

2. Company Summary (Eric)

GestureLink Home Solutions is a partnership dedicated to creating practical solutions for everyday challenges through gesture-based control. Our mission is straightforward: to redefine device control by introducing an innovative approach centered on intuitive gestures. We aim to revolutionize the way people interact with their devices, simplifying tasks and enhancing convenience in daily life. Our mission aligns seamlessly with the overarching objectives of our business plan, emphasizing user-centric innovation and technological advancement. By offering intuitive and accessible gesture control solutions, we inspire confidence and motivation among users, empowering them to seamlessly navigate their smart home environments with ease and efficiency.

2.1 Company Description (Eric)

GestureLink Home Solution is an LLC (Limited Liability Company) founded by electrical and computer engineers: Shenna Booker, Brit Miranda, Eric Duncan, John Box, and Roy Whinton each sharing 20 percent of the company. With a shared passion for innovation and technology, all the members bring a wealth of expertise in product development and business strategy to the company. As co-founders, they are committed to driving the vision of GestureLink forward, leveraging their diverse skill sets and industry knowledge to deliver innovative gesture control solutions that enhance the lives of consumers worldwide.

2.2 Company Location and Facilities (Eric)

GestureLink Home Solution is headquartered in a modest rental office space in downtown Jackson, Mississippi. Situated in a bustling tech hub, our compact yet functional workspace provides the necessary amenities for our team to collaborate and innovate effectively. As a startup, we prioritize efficiency and affordability, making the most of our resources to drive the development of our gesture control solutions. Our location reflects our commitment to practicality and cost-effectiveness as we work towards our mission of redefining device control through intuitive hand gestures.

2.3 Company Strategy (Brit)

The highest priority for our startup to succeed is how well we market our products. For this reason, most of our profits will be put into advertising our product line. It is also essential that we get user feedback on the ease of use of our products because it is one of the main benefits of using it. We must also keep operating costs to a minimum to prevent going into deficit.

2.4 Startup Cost

Table 1 shows the operating costs and expenses that we plan to pay on startup costs.

Table 1: Startup Expenses

Description	Cost
Assembly Center	\$2500/month
3d printers (6)	\$3000
Computers (2)	\$2000
Labor (4 People)	\$60/hr
Starting Inventory	\$10,000
Starting Cash Balance	\$10,000

These prices vary especially at our assembly center. Based on current prices in the team's location, this is an average price for a 2500 square foot center. The average price of a commercial 3d printer is \$500, and a desktop/laptop with the specifications the team needs is about \$1000. An employee's labor cost doing general non intensive labor can vary widely. With a high school age person being able to do the job, \$15/hour is a decent wage. The starting inventory includes materials to build up to 50 smart home systems. The team also included a \$10,000 cash balance for emergencies and other uninculded costs.

3. Product Summary

Gestura offers a cutting-edge gesture-based smart home system that redefines the way homeowners interact with their living spaces. Leveraging advanced gesture recognition technology, our system enables users to effortlessly control a variety of smart home devices through intuitive hand gestures. With our innovative solution, users can seamlessly navigate their home environment, adjusting lighting, temperature, entertainment systems, and more, with simple and natural gestures. What sets Gestura apart is its intuitive interface and seamless integration with existing smart home ecosystems, providing a user-friendly and immersive experience unparalleled in the market. Our value proposition lies in delivering convenience, efficiency, and a futuristic home automation experience that enhances everyday living.

3.1 Product Description

Gestura is the first gesture-based smart home system. It works by placing cameras around the house to detect various hand gestures. Users can customize their device with preloaded gestures that control devices throughout their home. Gestura can control various devices including smart lights, plugs, security systems, and much more. With security in mind, Gestura has many safety and security features, which guarantee that the user's home systems cannot be tampered with or accidentally set off by children.

3.2 Customer Needs and Benefits

The gesture-based smart home device addresses customers' needs for convenience, efficiency, and accessibility by letting users control all their smart home devices with simple gestures. This accessibility feature also benefits users with mobility issues or disabilities. The device seamlessly integrates with various smart home devices. Additionally, gesture control is easier for individuals with disabilities over voice commands.

3.3 Future Products

One possible product in the future would be a wearable gadget, like smart gloves with built-in sensors and communication capabilities. With the help of these gloves, users may control devices with body movements. The gloves may be made to identify a large variety of motions for different instructions, providing a very user-friendly and engaging experience. This could be a cheaper alternative as you will not need cameras.

3.4 Competitive Comparison

Table 2 provides an analysis between competitors and Gestura comparing cost, Accuracy, and commands.

Table 2: Competitive Comparison Analysis

	Competitors	Gestura
Cost	\$40-\$100	\$200
Accuracy	64.2%	90% up to 10 feet away
Commands	Voice	Gestures

While Gestura costs \$200, competitors are priced between \$40 and \$100. Gestura provides a 90% accuracy rate up to 10 feet away, whereas other have a 64.2% accuracy rate. Gestura uses gestures to provide control, whereas our competitors only accept vocal instructions. Our product is also a tablet by itself. Instead of having to connect to an app, the user can use the tablet to customize their Gestura to their likings.

4. Market Summary

GestureLink Home Solutions targets homeowners seeking to streamline and enhance their home automation experience. Initially entering the smart home market, we aspire to expand our reach to other sectors such as medical or manufacturing in the future. To reach our market effectively, we plan to leverage social media and targeted advertising campaigns, optimizing our online presence to engage potential customers. Our distribution strategy includes online sales channels and partnerships with sales retailers, ensuring widespread availability and accessibility of our gesture control products.

4.1 Market Analysis

Our product is for the average homeowner who wants to make their home more automated. We also offer Gestura for the hearing impaired. It will help them to be able to transform their homes just like what our competitors do for their homeowners. The targets market for our product is the smart home market, and we plan to enter markets in the future once the business becomes stable enough. Once the business is stable and running well, we plan on expanding our market to the business side like machines controlled by hand gestures.

4.2 Marketing Strategy

We have commercials for our products, and we have ads for popular social media that most people use today, like TikTok. The biggest push for our product will be on social media platforms as the world uses these daily. The most important feature to show in our ads/commercials is the difference in our product compared to other smart home devices. We use a gesture-controlled system instead of voice recognition.

4.3 Sales Projection

In three years, GestureLink Home Solution aims to achieve significant milestones by either selling three thousand units or generating \$500,000 in revenue, aligning with our vision to make gesture control accessible to homeowners. To accomplish this, we plan to optimize our pricing strategy, aiming to lower the product price to \$150 per unit. This reduction in price will require us to scale our sales volume to fund research initiatives aimed at cost-saving methods for product development. As we accumulate profits, we anticipate expanding our product line to include gesture-controlled machines, paving the way for growth and innovation in diverse markets.

4.4 Manufacturing and Distribution Strategy

We will begin in our home office, and, once we have gained enough revenue, we will expand into a new facility. Once we have reached at least \$300000 in profit, we will seek investors to help us build a small manufacturing plant that will automatically make the parts for the tablet and have operators assemble the parts together. We plan to make our product available online on Amazon and plan to distribute our products to tech retailers, such as Best Buy.