

Imagine that you are in 2030 and the world is progressing at a rapid pace.

Identify a potential problem in this world and solve it using an innovative product of the future.

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- What do you think will be a 2030 problem and why do you think so?
- Who will you solve for first and why?
- What part of the problem will you solve for first and how will you solve it using the tech of tomorrow?
- Comment on the feasibility of your solution by 2030.
- How will you measure the success of your product and what are the potential pitfalls in your solution?

Understanding and analysing Impact

"Over 80% of parents in developed countries will be working full-time, **What does this shift mean for the way we raise the next generation?**"

Ageing world population

In order to control population world population is ageing

Increasing working parents culture

In order to control population world population is ageing

Unique Indian Parenting Culture

Indian parenting follows culture where parent children bond is considered essential and hence western parenting solutions like fostering wont work in india

50% of working women in India, leave their jobs at the age of 30 to take care of their children

Latch key child



New culture of raising a child at home alone in afternoon time and managing schedule and pre cooked food is evolving

Helicopter parenting

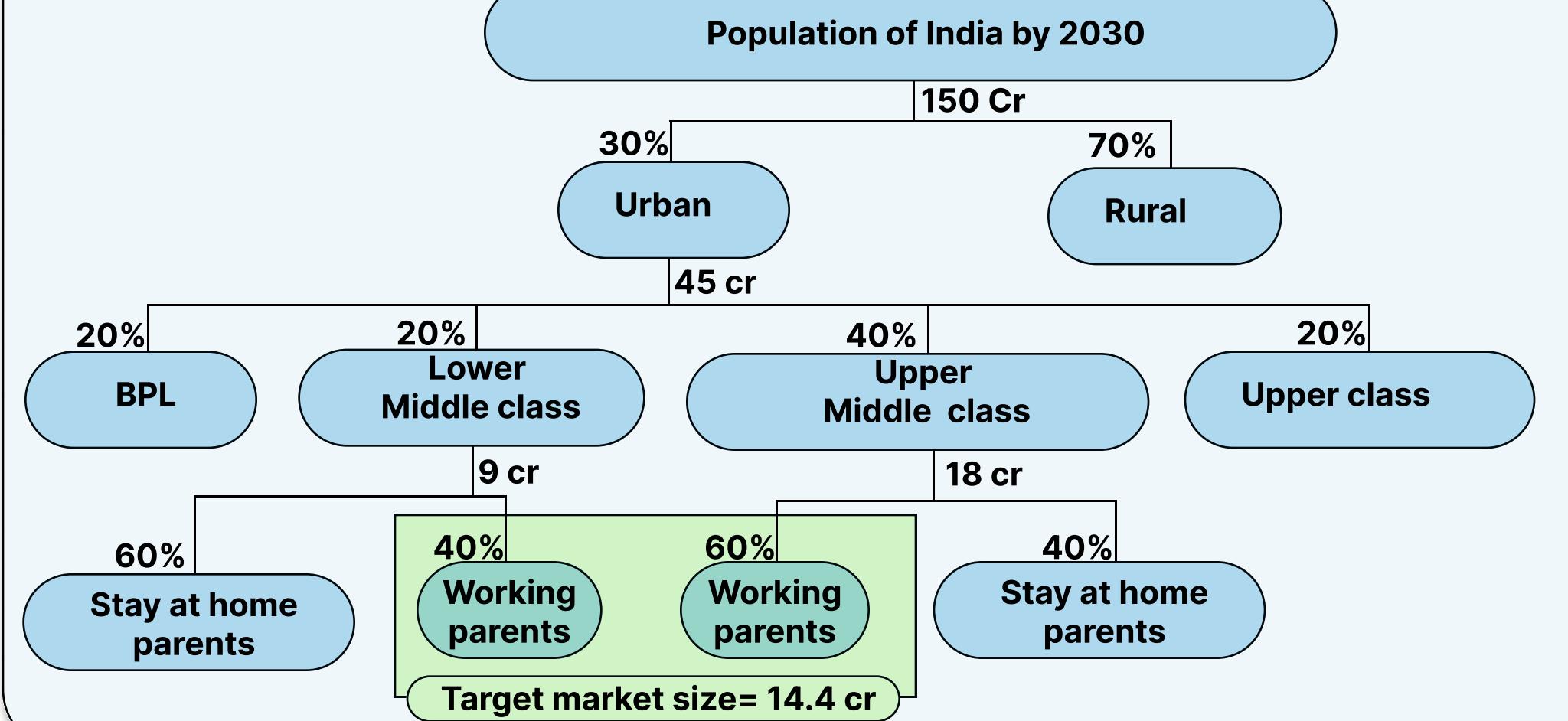


overparenting causes mental illness in children

Goal - Create a solution for parenting of latchkey child in 2030 by using tech of tomorrow

