



# UNIVERSAL SMART PHONE (USP)

## Next Generation Multi Network Interoperable Smart Phones

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# PROBLEM STATEMENT.

- In modern era, mobile phones are becoming an increasingly popular solution for communication.
- In the globe, major technologies used to communicate are
  - Cellular network like CDMA, TDMA, GSM, GPRS, 4G, 5G, 6G.
  - TCP/IP networks ( WiFi).
  - LANDLINE PSTN.
  - Satellite
- In running days, most of the phones are using dedicated network to communicate.
- Most of smart phone users, Consumers face major networking issues due to billions of users, bandwidth, range and infrastructure issues.
- Forests, hill stations, mountains, rural areas, and individuals living in apartments are experiencing networking issues. People who communicate via these networks face major problems due to this bottleneck.
- Despite the fact that we have major high-end smart phones that work on dedicated networks.
- There is no way to communicate during a natural disaster using existing smart phones.
- In war situation, due to destruction of towers, tower-based networks are unavailable.

# PROBLEM STATEMENT LIMITATIONS OF EXISTING PHONES

## SATELLITE PHONE

### DO NOT SUPPORT BELOW FEATURES

- 4G/5G.
- PSTN
- BLUETOOTH
- WIFI/INTERNET SERVICES
- LORA
- CAMERA
- DOWNLOADING & UPLOADING CAPTURED VIDEO
- DOWNLADING VIDEO APPLICATIONS
- WIRELESS CHARGING SYSTEM.
- BANKING TRANSACTION.

