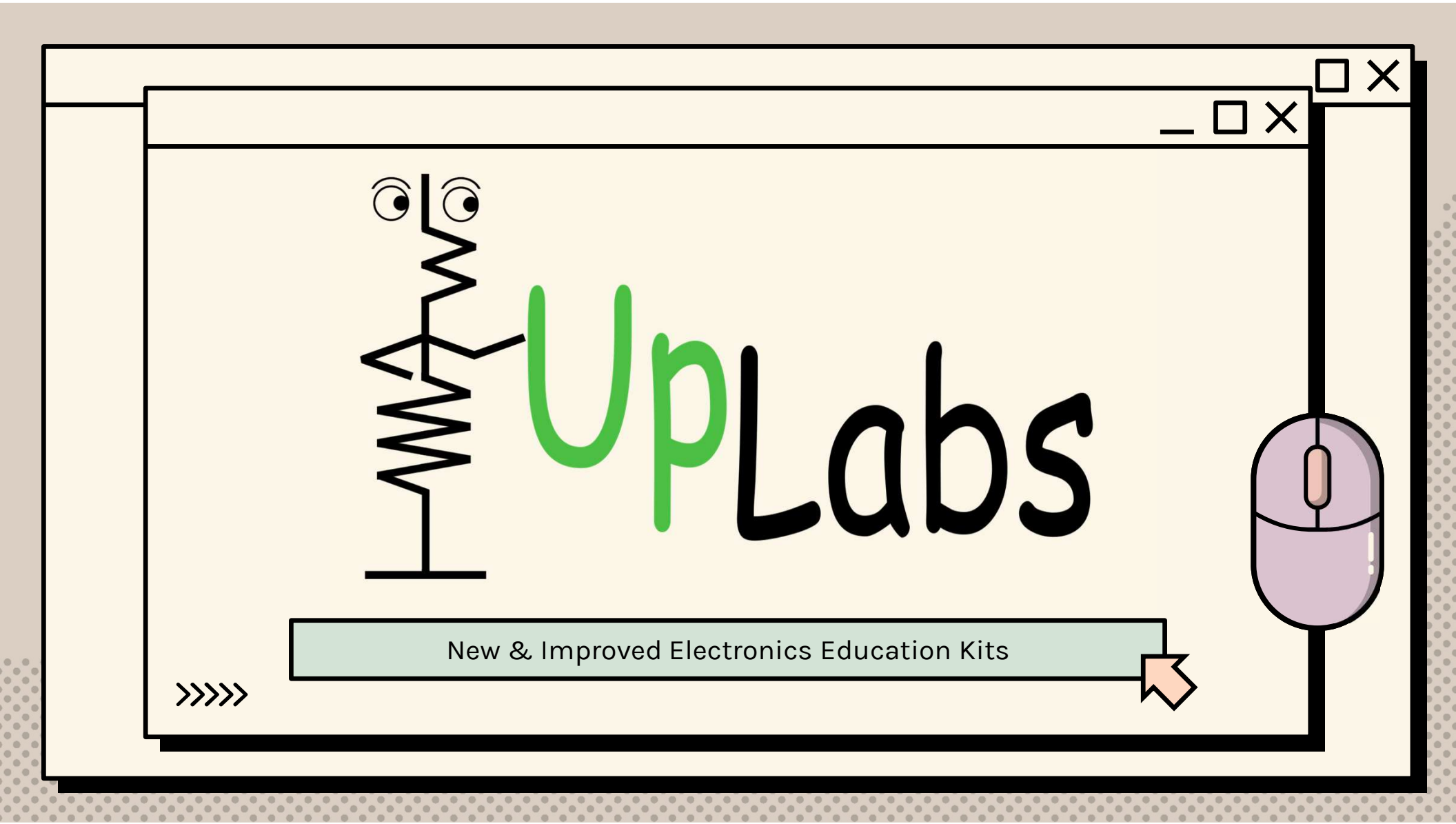

UpLabs
New & Improved Electronics Education Kits

01

Team

Who are the developers of UpLabs?

Meet the team

Alex Budnik

3rd year
Electrical
Engineer

Meet

Anna Franchi

3rd year
Electrical
Engineer

Meet

Meet the team

Katy Hildebrant

3rd year
Electrical
Engineer

Meet

Neil Chapman

3rd year
Electrical
Engineer

Meet

02

Problem

Electronics kits are made for surface-level learning and do not provide a complete comprehension of their development and functionality.

