

FRESH FUSION CREW

FRIDGEMATE

LUXE

Preserve Perfectly, Consume Wisely:
Elevate your refrigerator with FridgeMate Luxe



Group 4

OUR TEAM & MISSION

Empowering households to embrace sustainable living through innovative refrigeration technology that maximizes food freshness, minimizes waste, and elevates the everyday kitchen experience



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CUSTOMER REQUIREMENTS



Individual item Lifecycle
Display



No Excessive
Ice Buildup



Customizable
Storage



Odor Foulness
Management

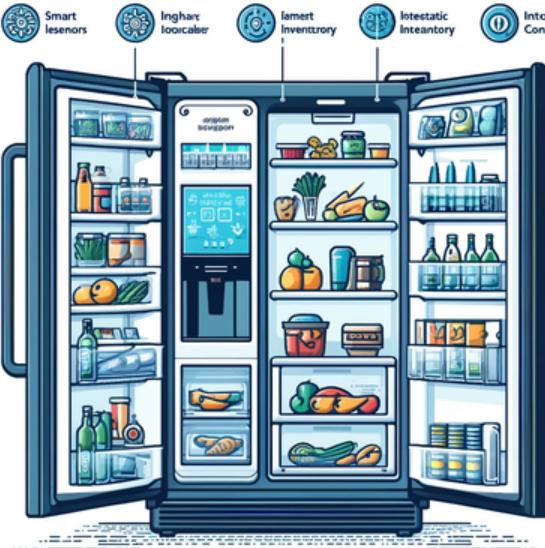
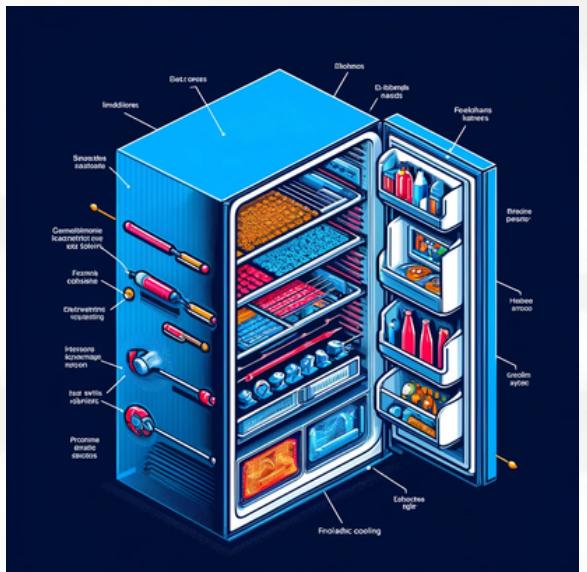
PROPOSED SOLUTION

Individual Compartment
Temperature Control



Advanced Display
System

Intelligent Inventory
Management System



Advanced Thermoelectric
Cooling



ABOUT OUR COMPETITORS

Feature	FridgeMate Luxe	LG (Insta View Door in Door)	Samsung (Family Hub)	GE (Cafè Series)	Whirlpool (WRF757SDHZ)
Customizable Storage Options	✓	Limited	Limited	✗	✗
Individual Item Life Cycle Display	✓	✗	✗	✗	✗
Energy Efficiency	A+++ (Ultra Low Consumption)	A+ (Low Consumption)	A (Standard Consumption)	A (Standard Consumption)	A+ (Low Consumption)
Smart Connectivity	Fully Integrated System with App & Voice Control	App Control with Basic Alerts	Integrated System with App, Voice Control & Internal Cameras	App Control with Basic Alerts	App Control with Basic Alerts
Innovative Defrost System	95% efficiency in 20 minutes	95% efficiency in 40 minutes	90% efficiency in 45 minutes	90% efficiency in 50 minutes	93% efficiency in 40 minutes

USER PERSONAS



Eco Conscious Home Owner

Tech Savvy Millennials



Busy Working Professional



Family with Young Children

PRODUCT FEATURES



DISPLAY RESOLUTION

Provide a **Minimum** resolution of 720p (1280x720 pixels) and a **Target** of 1080p (1920x1080 pixels). Test the above using **PassMark Monitor Test**



