

AFFORDABLE SMART BOARD

Team Name: WISDOM WIZARDS

Theme Name: EduConnect - Affordable EdTech

Institution Name: PRINCE SHRI VENKATESHWARA PADMAVATHY ENGINEERING COLLEGE



Problem Statement



Problem 1

- The Prevailing smart boards used for smart classes are so expensive.
- Educational institutions below the economic level cannot afford those Smart Panels
- Those panels requires skilled and much trained persons to operate it.
- Inadequate access to interactive learning tools due to high costs inhibits educational institutions and individuals from adopting modern teaching methods



Problem 2

- Traditional teaching methods fail to captivate digitally native learners, reducing engagement and learning outcomes.
- Without smart boards, collaborative learning suffers, impeding teamwork and communication skill development.
- Opportunities for hands-on learning and active participation are limited
- Schools lacking affordable smart boards face a disadvantage and inequalities in education.



Problem 3

- Traditional teaching methods struggle to engage today's digital learners.
- Affordable smart boards offer a bridge to modern teaching techniques
- Technological disparities widen educational inequalities
- Outdated teaching practices limit innovation and fail to meet diverse student needs
- Join our mission to transform classrooms and empower the next generation of learners

SOLUTIONS

1

- Develop cost-effective smart board solutions through optimized manufacturing and materials.
- Provide comprehensive features comparable to high-end alternatives, including interactive touch capabilities, seamless connectivity.
- Offer extensive support and training resources, including professional development workshops, technical assistance, and an online community for educators.

2

- We're slashing costs without sacrificing quality, bringing top-notch smart board technology within budget.
- Our smart boards are user-friendly and come with hassle-free support, so you can focus on teaching, not troubleshooting.
- No hidden fees, no tech jargon. Just affordable, easy-to-use smart boards that empower educators and engage students, plain and simple

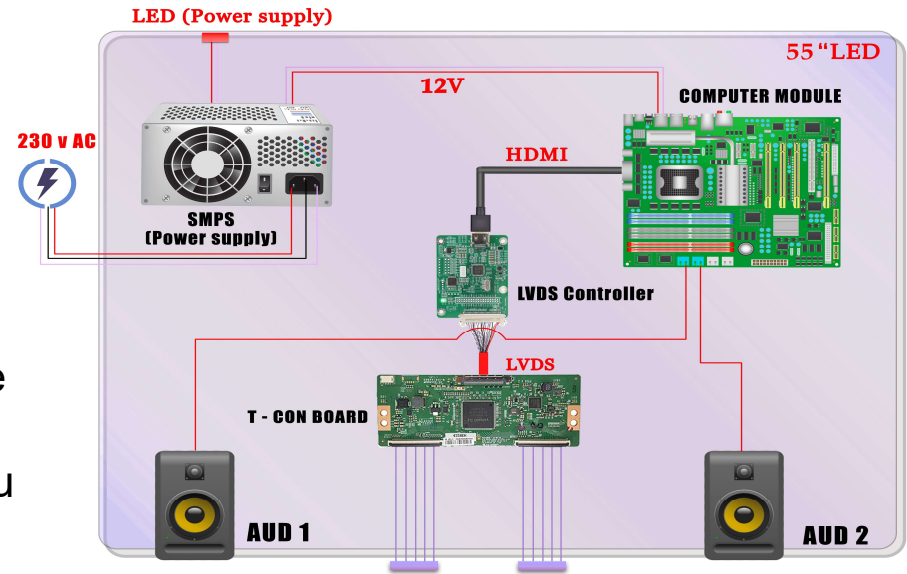
3

- Introducing AFFORDABLE SMART BOARD a solution designed to revolutionize classrooms everywhere. With cutting-edge technology at an unbeatable price.
- it empowers educators to engage students like never before. Say goodbye to budget constraints and hello to seamless teaching experiences. Join the smart board revolution today!



Product

- ✓ Optimizing existing smart boards by replacing prevailing components to minimize cost.
- ✓ Replacing expensive Interactive technology with **Infrared Touch Frames**.
- ✓ Integrating **LVDS to HDMI** control board to provide Display input.
- ✓ **SMPS** (Power Supply) modification to reduce Circu Complexity.
- ✓ Providing compact **Computer Module** for better teaching experience.



