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DJ Ascentia Product Endorsement Strategy Update

Evaluating ARMband and Runi Opportunities

Tobias Zeier 10 March 2025

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Introduction

- Revised ARMband Proposal
- Runi’s Current Challenges
- Updated WBS for Runi
- Updated Gantt Chart for Runi
- Timeline Comparison
- Financial Projections
- Risk Evaluation and Mitigation Strategies
- Recommendations
- Conclusion & Next Steps

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Revised ARMband Proposal

- No upfront investment required
- 8% share of gross profit (potentially 11%)
- Fully working and tested product
- Non-exclusive deal could generate more income (Li and Lou, 2020)
- Sales performance: 750 units sold in Year 1

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Runi's Current Challenges

- Sales underperformance: 1750 kits sold vs. 2750 projected.
- No sales of complete systems.
- UI software component not open-source, requiring reverse engineering which possibly delay the project further (Thomas et al, 2021).
- Estimated 6 weeks for fix + 4 weeks for DJ Ascentia's demos.
- Limited software compatibility due to RISC-V architecture.

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Updated Work Breakdown Structure for Runi

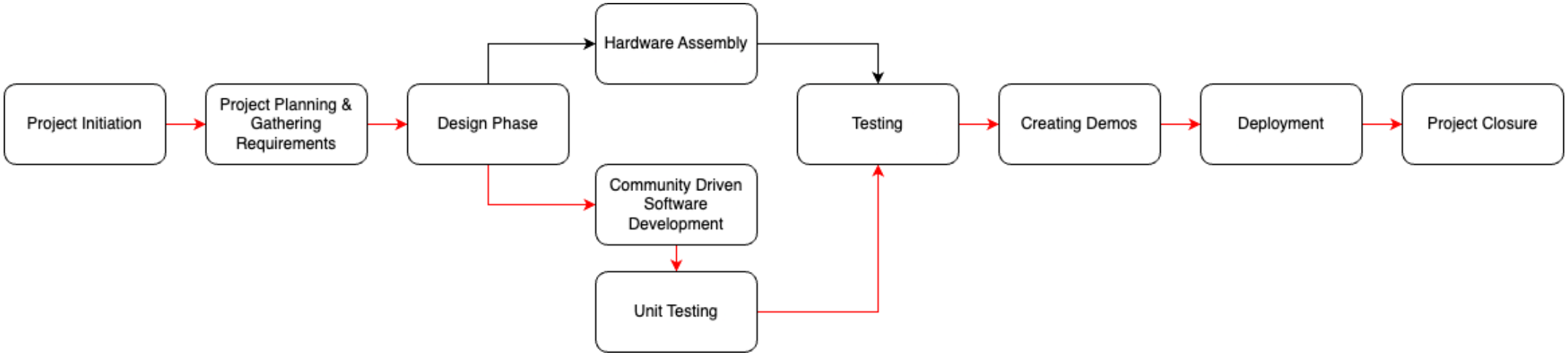

Figure 1: Updated Work Breakdown Structure Runi (Zeier, 2025)

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Updated Gantt Chart for Runi

