

x



**Megan  
Merrick-Eker**



**Alex  
Wang**



**Jieyi  
Zhang**



**Lubaba  
Hoque**



**Mithusa  
Sasitharan**



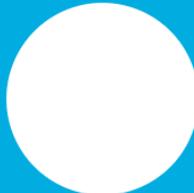
**Nicole  
Dang**



**Thulasi  
Mahendarajah**



**Jeremy  
Li**



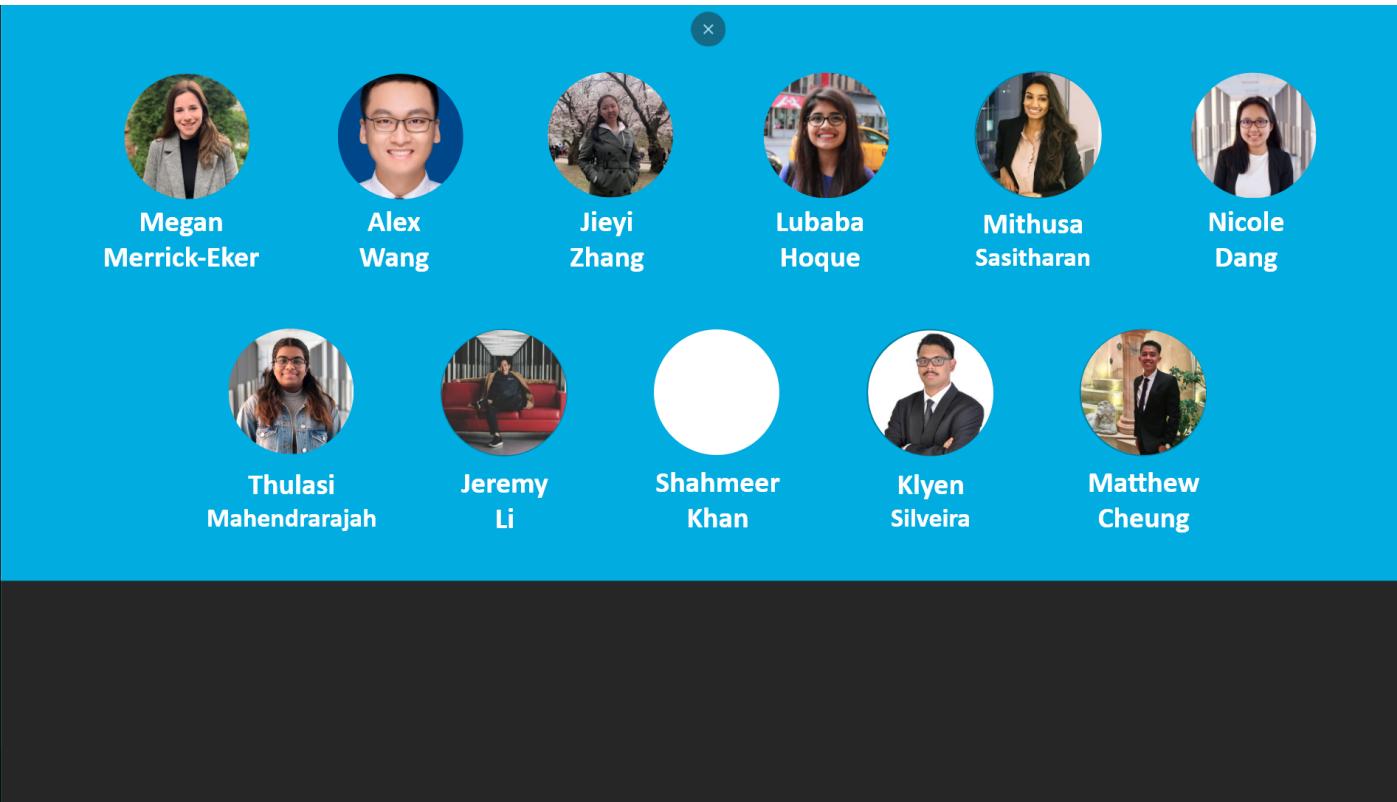
**Shahmeer  
Khan**



**Klyen  
Silveira**



**Matthew  
Cheung**



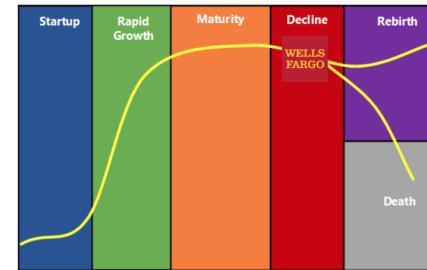
## Values

values are concepts or beliefs that guide how we make decisions about and evaluations of behaviours and events



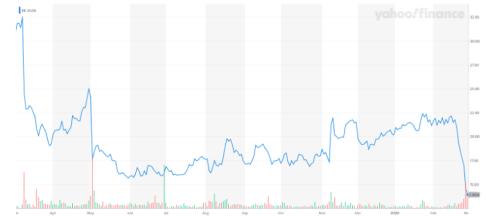
## Corporate Life Cycle

make sure to mark this on your corporate life cycle!