Analysing target market segments and pain points of User persona

Market segmentation



Target Segments

Working parents of lower middle class

- Cost sensitive segment
- Seeks easy to use solutions

Working parents of Upper middle class

- Value driven segment
- Comfortable with high tech solutions

User life style breakdown



Wakes with help of parents and gets ready for school

In school and engaged in activities safely

Refreshes , Heats own Lunch and then study alone

meet parents with enthu and spends quality time

sleeps in safety and comfort of parents

Morning Before school

During school Hours

Kid alone at home

Parents return evening

Bed time



Gets ready for office and prepares breakfast

busy in work and less worried about child safety

worries about child at home reached safely and what is he doing alone

Tired by working but enjoys child's company

sleeps to get ready for next day

Identifying pain points and prioritising to solve for

Prioritizing pain-points to solve for

Pain points	Safety Impact	Market Demand	Technical Feasibility	User Adoption	Emotional Well-being Impact	Cost-Effectiveness	Regulatory Compliance	Long-Term Viability	Competition and Market Saturation	Scalability	Overall score
Transits safety	Monitoring and deviation detection facilities for child during transits to home and school without parents	4	4	4	3	3	4	4	3	3	32
Home safety	Systems to assist and monitor usages of home appliances when child is alone at home	5	3	4	4	2	4	4	4	3	36
Engagement with Child	To help child full fill need of engagement after school and provide mental support in dynamic conditions	3	5	4	5	5	3	3	5	3	42

Projecting technological availabilities in 2030

Artificial Intelligence	With evolving era of Generative AI it can be projected that by 2030. AI model could converse with human in natural manner.
Computation power & cloud computing	With evolving processors and super computers access to computation heavy Gen AI might easily available to everyone
IOT Home devise integration	Its not too futuristic to project that all devises we use would be automated and operated via mobile devises

Safety and Routine The child needs to arrive home safely and establish a daily routine that includes safety measures like turning off appliances and closing taps.	Detecting Psychological Changes Latchkey children need support in identifying and addressing emotional issues that may arise.
Friendships and Potential Threats Latchkey children need guidance on maintaining healthy social relationships and identifying potential issues.	Remote Parental Involvement Children benefit from knowing their parents are engaged and interested in their daily experiences.
Communication and Emotional Support Latchkey children require emotional support, someone to talk to about their day, and active listening to share their experiences.	Creating a Positive Routine Engaging in positive daily activities and habits is crucial for a child's growth

Presenting solution

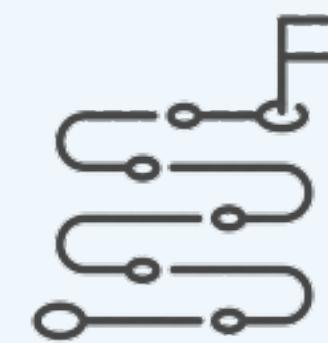
Introducing Alexa's Buddy

**DayShare Chatbot**

Talks to child after school about his day and other stuff that child feels exiting to talk about and gives feeling of liveliness to home when parents are not around

DailyGuide Buddy

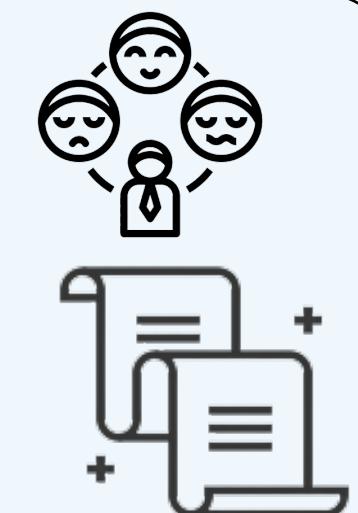
Helps in keeping track and reminds of activities involved in home routine by interactive communications

**ParentLink Greetings**

Greets kid and conveys parents message to give comfortable feeling at home

**MoodMinder Insights**

Summarise and send things child shared and his mood updates with other insights, which helps in improving parent interaction with children

