Amazon New Product ‘S2-Nano’ Memo

Name: Akash M Dubey

Press release

Amazon Introduces ‘S2-Nano’ Shrink to Nanoscale Technology

April 26, 2021 at 10:00 AM PST

Amazon introduces ‘S2Nano’- A shrink to nanoscale service that can help customers produce scalable, reliable, nano-scaled 3D structures, 1/1000th size of original product – Starting $10/m^3

SEATTLE--(BUSINESS WIRE)-- April 26, 2021 -- Today, Amazon (NASDAQ:AMZN), announced “Amazon S2-Nano” , a shrink to nanoscale service that offers companies to develop their hardware components at highly scalable, reliable, and efficient nanoscale at very low costs. This will help healthcare, optical and other business to shrink to various objects to nanoscale technology. Amazon S2-Nano is available today at “http://aws.amazon.com/s2nano”

Amazon S2-Nano is shrinking to nanoscale service. It is designed to give customer capability to use S2-Nano service to serve as a system and can produce 3D structures one thousandth the size of the original product. Amazon S2-Nano provides shrinking to 1/1000th nano scale interface which can be used to shrink any 3-dimensional object without losing its original pattern or shape. It is developed to solve healthcare & robotic application problems where size of instruments or technology has been a important matter for its expansion and applications.

“Our Aim is to let customers build nano-technology advancing through rapid advances in the world. A company could wish to build nano lens for cancer detection or nano scaled heart to make the heart-failed patients live longer” said Amazon spokesperson, Bruce Wayne.

“We have heard or seen such kind of technologies only in movies like Ant-man where normal matter can be shrinking, so far. We are proud to see amazon has stepped up in innovation through developing and bringing this innovation to market. This will change our world forever. We plan to expand s2-nano technology to every city in coming years; thus s2-nano is looked to transform majorly how healthcare instruments and applications can be transformed and can rise in future solving cancers, making nano technology powered robots, hearts, optic devices, etc. future science in medical” said our first customer, Pfizer CEO, Albert Bourla

Amazon S2-Nano technology is based on implosion fabrication of nano-scaling 3D objects, the price charged will be as per volume of object & material used. Since material type & volume of a object is unique spatial attribute calculated via its shape, size and density of a particular object. The base pricing starts from $10 per mm^3 of original product and using polyester material for new nano-scaled product and is available to use in US regions and will be available globally from Dec 2021

Services for general S2-Nano will be available to all customers in US starting 27th April 2021 and are subject to availability on amazon.com/s2-nano and does gives option to customer to build their customized material s2-nano and can have it installed on their machinery

Image Description*: Images showcasing how S2-nano as service can be used to develop nano-robots to seize medical applications like directing white cells to fight cancer cells, curing heart-failure etc.*

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long -term thinking. Customer reviews, 1-Click shopping, personalized recommendation, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire Tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by amazon. For more information, visit amazon.com/about

Source: Amazon.com, Inc.

Amazon.com Inc.
Media Hotline, 206-266-7180
Amazon-pr@amazon.com
www.amazon.com/pr

About MIT research 'Shrink to Nanoscale' Technology

Shrink to Nanoscale technology was initially founded by MIT engineers where they devised a way to create 3D nanoscale objects by patterning larger structure with a laser and then they shrink it using implosion fabrication technique of nano scaling 3D objects. All rights reserved. View source version: https://news.mit.edu/2018/shrink-any-object-nanoscale-1213

FAQ

What is Amazon S2-Nano ?
Amazon S2-Nano is a shrink to nanoscale service by Amazon that offers companies to develop their hardware components at highly scalable, reliable, and efficient nanoscale at very low costs. This can help healthcare, optical and other business to shrink to various objects to nanoscale technology. Amazon S2-Nano is available at "http://aws.amazon.com/s2nano"

How can one get started and is it available to me?
Customers can visit Amazon S2-Nano, which is available at "http://aws.amazon.com/s2nano", and can order the service as per their use cases. One can select customized options or use existing templates for ordering service. It is available for US now & globally May onwards.

If I do not know what is need of my company, how do I decide configurations?
Our AWS-Experts have designed customized ready to use templates to smooth your ordering process and service product can be further modified or re-designed to fit in one's need as per particular use case.

What all services are offered to customer after placing order?
If the customer needs one time nano-scale product, once order is placed, AWS engineers & team will deliver the product. However, if the customer needs a prolonged service of generating nano-scaled objects with more configuration, AWS team will setup the configurations for your use case, depending on the service, customer have varying options "Pay as you go" i.e customers can pay only for the products they wish to convert to nano scale or as per their annual project use case, needs and demands. For details : www.amazon.com/s2-nano-pricing

Are there any supporting info like demonstrations ?
Amazon provides supporting info as demonstration for S2-nano for various use cases. As a result, all of these use cases are categorized as various templates as per different industries segments like healthcare industry, Bioengineering, Optical Lenses etc. further subdivided into Nano-robots, Optical-view Lenses, Heart-Failure savior Bots templates etc. For detail templates: www.amazon.com/s2-nano-templates

