BOSCH Hackathon

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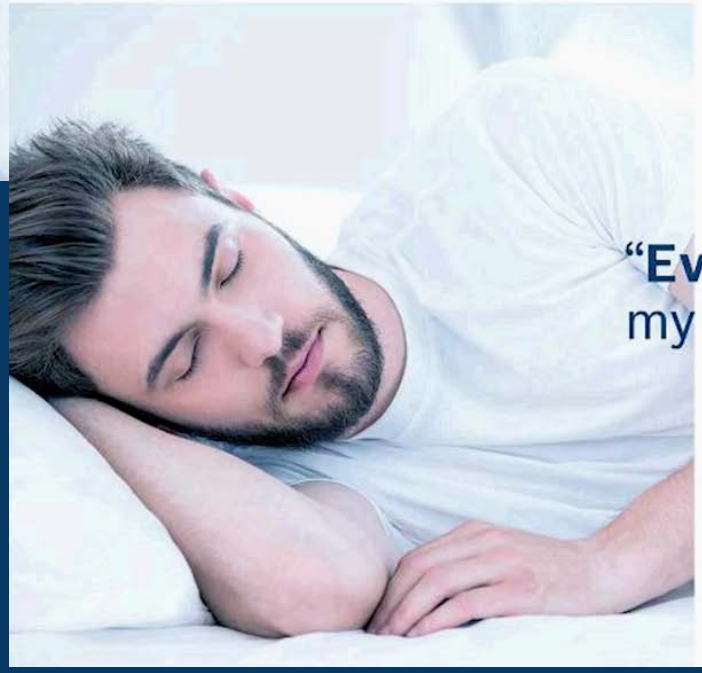
Remember Michael?

"I should **track my sleep** to find out what's going wrong"



"**Everyone** should have my sleeptracker"

