

# SmartSync Homes

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## Section 1: Innovation

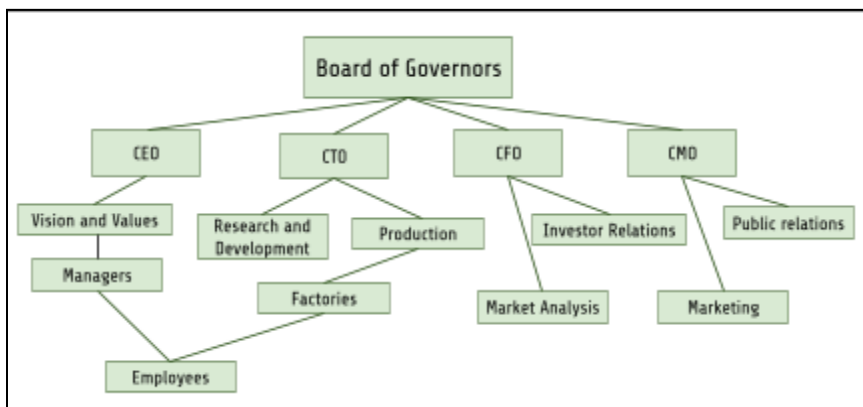
The Roman poet Virgil said, “The greatest wealth is health” and we agree. In this challenge we decided to tackle the third sustainable development goal, “Good Health and Well-Being.” Everyone has a right to good health and we wanted to create a product that helps our planet get healthier.



After some research, we found a shocking statistic, “the World Health Organization estimates 3.8 million people worldwide die every year from illnesses attributable to indoor conditions [in homes]”. We dove deeper and found that indoor homes, that most of the population lives in, have various aspects that have been silently harming its inhabitants. We found that air contaminants, water contaminants, humidity levels, amongst others were all contributing to a decline in the health of its inhabitants if they weren’t properly regulated and monitored.

That’s where SmartSync Homes come in. We have built a smart home system that can detect dangerous air contaminants and water contaminants and alert you when humidity and temperature values get out of a safe range in real time with accuracy. With our product, any homeowner can make sure that their home is healthy and if not, have the information to be able to restore their home as a healthy environment. Our product is compatible with every home whether it be a house, apartment or another housing style

## Section 2: Business Strategy



The diagram to the left is a representation of our company's company structure when we launch into full production. We want to make sure to cover all the aspects of our company to ensure growth and success.

We will mainly be marketing towards homeowners (according to our research, ages 25 and up) in both rural and suburban areas. We will use traditional marketing methods such as television commercials, ads in magazines, etc. Additionally, we will utilize social media platforms in order to popularize our product. For example running ads on Facebook and creating TikToks following the viral trends.

We are aware of similar products such as carbon monoxide alarms and water test kits but these products are no match for SmartSync. They do not offer all the capabilities SmartSync has to offer. The carbon monoxide alarms are limited to only the detection of carbon monoxide whereas our products can detect a wide range of hazardous contaminants. As for the water test kits, these companies give out kits of water test strips that are wasteful and require manual effort. In short, we have not found any product in the current market that can match SmartSync's capabilities.

### Section 3: Budgeting

In this section, we will be going over the budgeting of SmartSync Homes. In Table 1, we list out all the materials that we use in a singular SmartSync system. In Table 2, we list out the estimated costs related to manufacturing one SmartSync system. We have estimated that the production cost of a unit of SmartSync is about \$400 dollars. As for the monthly costs of operations here at SmartSync Homes, we have estimated it to be about \$5200 dollars (see Table 3). With all these calculations and market research we have decided to have the unit cost of one of these systems be \$626 dollars.

In Table 4, we have decided to show the net profit over a month at our company with a sale rate of 30 systems during the month. We expect this number to increase as the company grows. This estimated month resulted in a net profit of about \$1800.00 dollars. We believe with these prices and our company model (and amazing product) we will have a sustainable business. As this is our first try at starting a business, we expect there to be a few bumps in the road but we plan to reach out to resources and advisors to get help to continue to strengthen our company.

Now for the big question... **why should you invest?** This product is unmatched in the market and is in high demand in addition to being a great way to make our planet healthier one home at a time. We also treat our employees and investors as a family and have a great company community. We are asking for 100,000 dollars with a return of 6.2% of the profits.

***Be Smart, Sync with us at SmartSync Homes.***

**Table 1: Material Cost Sheet**

Material	Quantity	Cost
Breadboard	1	\$10
Arduino Nano	1	\$35
Wires	15	\$1.64
LEDs	4	\$0.32
Display	1	\$20
Resistors	4	\$0.50
Buttons	2	\$0.30
DHT11 Sensor	1	\$3.60
PIR Sensor	1	\$5

Material	Quantity	Cost
Servo Motor	1	\$2
Water Sensor	1	\$4
Potentiometer	1	\$1
Other materials	-	\$17

**Total Cost:** \$100.36

**Table 2: Costs related to Manufacturing One SmartSync System**

Item	Cost
Material Cost	\$100.36
Manufacturing ( <i>labor included</i> )	\$150.40
Packaging/Shipping	\$40.00

**Total Costs:** \$290.76

**Table 3: Monthly Operation Cost of SmartSync Homes**

Item	Cost
Rent	\$1000.00
Employee salary*	\$2160.00
Bills ( <i>electricity, wifi...</i> )	\$500.00
Marketing	\$1000.00
Research and Development	\$500.00

**Total Monthly Operation Cost:** \$5160.00

*\*Hourly pay rate of \$18.00 for 120 hours a month*

**Table 4: Monthly Costs/Profit Assuming 30 Sales**

Item	Calculation	Budget
Material Cost	$100.36 \times 30$	-3,010.80
Manufacturing Cost	$290.76 \times 30$	-8,722.80
Monthly Operations Cost	—	-5,160.00
Sales Profit	$626 \times 30$	+18,780.00
<b>Net Profit:</b>		+1,795.40