**FEASIBILITY REPORT**

A logo for a company

Description automatically generated with low confidence

**PhoneBelt Feasibility Report**

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| **Product Statement** |

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| *What are the base requirements for your product?*   * Customer Pain: Car accidents suck. Phone use while driving is the leading cause of car accidents. * Product Offering: A solution that detects and deters phone use. |

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| **Identified Solutions** |

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| *Provide 1-3 solutions that meet the product requirements defined above.*   * Solution 1: A box that locks your phone away while driving. * Solution 2: A phone mount that detects and deters phone use while still allowing for limited accessibility. * Solution 3: A full suite telematics solution that gives real time data to stakeholder about phone use among other key driving safety metrics |

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| **Technical Viability** |

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| *Rank your solutions based on their technical viability. Viability may be in the form of existing product reviews, customer feedback, consideration of the evolution of technology or tech trends such as Moore’s Law. Identify key challenges with each approach and the resources required for each option.*  **Most viable solution:**  Solution 1   * Justification: Requires the least amount technology. Best method to completely stop phone use * Key Challenges: Detecting drivers’ phones not just a phone. Does not allow for safe phone use. Does not account for edge cases like phone not with driver. * Resources Required: NFC Tag. Battery. Buzzer. MCU. Plastic box.   **Potentially Viable solution:**  Solution 2   * Justification: Tackles problem of allowing for safe phone use and accessibility. * Key Challenges: Much heavier in ME, EE, CS development * Resources Required: Many sensors and custom enclosure and PCB   **Least Viable:**  Solution 3   * Justification: By far the longest to market * Key Challenges: Building app and website integration as well as BLE communication protocols. * Resources Required: Sophisticated software skills in app/ website/ backend communication. |
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| **Market Segments** |

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| *Identify 1-4 markets and analyze the value propositions associated with each market segment. Consider trends in the marketplace.*   * **Market segment 1:** Parents of teen drivers * Value proposition: Reduce your teenager’s phone use and reduce their odds of getting injured in a car accident. * Market Notes: Phones cause more and more accidents each year. Parents are increasingly wanting to protect and monitor their children. Little competition in this market. * **Market segment 2**: Fleet owners * Value proposition: Accidents cause fleets billions each year, they are immensely expensive. Many drivers must use their phone while driving as part of their work. Allowing phone use in responsible ways and deterring irresponsibility can reduce accidents and save fleets money. This solution can save them money in a mathematically driven way. * Market Notes: Many competitors in this market. Many billion-dollar companies are born from servicing this problem in the B2B market. The sub-segment of D2D drivers that need their phones for work is virtually untapped where the market for commercial trucking is extremely saturated. * **Market segment 3**: Rental car/rideshare companies. * Value proposition: These companies bear the cost of accidents. Have strong incentives to reduce accidents because of this. They have extremely limited control over drivers. * Market Notes: More research is required. Rentals typically have no solutions, no mounts whatsoever. Rideshare universally have phone mounts. * **Market segment 4:** Car insurance companies. * Value proposition: In this B2B2C model, insurers could reduce accidents with this product, get real time driver data, get crash detection, and crash analytics. This quickens the claims process, reduces accidents, and allows for better data driven UBI based insurance. * Market Notes: Gigantic market that is very untapped but competitive solutions are growing very rapidly in the UBI telematics niche. |
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| **Solution Viability** |

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| *From the segments above, rank your solutions in terms of technical viability, market opportunity, and value proposition.*   * Most Viable Solution: Solution 2 * Justification: Applicable to the most markets. * Potentially Viable Solution: Solution 3 * Justification: Despite being the most difficult to build it also presents the biggest opportunity * Least Viable Solution: Solution 3 * Justification: Not enough value? Too restrictive? |

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| **Update BMC** |

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| *Submit an updated BMC along with this report which outlines your most viable option, customer segment, and value proposition. Document title should include your Co. Name, BMC & Date Code (Ex: NAMEBMC062422).*  Document name: PhoneBeltBMC062123 |