Hello Assaf,

I think the two officials who might have objections are the Chief Commercial Officer and Chief Financial Officer.

The Chief Financial Officer may have questions about the initial investment required to procure these devices and launch the plan, and the possible losses that the company might face due to damaged devices or low customers.

The inbuilt insurance plan mitigates the issue with damaged devices, and a partnership with a large mobile phone company like Samsung will reduce the capital spent on the devices themselves.

The Chief Commercial Officer might have issues with the possibly high customer acquisition costs and the marketing spend required to compete with their rivals in the market.

However, the plan we have proposed beats our competitors with respect savings for the customer and has additional features such as the inbuilt insurance. This, coupled with the buzz that will be generated on partnering with a large mobile phone brand will significantly lower customer acquisition costs, and reap rewards.

Thanks,

Akshaya