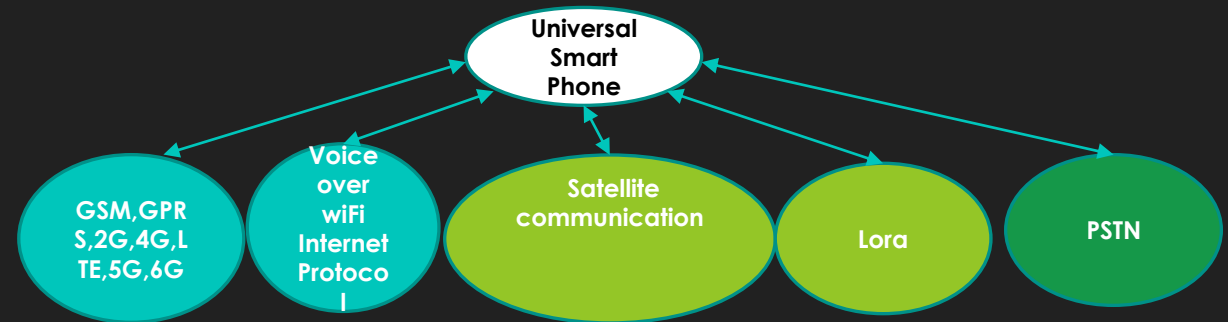
## iOS & ANDROID PHONE

### DO NOT SUPPORT BELOW FEATURES

- LORA
- MAKING CALL VIA SATELLITE COMMUNICATION
- WATER PROOF
- WIRELESS CHARGER
- PSTN
- WIRELESS CHARGING SYSTEM

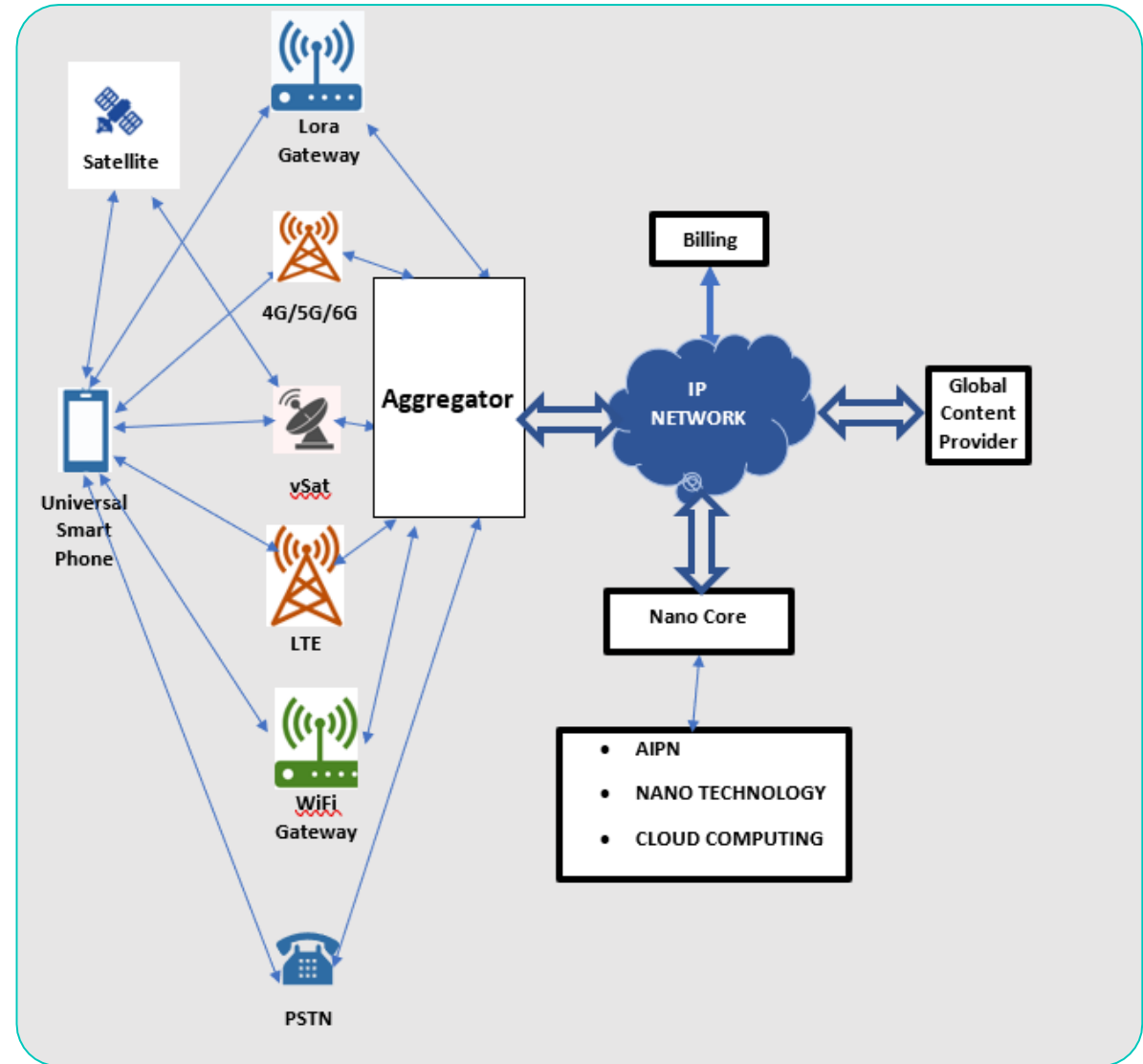
# SOLUTION

Universal smart phone (USP) is the solution which can make a call & communicate synchronizing all the existing network (Vsat, Lora, GSM, 2G, 4G, 5G, PSTN, WiFi, VoIP) without any networking & signal issues.



