



The Guardian

Indoor Localization for Elderly People

PRESENTED BY Team 1



BM& Video

Gasser
Abdelrahman
Muhammed F.
Amr S.



Front-end

Merna
Sahar
Muhammed Y.
Radwa



Back-end

Ahmed S.
Habiba
Sohaila



Hardware

Mostafa
Ahmed A.
Ahmed H.
Ahmed F.



Documentation

Shrouk
Muhammed A.
Amr A.





Environmental Analysis:

01

Demographic
Trends

03

Technological
Trends

05

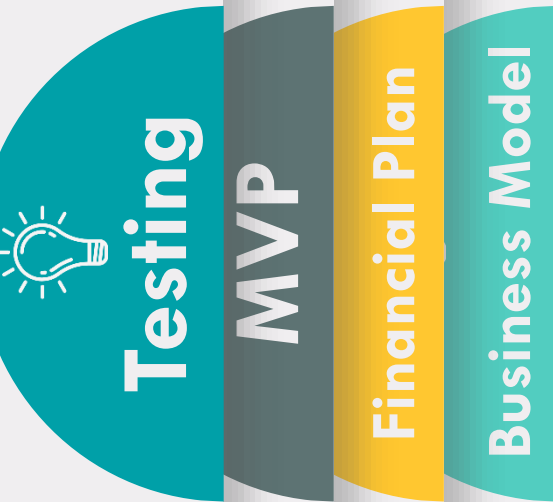
Macroeconomic
Impacts

02

Socio-cultural
Influences

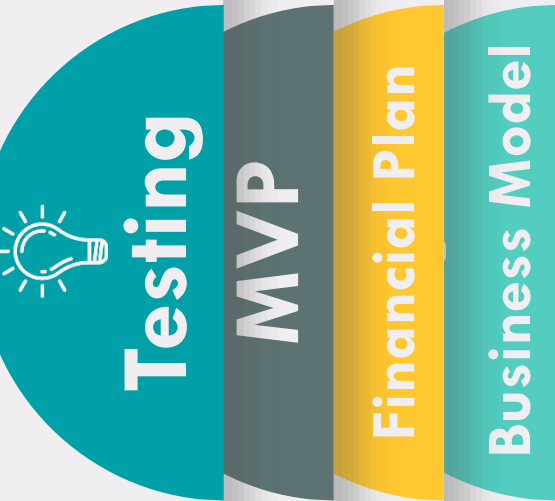
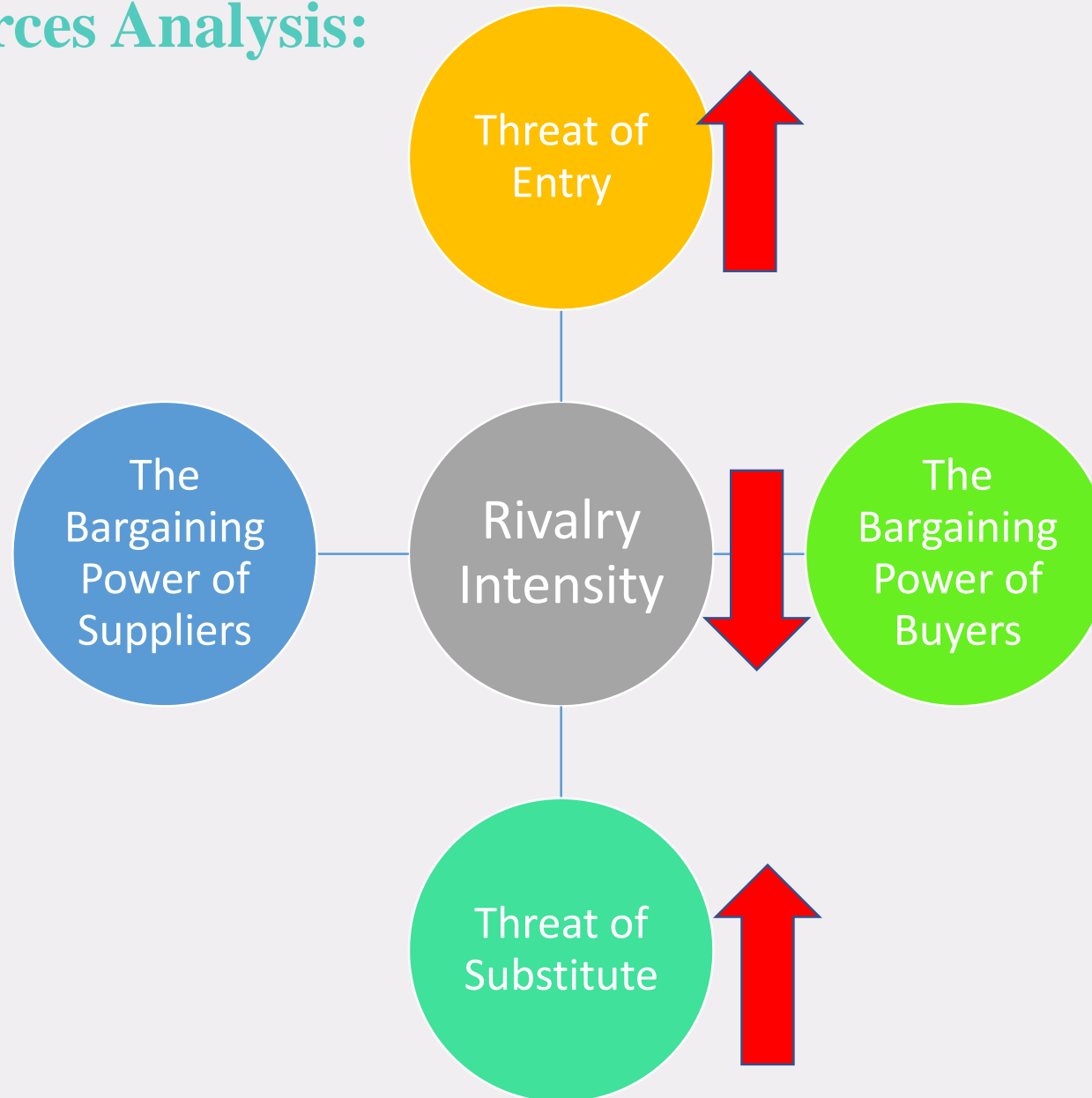
04

