

## HURDLES

- how to actually install this device on cars. whether DIY or professional
- language translation for multiple countries
- where to get parts?
- If shipped internationally, will the product need to go through further testing or have additional requirements?
- People may experience issues with their car that aren't linked to the product but could be blamed on the product.
- commonality of automatic transmissions

## Long term support

- Warranties
- maybe a subscription-based service for checkups on the system, like charging \$30 a month to fix broken or malfunctioning components
- partnerships with mechanics to make repairs relatively accessible
- Adding a customer-service line that only those who bought the products can access.

## Future Growth

- partnerships with dealerships and car brands
- market expansion to countries where standard transmissions are most common
- maybe transition to making our own parts/ open factories
- after success of first company create a second company to create artificial competition
- Market to areas with lots of hills and slopes

## Feedback from Users

- Utilize testing phases on a large audience.
- could use feedback from users in a positive way/ influencer advertisement
- possible PR scandals about how our system effects crash rates
- We can update the product in 'versions' which each version description featuring potential feedback from users
- Feedback from users can be addressed on social media, helping to create a more personal connection with customers
- Official statements should be made through all available platforms