## SOLUTION : ARCHITECTURE OF CELLULAR NETWORK FOR UNIVERSAL SMART PHONE

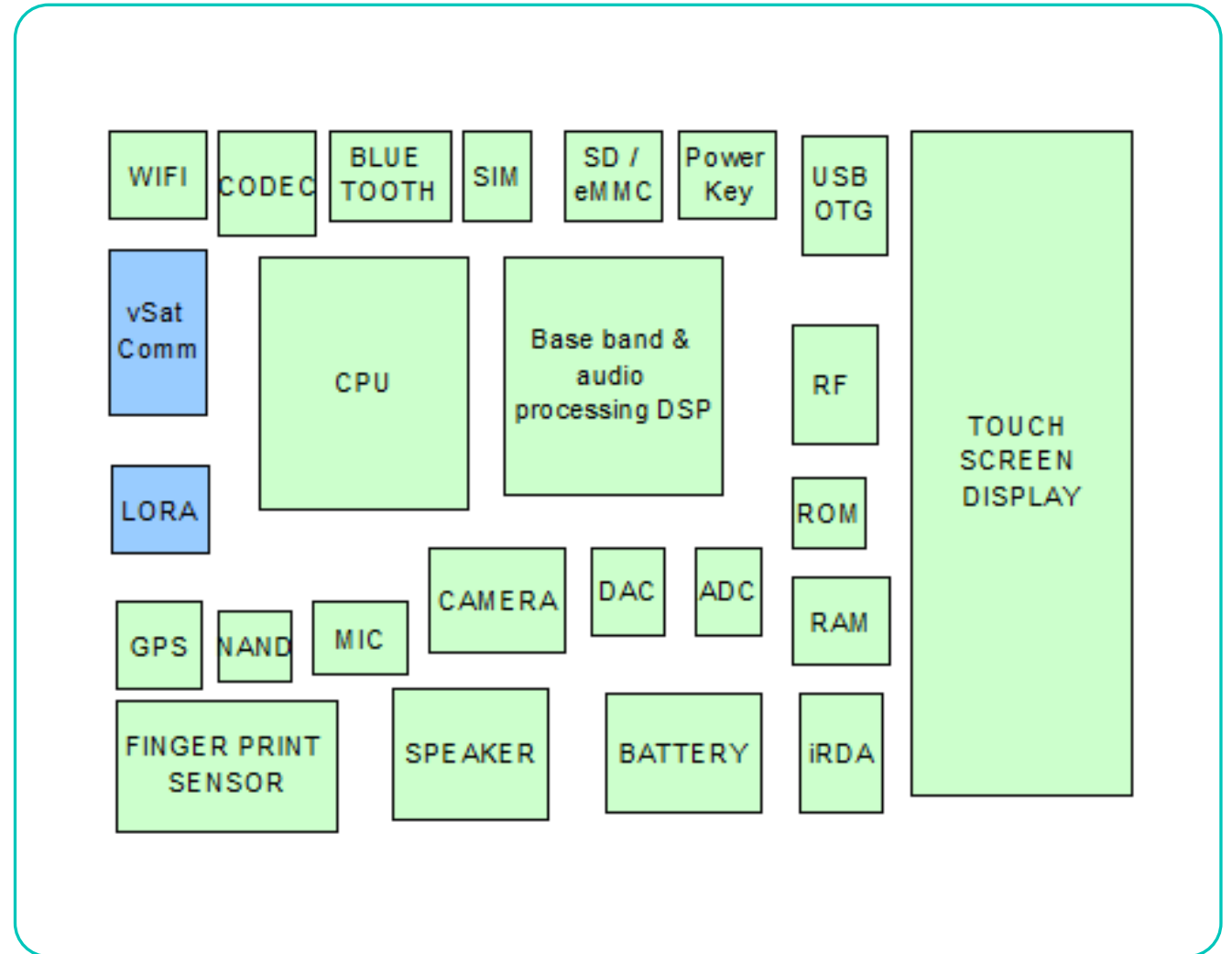
- USP WILL COMMUNICATE TO Satellite, Lora, 4G/5g/6g.LTE, WIFI,PSTN ( via USB).
- vSat communication shall have SIM card to be deployed in USP.
- Service provider shall apply monthly subscription charges.



# WHAT IS UNIVERSAL SMART PHONE?

- Universal smart phone (USP) is the mobile or cellular phone that can be used by the consumer domain or military system. USP is the mobile phone and can be used to communicate to another person uninterruptable network/signal issues.
- USP is primary interoperable with multi network
- Cellular network like 4G/5G/6G, VoLTE, CDMA, TDMA.
- vSatellite network.
- PSTN.
- LORA network.
- WiFi, TCP/IP network.
- This runs off mobile operating system and functions like a mini computer. Portable to media players, digital cameras, Video camera, GPS navigational devices and having a touchscreen interface, internet access. USP also has capable of running downloaded applications.

# HARDWARE DESIGN BLOCKS OF UNIVERSAL SMART PHONE



# PRIMARY FEATURES OF UNIVERSAL SMART PHONE

- Communication via Satellite Network.
- Lora Communication Interface.
- Tri SIM support.
  - One SIM shall be used for Satellite network communication.
  - Remaining two SIMs shall be used for 4G/5G/6G network communication.
- Communicating PSTN network via USB or Bluetooth.
- VoIP via WiFi.
- Wireless charging system
- NFC communication for payment
- Water proof



- Android OS.
- Supports 3G,4G,5G network
- Bluetooth & WIFI.
- GPS Navigation.
- Camera & Video playing.
- Touch screen interface.
- Runs downloaded application on OS.
- Software GUI update with bug fixes.