Thermal Insulation⁺

THERMAL INSULATION EFFICIENCY

Provide a **Minimum** Thermal conductivity not exceeding 0.024 W/(m·K) and a **Target** Thermal conductivity not exceeding 0.021 W/(m·K). Test the above using **Transient hot wire method (THW)** or heat flow meter method



MATERIAL DURABILITY & SAFETY

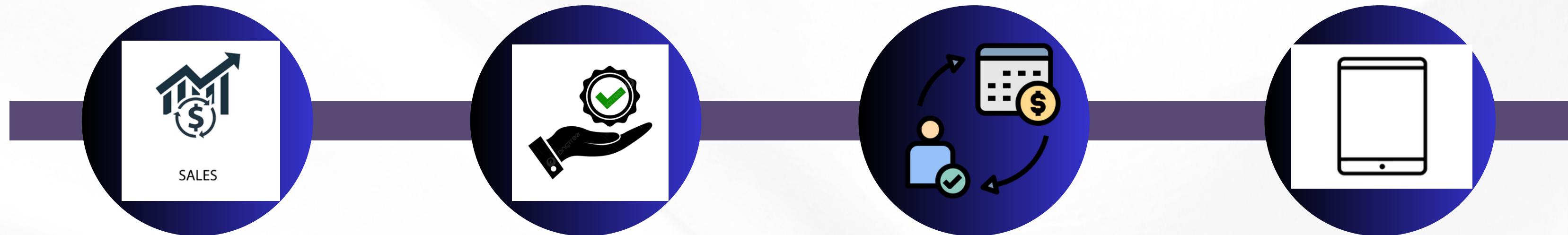
Provide a **Minimum** of BPA free materials while **Target** is to use BPA free & anti microbial materials for all interior surfaces. Test the above using **Gas Chromatography with Mass Spectrometric detection (GC/MS)**.



ODOR CONTROL MECHANISM

Provide a **Minimum & Target** of Utilization of activated carbon or equivalent odor-absorbing materials. Test the above using sensory evaluation by trained panelists or gas chromatography-mass spectrometry (GC-MS)

