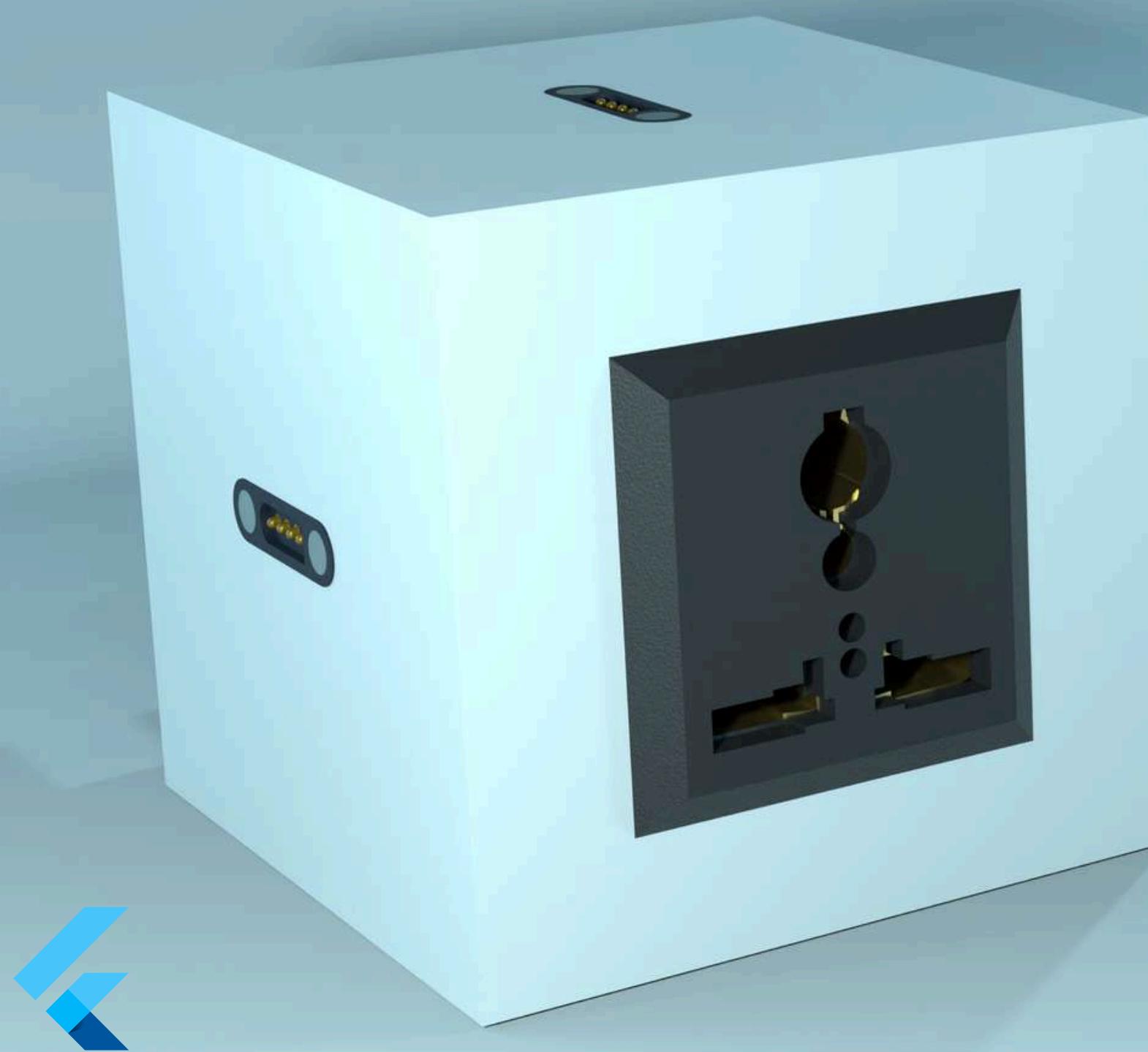




# PLUGSi

## Smart Modular Power Outlet

# DEMO TIME





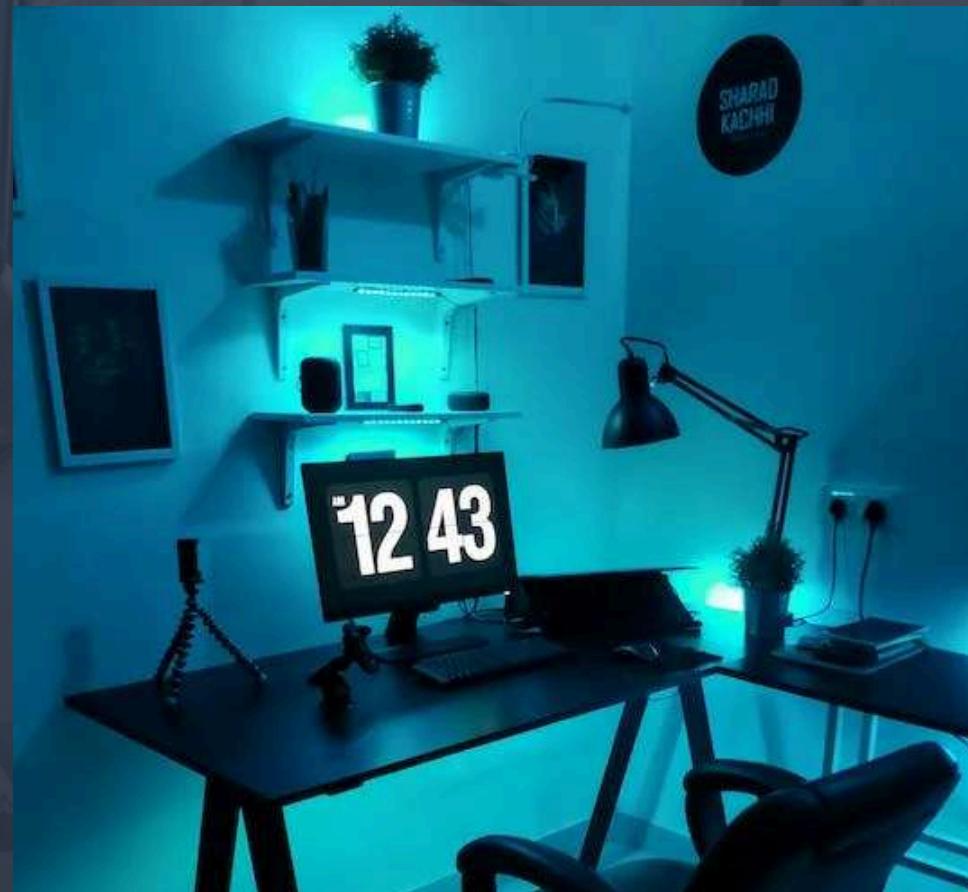
# Imagine



# What is our Target Market?



**Industry**



**Consumer**

# Our Target Market expects



IoT Adoption



Customization  
and Flexibility



Reasonable  
Pricing



Energy  
Efficiency

# Our Target Market expects



IoT Adoption