TECH STACK

Interactive Display: Infrared Touch Frames

Back Light Control: LVDS to HDMI Board

Power Supply: ATX SMPS for achieving Modularity, Efficiency and Cooling

Display: LED Display Panel (55")

APPROX. BILL OF MATERIALS	
COMPONENTS	COST
LED Display (55")	15,000 INR
Computer Module	10,000 INR
T – Con board	3,000 INR
LVDS to HDMI controller	10,000 INR
Infrared Touch Frame	18,000 INR
TOTAL	56,000 INR

Target Market

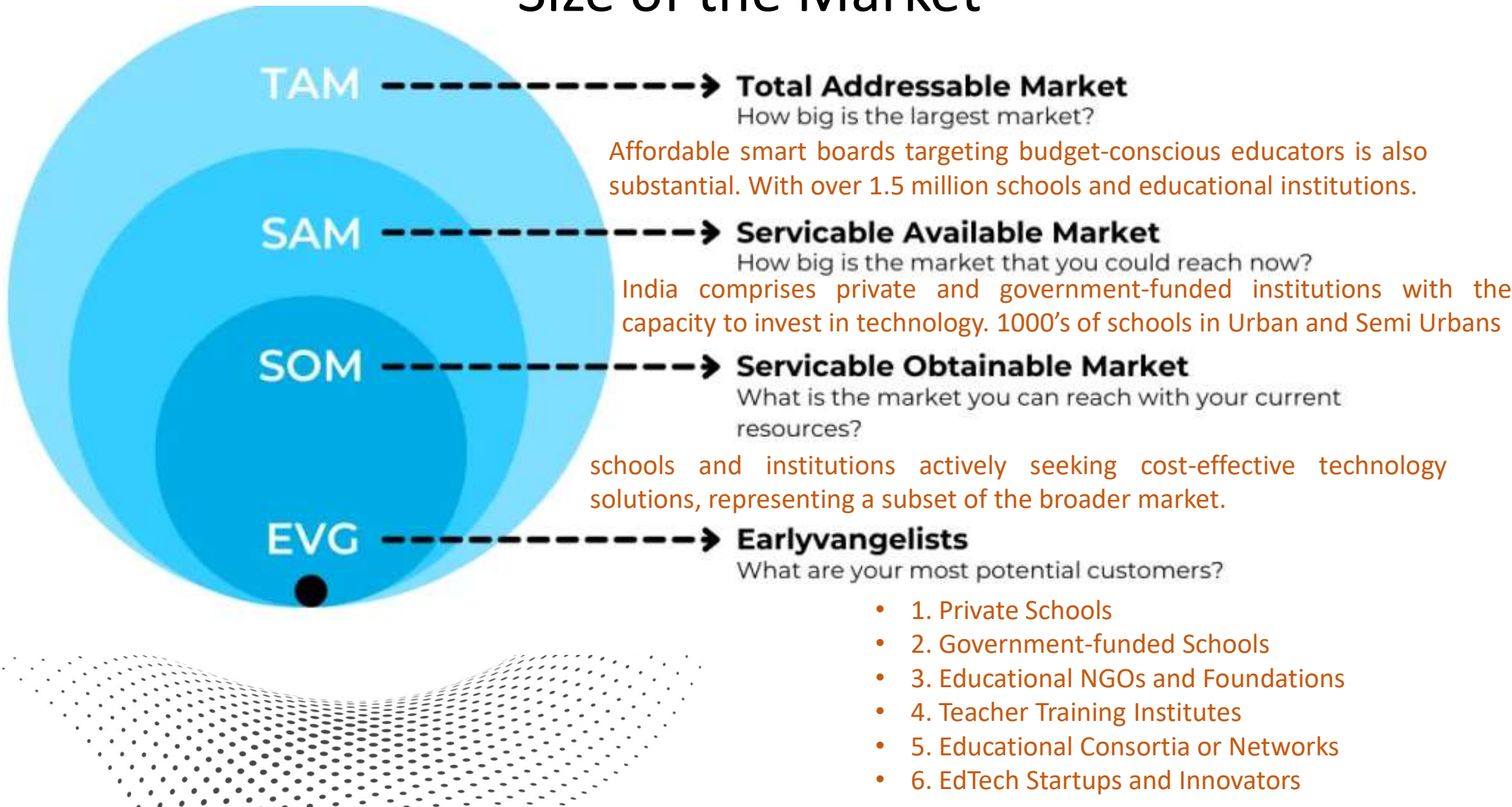
EdTech Market

This market focuses on technology solutions designed specifically for educational purposes. Affordable smart boards fit into this category as they aim to enhance teaching and learning experiences in classrooms.

MARKET SEGMENT

Bridging the Gap: Affordable Smart Boards for Budget-Conscious Educators
Our product targets small to medium-sized schools and educational institutions, offering an accessible solution to integrate advanced classroom technology despite financial limitations.

Size of the Market



Competition Analysis

DIRECT COMPETITORS

- **iNvent:** Offers affordable interactive whiteboards tailored for Indian classrooms.
- **Drishti India:** Provides cost-effective interactive display solutions for educators.
- **Vizetto:** Offers affordable interactive whiteboard solutions for educational settings in India.

INDIRECT COMPETITORS

- Indirect competitors for affordable smart boards in India targeting budget-conscious educators might include:
- **Traditional Teaching Aids Suppliers:** Companies providing traditional teaching aids like whiteboards, markers, and projectors, which offer alternative methods of instruction.
- **Online Learning Platforms:** Digital platforms such as Khan Academy, BYJU'S, and Vedantu, which offer virtual classrooms and interactive learning experiences.

