

## **Project Scenario - an IoT Startup**

informu is revolutionizing how we keep track of our most important things. By utilizing “Internet of Things,” (IoT) technology, informu eliminates the stress, expense, and wasted time associated with losing your valuables. According to research, the average person loses \$5,500 worth of items and 4000 hours looking for them in their life. In addition the Owner’s personal information is at high risk when these items are lost.

The Company approaches the market in a two pronged approach. The initial phase will be through a Business to Consumer (B2C) approach. The second will be a Business-to-Business (B2B), which will be developed once the technology is proven and established in the B2C environment.

informu is creating an intelligent  $\mu$  (pronounced “mu”) tag, which is less than quarter coin size and an easy-to-use app which works in tandem with the  $\mu$  tag.

Users will purchase  $\mu$  (mu) tags from online e-commerce sites. Users will then download the informu free-app on their phone through Apple and Android app stores. They will then put  $\mu$  stickers, on their important items, such as their wallet or passport.

The  $\mu$  sticker alerts the user on their wearable devices and/or smartphone via Bluetooth when the user and their items are outside an acceptable distance from each other.

informu is a flexible business that has multiple B2C revenue streams built into the model:

- $\mu$  tag sales directly to consumers. The core service of informu, allows consumers to be notified when specific items or persons are lost or stolen. (\$15 per  $\mu$  tag)
- Subscription model for consumers. Consumers will be given additional capabilities that are enabled through the subscription service. This includes the ability to share devices with family members as well as the ability to set up specific geo-fences for individual items. (\$9.99 per month)
- Extended batteries and replaceable batteries for sale to consumers who wish to extend the life of their original  $\mu$  tag. (\$5 per battery)

The company will build their initial sale through their informu website or app.