आसान

One touch in the Future

The Problem

Did I forget to turn the geyser off?

Wish I could turn off the fan without getting up!

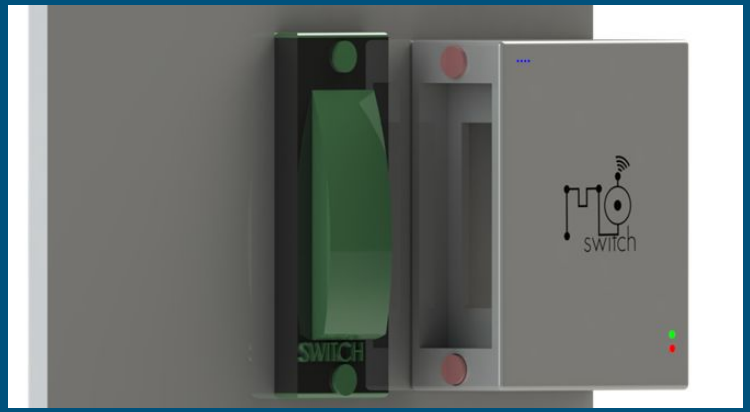
Wish I could turn the A/C on before

Wish someone could notify me when to turn on the water pump everyday!

Fun Fact:

Rajasthan uses over 38,000 Million kWh annually.

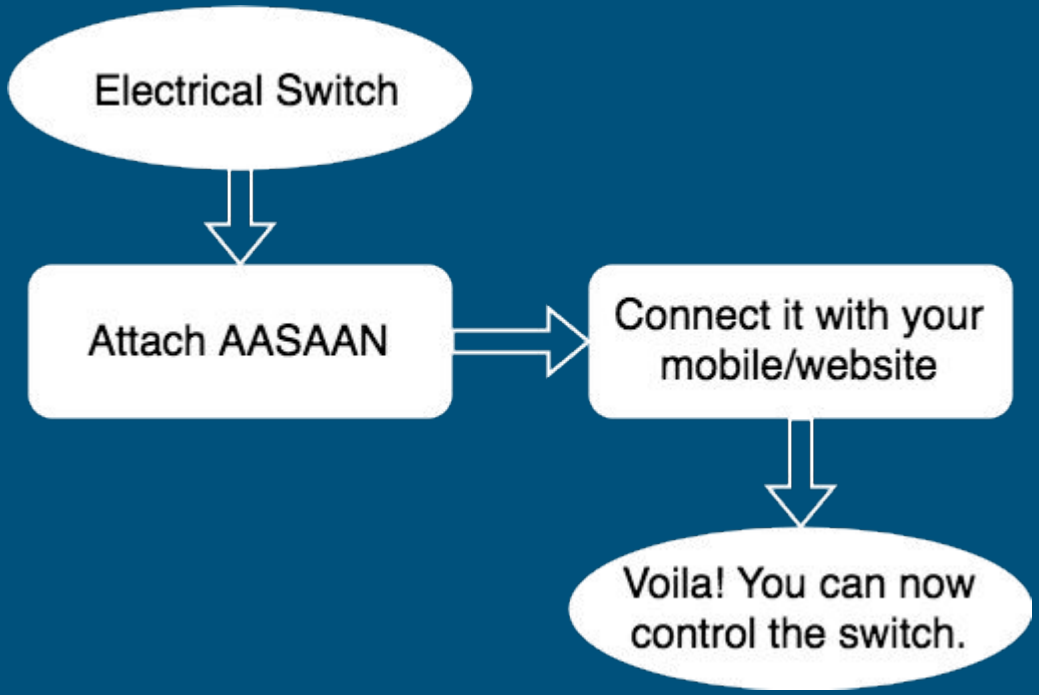
The Solution



Aasaan is a switch controlling device that gives you the power to control any already existing ordinary switchboard at the tips of your finger.

Now, you can turn all your appliances into smart ones without any added buzz or cost!

How does it work?