Competitive Advantages

Cost-Effectiveness:

Offering significantly lower prices compared to traditional smart board solutions, making them accessible to a broader range of educational institutions.

User-Friendly Interface:

Intuitive and easy-to-use design, ensuring seamless integration into classroom environments without the need for extensive training or technical expertise.

Localized Content and

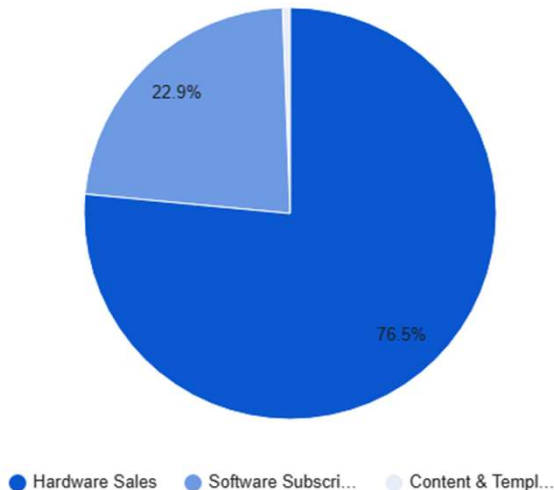
Support: Providing localized content and customer support tailored to the specific needs and challenges faced by educators in the Indian market

Scalability and Flexibility:

Offering scalable solutions that can adapt to different classroom sizes and teaching styles, providing educators with the flexibility to customize their teaching experiences

BUSINESS MODEL

Revenue Breakdown for Affordable Smartboard
(Medium Confidence)



The biggest slice : Selling affordable smartboards themselves. This works because you target budget-minded buyers who might buy more than one (schools, businesses).

Smaller slices: Selling subscriptions for fancy features on your software (like cloud storage).
Selling templates or educational materials specifically designed for your board.

Key Metrics:

- 1.Sales Volume:** Tracking units sold to gauge demand and market penetration.
- 2.Customer Acquisition Cost (CAC):** Measuring cost per customer acquisition to optimize marketing spend.
- 3.Customer Lifetime Value (CLV):** Estimating total revenue from a customer over their lifetime.
- 4.Customer Satisfaction (CSAT):** Gathering feedback to ensure product satisfaction and loyalty.
- 5.Market Share:** Monitoring percentage of total market captured compared to competitors.

