

# Ignyte

**Trello:** [Ignyte Trello Board](#)

**Video MVP Pitch:** [Youtube Video](#)

## 1) Market Opportunity and Business Model Mad-Lib (Laith)

1) Mad - Lib:

- a) Ignyte is a B2C organization that serves busy customers who need to keep their beverage at their desired temperature. We will generate revenue using a margin revenue model.

2) Market Opportunity:

- a) Market Type: Insulated Beverage Flasks
- b) The global Stainless Steel Vacuum Bottle market is projected to be \$5.3 Billion in 2019 to reach \$ 6.3 Billion by 2029 at a yearly growth rate of 1.8%
  - i) Source:  
<https://market.us/report/stainless-steel-vacuum-bottle-market/>
- c) Addressable Market: We believe we can capture 10% of the market or \$500 Million of the market.
- d) Barriers to Entry:
  - i) Would need to Patent technology to make the device small enough to fit in most flasks
  - ii) We need to spend time with R&D to figure out the technology for the device.

## 2) Personas (Laith)

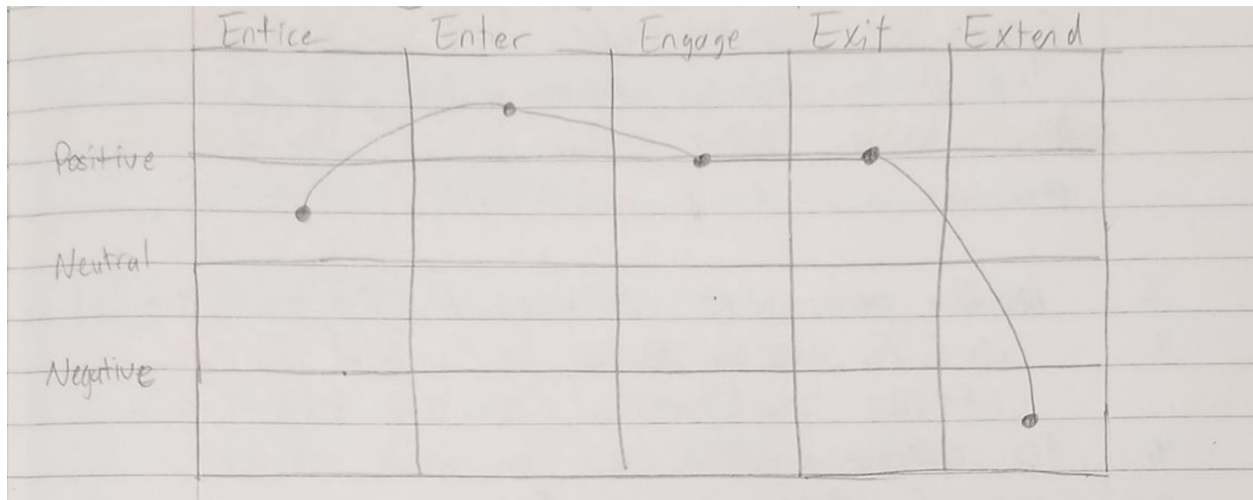
- Mark is a full-time student at a university. He's a STEM major and has a lot of classes spaced out throughout the day. He likes to work out in the evenings after a day at University and enjoys surfing the web on his phone to end his day and/ or doing hobbies by himself. He has problems staying focused throughout the day and relies on caffeine, mainly coffee, to keep him alert. The problem is his coffee doesn't stay at his preferred temperature of 180°F throughout the day and ends up with extra coffee that is too cold to drink.

- Jackson is a part-time Uber driver and part-time Corporate driver. He enjoys spending time with his family and watching basketball during his free time. He enjoys talking with people and relies on the income from Uber to cover costs besides basic necessities (Bills, Food, Shelter). He has no problem driving for long periods of time, however, he relies on tea drinks to keep him focused on the road. The problem is that he likes hot tea, preferably at a constant temperature of 190°F, however, his tea flask can not keep his drink at that temperature for long periods of time. He likes to drink three 16 oz cups of tea throughout the day and thus he has to stop three times to get tea at a local gas station shop. Thus cutting into his time he could be spent driving. He enjoys high-quality products and would rather buy something once than buying something cheap multiple times.

