Cost of Making

Item	Cost
Raspberry Pi 4 (4GB RAM)	₹4500.00
ArduCam 64MP Autofocus Camera	₹5100.00
Power Supply and Cables	₹500.00
Case/Enclosure	₹500.00
Raspberry Pi Official 32GB V3.0, A2 Class Micro SD Card	₹350.00
Total cost for one unit of our hardware model(approx.)	₹11000.00

Revenue Analysis

1. Installation & Setup Fee

- **Purpose:** This fee is charged initially to cover the hardware setup, software installation, and any customization needed to adapt the system to each school's unique requirements.
- **Pricing Range:** A range of ₹20,000 per classroom is reasonable for one-time installation, considering:
    - **Hardware Costs:** Raspberry Pi, camera modules, and other essentials.
    - **Labor & Installation Costs:** Time spent by technicians to configure and test the setup.
    - **Initial Software Configuration**: Includes setting up recognition software, connecting the system to the school's network, and training staff to use the system.

2. Subscription Model

- **Purpose:** A recurring monthly or annual subscription model offers ongoing support, maintenance, and updates for the system. This helps ensure that schools have a stable system with minimal downtime and access to any new features or improvements.
- **Pricing:** Between ₹1000 and ₹1500 per classroom per month:
    - **Basic Subscription (₹1000):** Covers essential updates, troubleshooting support, and basic maintenance checks. Adds trend analyses, such as weekly/monthly attendance patterns, and alerts for low attendance.
    - **Premium Subscription (₹1,500):** Includes faster response times, dedicated customer support, and potential on-site visits for maintenance. Offers comprehensive data services, such as predictive analytics for identifying students at risk of chronic absenteeism, personalized reports, and integration with school ERP systems.
- **Advantages:** This model creates a predictable revenue stream and ensures schools feel supported in using the system effectively.

Example Revenue Model for One Classroom over a Year

Here's a sample breakdown of revenue from one classroom:

1. **Installation Fee**: ₹20,000 (one-time)
2. **Subscription (Basic)**: ₹1000 * 12 months = ₹12,000/year

Total Revenue per Classroom in the First Year: ₹20,000 + ₹12,000 = ₹32,000

For the following years (with no installation fee), the **revenue per classroom** would be ₹12,000/year.

Seasonal Sales

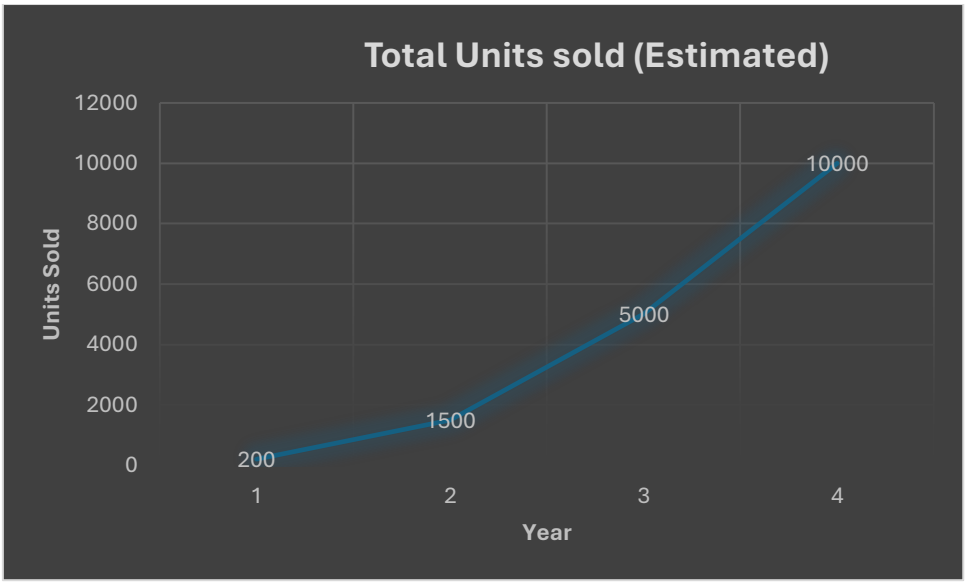
The sales for this attendance system are expected to primarily occur during the **summer season**, coinciding with the preparation period **before the new academic year** in schools and colleges. As institutions gear up for reopening, they are often more focused on implementing improvements and adopting new systems that can streamline operations for the coming year. This timing makes the summer months ideal for marketing and selling the system, as administrators are particularly attentive to tools that can boost efficiency from the start of the academic term. By aligning the sales and marketing efforts to target this seasonal demand, the product will capitalize on the peak purchasing window, ensuring that schools and colleges have the solution installed and ready by the time classes resume.

