**Market pricing**

The market pricing of the whole device will be roughly $170. It based on the area of the house we want to cover. In this price, the device will cover 3 bedrooms, a lounge, kitchen and 2 bathrooms. So, if the requirement of the space is more then, the price of the device will rise to $230-250 considering the need of more motion sensors and alarms.

**Cost to make:**

The motion sensors will cost about $50. More than 20 motion sensors will be required. When it comes to the Arduino microcontroller, the cost varies and if they will be bought in more quantity then their price will be less as compared to buying them individually. The price of a single unit is $15-20. Alarms and LEDs on the other hand will cost roughly $100 to buy and then integrating with the system.

**Competitor**

When it comes to the competition of this device, there are some devices of similar nature available in the market such as **Tru Sense** and **Rest Assured**, but these are not standalone devices. These are complete systems that need to be integrated within your house and they are based on monthly subscriptions. The cost models are not as effective as the proposed product “Grandma House”. This device is based on BOUF model (Buy Once Utilize Forever). Investment in this device is a one-time thing and it will last you almost forever considering the lifetime of Arduino microcontroller and the motion sensors.

**Market Size**

The market size of this product is not as vast as the baby monitoring devices because about 50 million people around the world have Alzheimer's disease or another type of dementia. The data set from the World Health Organization (WHO) revealed that about 60% of people living with dementia and/or Alzheimer’s are from a low or middle-income country throughout the globe. That is why the market size of devices of Grandma House nature are not as popular as the remote baby monitoring devices.

**Sell Price/ Value**

When it comes to the selling price or market value of this device. It can be considered as mediocre to high. Since there are no similar devices available in the market, it is safe to say that Grandma House: Alzheimer’s Monitoring Device is one of a kind that needs to be valued at a normal rate in the beginning so that people from all socioeconomic backgrounds can get to afford it. The data from WHO revealed that the global 60% population with Alzheimer’s disease is from middle-income earning countries. With the passage of time, the market value and the selling price will be increased as per the normal business models.

**Percent Profit**

For now, there is very less percent of profit from selling this device because we want the market and the target audience to be familiarized with it. Once the device is completely introduced to the intended audience, the profits can be estimated at 5% per device that means the profit will be $10 per unit.