Customization  
and Flexibility



Reasonable  
Pricing



Energy  
Efficiency

Introducing  
**PLUGSi**

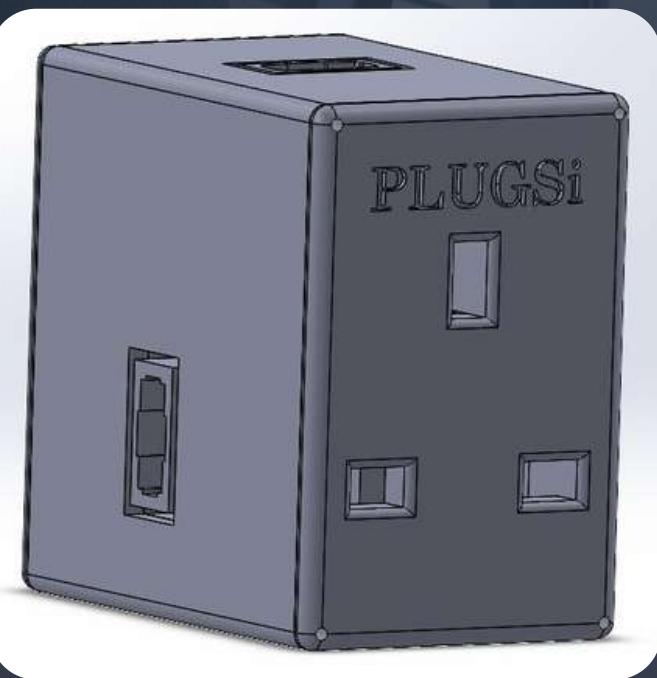
ATTACH  
DETACH  
REATTACH

# Functionality of the Product

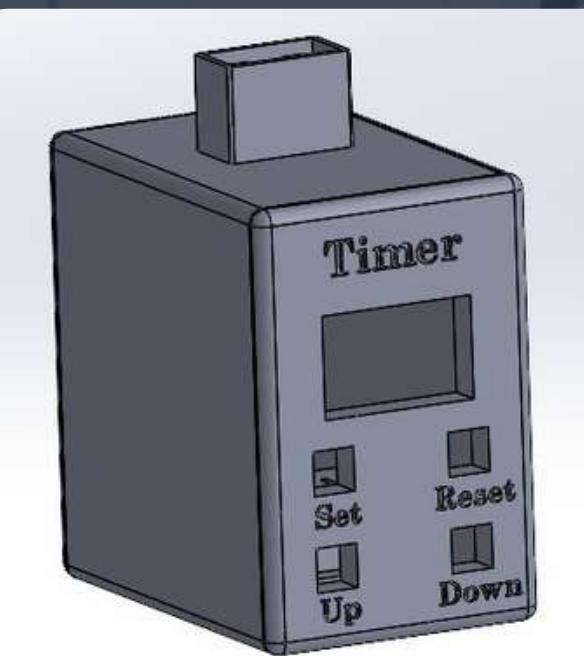
# What is PLUGSi?

PLUGSi is a smart, modular power outlet system that allows users to customize their outlets with interchangeable modules