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## PROS

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Wide network coverage.

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Remote Communicate can be done even in forests, on hill stations, rural areas, sea areas.

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Uninterruptable communication irrespective of location.

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Highly useful in disaster response.

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Useful in war situation.

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## CONS

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High cost of the phone.

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Large antenna size

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Local government regulations may also prevent one from using satellite phones without prior permission.

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Delay (approx.. 1-5 min) in voice/data communications.

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It requires at least 4-5 years to build the universal smart phone and infrastructure.

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# PROS & CONS OF UNIVERSAL SMART PHONE INFRASTRUCTURE.

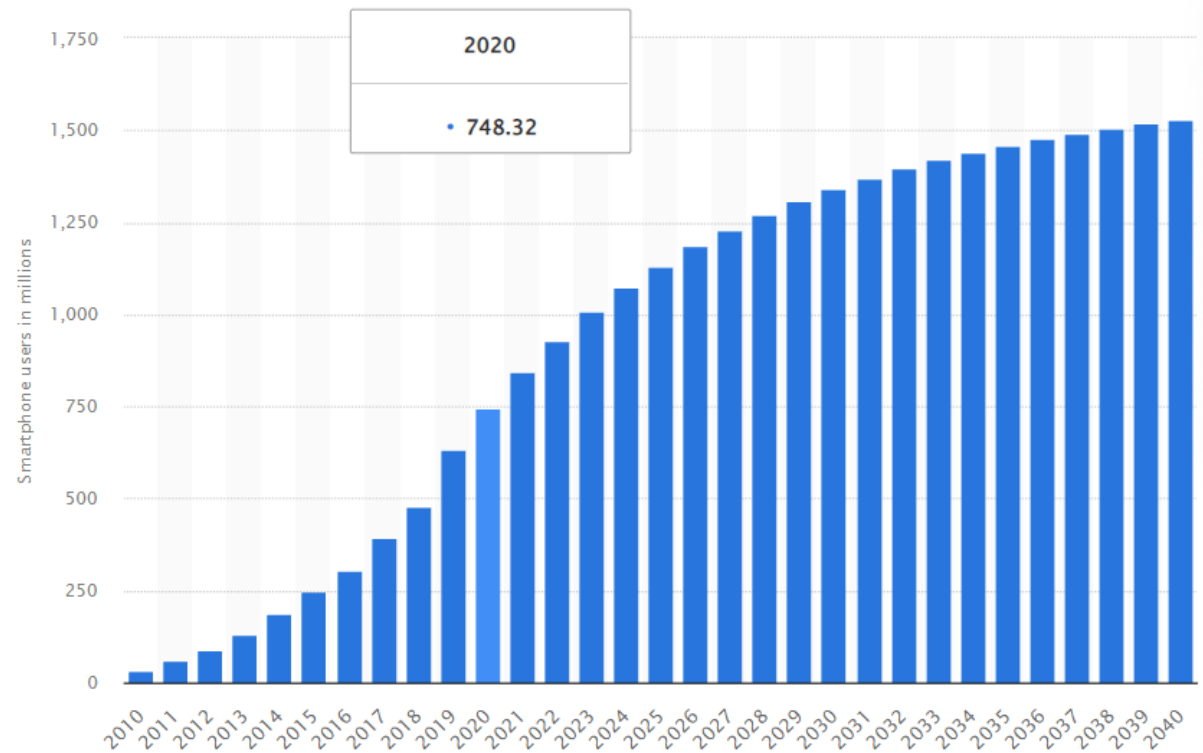
# COMPETITOR

- Apple
- Samsung
- Xiaomi
- Realme
- Ericson
- Oppo

- Huawei
- Vivo
- OnePlus
- Motorola
- Nokia
- Sony

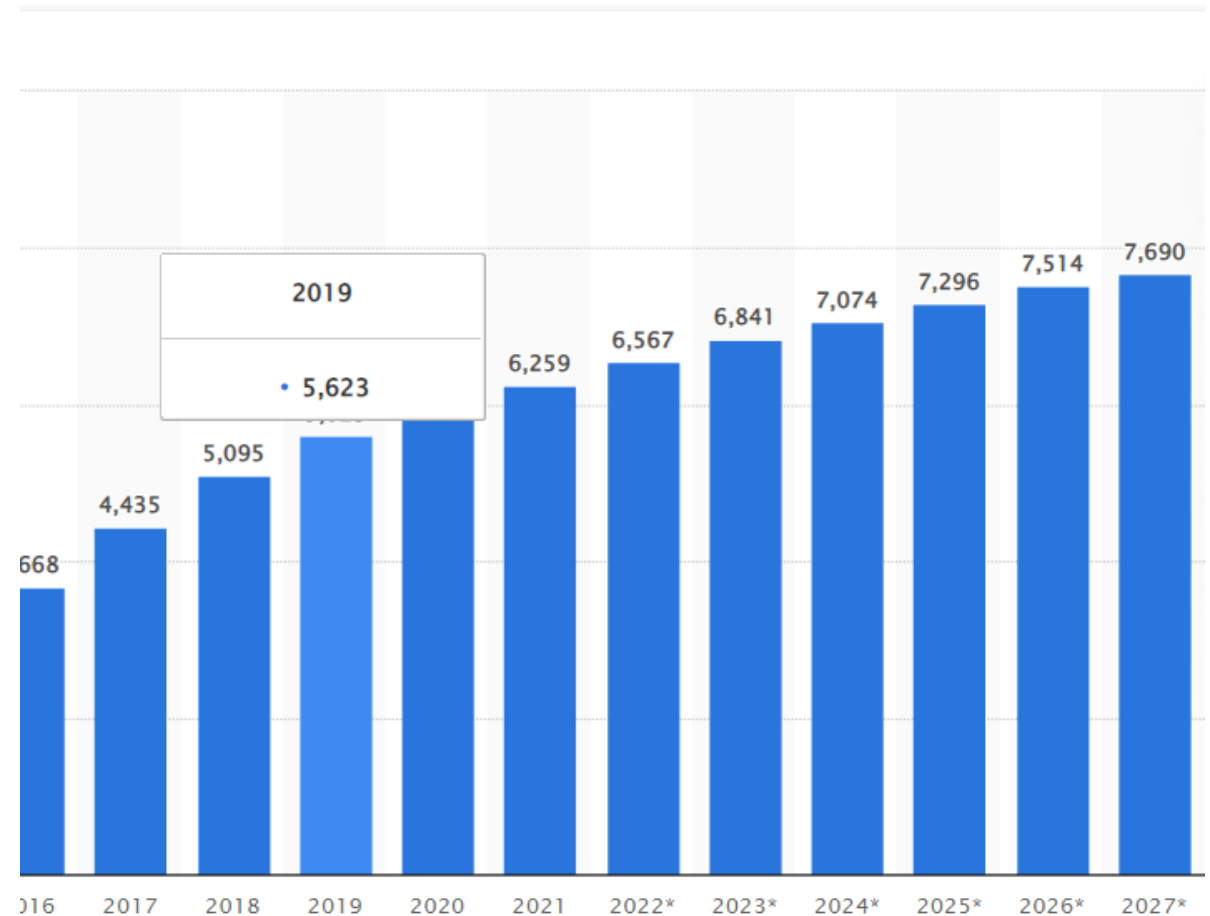
# GROWTH OF SMART PHONE 2007-2040

*\*Courtesy statista*



# Total smartphone subscriptions from 2016 to 2021 and forecasts from 2023 to 2027

*\*Courtesy statista*



# MARKET FORECAST FOR NEXT 4 YEARS ( 2023-2027)\*

DESCRIPTION	UNIT	AMOUNT In USD
New Subscription smart phones users (2022-2027)	1000 millions* = 1billion	\$250 billion
Target Price of Universal Smart Phone.	1	\$250-\$300 (Varies Depends on cost of materials)
Expectation: Growth of Universal Smart Phone	1 million	\$12.5 billion
	100 million	\$25 billion
	400 million	\$100 billion