Time Value

To quantify the time-saving and monetary value of your attendance software for professors, we can calculate the following:

1. **Time Savings per Class**:
    - Each professor saves around 10 minutes per class session by not taking attendance manually.
2. **Total Time Saved per Day**:
    - If a professor conducts 4 classes per day, this results in a total of 10 minutes×4=40 minutes saved daily.
3. **Annual Time Savings**:
    - For a school year of 200 days, this equates to 40 minutes/day×200 days=8,000 minutes or roughly **133 hours** saved annually per professor.
4. **Monetary Value of Time Saved**:
    - To convert this into monetary terms, we multiply the total time saved by the hourly wage of a professor. Assuming an average rate of ₹500 per hour: 133 hours× ₹500= ₹66,500 per professor per year

This annual saving can be positioned as a strong **ROI factor**, as it allows professors to allocate more time to instruction or other academic responsibilities, thereby enhancing productivity and providing significant operational value. This calculation will vary based on class frequency, the number of professors, and the hourly rate, but it provides a compelling case for schools and colleges looking to justify the software's cost.


Total Units sold (Estimated)
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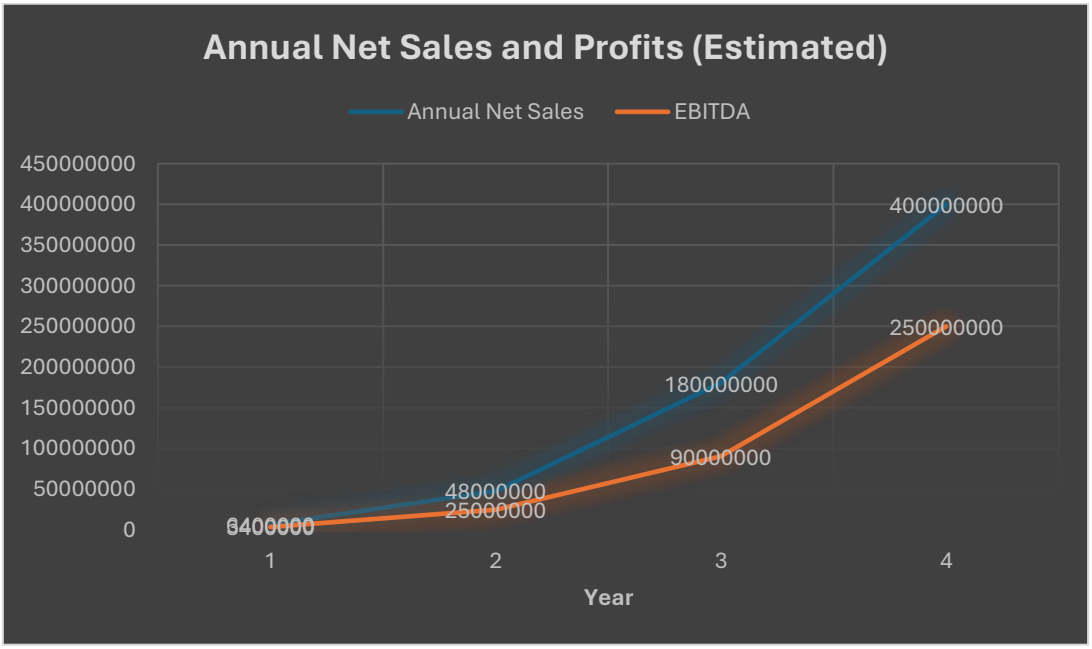
10000
8000
6000
4000
2000
0
Units Sold
200
1500
5000
10000
1
2
3
4
Year


Annual Net Sales and Profits (Estimated)
Annual Net Sales
EBITDA
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300000000
250000000
200000000
150000000
100000000
50000000
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25000000
48000000
90000000
180000000
250000000
400000000
1
2
3
4
Year