# The Device Consists of Two Main Parts

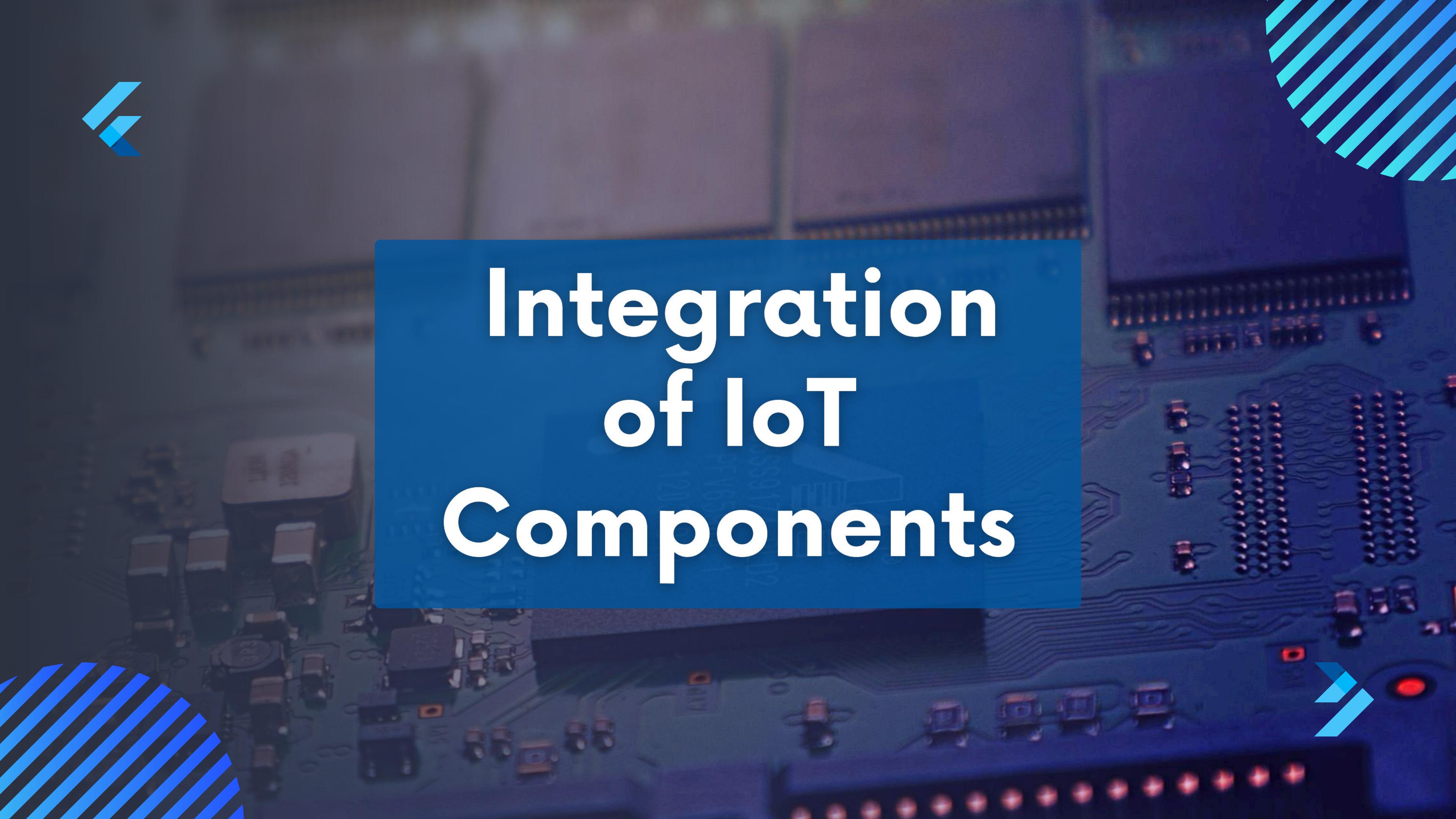


**Power Base**



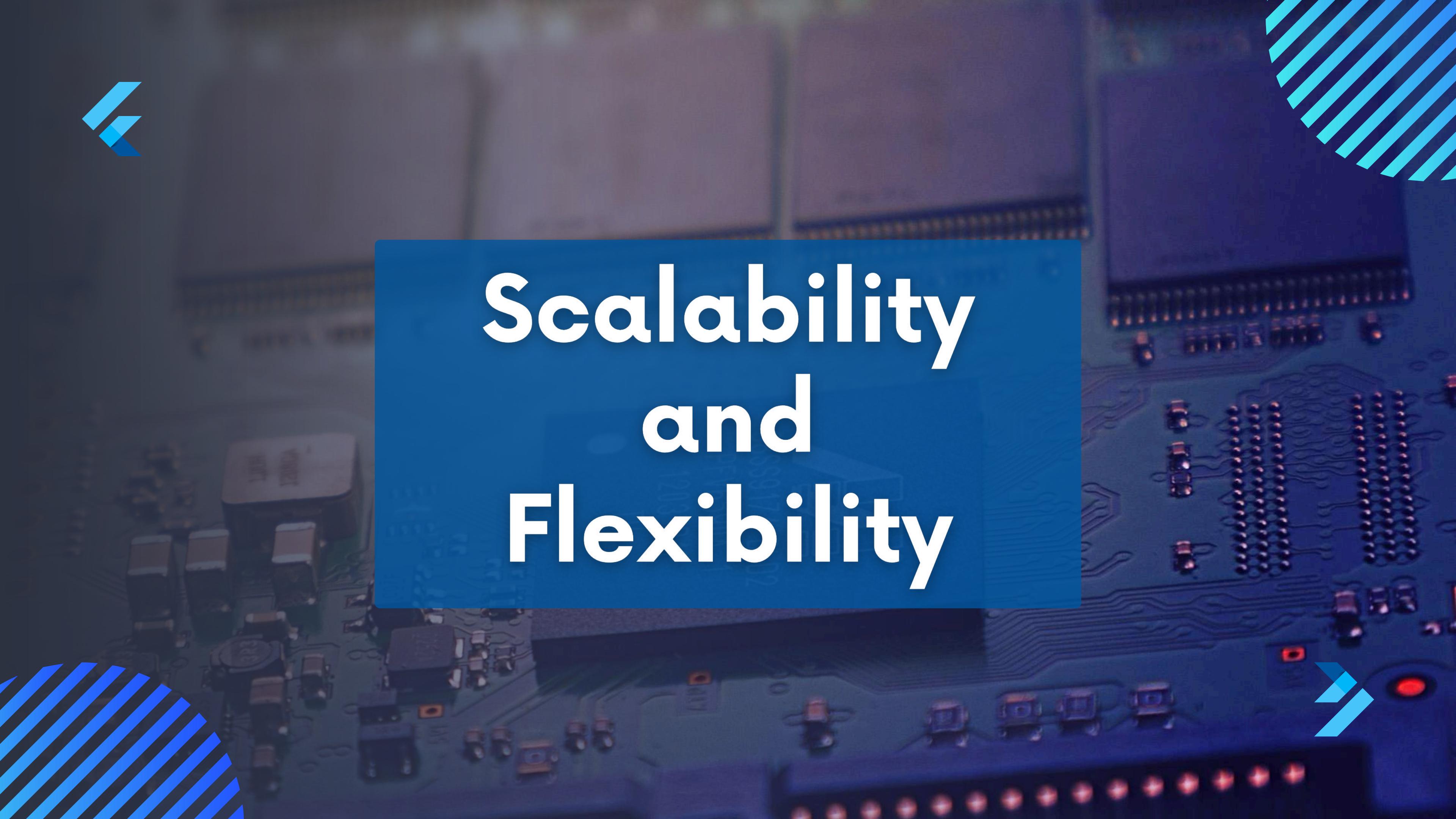
**Modules**

# Demonstration



# Integration of IoT Components





# Scalability and Flexibility



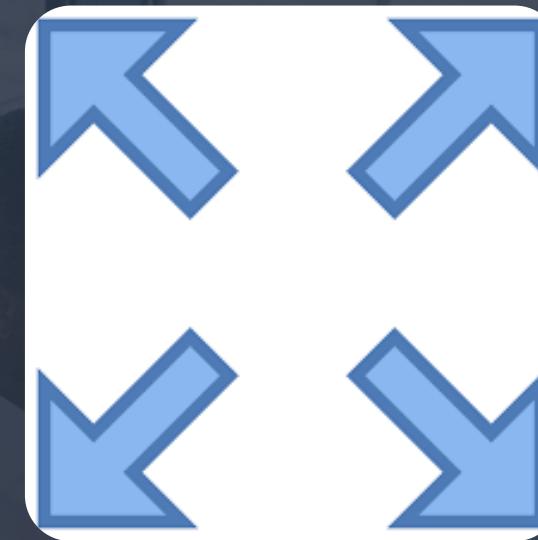
# Scalability



**Simple  
Modular  
Design**



**Add-on  
Modules**



**Expandable  
Ecosystem**



**Industrial  
Applications**

# Flexibility



**Customizable  
Configurations**



**Mix and Match  
Modules**



**Adaptable to  
Changing  
Environments**



**Future Proof  
Technology**



# Market Analysis and Business Plan

# Our Target Market expects



IoT Adoption



Customization  
and Flexibility



Reasonable  
Pricing



Energy  
Efficiency

# Our Target Market expects



IoT Adoption



Customization  
and Flexibility



Reasonable  
Pricing



Energy  
Efficiency

# Our Business Plan

- Power Base Development and Modular Development
- Third parties can develop modules and sell under licenses



