Problem:

- Having to manually turn off lights
- Forgetting to turn off electric appliances when leaving
- Consumes electricity when not needed
- Standby power, about 10% of electricity bill (aka phantom power)
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Customers:

- People who want to become “green” (environmentally conscious)
- People who have high electricity rates (or higher rates than their expectation)
- absolute simplicity (no need for an app, plug and forget)
- People who don’t have wifi

Progress so far:

- Website to reach out to potential customers (join the beta!)

Take a snapshot of the website and put it up as a powerpoint slide

- “Why are you interested?” “Specifically, how are you planning to use it?”

Next Steps:

- Building a prototype with the SparkCore, as a “rough draft”
- Designing it in SolidWorks
- Complete code for sending commands to the OutLite
- Integrating bluetooth into the design instead of sparkcore, to make it cheaper

Script:

A: Krishna
B: Ihsan
C: Pranav
D:avid Kim

A: When was the last time you forgot to turn off your lights?

B: Or had to get to class quickly, leaving no time to turn off your electronics?

C: These problems are common. But the products to help you are not.

D: So we asked, why not develop something amazing? Why not make something that is green? Why not find out where you use up most of your energy? So, we created OutLite, a smartplug that incorporates all of this.

A: We have designed OutLite to be extremely easy to use. There's no need for an app. The smartplug senses your presence with bluetooth technology, and turns on your electronics. When you leave, it turns them off.

B: By completely cutting off the electricity, you can additionally save on standby power usage, which approximately comprises 10% of your electricity bill.

C: So far, we have launched a beta program, where we are inviting potential customers to join us in testing the OutLite. You can sign up for the beta on facebook. We plan to call on our beta-testers to figure out how the smartplug will be used specifically, and to fine-tune the features currently in development.

D: We are currently researching and developing the prototype using the SparkCore, a wi-fi development platform. After we successfully develop the prototype, we will design our smartplug's enclosure with SolidWorks, incorporate bluetooth technology for a lower price and a smaller carbon footprint. Thank you for listening, and turn down for Watt!