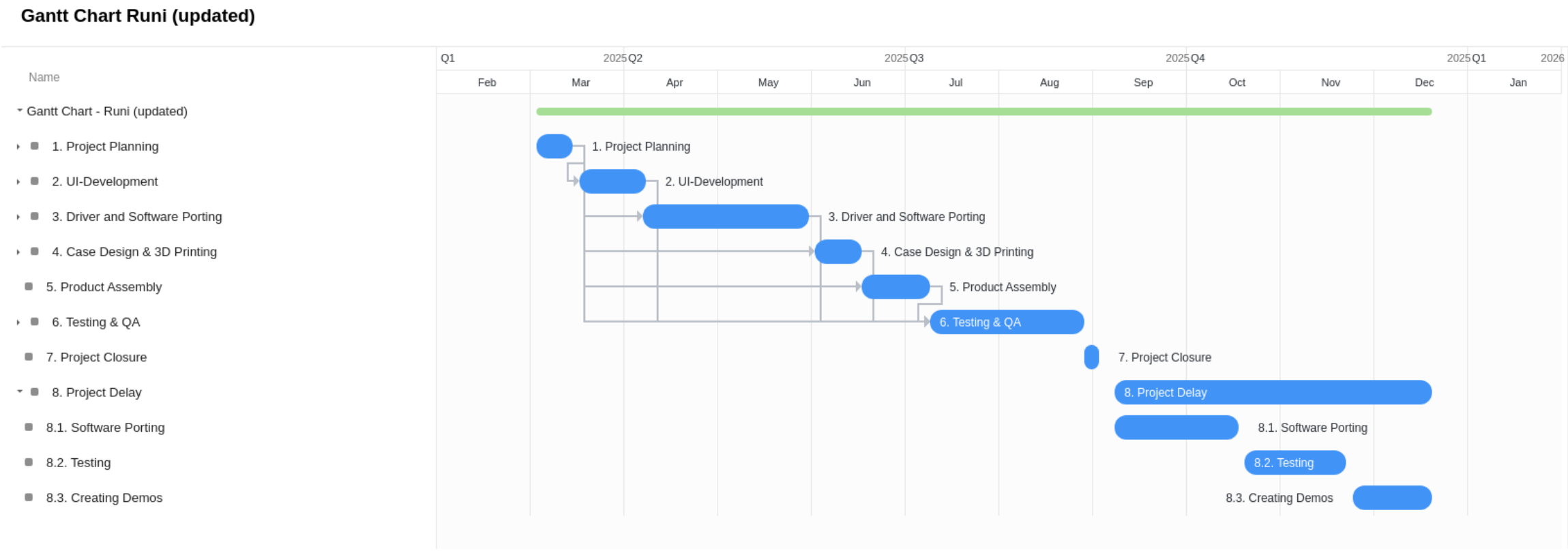

Figure 2: Updated Gantt Chart Runi (Zeier, 2025)

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Comparison of Timelines

Runi

Figure 3: Project Delay for Runi (Zeier, 2025)

ARMband

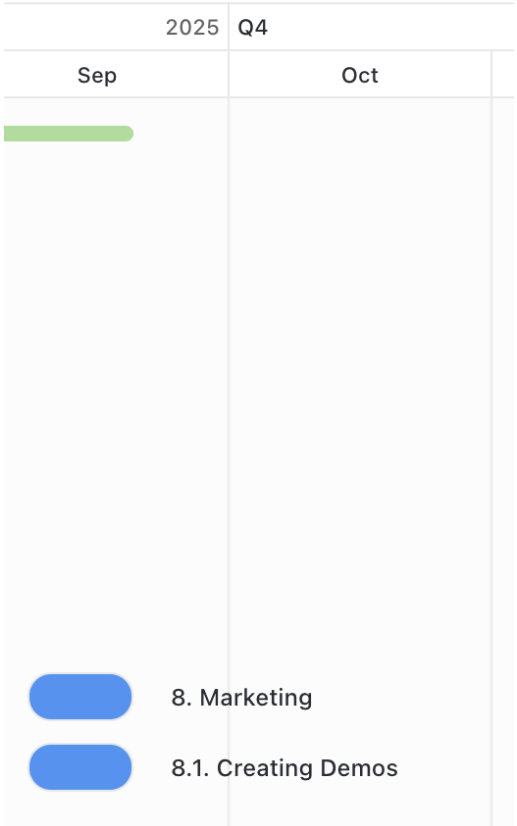

Figure 4: Project Addition for ARMband (Zeier, 2025)

Early market entrants attract better customer evaluations (Kirjavainen et al. 2020).

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Financial Projections

	ARMBand	Runi (Kit)	Runi (assembled)
Gross Profit Share	8% (up to 11%)	7%	7%
Predicted Sales	1500	2750	950
Actual Sales	750	1750	0
Gross Profit/Unit	20% of £400 = £80	40% of £150 = £60	35% of £400 = £140
Annual Income	1500 * £80 * 8% = **£9,600** (or £13,200 at 11%)	1750 * £60 * 7% = **£7,350**	0 * £140 * 7% = £0

Table 1: Financial Projections (Zeier, 2025)

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Risk Evaluation and Mitigation Strategies

	ARMband	Runi
Risks	• Low: Fully tested, no upfront investment. • Non-exclusive, The Runes could withdraw. • Lower sales than predicted. • Lower profit margin compared to Runi.	• High: SW development delays. • Uncertain sales. • 50% chance of Runes withdrawing. • Limited software compatibility until fixes are complete.
Mitigation Strategies	• Explore additional opportunities. • Leverage existing Zynthian demos (2 weeks testing required). • Focus on marketing to maximise sales (Unachagi, 2024).	• Accelerate UI component development. • Engage community for additional testing and feedback. • Prepare contingency plans for Runes withdrawal.

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Recommendation

Scenario 1

Given the Runes do not withraw:

- Recommendation: Pursue both **ARMband and Runi**.
- Rationale: Diversify income streams, drive sustainable financial growth (Ercegovac et al., 2023).

Scenario 2

Given the Runs withraw:

- Recommendation: Focus on **ARMband**.
- Rationale: Higher income potential (11% gross profit), no delays, non-exclusive deal allows future flexibility.

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Conclusion & Next Steps

Key Takeaways

- ARMband offers immediate income potential with minimal risk and higher future flexibility.
- Runi has higher profit margins but significant delays and risks.
- Diversification is ideal; however, ARMband is the safer choice if Runes withdraw.

Next Steps

- Finalise ARMband marketing strategy and create Demos.
- Monitor Runi development progress but avoid endorsement until product is viable.

Q&A

- Open for questions

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