Governmental-
Legal Issues



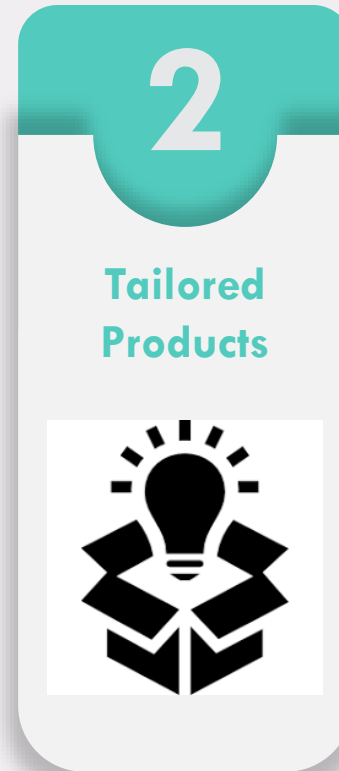
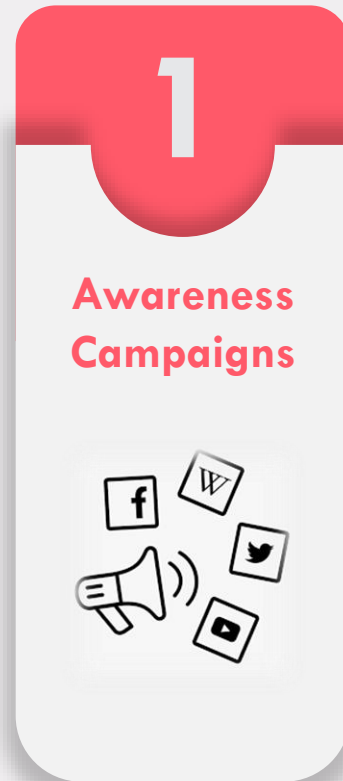
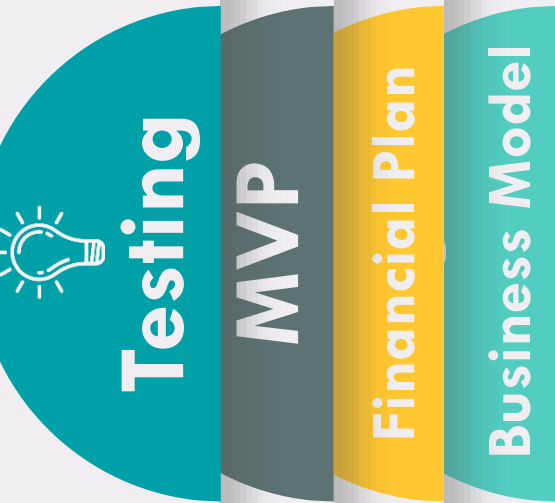