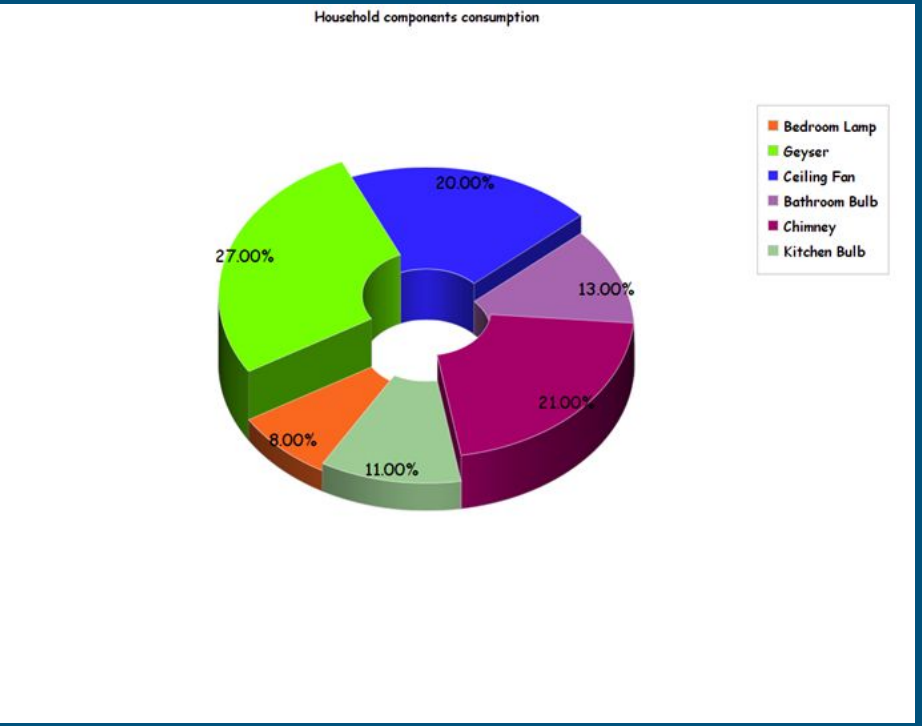
Did you know?

With AASAAN, you can not only control the device but can also view the efficiency and power consumption of the device connected to it.

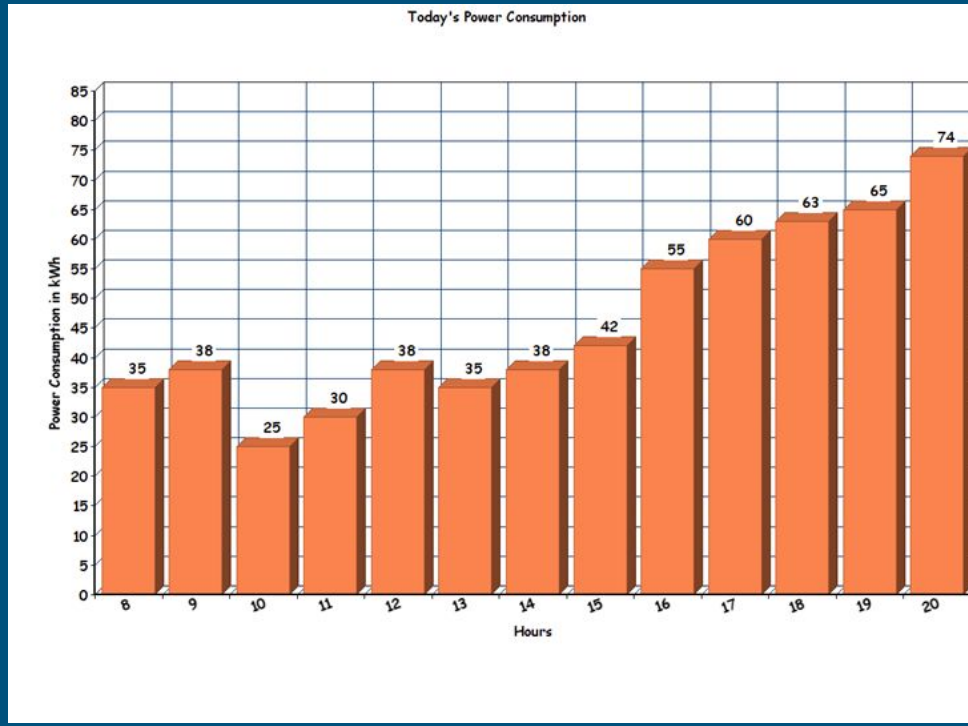
Features:

- Detachable.
- Wi-Fi enabled.
- Easy to install.
- Timer and Notifications.
- 15 day battery backup for an hour of charge.