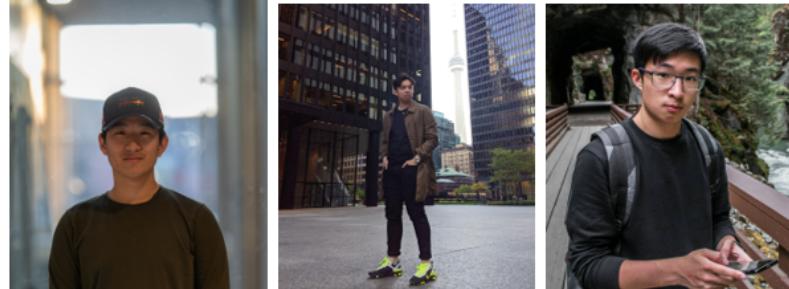


## Eventbrite Financials

- 1075 Employees
- Gross profit of \$1.94 million
- Revenue is \$3.2 million
- \$4.86 million in sales
- Stock price: \$14.61



# Team



**Jeremy Li**  
Chief Executive Officer  
Co-founder

**Brian Nguyen**  
Chief Marketing Officer  
Co-founder

**Kevin Zhao**  
Chief Technology Officer  
Co-founder

A photograph of a modern bathroom interior. It features a walk-in shower with a rainfall head and a large rectangular bathtub. The walls are covered in light-colored vertical wood paneling. A dark wooden vanity with a white sink is visible on the left. A potted plant sits on the vanity. The overall aesthetic is clean and minimalist.

**Solution**

- A smart automated shower system that allows its users to improve their shower experience by
  - Adapting the experience to your preferred profile
  - Providing you the ability to multitask and go beyond showering
  - Saving users time and water
  - Integrating with a smart home system for convenience

**SHWOAH**

## Value to User: Efficiency



### Save Resources

WaterSense Label certified at least a 20 percent reduction in water usage, and save energy! Reduce the amount of wasted resources and money on shampoo and body wash.



### Maximize Your Use of Time

Make the most out of your morning routine by catching up on news, stocks or treat it like "me" time. Help parents in the morning preparing showers and breakfast for the kids.



### Convenience

Smart Home Compatibility allows you to use voice recognition for quick and easy interface with the shower.



### Personalized

Custom shower profiles can be created to modify shower length, temperature, and soap use.

SHWOAH

## Competing Products

	SHWOAH	U by Moen	Kohler
Temperature Control	✓	✓	✓
Soap Dispensing	✓	X	X
Smart Home Compatible	✓	✓	X
Audio / Display	✓/✓	X	✓/X
Lighting	X*	X	✓

\*smart lighting can be used in bathroom and controlled via device



SHWOAH

# Mobile Payment Platform

## Driving forces

### Increase in penetration of smartphones

- a. The proliferation of 3G and 4G connectivity
- b. Smartphone become affordable
- c. The extensive distribution network of smartphones



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### Growth in Mobile-commerce

- o Customers preferences
- o Special discounts and coupons

## Current Market & Market growth



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- o Retail occupied the largest share
- o Hospitality & transportation project to reach 1087 billion by 2023