Five Forces Analysis:



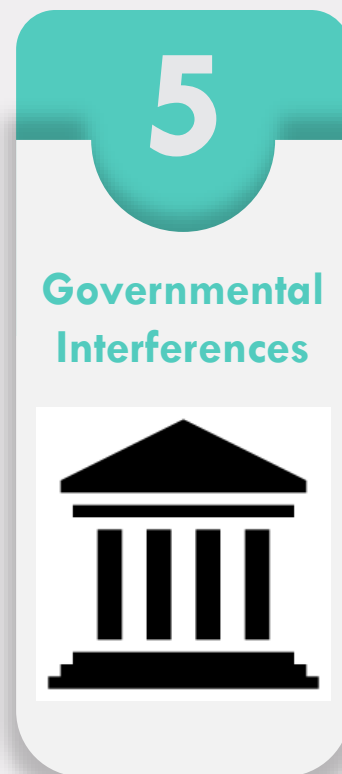
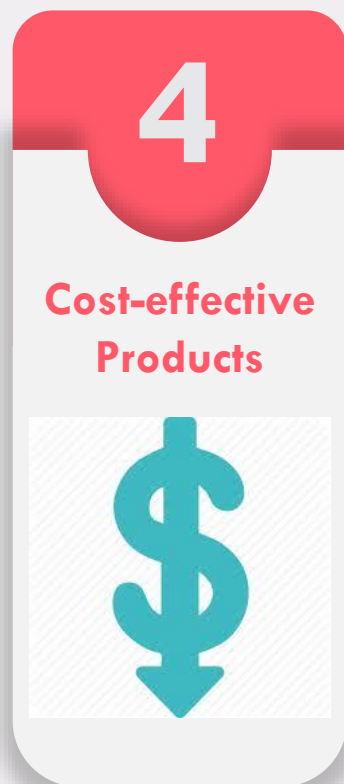
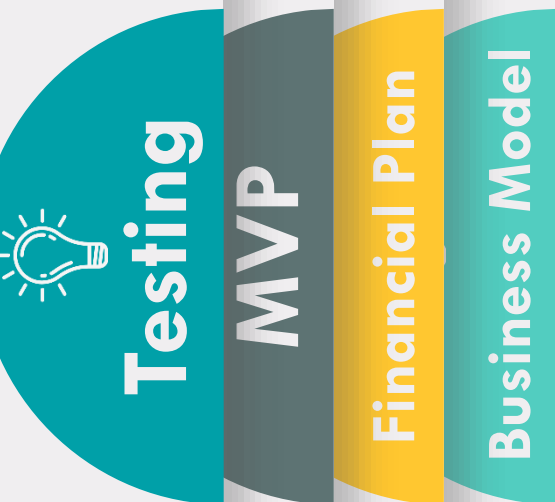


Conclusion:



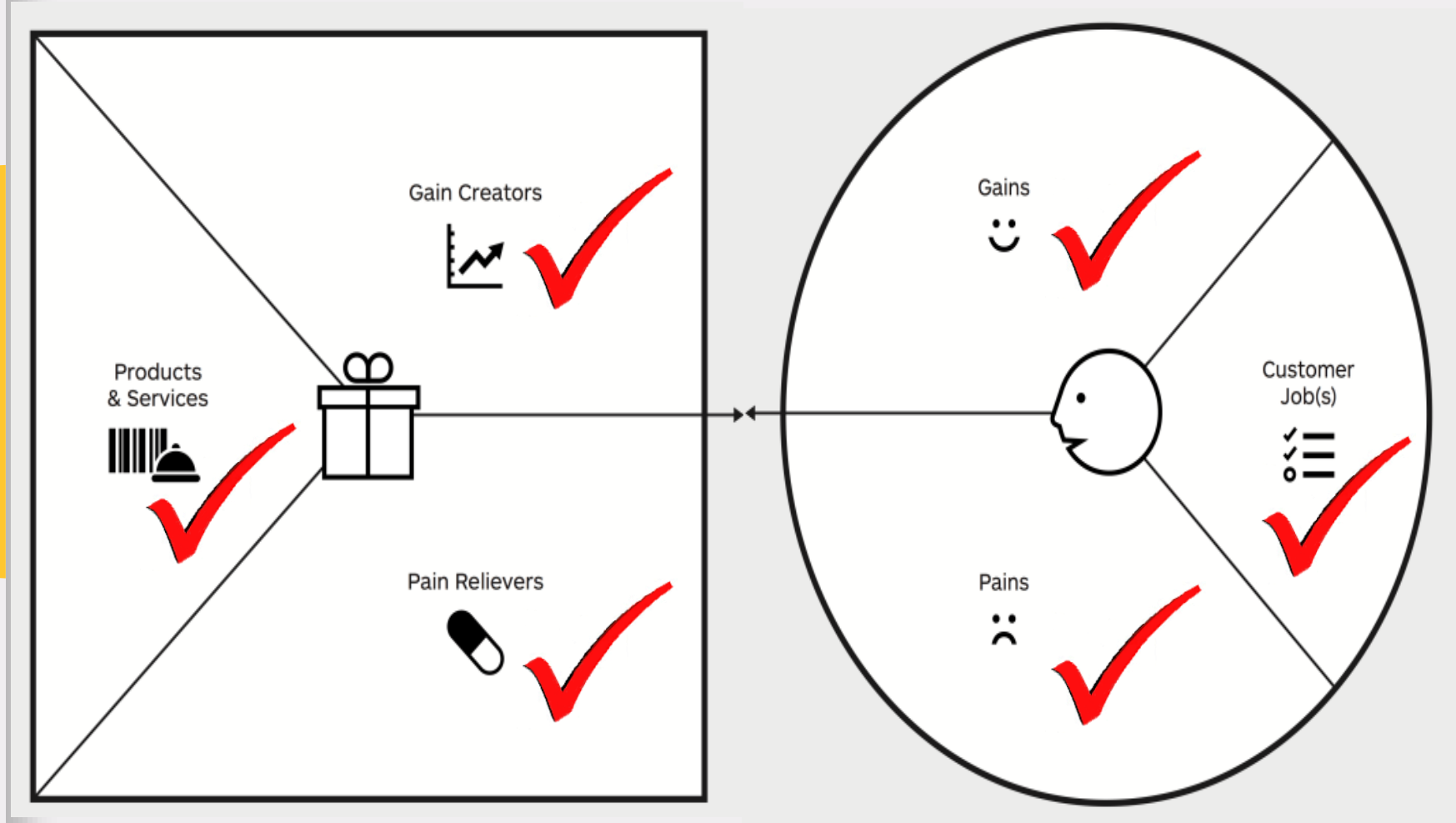


Conclusion:





Value Proposition Canvas:



Testing

MVP

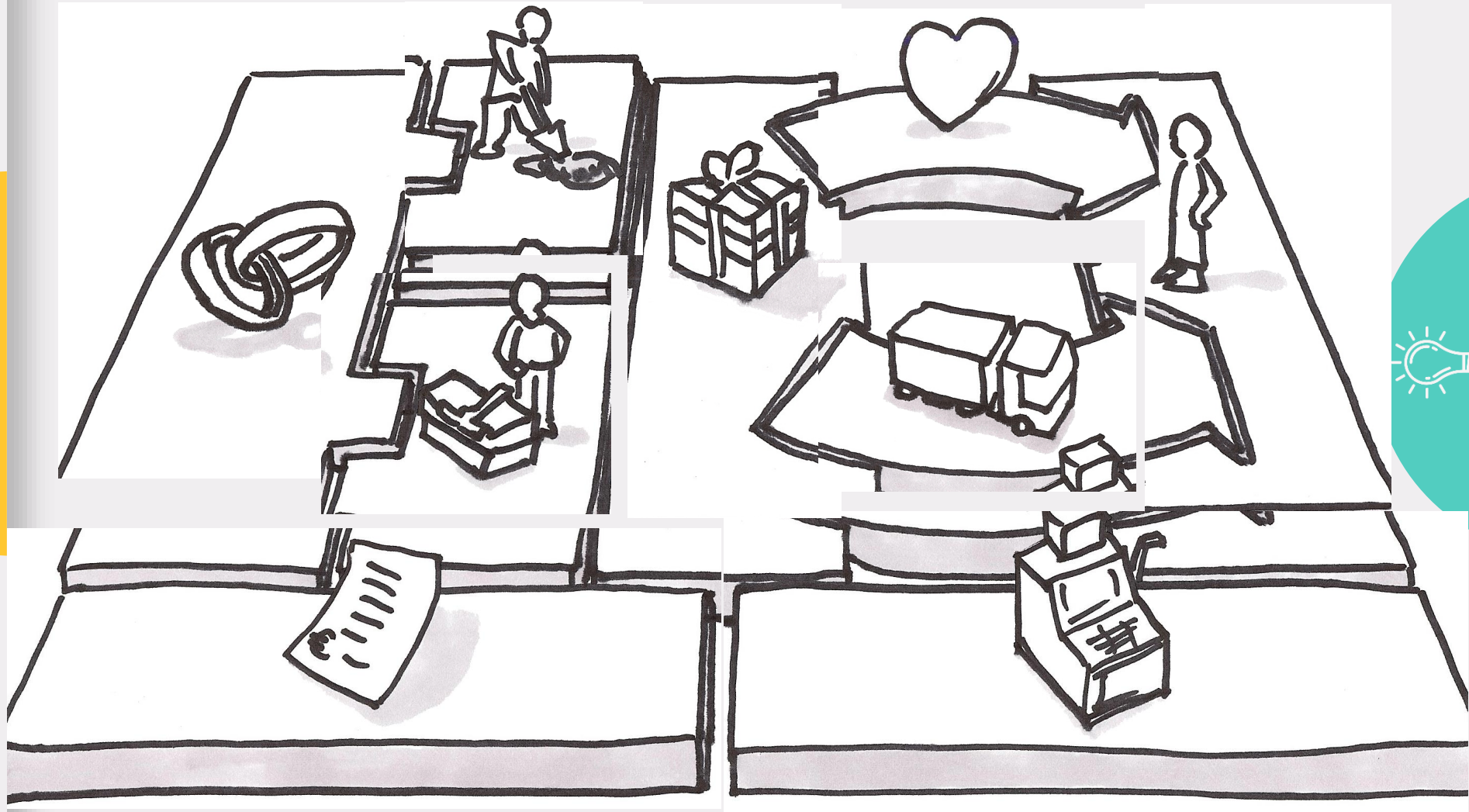
Financial Plan

Business Model

Market Research



Business Model Canvas:



Testing

MVP

Financial Plan



Business Model

Market Research



Financial Plan:



Capital Investment



Break-Even Units

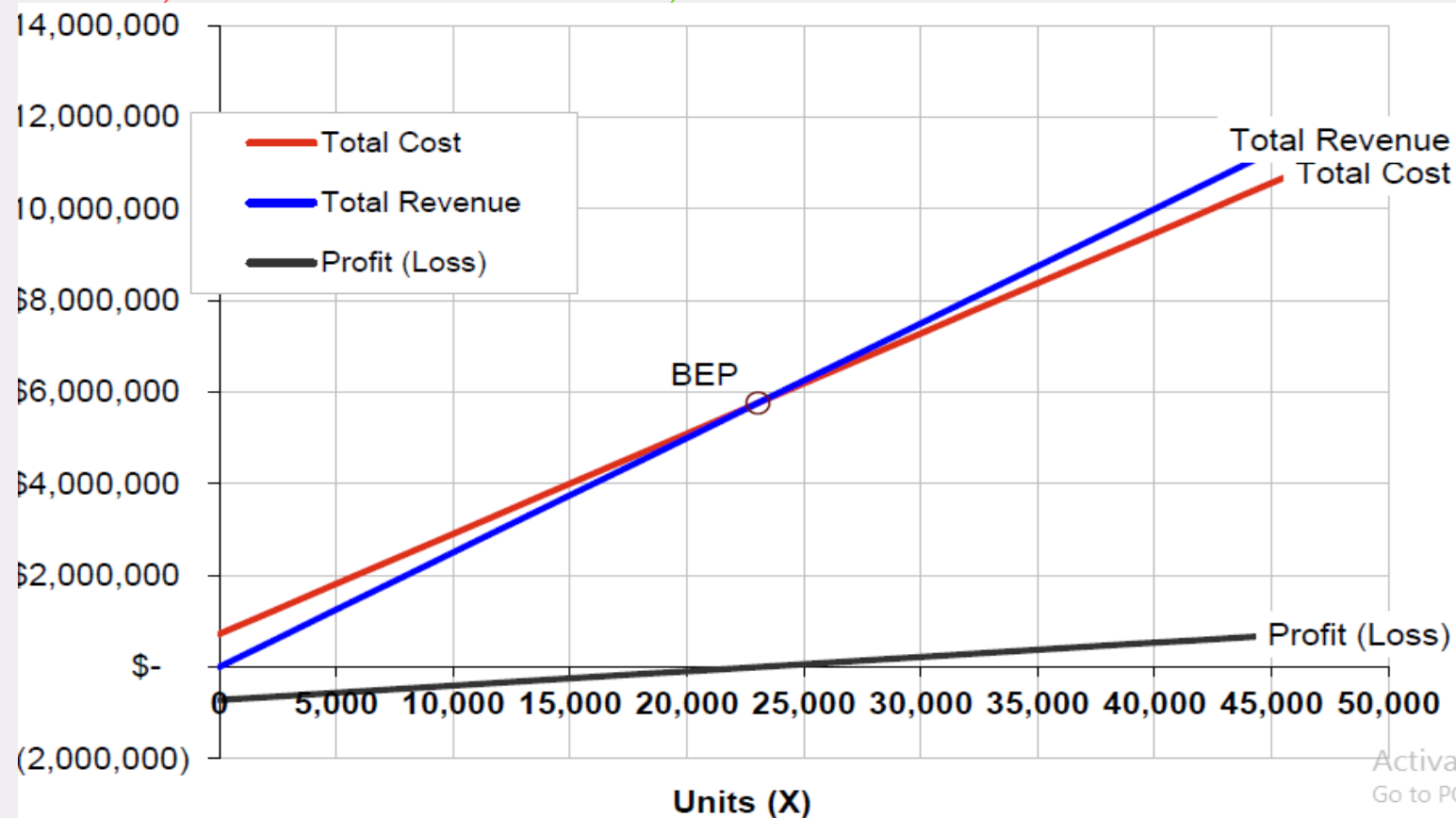


Selling Price

720,000 L.E

23,040 L.E