One can also visit their Aasaan app to know about the various statistics on their appliances.



Distribution of Energy by Components



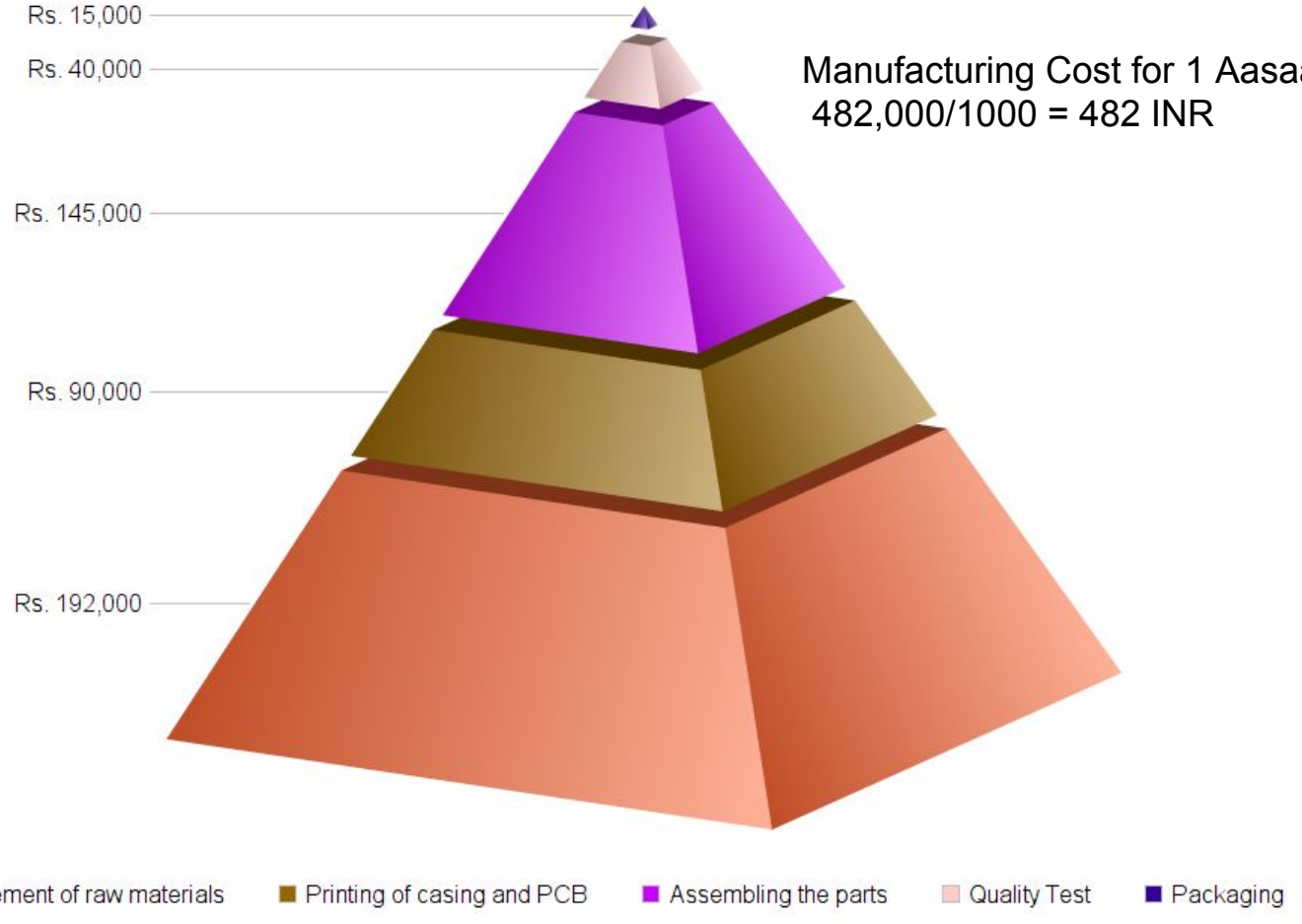
Total Power Consumption Stats in a day

Business Strategy

- The practicality of any idea is as essential as the idea itself. Thus, we created a working business model and were