REVENUE STREAMS



Sale of
Fridgemate
Luxe units

Extended
Warranty &
Service
Packages

Potential
subscription
services for
premium
features

Sales of display
modules for
existing
refrigerators

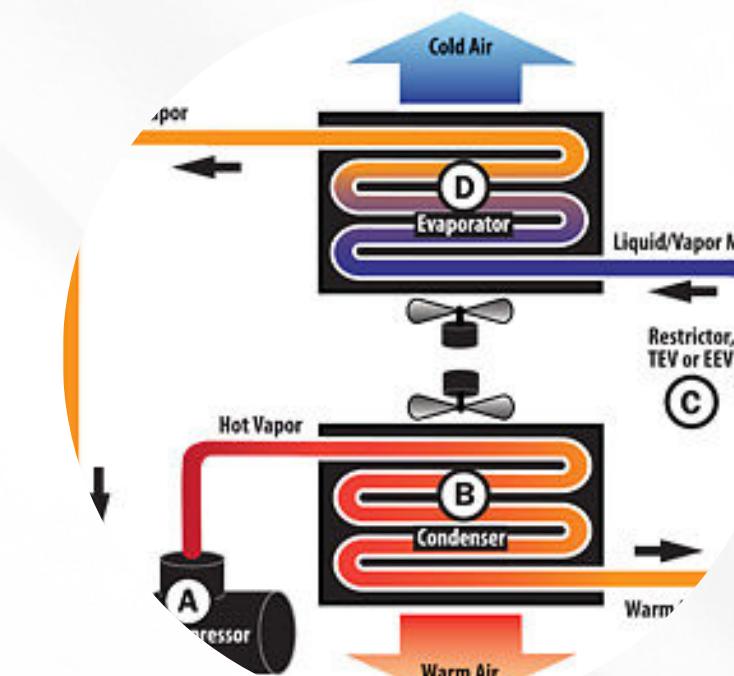
RISK ANALYSIS



**PACKAGING &
LABELLING**
RPN: 140

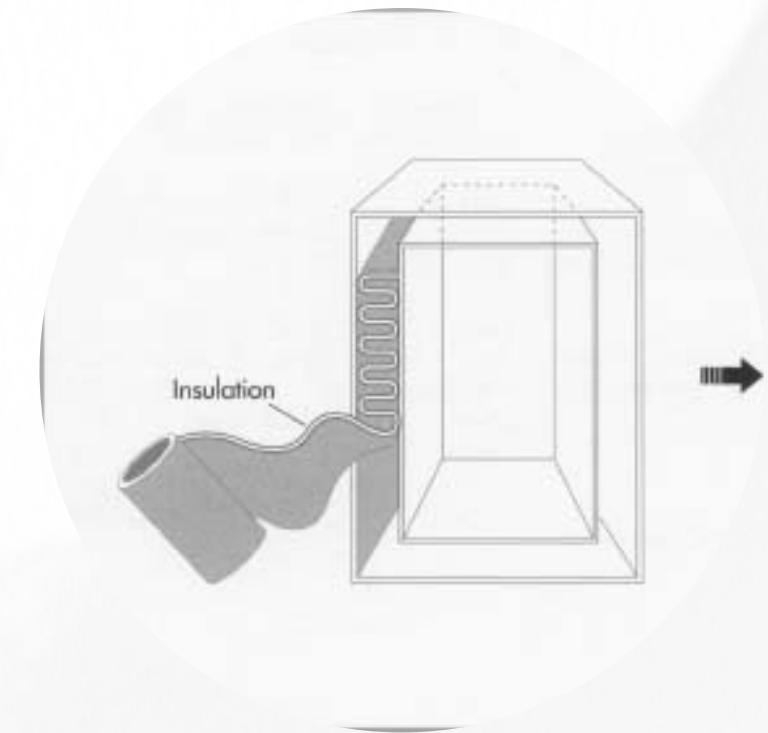


**MAGNETIC
DOOR SEAL**
RPN: 108