How can I get a personalized quote as per my need ? and whats the process like ?
Amazon provides demo/Template to help customers understand various use cases of s2-nano, More help is provided via AWS Experts, for personalized quotes out of templates customization, customer can sync with AWS customer S2-nano team to fit our product solutions in efficient way to customer's needs. For more information : www.amazon.com/s2-nano-customquotation

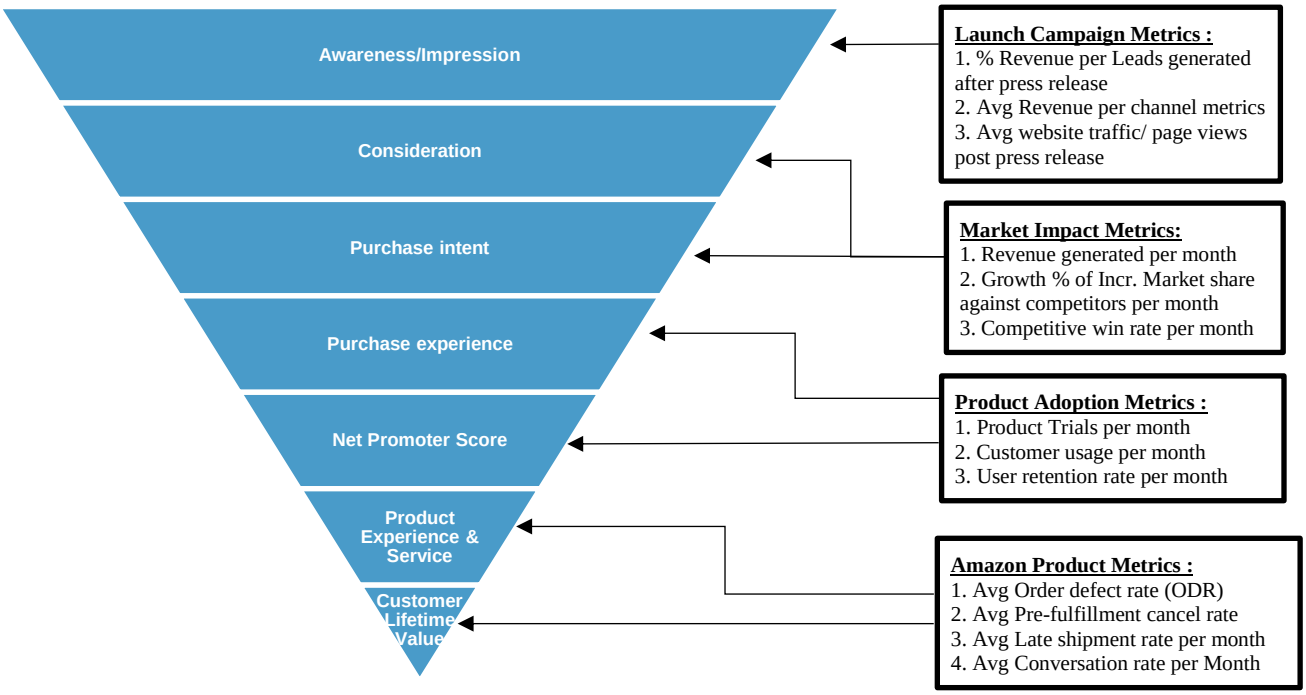
How much does it cost and why ?
Amazon S2-Nano technology is based on implosion fabrication of nano-scaling 3D objects, the price charged will be as per volume of object & material used. Since material type & volume of a object is unique spatial attribute calculated via its shape, size and density of a particular object. The base pricing starts from \$10 per mm^3 of original product and using polyester material for new nano-scaled product. Check pricing on www.amazon.com/s2-nano-pricing

Appendix

1. **Who are our initial customers and why?**
   Our initial customers will be health care bio engineering companies who are facing problems with respect to innovations and advancement in biotechnology due to size & material and insufficiency to get/generate nano scaled objects for their medical use cases. for example: Company Pfizer has already began and implemented beta testing of S2-nano and have developed nano-bots to fight cancer cells in human body, which is used to fight cancer . Second set of customers will be Optical producing companies like Sony which is working on developing advance nano-powered camera to serve portability & technology to new scale with help of S2-nano service.

2. **How did we arrive at this pricing?**
   Amazon S2-Nano technology is based on implosion fabrication of nano-scaling 3D objects, the price charged will be as per volume of object & material used. Since material type & volume of a object is unique spatial attribute calculated via its shape, size and density of a particular object. The base pricing starts from $10 per mm^3 of original product and using polyester material for new nano-scaled product.

