**BUSINESS BASIS**

1.NAME

HOME SECURITY SYSTEMS

2.how didi idea originate

In and average in India for every 13 seconds an independent house is facing with the problem of one burglary every 13 seconds. Soo in order to solve this especially for the middle class people and upper middle class people.

3.what is the main problem you have identified.

In this busy scheduled days it became a very hard task to prevent an independent home from intruders epically for medical class and upper class people which is giving a way too loose their valuable properties.

4.solution

The solution that we are giving here is

We ll give an embedded device which looks like a bulb from out side but its fixed with sensors and night vision camera ,light and buzzers which can identify the moving and suspicious objects and gives the owners information in their both the presence or absence and in day or night and image aslo will be sent to the owners of the intruders and the owners can also operate the device by using the app provided means they can adjust the required time for receiving the security from device

Also the device looks smart and acts as décor for home which makes the increase of smartness to home.

5. who are primary customers

Our primary customers are mostly the upper middle class and middle class people who leave in independent houses.

6.competators / and how is our product better from them.

* cctv security cameras
* mobile applications(android ios windows)
* few existing home security systems like biometrics password doors and autolocking doors and buzzer alarm doors,smart card smart key doors voice recoz ,eye authentication doors.

How is our product different from them

1.High security

2.home decors

3.Cost efficient

4.user friendly operations as per their requirement.

5.capture of image through app and send info in seconds.

7.how do you plan to market proposed system

* we will do our business with small scale companies by collaborating with them as use them as testers
* after getting good response we will go with our own startupin middle scale by increasing production in units

8.revenue

Initially we will collaborate with all the required companies and sell our product.

* based on the user requirements the product ranges from

RS:15000-60000

9 website

………………………………………..

10 status of ip

…………………………………………

11 any other details

………………………………………..

12.working team

Mentor (harsha sir)

College mentors (srikanth sir, ashok sir, sharath sir)

Team leader (K.Rohith Reddy)

Team members (saikrishna, Yamini Reddy)

**2.FINANCIALS :**

1

yes we all the team have invested upto 8000 on IoT devices and are just in initial stage of product building with all our mentor support and college support.

2

8000 on IoT devices and basic software

3

All the team we have done it as a team work

4

Yes we have received all the amount from our college as we are the part of NEWGEN IEDC

5. SOURCE OF FUNDING

As we are the part of Sphoorthy engineering college and our college is registered with the NEWGEN IEDC we are receiving funding support from our college

6.

15000-60000

7.

2018

2.9 REVENUE AFTER 1 YEAR

As per the above revenue model mentioned ,we will arrive at an annual income of ------ for the home security systems product we had developed. Our total annual income projections are divided into 4 quarters. In the first quard, we will be selling about 750 units in a span of 3 months which generates a revenue of 1,12,50,000. In the second quard, we will be selling a product of quantity 1250 in a span of 3 months which generates a revenue of 1,87,50,00 .

. In the third quard, we will be selling product of quantity 1400 in a span of 3 months which will generate a revenue of 2,10,00,000 . In the fourth quard, we will be selling product of quantity 1600 in a span of 3 months which will generate a revenue of 2,40,00,000. At an average, an annual revenue of 7,50,00,000 INR is generated with a net profit of 30% i.e., about 2,25,00,000. .