# Ways to Make Profit...



# Marketing Strategies



Industrial  
Partnerships



Social  
Media  
Marketing



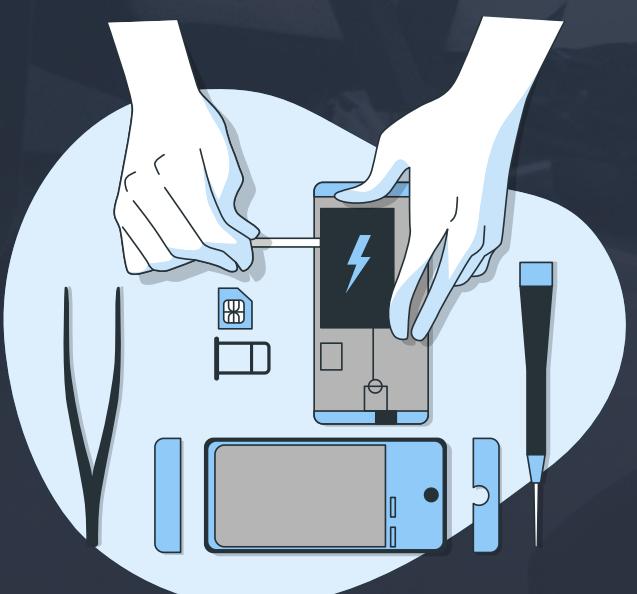
Attend  
Industry  
Events



Influencer  
Marketing

# Execution Plan

Product  
Development  
and Testing

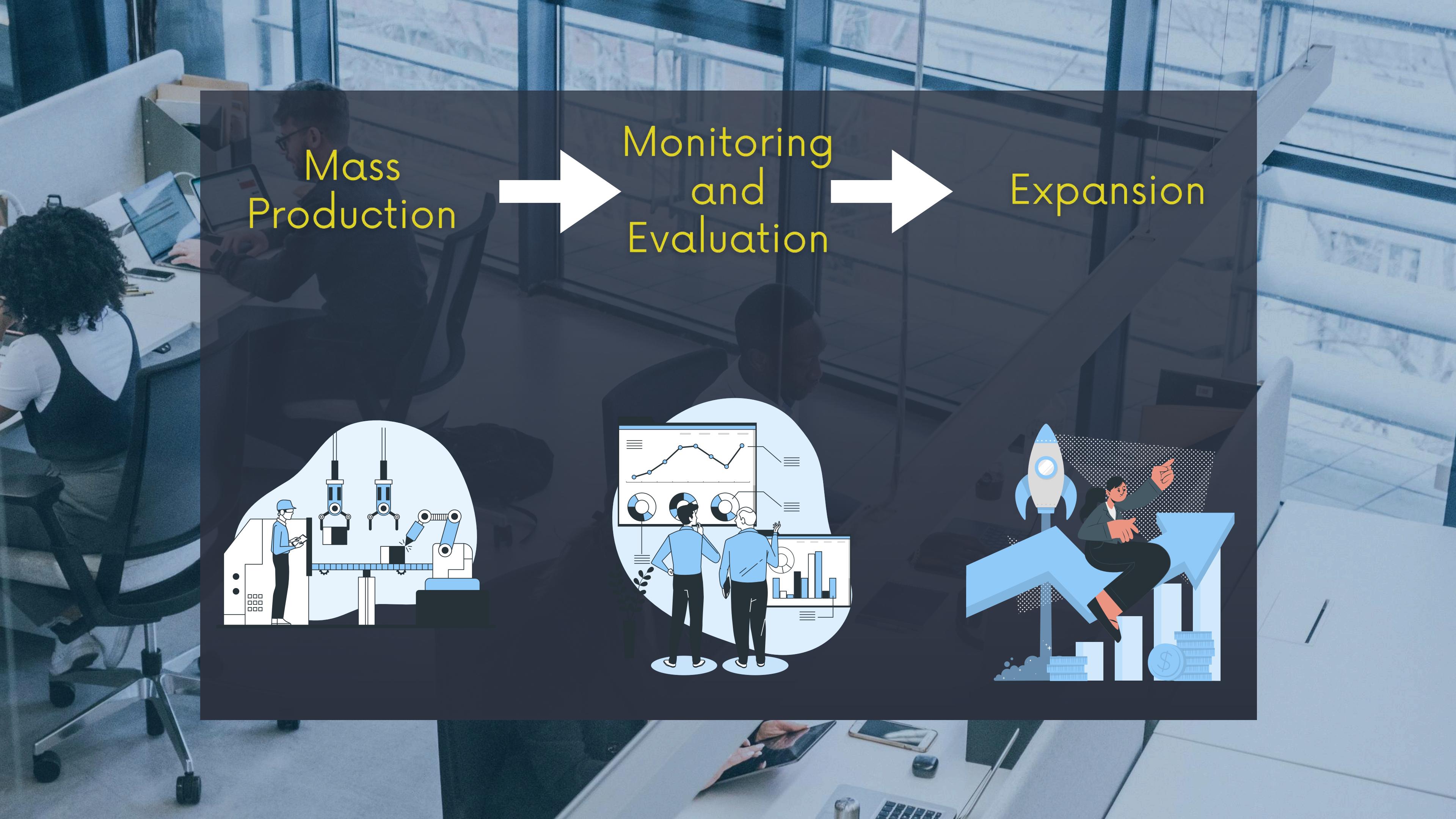


Partner  
Outreach



Implementing  
Marketing  
Strategies





Mass  
Production

Monitoring  
and  
Evaluation

Expansion



# Viability and Risk Assessment

# SWOT Analysis

## Strengths

- Innovative Design
- Customizability and Flexibility
- Technical Expertise



## Weaknesses

- Market Awareness
- Supply Chain Dependencies



# SWOT Analysis

## Opportunities

- Growing Market
- Potential Industry Partners



## Threats

- Regulatory Changes
- Economic Uncertainty



# OUR TEAM

Bringing one step closer to revolutionizing the way we interact with power outlets