2234

Empathetic Dining

An IoT Dining Experience Using Bosch XDK Sensors

System Architect

Sensors & Other Components

Accelero-meter

Gyroscope

Magneto-meter

Humidity sensor

Pressure sensor

Temperature sensor

Acoustic sensor

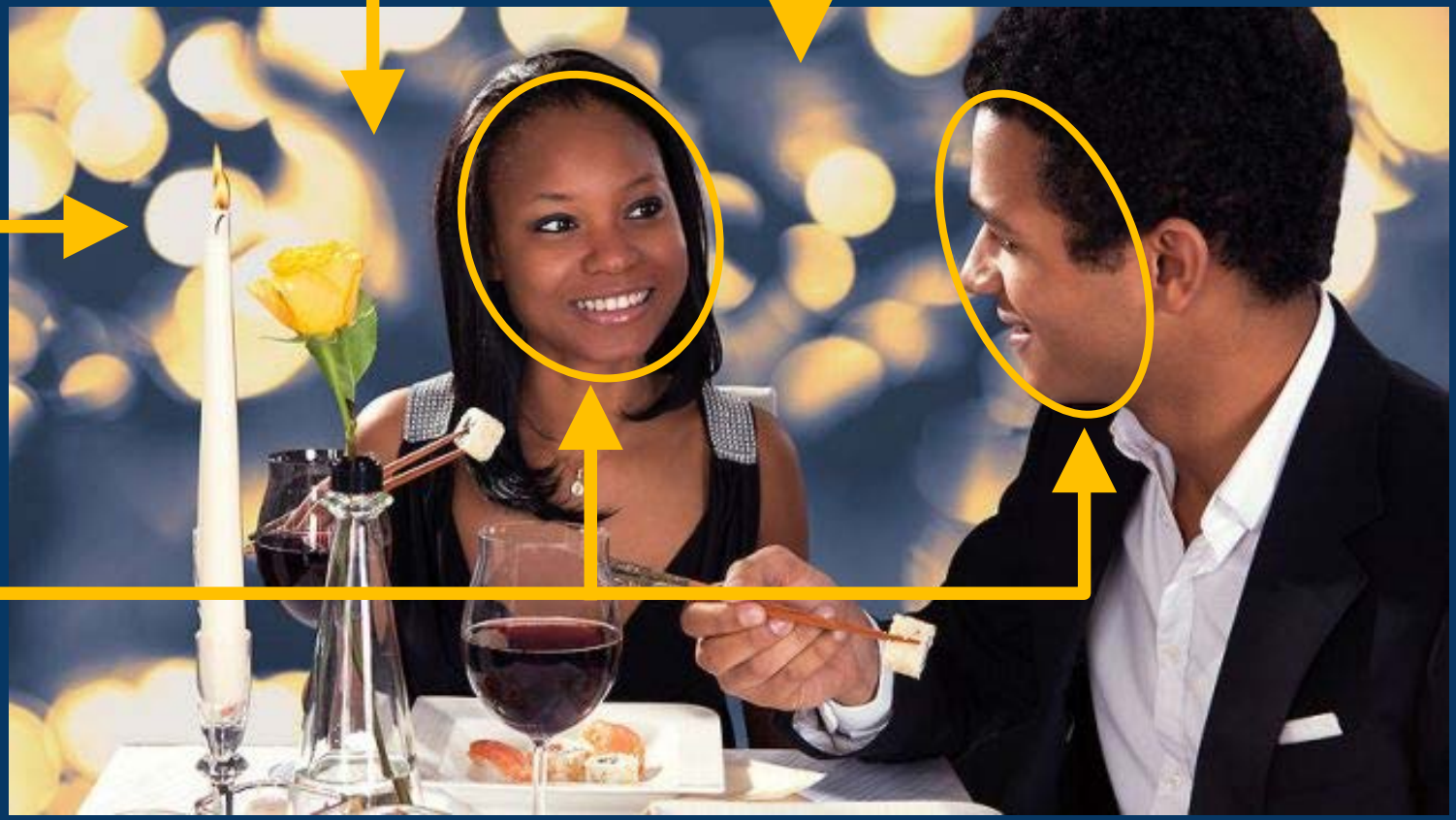
Digital light sensor

Facial expression detector

Music detection algorithm

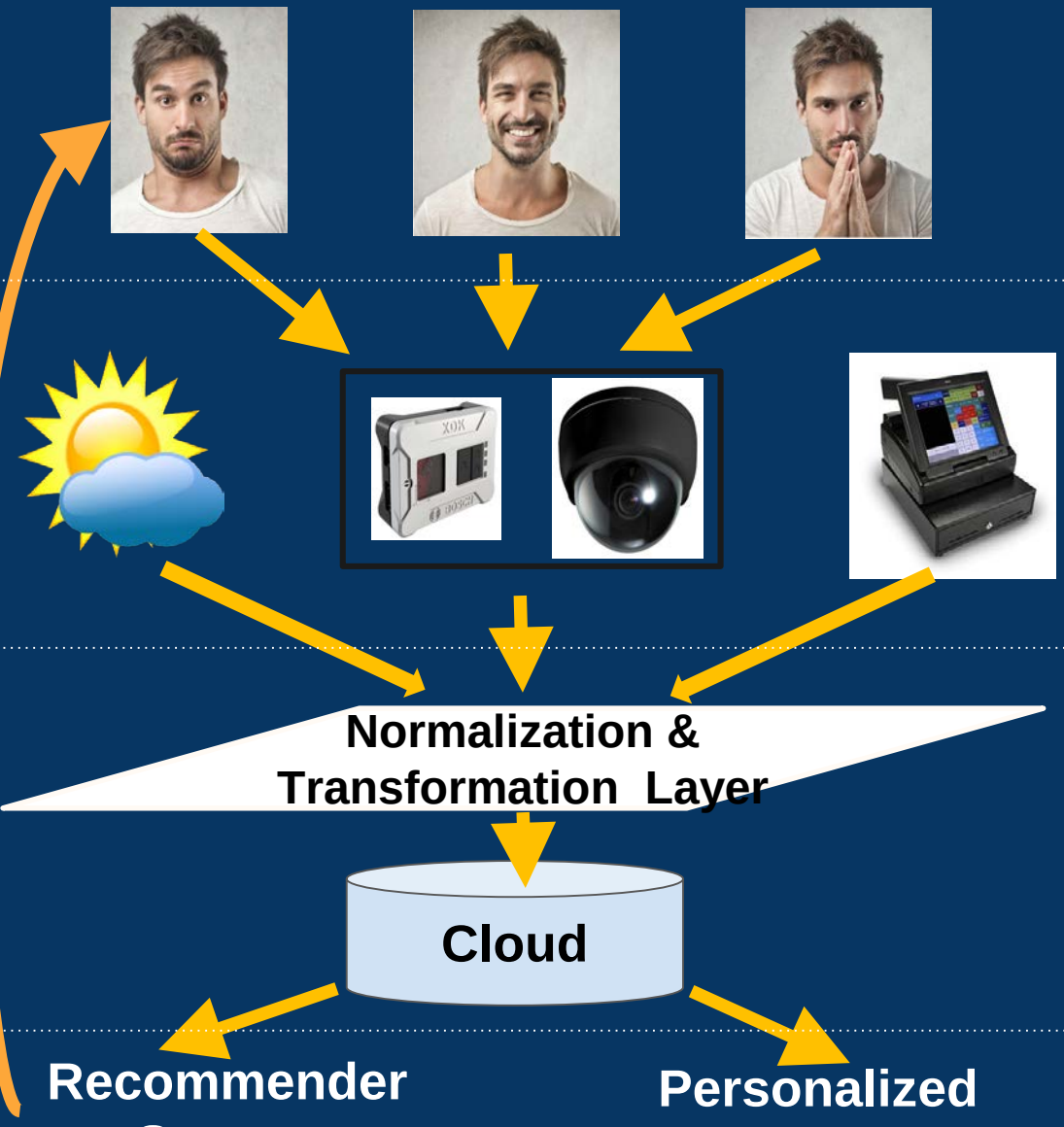
Temperature
& Humidity

Light



Music

Emotion



Customer

Data
Collection

Data
Storage

Data
Modeling

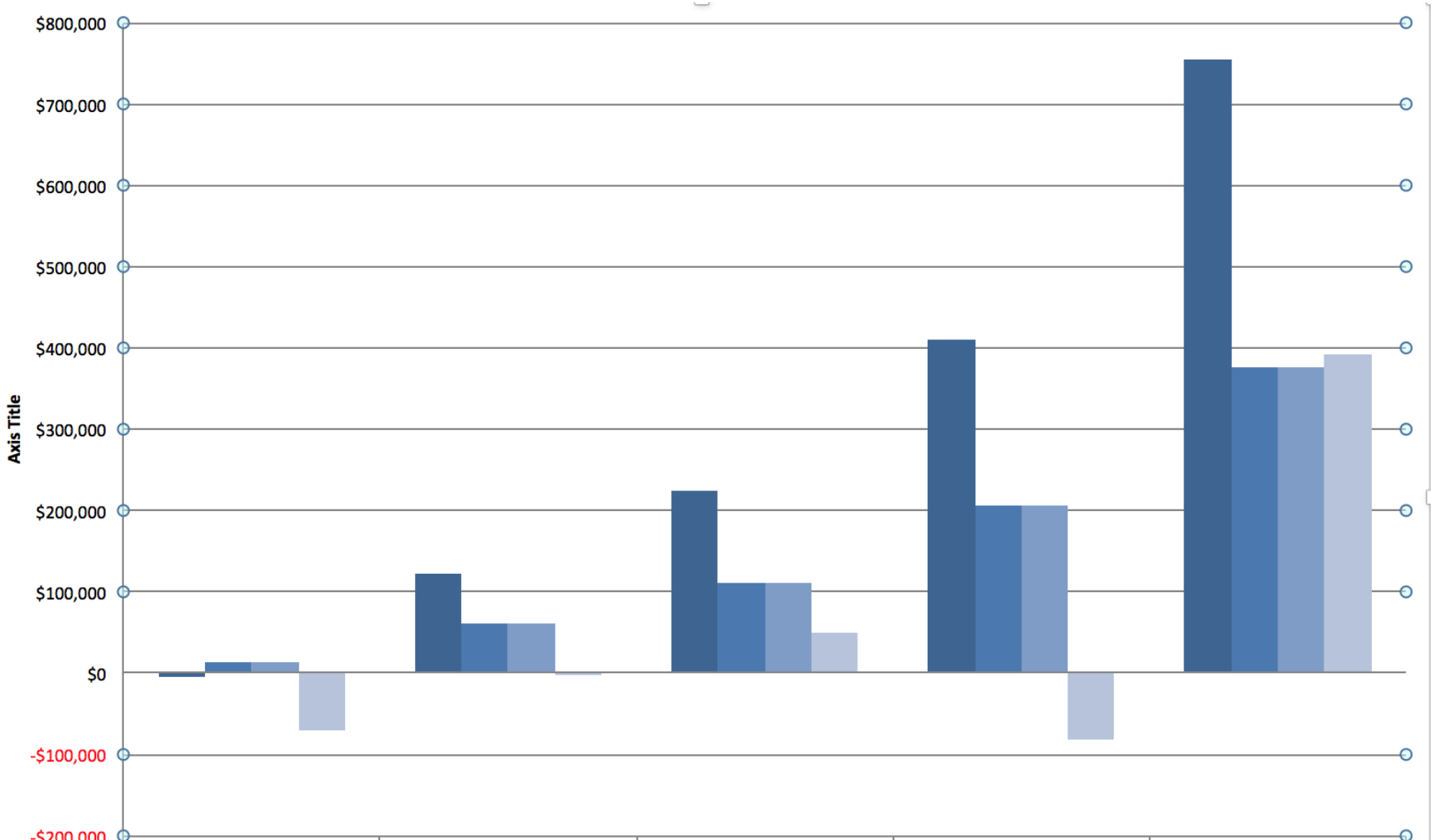
Revenue Model

Service Packages

	COPPER (Descriptive)	SILVER (Predictive)	GOLD (Prescriptive)
/Month	$ 299	$399	$499
Environment tracking	✓	✓	✓
Facial expression tracking and real-time feedbacks on food	✓	✓	✓