250 L.E



Financial Plan

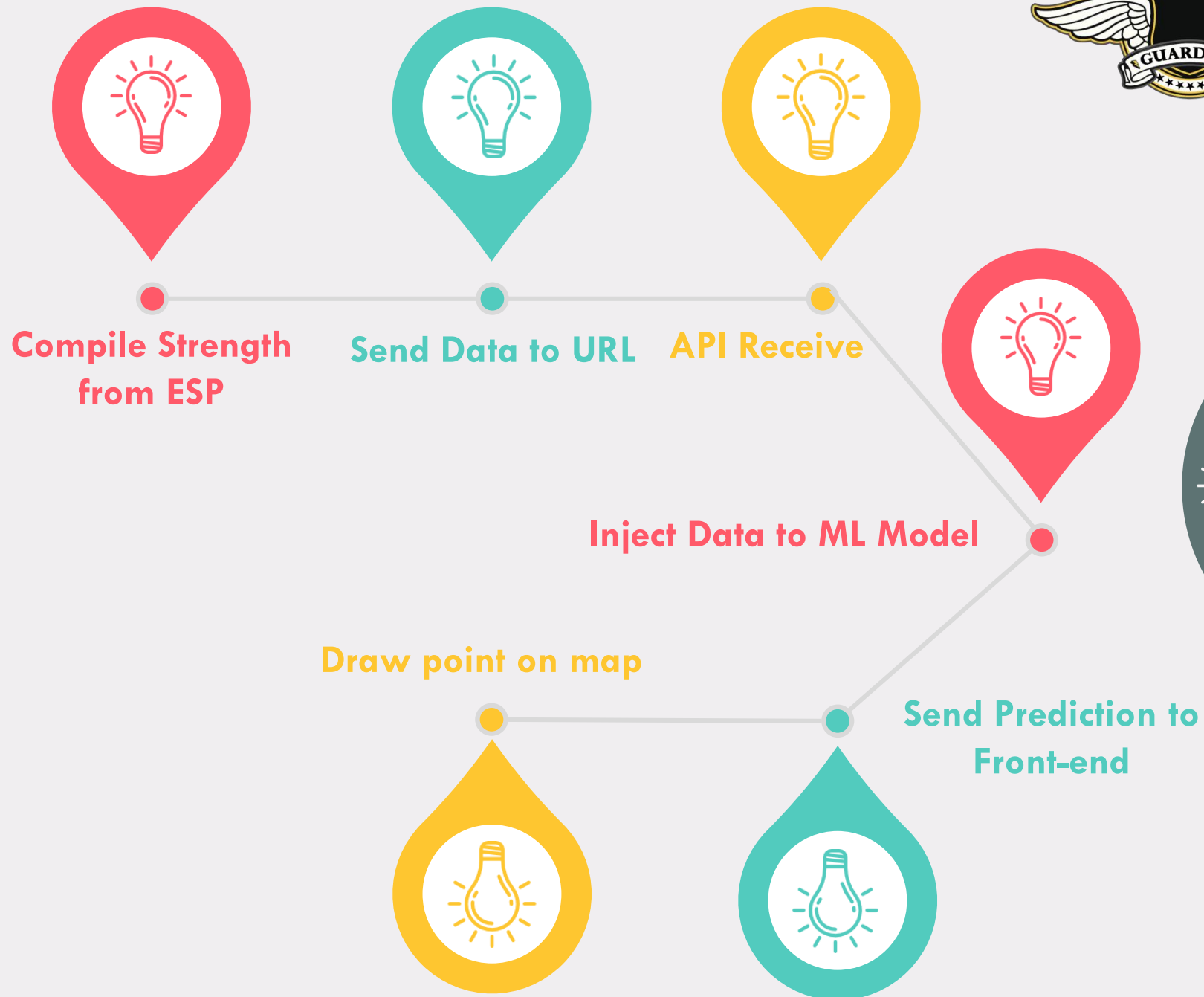
Business Model

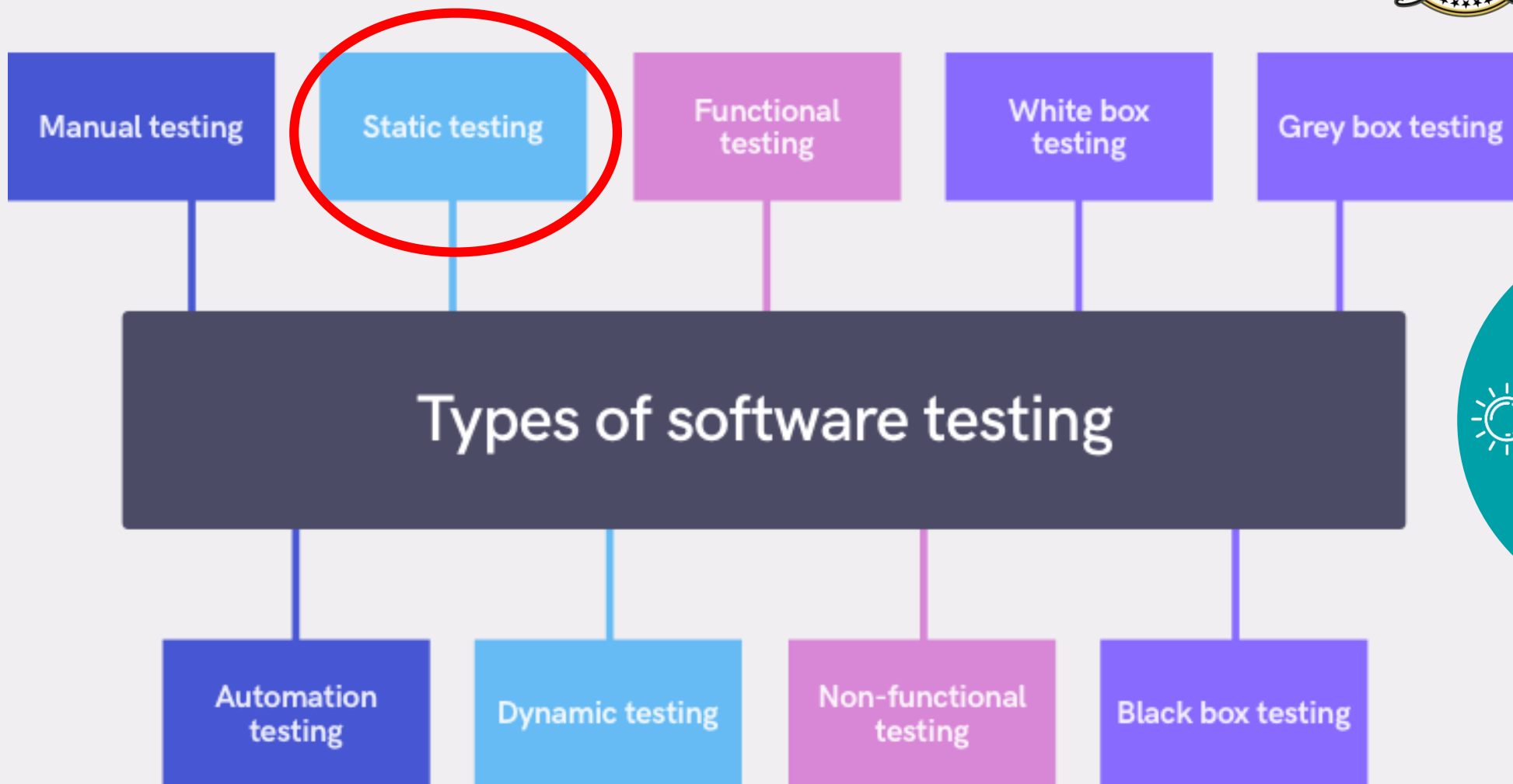
Market Research

Testing

MVP

Testing







**THANK
YOU**



Testing

MVP

Financial Plan

Business Model

Market Research