Mihiran  
Wickramarathne



Sanuja  
Rupasinghe



Danidu  
Dabare



Kavin  
Siriwardana



Dinuka  
Madhushan

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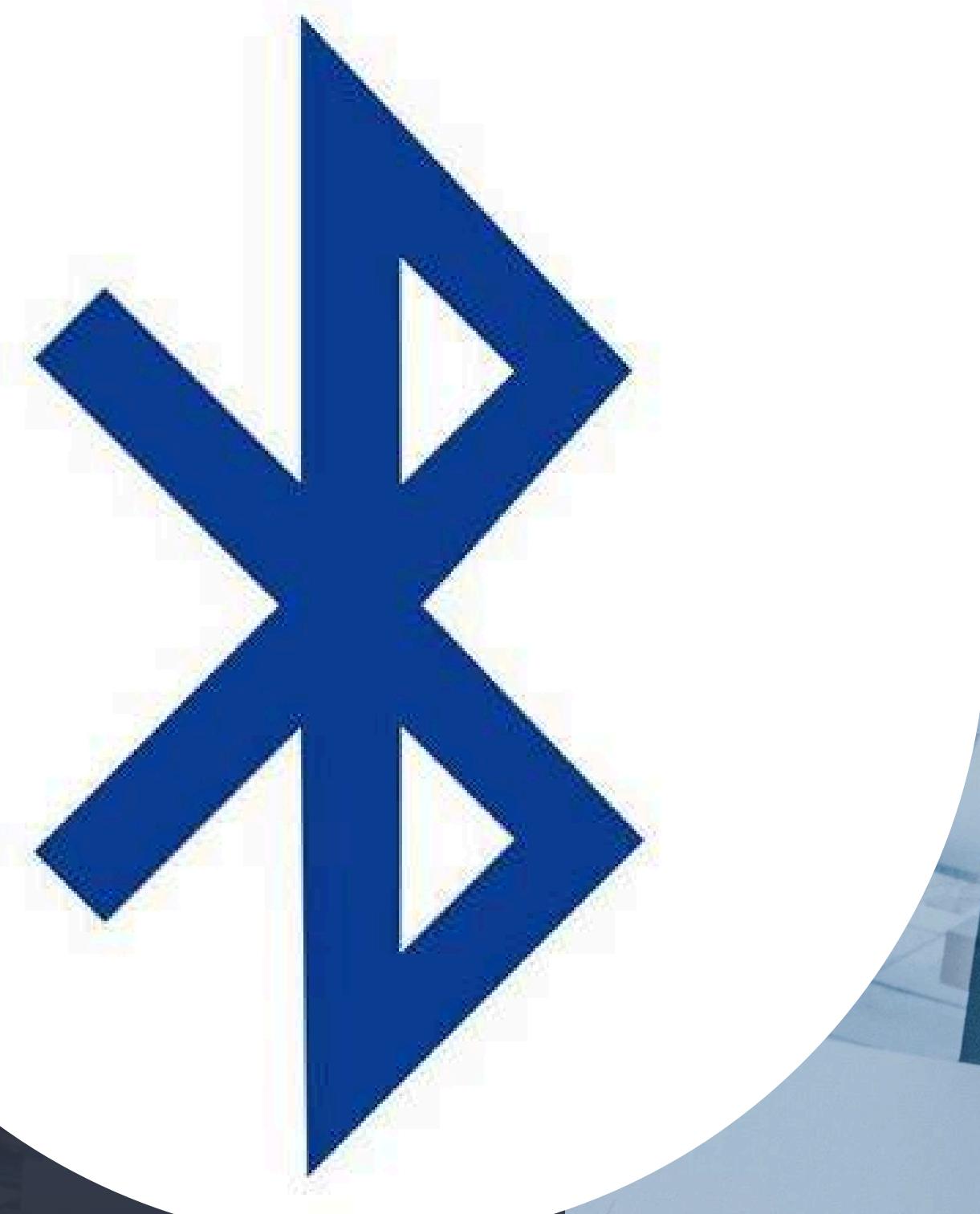
Thank You

# Key Performance Indicators (KPIs)

- Product Sales Revenue
- Customer Acquisition Rate
- Module Adoption Rate
- Return On Investment
- Market Share Growth
- Partnership Effectiveness
- Product Development Cycle Time

## Bluetooth Module

- Controls the state of the Power Base using Bluetooth.
- Uses a 3rd party application to transmit the signals.
- We can develop an application on our own to add more features.