**DEFROSTING
TECHNOLOGY**
RPN: 120

**INNER LAYER
INSULATION**
RPN: 126



**INDIVIDUAL
ITEM LIFECYCLE
DISPLAY**
RPN: 90

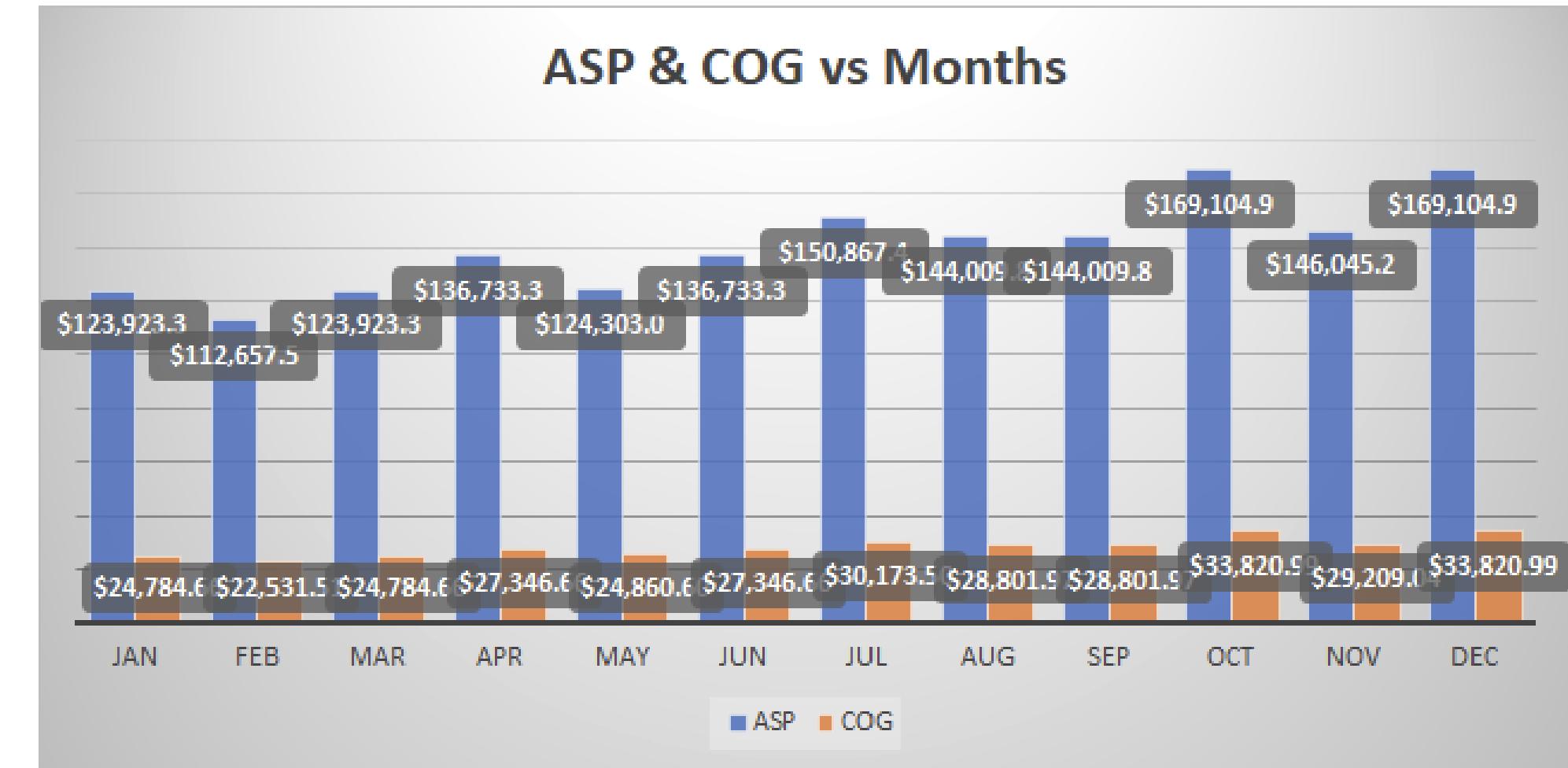


COST ESTIMATE

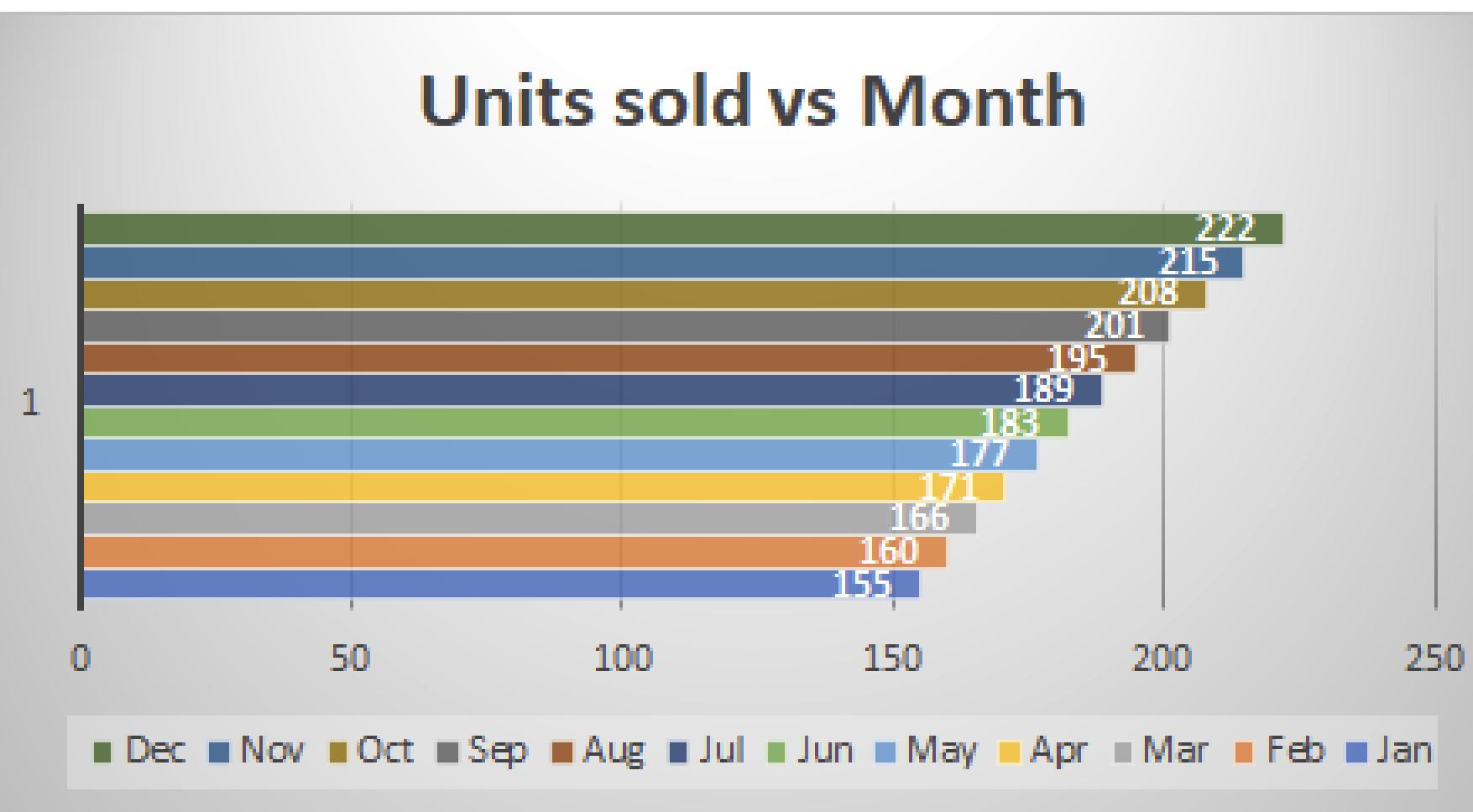
Cost Category	Cost per Unit (USD)	Cost for 100 Units (USD)	Percentage of Manufacturing Costs
Materials and Components	\$672	\$67,200	30%
Technology and Features	\$560	\$56,000	25%
Testing and Compliance	\$112	\$11,200	5%
Research & Development	\$224	\$22,400	10%
Manufacturing and Assembly	\$336	\$33,600	15%
Packaging	\$112	\$11,200	5%
Marketing and Distribution	\$179	\$17,900	Approx. 8%
Total Manufacturing Cost	\$2,240	\$224,000	80%
Profit Margin	\$560	\$56,000	20%
Retail Price	\$2,800	\$280,000	100%