overjoyed to see the feasibility of the product especially on a large scale facility.

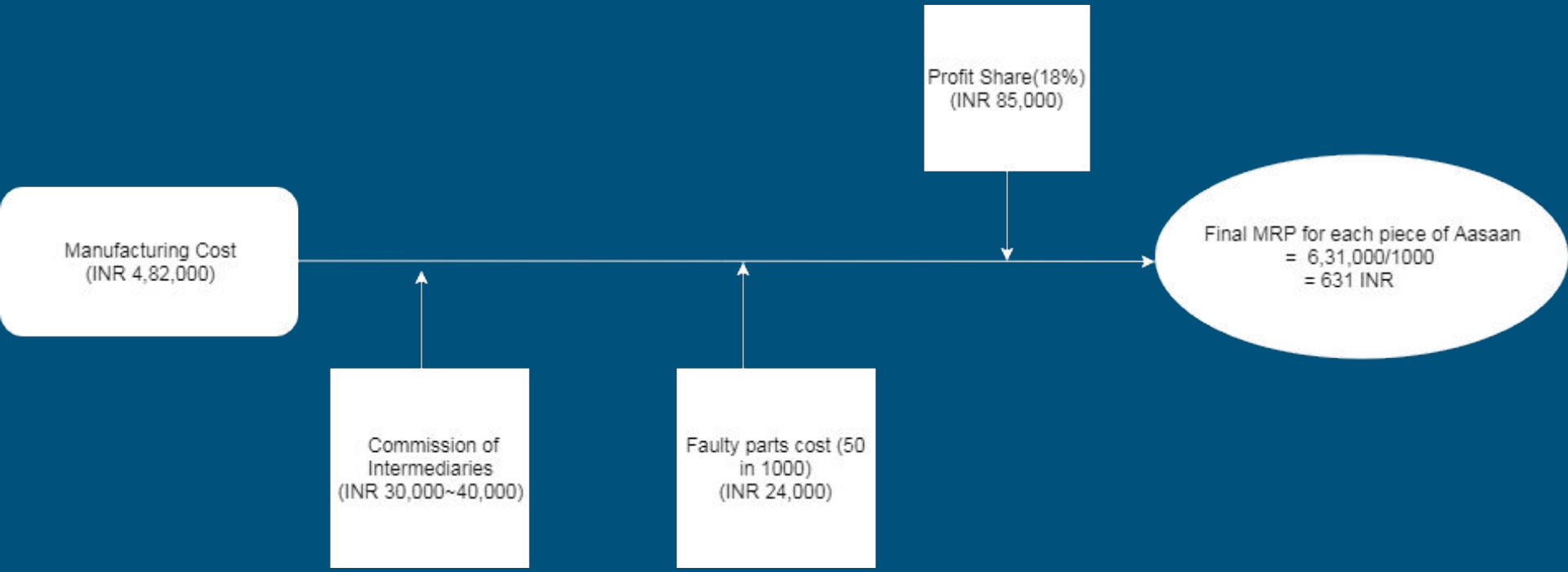
- Targeting the middle and upper strata of the society is the strategy we'd like to begin with. To narrow down, Households and Commercials show a great deal of unexplored opportunities in the smart appliance sector already.

