hello automated home security systems has been a trending market for past few years however in Indian context more than 85 to 8687 percentage of Indians fall under middle and lower middle class automated home security systems fail to address this community.

many a times we have noticed that burglary or theft wood mostly happened with middle and lower middle class people especially statistics says that there is one burglary happening for every 13 seconds. the impact of such burglary on middle and lower middle class people would be for higher when compared to higher middle class.

This made us believe that home security solutions should be an essential system for middle and lower middle class people.

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our idea for automatic home security systems for middle and lower middle class community would like to address the above problem by making it cost effective and also designing it in a way that it would be acceptable by the community.

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our idea for automatic home security systems for middle and lower middle class community would like to address the above problem by making it cost effective and also designing it in a way that it would solve issues of home security and also the home decors. Thus making it more secured and adding beauty to their dream hones

the product that is being built has a unique combination of home security and home decor the product uses principles of iot Technology. It uses outdoor lighting for beautification of the house and as well provide securityFurther it uses various sensors like optic sensor motion sensor. And further cameras for capturing the image and the buzzer for alerting the customers and as well a mobile based application for monitoring and data storage.the product is designed to work both in the night and in the day.

whenever there is an Unexpected action happening in the night the outdoor light starts blinking camera captures the image buses start drinking and then intimation will be sent to the customer along with the captured image similarly there is a burglary happening in the morning the process ever mention will be the same except that lights will not have any action.

the current available alternatives in the market AirAsia expensive are designed to fit for a Elite community the systems doesn't take into account home decorations as the elite community or already well to do for building complete home decor solution for themselves our product for middle and lower middle class community brings out three major differences compared to existing market the first one being usage of light for security and home decors class II utility being usage of cameras only when there is an Unexpected event happening during the day or in the night the difference being ability for a user to setup the required time during which he wants a system to be monitored and IV differentiator is the iot technology that makes it easy for the user to monitor and track things more efficiently

would like to market the product in 4 different means participating in the product xpose in various events across India demonstrating the product across various new gated communities doing a intense social media campaigns on safety and security of middle class dream homes doing marketing campaigns across the city by putting up stalls explain in the product

2.10 the award money will be utilised majorly in building the prototype for home security systems these prototypes will then be pilot tested across various sample customers small social media campaigns and project expose will be conducted to get the customer feedback any further improvements or Technology innovations that might possibly needed for the product will then be considered we expect 15% of the money for team management and compensation which would require couple of subject matter intense being a part of the team 60% of the money will be utilised for product development and manufacturing leftover 25% money will be used for marketing and Pilot testing with this award money the product will be market Reddy

the revenue model for the current home security solution is directly with the final consumer the final product is estimated to cost about 9000 rupees however the price for the customer fairly depends upon the size number of floors and various other dynamics of the individual house from the calculations it is estimated that the pricing can range from minimum of 12000 INR to about 60000 INR for the convenience of current projections uprising of 15000 INR is considered for the revenue model