

Business Plan

3rd of October, 2019



Company name
City, state, ZIP
Business phone
Email

The Guardian
Cairo, Egypt, +20
(+20)121-157-7726
info.guardian115@gmail.com

Confidentiality Agreement

The undersigned reader acknowledges that any information provided by The Guardian in this business plan, other than information that is in the public domain, is confidential in nature, and that any disclosure or use of same by the reader may cause serious harm or damage to the company. Therefore, the undersigned agrees not to disclose it without express written permission from the Highboard.

Upon request, the undersigned reader will immediately return this document to The Guardian's CEO.

Team I
Signature

Team I
Name

3rd of October, 2019
Date

This is a business plan. It does not imply an offering of securities.

Executive Summary

We develop a tracking technique to track the elderly movements inside any building using wifi throughout a small chip attached to the elder people, the result can be accessed through a mobile app , desktop app or a website.

We Provide the best localization system for elderly tracking using wifi. In addition full detection sensor is equipped for a further protection.

Company Description Worksheet

Business Name	The Guardian
Company Mission Statement	Perform indoor-localization for elderly people in homes and nursing homes using bracelet connected with mobile app, web app and desktop app.
Company Philosophy/ Values	<ul style="list-style-type: none"> • Integrity • Compassion • Social Responsibility
Company Vision	Be the leading company in the Indoor-Localization industry for elderly people in Egypt, by 2030.
Goals & Milestones	<ol style="list-style-type: none"> 1. Spread awareness regarding the elderly issues in Egypt 2. Sell bracelets to nursing homes and customers 3. Create R&D team
Target Market	<ul style="list-style-type: none"> • Nursing Homes • Geriatric Units • Elderly people living alone
Industry/ Competitors	<ol style="list-style-type: none"> 1. Angel Sense 2. Pocket Finder 3. Trax 4. Yebzone
Legal Structure	Limited Liability Company (LLC)

Product & Service Description Worksheet

Business Name	The Guardian
Product/ Service Idea	Indoor-localization via WiFi technology of elderly people using bracelet connected with mobile app, web app and desktop app.
Special Benefits	<ul style="list-style-type: none"> • Indoor-localization • Fall Detection
Production and Delivery	<ul style="list-style-type: none"> • Manufacturing of bracelets equipped with fall detection sensors and ESP for WiFi connection in our warehouse. • Delivering and Shipping the product through our delivery channels.
Suppliers	<ul style="list-style-type: none"> • ESP Suppliers • Fall Detection sensors Suppliers • Bracelet Material Suppliers
Intellectual Property Special Permits	Using our patent exclusively and would be legal penalties if the product was used with another entity.

SWOT Analysis Worksheet

	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering	<ul style="list-style-type: none"> • Low Cost per unit • Fall Detection • Indoor localization • Friendly User interface 	<ul style="list-style-type: none"> • Relatively Old Technology • Durability • High Cost Structure 	<ul style="list-style-type: none"> • New Market • Wide customer segment • High Demand • Vast Space for enhancements 	<ul style="list-style-type: none"> • New entrants • New Technologies • Product Substitute
Finance	<ul style="list-style-type: none"> • Local Manufacturing 	<ul style="list-style-type: none"> • Salaries • Server cost 	<ul style="list-style-type: none"> • Investors • Bank loans 	<ul style="list-style-type: none"> • Low Revenue stream • Low Demand
Market	<ul style="list-style-type: none"> • Niche Market 	<ul style="list-style-type: none"> • New market 	<ul style="list-style-type: none"> • Small Competition 	<ul style="list-style-type: none"> • Small Market segment
Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.				
Providing a cost-effective product would affect the demand positively. Consequently, this would be a good barrier for new entrants and would overcome the high cost structure issue on the long run.				
Based on the information above, what are your long-term goals/next steps?				
<ul style="list-style-type: none"> • To activate R&D Department • Expand the target segment • Compete on a global level 				

Pricing Strategy Worksheet

Business Name	The Guardian	
Which of the following pricing strategies will you employ? Circle one.		
Cost Plus <i>The costs of making/obtaining your product or providing your service, plus enough to make a profit</i>	Value Based <i>Based on your competitive advantage and brand (perceived value)</i>	Other:
<p>Provide an explanation of your pricing model selection. Include strategy info on your major product lines/service offerings. List industry/market practices and any considerations to be discussed with your mentor.</p> <p>Cost-based pricing is typically less expensive than value-based pricing because cost-based businesses offer competitive prices to lure customers away from competitors.</p>		

Organization Chart