FORECASTING

Did you know that the global smart home appliance market is projected to exceed \$92 billion by 2025?



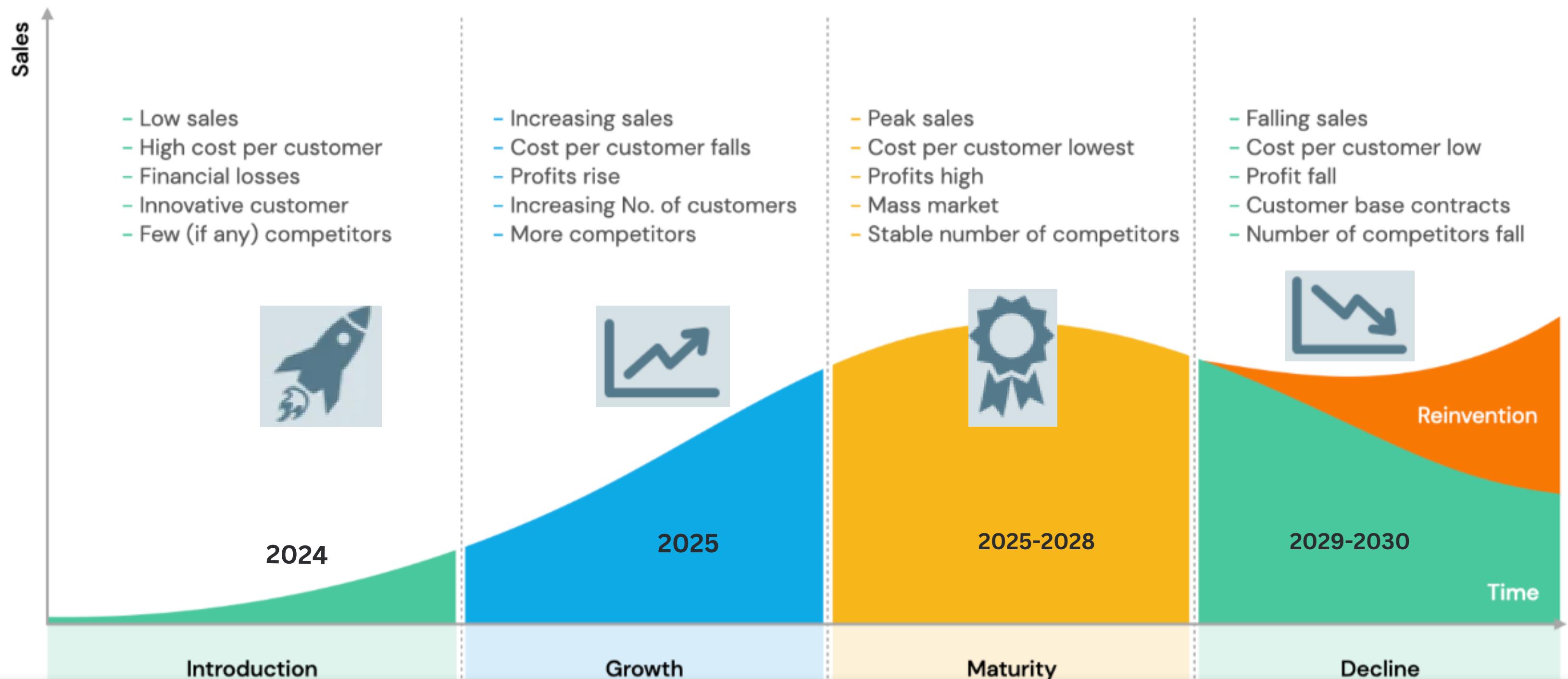
Units sold vs Month



Assumptions:
By 2025 Jan we will be starting with 120 customers.
Quarterly growth rate of 10 %

PRODUCT LIFECYCLE

Product life cycle stages



MARKETING STRATEGY



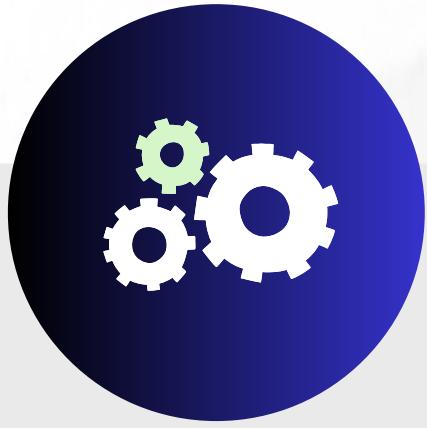
MARKETING

- Identifying Potential Customers
- Unique Selling Proposition
- Cost Efficient with Multiple Features.
- Social Partnerships.
- Advertisements.