Problem

Cause

- Electrical engineering kits don’t provide detail behind the content of the kits

Effect

- Using kits allows you to build the project, but not understand why and how it works

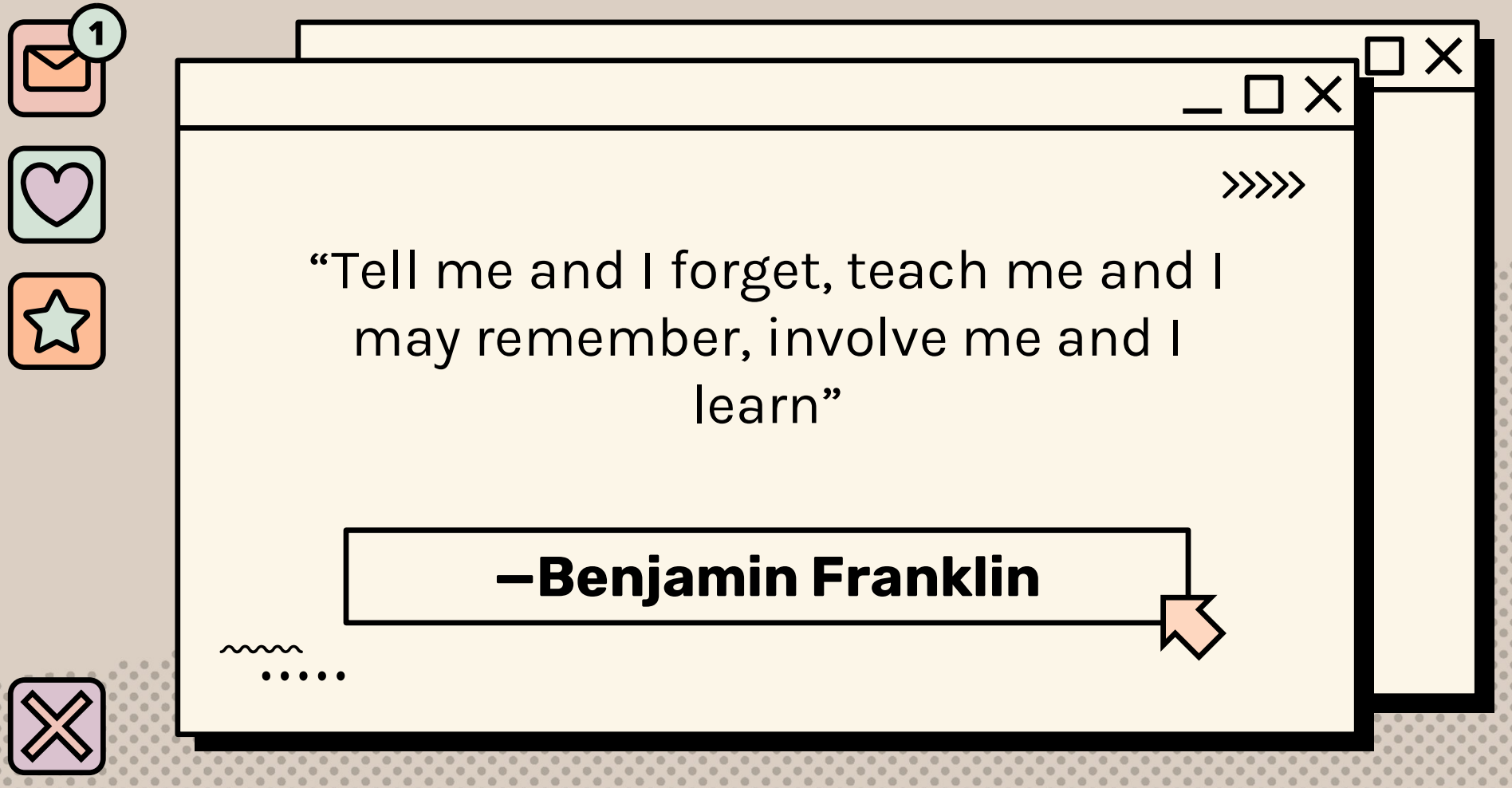
Solution

- Provide step-by-step guides that include calculations and explanations to gain practical knowledge