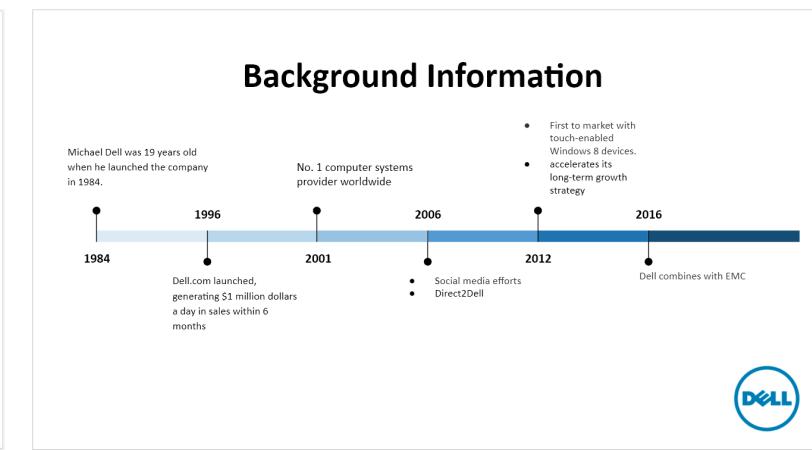
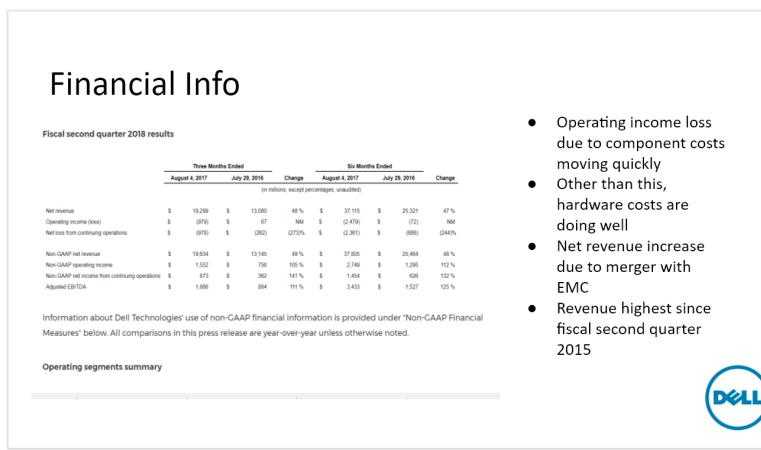
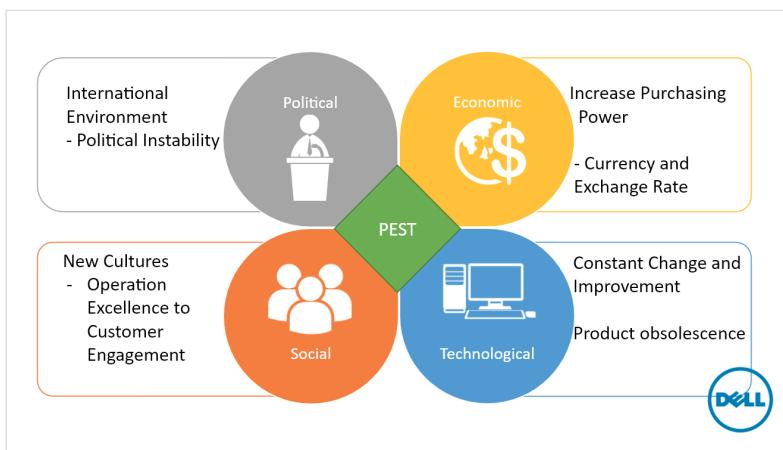
"~2,000,000,000 people or 38% of adults in the world, do not use formal financial services."

"73% of poor people are 'unbanked' due to costs, travel distances and the often-burdensome requirements involved in opening a financial account."



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# Strategic Analyses



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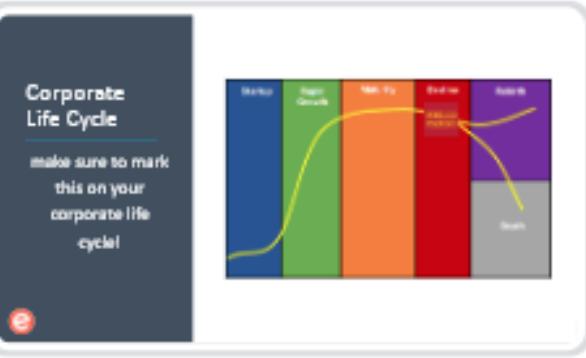
Ethics

the study of moral values or principles that guide our behaviour and inform us whether actions are right or wrong



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## Corporate Life Cycle



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## Strengths

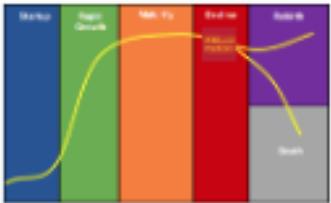
- Brand Recognition
  - Largest Privatized Tech Company
  - Listening to Consumers
  - Dedicated Social Media Group
  - Customer Service and Support



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## Corporate Life Cycle

make sure to mark  
this on your  
corporate life  
cycle



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