



VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TECHNICAL CAMPUS

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SCHOOL OF ENGINEERING & TECHNOLOGY

ASSIGNMENT 1		
SUBJECT: PRINCIPLES OF MANAGEMENT FOR ENGINEERS	SUBJECT CODE: MS 302	SEM: VI BRANCH : CSE
PREPARE A PPT IN A GROUP OF 4-5 STUDENTS. TOPIC- PICK A BUSINESS FROM ANY SHARK TANK EPISODE AND PRESENT A DETAILED ANALYSIS OF THEIR JOURNEY WITH REFERENCE TO FUNCTIONS OF MANAGEMENT OR WRITE A RESEARCH PAPER ON SYLLABUS RELATED TOPICS		

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ALTOR: SMART MOBILITY



"A revolutionary smart helmet designed for enhanced rider safety through AI-powered features."

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| 1 | Introduction to Altor Smart Helmet | 2 | Key Features and Technology |
| 3 | Benefits and Applications | 4 | Shark Tank Pitch |
| 5 | Market Challenges and Opportunities | 6 | Future Prospects and Innovations |

01

INTRODUCTION

OVERVIEW

HISTORY AND DEVELOPMENT

Altor Smart Helmet was conceived by a team of experts dedicated to enhancing cyclist safety with development beginning in early 2015.

PURPOSE AND MISSION

The primary mission of the Altor Smart Helmet is to reduce spring-related injuries through smart technology integration for improved safety and awareness.

ABOUT ALTOR

Founded by Shank Gupta, Sayan Toplekar, Advaitan Das, Shaan, and Anubhav Gupta, offers innovative technology for two-wheelers with advanced features like connectivity and accident detection.

NEED FOR ALTOR

With the increasing number of accidents involving two-wheelers, they saw an urgent need for a solution that could enhance rider safety through technology.

SIGNIFICANCE

1

SAFETY INNOVATION

The helmet includes innovations such as impact detection, emergency alerts, and built-in lighting, GPS tracking, Bluetooth connectivity and voice commands to increase rider visibility and safety.

2

MARKET IMPACT

Since its launch, the Smart Helmet has disrupted the market, setting new standards in safety features and gaining recognition from industry leaders.

3

USER ADOPTION

Users have widely adopted the Altor Smart Helmet, with many praising its advanced features and the additional layer of safety it provides.

INDIA'S FIRST
SMART HELMET



CONNECT
TOUCH
GPS
BLUETOOTH
GOOGLE
ACCIDENT
RIDE AID

02

KEY FEATURES & TECHNOLOGY

SAFETY MECHANISM

IMPACT SENSORS

Impact sensors detect collisions and ensure timely deployment of safety features, minimizing injury risks in adverse events.

EMERGENCY RESPONSE INTEGRATION

This integration connects with emergency services, providing immediate assistance and crucial data during accidents for improved response times.

CONNECTIVITY



Bluetooth and Wi-Fi

Bluetooth and Wi-Fi enable seamless connections to other devices, allowing for easy information exchange and enhanced user experience.



APP SYNCHRONIZATION

The app synchronization feature links the device to your smartphone, facilitating access to features and information on-the-go.



REAL-TIME ALERTS

Real-time alerts keep the user instantly informed about important updates, ensuring prompt action and increased safety.

COMFORT AND DESIGN



Ergonomic Design

Ergonomic design prioritizes user comfort, reducing strain and enhancing the overall experience during prolonged usage.



Customizability

Customizability allows users to modify settings and adapt the device to their individual preferences, ensuring a tailored and comfortable fit.

03

BENEFITS & APPLICATIONS

INDIVIDUAL USERS

Motorcyclists

Motorcyclists benefit from enhanced safety features and navigation systems that offer real-time updates, helping them to avoid traffic and find the best routes.

CYCLISTS

Cyclists can use these applications for route optimization, fitness tracking, and ensuring better safety through alert systems that notify them about potential hazards.

Delivery Riders

Delivery Riders can use these applications for route optimization and ensuring better safety through alert systems that notify them about potential hazards. They can know about traffic and be alerted with smart technology and need now check the phone continuously

PROFESSIONAL USE



LAW ENFORCEMENT

Law enforcement agencies utilize these technologies for effective patrol coordination, real-time communication, and rapid response to incidents, enhancing overall public safety.



DELIVERY SERVICES

Delivery services leverage these applications for efficient route planning, tracking deliveries in real-time, and improving customer satisfaction through accurate ETA notifications.



SPORTS PROFESSIONALS

Sports professionals use these tools for performance tracking, monitoring physical metrics, and designing training programs tailored to improve their sporting achievements.

04 SHARK TANK PITCH


PITCHING OFFER				
Aspect	Details	Original Ask	Final Deal	Investor Feedback
Ask	₹50 lakhs for 5% equity	₹50 lakhs for 5% equity	₹50 lakhs for 7% equity	Strong interest in road safety innovation.
Valuation	₹10 crore valuation	₹10 crore	₹7.14 crore (due to 7% equity)	Questions on scalability and product adoption.
Technology Demo	Smart helmet with accident detection and voice assist	Demo of smart helmet features	Demo of accident detection and communication features	Impressed with innovation but cautious on pricing.
Investor Interest	Namita Thapar and Aman Gupta	2 investors showed interest	Namita Thapar and Aman Gupta final offer	Focus on road safety and scalability concerns.
Visibility Post-Show	Gained significant brand recognition	Low brand awareness before pitch.	Increased visibility and consumer interest	Greater media exposure, leading to growth.
Expansion Plans	Expand market reach and enhance technology.	Market expansion	Expand to more cities and improve product features	Need for more market penetration and customer education.

05 MARKET CHALLENGES & OPPORTUNITIES



06 FUTURE PROSPECTS AND INNOVATIONS

UPCOMING FEATURES




ADVANCED AI INTEGRATION

Placeholder text for Advanced AI Integration.

ENHANCED BATTERY LIFE


Placeholder text for Enhanced Battery Life.

VISION FOR THE FUTURE




Broader Applications

Placeholder text for Broader Applications.




Global Accessibility

Placeholder text for Global Accessibility.



Improved User Experience

Placeholder text for Improved User Experience.



THANKYOU

DRIVE SAFE AND SMART