### 3) Customer Discovery

- Interviews **[Ali Zaidi]**
  - College Student: We interviewed an UCSD Junior about Ignyte. He consumes a lot of coffee everyday and would find the product useful. He preferred to be able to control the temperature directly from the device, than using a mobile app.
  - College Student (2): We interviewed two other UCSD students, who didn't drink coffee, tea, or any beverage that needed heating so they didn't care for the product, but they suggested adding a cooling feature which we decided to implement.
  - Uber Driver: We interviewed an Uber Driver who found the product interesting. He had some safety concerns with an electronic device in his coffee that is communicating with his cell phone.
  - All our Interviews used an iPhone, so we will prioritize developing an iPhone app first.

## Journey Map: (Ali B)



Details of Journey Map discussed in Video MVP Pitch.

### 4) Economics

- Design, Development, and Production Costs:
  - One Mobile Software Developer (~\$15,000), who has experience with using bluetooth libraries and cloud services
  - Two Hardware Engineers (~\$25,000 each)
  - Marketing (~\$5,000), mostly will be done online through ads
  - FDA Approval, need to research more on cost (a storyboard)
  - Manufacturing Cost, more research will be done to compare cost in building Ignyte in China or USA. Taking in account customer reachout (they prefer made in USA for higher price or made in China for lower price)
- The size of team will be 4 (1 Marketing, 2 Hardware Engineer, 1 Software Developer)
- The 2 main streams of revenue will be the product itself and companies sponsor logos.
- It's hard to predict margin on each unit sale, but we expect around \$10
- We need to research Amazon and eBay seller fees and plans
  - Down the road we will sell directly from our website.

## **5) MVP Hypotheses (Daniel)**

- We believe that college students will use a portable drink warmer because it is a convenient way to maintain their drink at their preferred temperature.
- We believe that on the go workers will use a portable drink warmer because it is a convenient and easily carried/moved way to keep their drink at an optimal temperature.

## **6) Key Metrics (Daniel)**

- Q1) Are college students the right demographics?  
→ Demographic data cases, profession, salary, etc. Measured from the uses of the MVP
- Q2) Are college campuses where such a solution would succeed?  
→ Location with most interests and less coffee hot spots between other coffee spots
- Q3) Are people using the device or are they drinking their coffee in a short amount of time?  
→ Track through app sensors and feedback
- Q4) Do users prefer controlling the device through a mobile app or by directly interacting with the device?  
→ A/B testing results
- Q5) Is the device convenient and compact enough for users to use without inconvenience?  
→ Beta testing and asking early access users about their experience.

## **7) Features and Related RATs (Ali B)**

- Cool and heat drinks
- Display information about the drink
  - Temperature, drink content, etc.
- Battery saver mode
- Information about the Ignyte on the app
  - Current battery level, current temperature
- Control multiple Ignyte devices from one phone
- Only have to connect an Ignyte to a phone once
  - No need for connecting every time you'd like to control the device

- Dishwasher safe
- Easily inserted into and removed from containers
- RATs
  - We assume we can get FDA approval and people are willing to put an electronic device in their drink?
  - We assume someone is willing to pay for a product that does not yet have a reputation yet
  - We assume people don't have convenient access to methods of changing their drinks' temperature

## **8) Ethics (Ali B)**

Ignyte has relatively few ethical concerns, but that does not mean ethics still are not being taken into consideration. The primary area of concern ethically would be manufacturing. Many companies rely on terrible manufacturing practices that thrive through highly unethical means in order to maximize their profits by reducing manufacturing costs. This is mostly seen in the form of mistreatment of workers and a disregard for the environment. Low-wage labor, child labor, abuse of natural resources, toxic chemicals, and absurd amounts of pollution have, unfortunately, all become common practices. Ignyte will avoid all of these unethical practices, regardless of the costs it implies to the company. Making money is absolutely no excuse for unethical behaviors and Ignyte will stand by that. This will take shape by Ignyte being made of as many recyclable materials as possible and outsourcing manufacturing to ethical manufacturers that we will look into.

Another ethical concern for Ignyte will be making sure that our product is easily used by all people, including those with physical and mental disabilities. For example, we will make sure that our app has audio features and that the device is easily placed in cups so that persons with impaired vision may use Ignyte without too much difficulty. We will also research other issues that people with disabilities may experience with phone apps and optimize our apps for them as well.

Lastly, we will make sure that there is no discrimination in terms of pay for our workers. The wage gap has become a common issue that our organization will actively make sure that all our employees are compensated fairly for the work that they are doing. All in all, although Ignyte may not face as many areas of

ethical concern as other organizations, we will still make sure to address the ethical concerns that do face us.