03

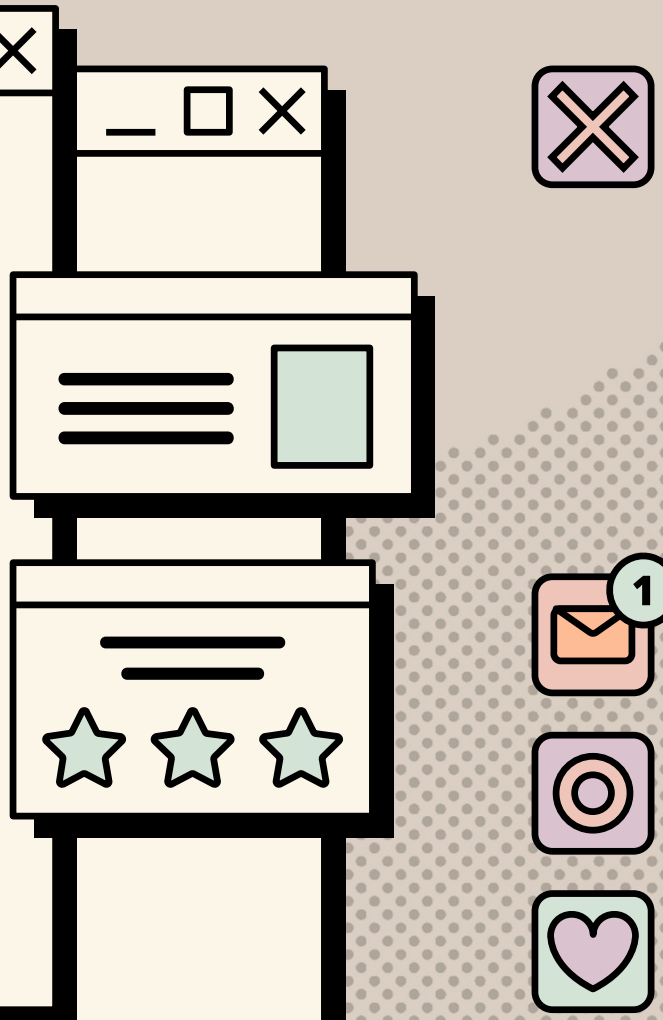
Solution

Our intention is to design a lab kit (DIY project) that gives users guidance in gaining a comprehensive understanding of design and engineering.


1
“Tell me and I forget, teach me and I may remember, involve me and I learn”
—Benjamin Franklin

Solutions

- Allows buyers to perform/derive calculations on their own
- Explains what each part of the circuit does, why it's important, and how it connects to the other devices within the circuit
- Acts as learning experience, not just build experience
- Fills the gap in the market where kits fail to provide underlying principles and practical knowledge
- Also aims to provide products that can be used after the build process is complete



04

Product

What will our product look like?

Proposed Kits

Multimeter

Teach basics of Ohm's Law, good measurement-taking practice, and trouble-shooting techniques

Oscilloscope

Teach basics of analog analysis and components, good measurement-taking practice

Transistor Tester

Teach basics of analyzing diodes, MOSFETs, BJTs, resistors, and capacitors

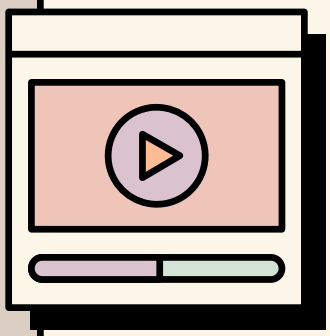
FM Radio

Teach basics of receivers/ transmitters and electromagnetics

05

Market Size

Who will be interested in our product?



281 million

Total Addressable Market – people 12+ in the USA

53 million

Served Available Market – tech hobbyists

12 million

Share of Market – tech hobbyists in 12-24 age range

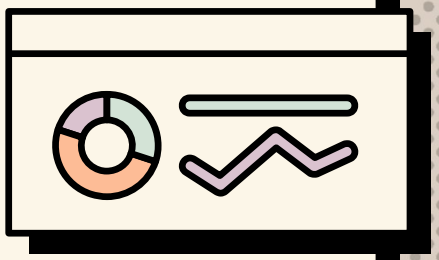
06

Business Model

How will we run UpLabs?

Business Model

- Primary focus is on students and hobbyists
- Promote products through online advertising and social media channels
- Establish partnerships with schools and other educational institutions, potentially offering custom kits to meet curriculums
- Establish brand deals with electronic manufacturers/ related companies to include their products in our kits for decreased prices
- Collaborate with online marketplaces to expand our customer reach and product availability
- Attend relevant trades shows and events to interact with customers and competitors
- Base price of products on cost of materials, labor, and shipping to cover expenses and maintain affordability

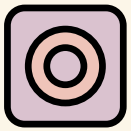


07

Competition

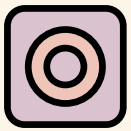
Are there similar companies and/or products?

Similar Companies & Products



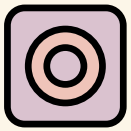
Makes starter kits with development boards/ loose components for open-ended learning. Also makes DIY build kits with basic instructions.

ELEGOO



Makes hobby kits with labelled PCBs and necessary components. Often includes basic background knowledge.

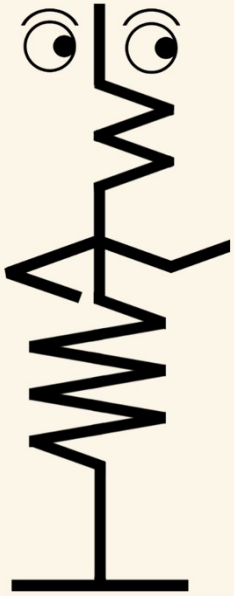
Elenco Electronics



Makes various electronics kits for a wide range of experience levels. Provides many great resources for general learning, but does not tailor them to specific kits.

Adafruit

Thank You!



Questions?

- hildebkg@mail.uc.edu
- chapmanm@mail.uc.edu
- franchag@mail.uc.edu
- budnikaj@mail.uc.edu