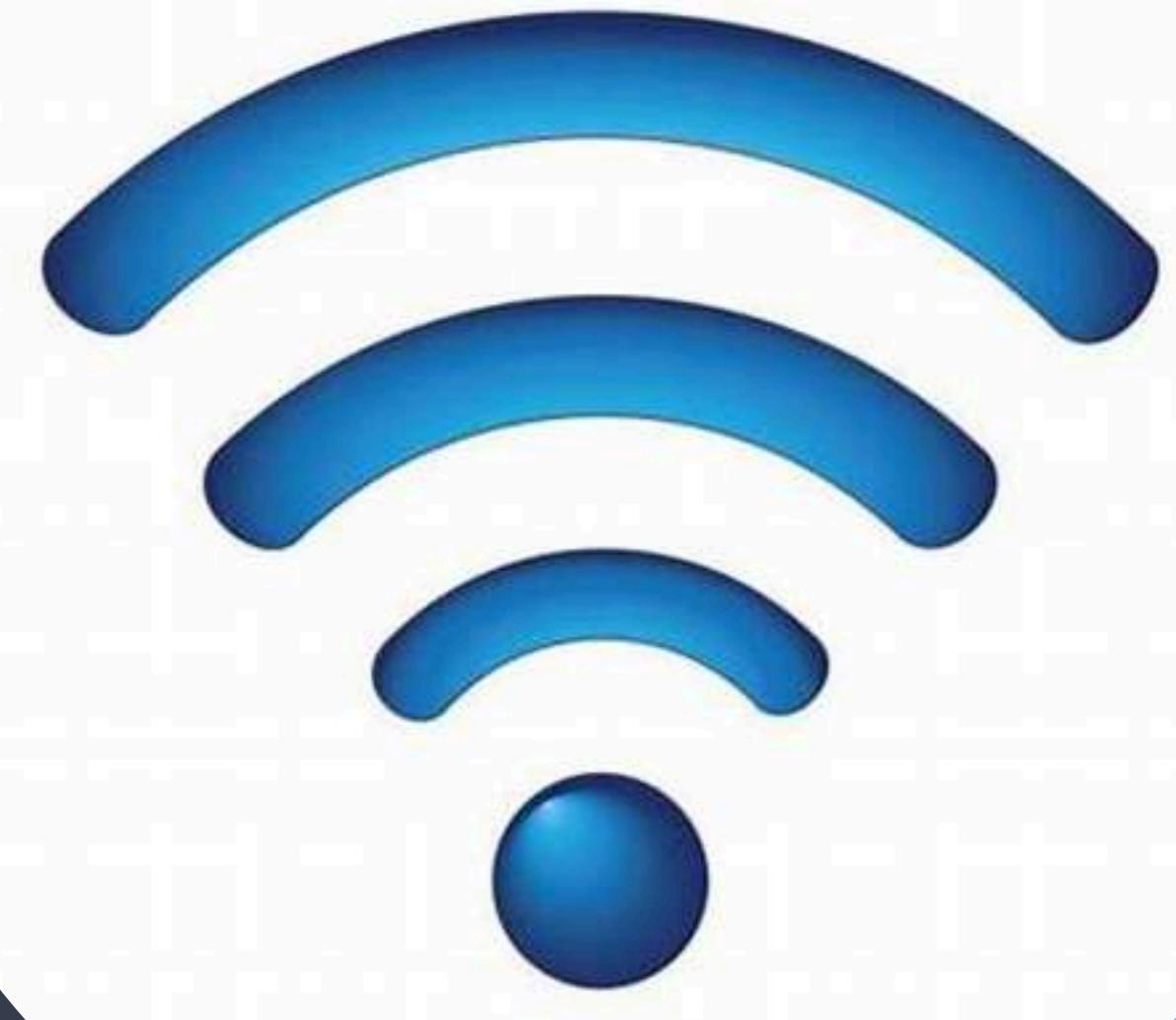
## Reprogrammable Timer Module

- Uses a timer circuit which we can program using 4 switches.
- 1s - 999s and 1 - 999 minutes
- Different modes in the timer circuit.
- Another different module has to be connected to the Power Base in order to use the reprogrammable timer module.



## Wireless Module

- Controls the state of the Power Base using a wireless remote.
- The range of the remote is about 10m.
- We can improve the range by designing our own wireless remote by using more powerful components.



# Budget - Power Base

Component	Price (Rs.)
74HC74 ic (D flip flop)	70
5V single-channel Relay module	75
AC to 5V dc converter	285
4 ports	4 x 30
Enclosure	500
PCB	140
3 Pins (Male, Female)For take 230	80
Other	130
Totoal	<b>Rs. 1400</b>

Selling Price  
**Rs. 2000**

# Budget - Modules

## Timer Module

Component	Price (Rs.)
NE555 ic	30
PCB	200
Toggle Switch	20
Enclosure	300
Other	300
Total	Rs. 850

Selling Price Rs. 1200

## HC06 Bluetooth Module

Component	Price (Rs.)
ATmega 328p	1400
HC-06 Bluetooth Module	1200
PCB	200
Enclosure	300
Others	300
Total	Rs. 3400

Selling Price Rs. 3700

# For Example...

## Entertainment Home Play

startup fee:  
Rs.55,130

Devices included:  
Home Gateway  
Smart Mobile Socket  
Wireless Smart Dimmer  
Switch

## Safety

Startup fee:  
Rs.46,370

Devices included:  
Home Gateway  
Smoke Detector  
Wireless Emergency  
Button

## Smart Bed Room

Startup fee:  
Rs.60,650

Devices included:  
Home Gateway  
2G or 3G Switch  
Dimmer Switch

## Smart Living Room

Startup fee:  
Rs.61,960

Devices included:  
Home Gateway  
3G Switch  
Smart Socket

## Smart Kitchen

Startup fee:  
Rs.67,410

Devices included:  
Home Gateway  
2G Switch  
Smoke Detector  
Water Leakage Sensor

## A huge white space in

- Customization and Flexibility &
- Reasonable Pricing

# Our Business Plan

## Step 2:

- Partner up with them