Managing and Multiplying Growth:

- 1.Continuous Improvement:** Enhancing product based on feedback and market trends.
- 2.Scalable Marketing:** Implementing efficient marketing campaigns.
- 3.Strategic Partnerships:** Forming alliances for increased visibility.
- 4.Data-Driven Decisions:** Utilizing analytics for optimization.
- 5.Market Expansion:** Exploring new geographic regions and verticals.

<div><div>PROBLEM</div><div>List your top 1-3 problems.</div><div><div>✓ High cost of smart Boards</div><div>✓ Complicated Projector Setup</div></div></div> <div><div>EXISTING ALTERNATIVES</div><div>List how these problems are solved today.</div></div>	<div><div>SOLUTION</div><div>Outline a possible solution for each problem.</div><div><div>✓ Develop cost-effective smart board</div><div>✓ Provide comprehensive features</div></div></div> <div><div>KEY METRICS</div><div>List the key numbers that tell you how your business is doing.</div><div><div>✓ Find affordable components as replacement</div><div>✓ Plan for production</div><div>✓ Product licensing</div></div></div>	<div><div>UNIQUE VALUE PROPOSITION</div><div>Single, clear, compelling message that states why you are different and worth paying attention.</div><div><div>✓ High end technology in affordable price</div><div>✓ Ease of access to the Product</div></div></div> <div><div>HIGH-LEVEL CONCEPT</div><div>List your X for Y analogy e.g. YouTube = Flickr for videos.</div></div>	<div><div>UNFAIR ADVANTAGE</div><div>Something that cannot easily be bought or copied.</div><div><div>✓ Insider information</div><div>✓ Proprietary technology</div></div></div> <div><div>CHANNELS</div><div>List your path to customers (inbound or outbound).</div><div><div>✓ Websites</div><div>✓ Social Media Platforms</div><div>✓ Online Stores</div></div></div>	<div><div>CUSTOMER SEGMENTS</div><div>List your target customers and users.</div><div><div>✓ Educational institutions</div><div>✓ Training Institutes</div><div>✓ IT Firms</div></div></div> <div><div>EARLY ADOPTERS</div><div>List the characteristics of your ideal customers.</div></div>
<div><div>COST STRUCTURE</div><div>List your fixed and variable costs.</div><div><div>✓ Cost of parts</div><div>✓ Raw Materials</div><div>✓ Manufacturing</div><div>✓ Production</div><div>✓ Customer Service</div><div>✓ Taxes</div></div></div>	<div><div>REVENUE STREAMS</div><div>List your sources of revenue.</div><div><div>✓ Posts Sales Services</div><div>✓ Subscription Model</div></div></div>			

FUTURE ROADMAP

- Finalize hardware design and features for initial product.
- Secure manufacturing partners and finalize production costs.
- Develop core collaboration software with basic features.
- Design packaging and marketing materials.

July 2024

- Increase sales and establish brand awareness.
- Implement marketing campaigns targeting schools, businesses, and home users.
- Offer free trials or demos to potential customers.
- Gather customer feedback and usage data

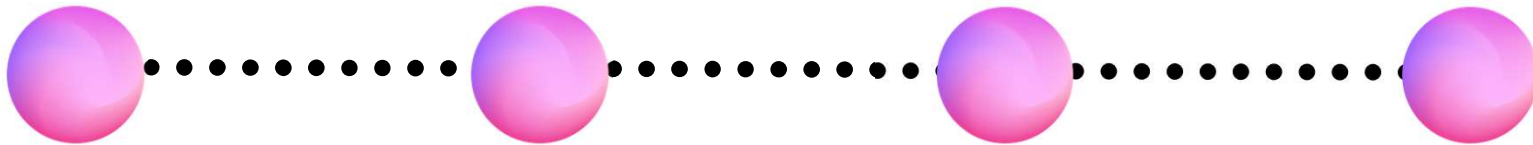
July 2024 - October 2024

- Enhance product offerings and revenue streams.
- Develop tiered pricing with additional features.
- Introduce a model for collaboration software with features on subscription.
- Launch a marketplace for pre-made templates and educational content.

October 2024 - January 2025

- Optimize product based on user feedback and market trends.
- Integrate user feedback to improve hardware and software
- Expand content marketplace based on user demand.

January 2025 - April 2025



The Team



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FINANCE



THANK YOU