3. **What key metrics do we care about?**
   Based on New Amazon Product into market, Metrics will be measured across 4 major metrics following 4 major verticals to determine it's success:
   4 major Customer-Cost-Revenue Metrics :
   1. **Customer acquisition cost**: Amount spent to acquire a customer
   2. **Customer Lifetime Value per Quarter** : Revenue through per Lifetime customer/quar.
   3. **Avg Customer Satisfaction Rate per Quarter** : defines customer satisfaction feedback
   4. **Revenue per Order**: Revenue generated against per order, per customer, per product



4. What are our Project cost needs for the next 12 months?

S2-nano is a new amazon product and has multiple areas like Marketing, Sales, Engineering & Technology, Product Management, Finance and Legal departments. Every department consists of a VP and a few employees along with the VP who are responsible for the duties dedicated to that department. Costs include:

1. Data and Video Lecture Cloud storage:- $10,000 - $100,000
2. Office Rental Cost:- $20,000
3. Shrink to Nano scale technology Setup & Equipment Purchase cost:- $100,000
4. Office Supplies & Operations Cost:- $10,000
5. Recreational supplies:- $10,000

The initial Advertising models to be enforced are PPC and PPM models, where in PPC stands for Pay per click for fabrication and PPM stands for Pay per 1000 impressions for fabrication. The enforcement of this S2-Nano will require man force for initial configuration and that is additional cost which will be added to the projected costs for the current year.

5. What are our operational needs for the next 12 months?

1. S2-nano requires support and assistance from a development team, support team, design team, marketing team like social media promoter, finance team etc.
2. A market research expert's assistance is required to research online to know the customer needs by conducting surveys, interviews etc.
3. S2-Nano is a new shrink to nanoscale technology, we need to promote service in order to reach a set of users and for this we need some social media promoters etc.
4. Nano-Tech Software testers are required to perform end-to-end tests. UI/UX design teams, Hardware engg. will work with rest of the teams to ensure seamless designs
5. A finance team is required to provide financial assistance and collect funds for the application & take care of future proposals for software & firmware updates etc.

6. What are the main risks and how we will address them?

S2-Nano has few key risks that we will account for by making sure that we develop best methods for developing strategies for countering each possibility for concerns for data etc.

Major Risks:

Privacy concerns: S2-Nano customers will need to provide for using the customized product features. S2-Nano will ensure highly private cloud gateways and secured encryption

Legal/patent risks: S2-Nano as a strong idea with unique set of features happens to be first one in market and will be filing a patent with its unique framework

Illegal use concerns: Within the walls of S2-nano access and use, one shall be made to sign user agreement to make sure the service is not being used for any other use than mentioned

Other Risks:

Demand Risks: Making sure we meet demands of users by increasing production of units

Operational Risks: Avoiding delayed product launch to avoid operational risks

Customer Experience: Creating customer feedback loop for Product Development team

Quality Risks: Maintaining High quality and avoiding factors Poor quality which might be due to poor requirements , non-functional requirement, design, testing & quality controls etc.

Reputation Risks: Ensuring we success at features promises to our customers and avoid any false promises to existing & new customers

7.What is our 12-months roadmap, broken by Quarter ?

Themes	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Account User customization	**Goal**: MFA authentication Signup improvement **Priority**: High **Effort**: Low	**Goal**: Enabling Google SignUp, sign in & linkage **Priority**: High **Effort**: Low	**Goal**: Account Advertising improvement **Priority**: High **Effort**: Low	**Goal**: Device Remember, auto Sign in, 1 click Sign in **Priority**: High **Effort**: Low
S2-Nano Application Upgrades	**Goal**: Fabrication Software Upgrades **Priority**: High **Effort**: Medium	**Goal**: S3-Nano Firmware updates to Existing customers and new **Priority**: High **Effort**: Medium	**Goal**: Optimization of software for 4d products **Priority**: High **Effort**: Medium	**Goal**: Premium High Super computers configuration with S2-Nano **Priority**: High **Effort**: High
S2-Nano Material Fabrication	**Goal**: Use of Polyesters for developing nano-scaled objects **Priority**: Medium **Effort**: Medium	**Goal**: Use of Metals for developing nano scaled objects **Priority**: High **Effort**: Medium	**Goal**: Using Brain tissues, heart tissues to enable making semi robots **Priority**: High **Effort**: Medium	**Goal**: Making A.I bots withs Brain tissues-Making Android with artificial skin **Priority**: High **Effort**: High
S2-Nano Software – Scalability, Reliability	**Goal**: Manual Engineering to shrink to Nano scale technology for 1 Product **Priority**: High **Effort**: Medium	**Goal**: Semi-Auto Engineering to shrink to Nano scale technology for 1 Product **Priority**: Medium **Effort**: High	**Goal**: Automated Engineering to shrink to Nano scale technology for Multiple Product **Priority**: High **Effort**: Medium	**Goal**: A.I powered Engineering to shrink to Nano scale technology for Multiple Product for multiple generations **Priority**: High **Effort**: High
S2-Nano Security & effective secured use	**Goal:** Users can selectively disclose some non-sensitive information, and can operate only in templates of security by AWS **Priority:** Medium **Effort**: High	**Goal:** Users can selectively choose templates for secured use case and customized with International standards **Priority:** High **Effort**: High	**Goal:** Users can perform analytics on nano robots developed and train them to better secured versions **Priority:** High **Effort**: Medium	**Goal:** Users can Train Super A.I to detect threats and enable super secured protocols **Priority:** High **Effort**: High