\* Courtesy: *statista*

# ESTIMATED EXPENSES

## One time Investment

Sno.	ITEMS	Qty	AMOUNT ( USD)
1	Computer/Laptop	8	\$16,000
2	Development Boards	8	\$2,000
3	Lab Setup. ( cables Equipment's, Tools, service fees etc.)		\$2,500/-
Total			\$20,500/-

## Monthly & Annual Expenses

RESOURCES	MONTHLY EXPENESES (USD)	ANNUAL EXPENSE ( USD)
5 Resources	\$ 20,000/-	\$ 2,00,000/-
Office space rent	\$1000 /-	\$12,000/-
Power supply & Wifi	\$1000/-	\$12,000/-
Total	\$ 22,000/-	\$ 2,24,000/-

# Cost of vSAT & Phone Manufacture Plant setup & Installation

## ○ Vsat Equipment :

- Antenna
- Transceiver
- Modem
- Router
- Power Supply
- Installation
- Maintenance
- Service Fees

Setup	Aprox Cost.
vSat	\$18,000/-
Phone Manufacture Plant Setup	\$100 thousand to Few Million USD
(One million units per Year)	(Range \$100m - \$500 million usd depends on location , equipment's, cost of material, service fees etc...)

# NETWORK SERVICE PROVIDER IN INDIA

## vSAT Service Provider

- M/s Tatanet Services Ltd.
- M/s Hughes Communications India Ltd.
- M/s HCL Comnet Systems & Services Ltd.
- M/s BSNL
- Bharti Airtel Limited
- M/s Reliance Jio Infocomm Ltd.
- M/s Planetcast Media Services Ltd.

## 3G/4G/5G Service Provider

- Jio: Reliance Jio Infocomm Limited
- Airtel: Bharti Airtel **Limited**
- Vi: Vodafone Idea Limited
- BSNL: Bharat Sanchar Nigam Limited
- MTNL: Mahanagar Telephone Nigam Limited
- JioFiber



# GLOBAL SERVICE PROVIDERS

- **AT&T: AT&T is a US-based MNC : 200 countries.**
- **Verizon is US based MNC : 150 Countries**
- **Vodafone is a UK-based MNC : 20 Countries.**
- **Orange is a French based MNC : 30 Countries.**
- **Deutsche Telekom : 50 countries.**

# MARKETING & SALES STRATEGY

Marketing the product shall be through following channels

- Advertising the product via Digital Marketing : Social media, Facebook, Instagram, Google Ads What's app.
- Distributors.
- TV Channel.
- Movie Theatres.
- Product demonstration in Malls & corporate company.
- Exhibition.
- Promoting the product via public transport like buses, flights, metros, railways.
- Marketing via Global & Local network service provider.

# TEAM DETAILS.

## ○ Jnaneshwar B.T.

### ○ CTO & Founder

- 21+ years' in Industrial experience and passionate about innovative ideas & products and building business around it.
- Design, Modelling Simulation & producing high performance products.
- Produced many software products in the domain of Mobile phone, IoT, Set top box, IoT gateway, medical devices. Building Control System. Home Automation, Smart power grid & Missile Control system.

## ○ Somashekar M

### ○ CBO & Founder

- 10+ years' experience in business strategy and sales with start-ups and entrepreneurs.
- The design thinking model - storyboarding, prototyping, and MVP.
- Note taking devices, Handwriting recognition algorithms, multitenant system

# ROADMAP OF FUTURE R&D PLAN

- Unified Network Communication Software Interface. ( 4G,5G,6G,vSat, Lora, WiFi, PSTN)
- Dashcam for Cars.
- AI Engine.
- Tabs with Pen.
- New Generation Mobile Operating System compatible to RISC V,ARM,x86,AMD processor.
- Developing RISC V architecture micro processor.
- Watches.
- Smart glasses.
- Modern Flight Control & Monitoring System.
- Infotainment for Electrical Vehicles.

# SEEKING FUNDS FOR THE SOLUTION

We would love  
to discuss this  
opportunity  
with you further  
and answer  
any questions  
you may have.

As of now, we  
are seeking  
\$7M/- USD  
(INR. 50 Cr.) for  
USP solution  
and  
manufacturing  
the USP for the  
next 2 years ( Apr 2023- Apr 2025).

**THANK YOU**

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