

CASE STUDY 1

• Web: www.august.com • Facebook: August Smart Lock • Twitter: @AugustSmartLock

Business Idea: Develop a safer, simpler, and more social way to lock and unlock the front door of a home or an apartment.

Pitch: Conventional door locks have several downsides. First, they require a key that can be lost or misplaced. Second, if the owner of a house wants to provide access during the middle of the day to someone such as a dog walker or housekeeper, it creates a problem. The person accessing the house has to be given a key or a key has to be hidden somewhere, like under the flower pot near the door (which is the first place a burglar would look). Finally, if a friend stops by to drop something off and the house is locked, s/he may have made a wasted trip.

The August Smart Lock solves all these problems. It is an attractive hardware device that retrofits over an existing single-cylinder deadbolt lock, which is the type of lock found on the majority of front doors for homes and apartments. The August Smart Lock fits on the interior portion of the door. It does not affect the ability to use the same key that has always been used to lock and unlock the door.

Once the August Smart Lock is installed, it allows the door to be locked and unlocked via a smartphone app. The app allows you to send a virtual key to anyone you choose to have access to your home or apartment. Your guest then uses their smartphone to gain access to the residence without the need to exchange physical keys. You can specify the duration that the August virtual key

is active, and the key can be disabled at any time. For example, if someone walks your dog from 1:00 P.M. to 1:30 P.M. every day, access to the home can be granted to that specific person for that time each day.

The August Smart Lock is easy to install. It is completely self-sufficient, meaning that it does not need access to electricity or Wi-Fi, like more complicated keyless door lock systems. It literally takes 10 minutes to install. The August Smart Lock app is compatible with the iPhone and Android-based products, and will soon be adding BlackBerry and Windows Phone 8. If you lose your phone you can log onto august.com and remove access authorization for that device. The system is completely safe and will not allow entry for people who do not have a virtual or physical key. The virtual key function uses the same secure communications technology used by financial institutions. August has additional safety features. For example, for guests who are provided a virtual key, August keeps track of how many times they enter your home and keeps track of the duration of each visit.

1. What types of innovation are represented by the August Smart Lock device?
2. Do you think this product would ensure a sustainable growth for the company, considering the ongoing technological advancements in the area of 'smart house'?