TARGETING

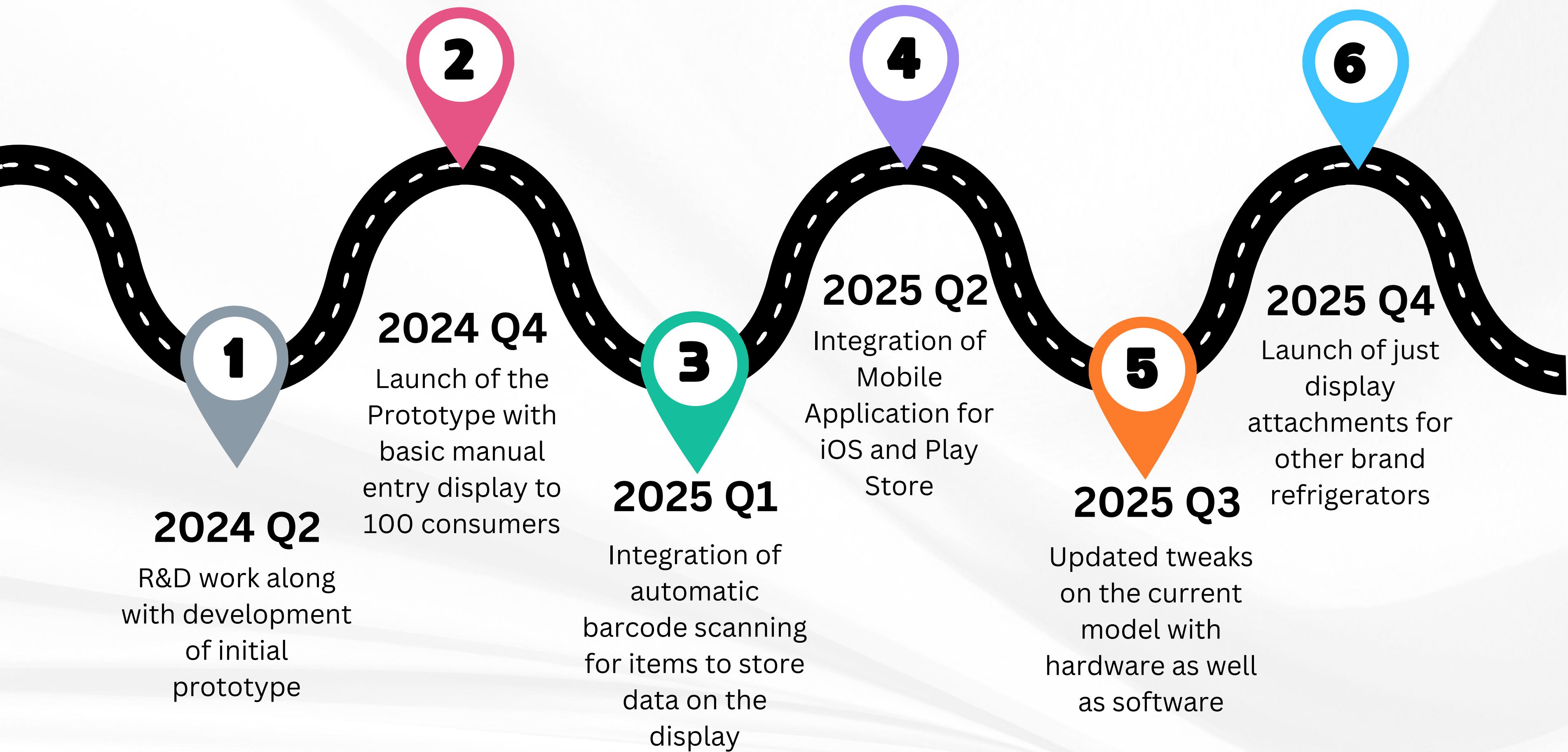
- Understanding Needs of Customers.
- Identifying gaps in the market that your product can fill.
- More Budget-friendly models for rapid market entry.



SUPPORTING

- Robust customer Service.
- Easy & cheap cost of spare parts & regular maintenance.
- Proper Monitoring of dailyitems through App.

PRODUCT ROADMAP



LOFI PROTOTYPE

The image displays two screens of a lofi prototype application. The left screen is the 'Log In Screen' and the right screen is the 'Item Screen'.

Log In Screen: This screen features a dark background with a large, metallic-looking refrigerator icon in the center. The word "Welcome" is displayed above the icon. Below the icon are fields for "Username" and "Password". A large, stylized button labeled "FRIDGEMATE LUXE" with a "Submit" button is overlaid on the icon. At the bottom left is a "Version No." field. A navigation bar with a menu icon and a question mark icon is at the top. A "Refrigerator Temperature" indicator is located at the bottom right.

Item Screen: This screen has a light gray background. At the top is a search bar with the placeholder "Search for the items" and a magnifying glass icon. Below the search bar are four rows of four items each, labeled "Item 1" through "Item 12". A navigation bar with a menu icon and a question mark icon is at the top. A "Refrigerator Temperature" indicator is located at the bottom right.

LOFI PROTOTYPE

Item Information



Item name ? 🔍

Image of the Item

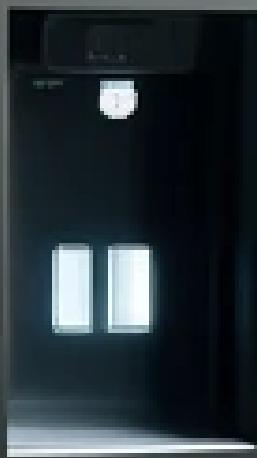
Item Name Edit

Expires in : 3 days ----- (Blinking Red Indication)
Quantity: 2 ----- (Blinking Red Indication)
Location: ----- (With the diagram of the fridge)
Light Up Location: Toggle switch

Refrigerator Temperature



Gammioettoraks
lotinis taurise



Consonispael
dEU 208



laige
Coyee

