

Talkie Walkie 2000

Team Cloverfield

Overview

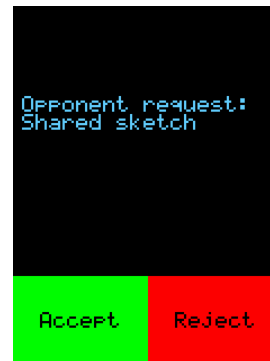
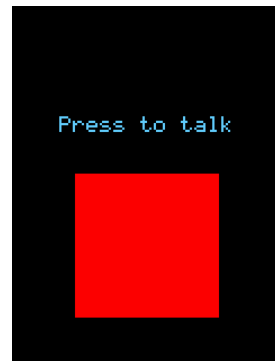
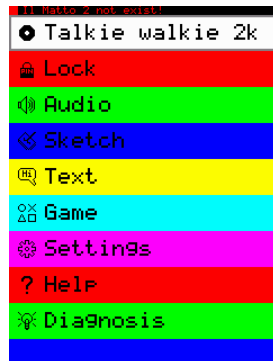
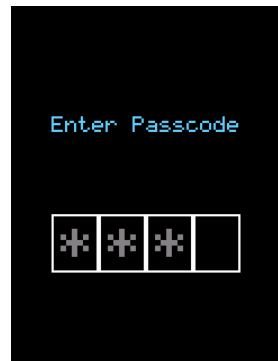
- Device Summary
- Features
- Construction
- Costings
- Target Market
- Marketing

Device Summary

- Portable
- Wireless
- Secure
- Resilient to interference

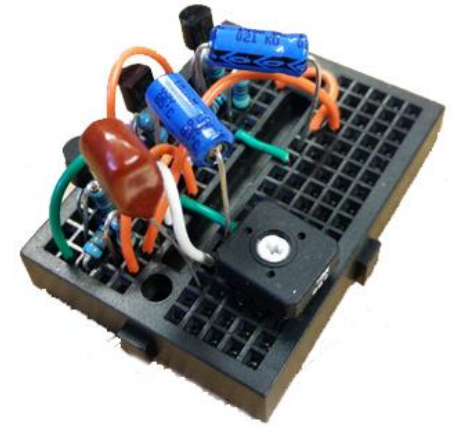
Features

- Fully encrypted wireless communications
- Intuitive touchscreen GUI
- Low latency audio conversations
 - Headset connection
 - Speakerphone capability
- Live shared sketching function

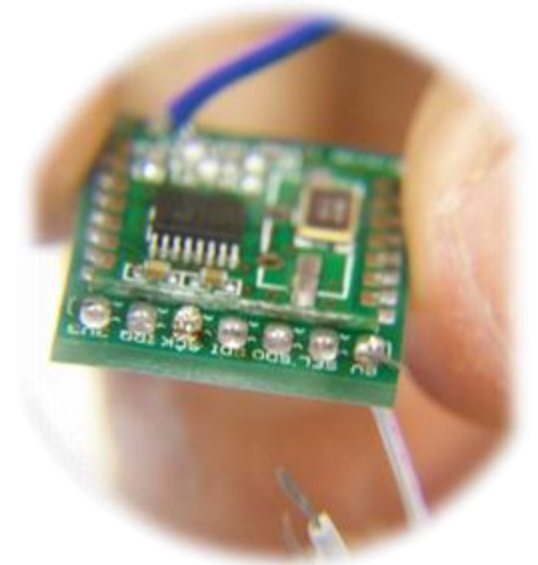


Construction

- No expensive components, all readily available
- One surface-mount device
- Compatible with existing headsets
- 3D printed case, designs can be printed anywhere
- Light, two separate units – heaviest one waist mounted



Amplifier Prototype



RFM Wireless Module

Costings

- Total development phase: £110747.54
- Device manufacturing cost: £120.67
- Sale price: £277.77 (£333.33 inc. VAT)
- Profit per device: £157.10
- Breakeven sale quantity: 705 (7% of the remaining population)

Target Market

- Only remaining population in top 166 countries
- Target all cultures
 - Sketch function ensures all people can communicate
- Anyone who can draw, read or write
- Anyone who can speak or hear
- All of the remaining population!



Marketing

- 1 minute advert for remaining TV and radio stations
- Multilanguage posters
- Focus on unique sketching feature

Summary

- Device has unique features
 - Innovative touchscreen
- Large profit margin possible because of these features
- Simple construction
- Multicultural, global appeal

Thank you for listening

We would welcome any questions.