**Intro**

* Jacob
* Chromecast 1st and 2nd gen
* Chromecast Ultra

**Need**

* The television industry is quickly transitioning into a Smart-TV focused model.
* Many consumers cannot afford new television sets that include internet accessibility features.
* Streaming services, like Netflix and HBO Now, have never been more popular, which has left many consumers wanting more from their own television sets.

**Approach**

* The device must be affordable and offer a wide range of compatibility for different television sets and different user controls.
* The device needs to support many media streaming services to give consumers an abundance of viewing material and must also work for small spaces.
* Often times, televisions are against walls, so the device must fit in confined spaces.

**Benefits/Cost**

* Rather than spending hundreds of dollars replacing a single television, a consumer only needs to spend $35 to get the latest Smart-TV support with little to no extra hardware needed.
* With a Smart-TV, consumers are able to view media that was previously inaccessible from their outdated television sets.
* Convenient and saves time as opposed to plugging in a laptop to TV via HDMI port
* TV will correlate to larger screen and better sound quality than laptop
* Neat and organized
* Replacement is affordable
* Compatible with many wireless home speaker systems
* 720P, 1080P, and even 4K support for streaming

**Competition**

* Now that video streaming is more popular than ever, consumers are seeing increasingly more devices that can meet their needs.
* Currently, there are four major affordable video streaming devices available for purchase
* Chromecast, Apple TV, Roku, and the Fire TV stick are competing for market dominance
* Additionally, a variety of Smart-TV’s also compete with the Chromecast.
* Google has a leading edge over most, if not all, of its competitors with its low price range and trusted brand name.