Online Dashboard	✓	✓	✓
Background music detection & recommendation		✓	✓
Private room support		✓	✓
Analytics insights		✓	✓
Automatic & smart environment control			✓
NOTE	Free 2-month trial for registering **COPPER** services, 50% off for 3rd and 4th month subscription.		

Profitability

Revenue Analysis



	Year 1	Year 2	Year 3	Year 4	Year 5
Cooper	-$5,074	$121,620	$223,477	$410,639	$754,549
Silver	$13,833.50	$60,810.02	$111,738.41	$205,319.32	$377,274.26
Gold	$13,833.50	$60,810.02	$111,738.41	$205,319.32	$377,274.26
After Tax	$-69,406.50	$-1,759.93	$49,492.54	$-80,910.20	$392,953.86

*Excluding the value of data

SWOT

Strengths	Weaknesses
• Scientific approach to optimize revenue • Real time data driven consultation • Short adaptation period to the product • Unreplicable data • No direct competitor • Implementable right now	• High entry and exit barrier • Low persuasive power to customers due to lack of successful cases • Immature technology to achieve full automation
Opportunities	**Threats**
• Scalable across multiple industries • Potential to collect more sensor data connecting to wearable devices • Low persuasive power due to lack of successful cases • Ever changing customer tastes and preferences • Customized commercialization provided by BOSCH • DATA!!!!!	• Low entry barrier for existing hospitality consulting businesses • Cold start • Requiring time to initiate the business due to data collection process

Thanks!

Any questions?