The following is the manufacturing cost breakdown for a 1000 pieces of Aasaan:

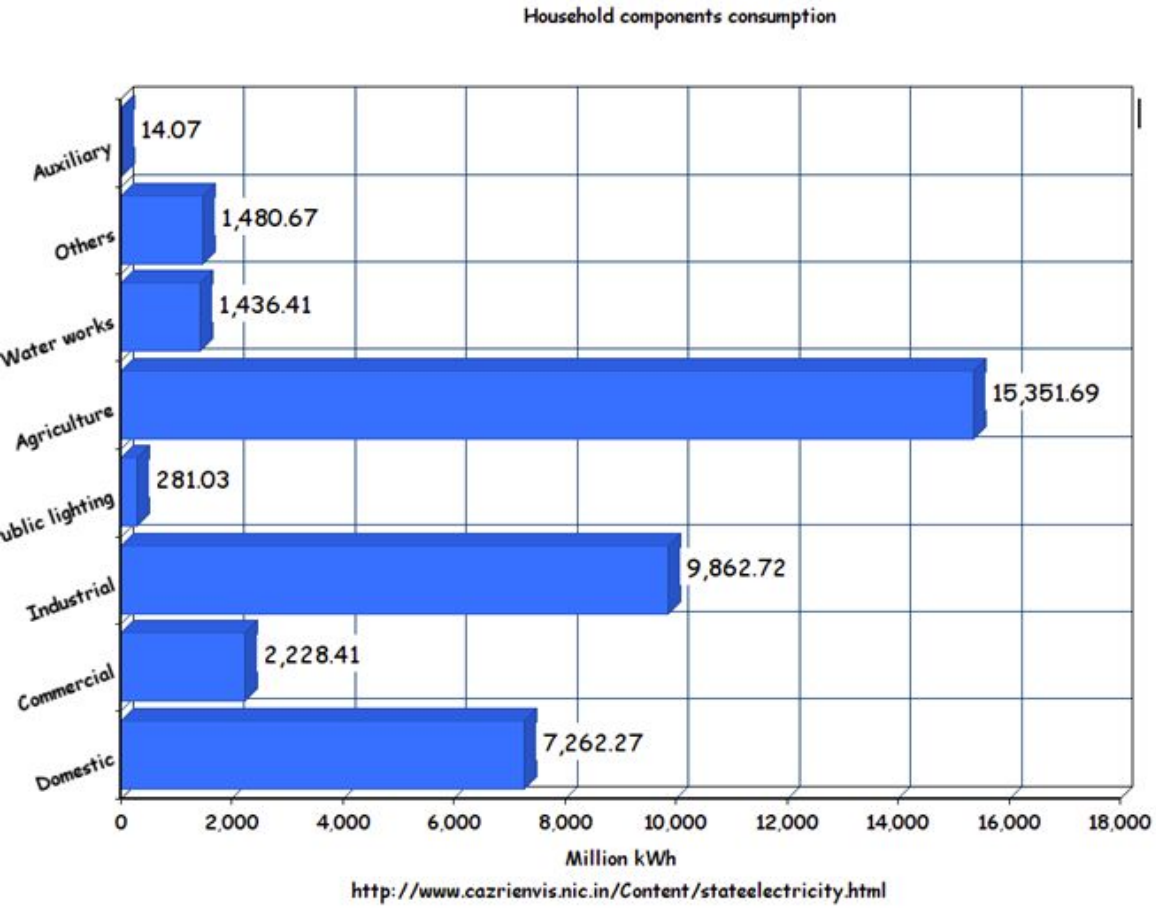


Manufacturing Cost for 1 Aasaan =
482,000/1000 = 482 INR

Potential drivers of the cost



Rajasthan's energy consumption by different sectors:



This shows how Domestic, Commercial and Auxiliary sectors amount to a total of 10,004 Million kWh of the total 37,918 Million kWh energy Rajasthan uses annually.

A ***staggering 27%*** of the total market is an easy access and is ready for our product.

Future Opportunities

- Machine learning predictions
- Safety: Notify unusual activities
- Voice control
- Smart recommendations
- User customisation
- Configuring with sensors : Light and sound Sensitivity

Don't wait till the end of the presentation to give the bottom line.

Reveal your product or idea (in this case a translation app) up front.

The End