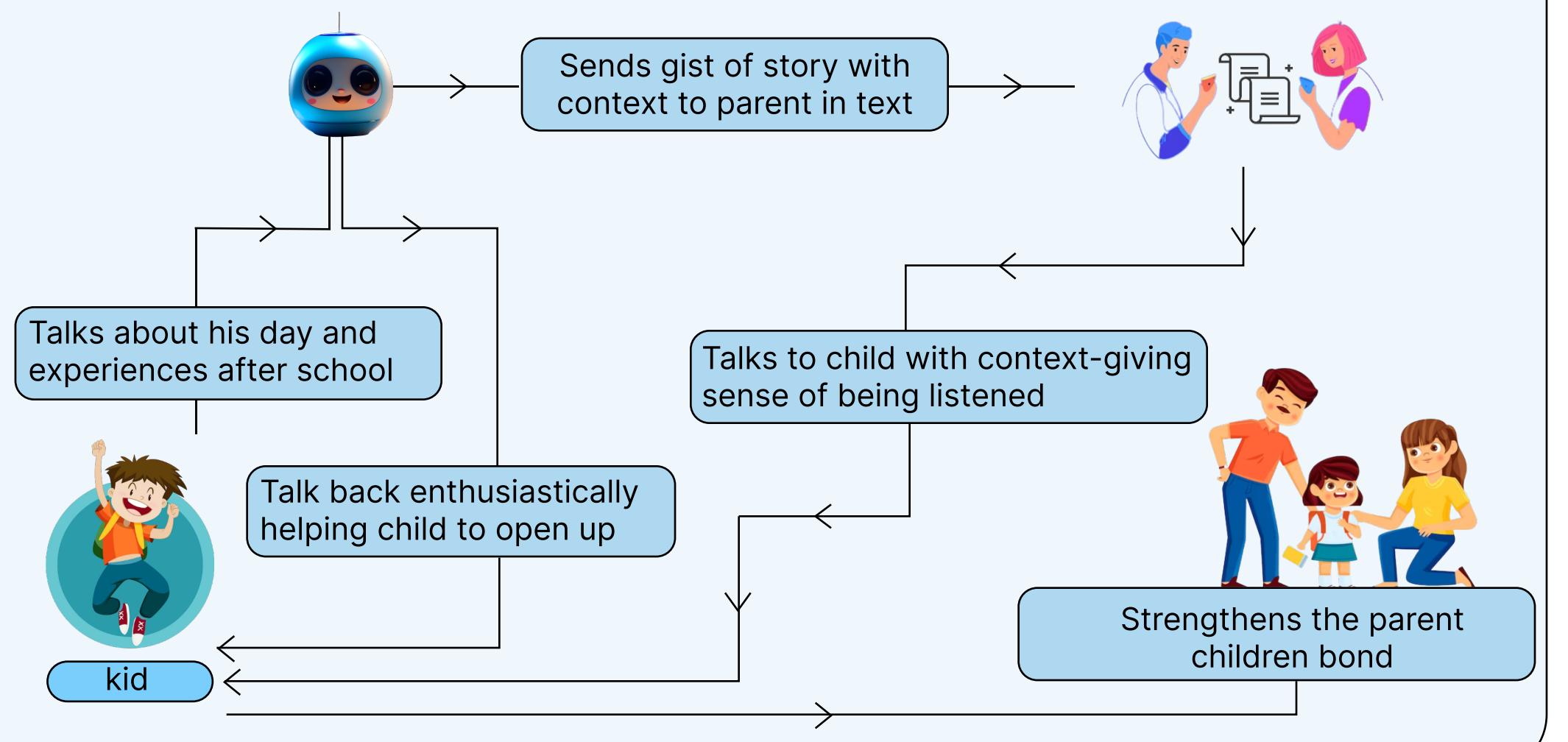
**ThreatWatch Guardian**

Analyses Child's mental health and if detects anything noticeable, conveys that to parents and warns about threats like bullying or mental health trauma



Unique Value Proposition

Unique value proposition



Competitors and Business strategy

Amazon Alexa

- Have established presence in market of virtual home assistance.
- Market leader in its domain of services.
- Integrating and evolving culture of IOT devices.
- Have large communication data to train generative AI models on



Buddy

- Needs a IOT integration.
- Needs data base to train on.
- Needs software and hardware building.
- Capital and research intensive.

Collaborating

Amazon Buddy



Financial Feasibility

Revenue

- Subscription based model Rs.X per family / month
- Market size * revenue per family / avg. members of family

X

Additional One time Cost

- New Gen AI model Training
- Research on child psychology
- Parental control app building
- Testing & Regulations

Y

Additional Recurring Cost

- Cloud Computation
- App maintenance
- Legal conflicts

Z

If $(X - Z) * \text{(Product life time)} - Y > 0$

Measuring success Metrics and Estimating Pitfalls

Success metrics

North Star Metric

No. of families using amazon Buddy

One Metric That Matter

Total No. of day-story per user per week

Awareness

Acquisition

Activation

Revenue

Engagement

CTR on Amazon buddy adds

Overall complete profile on amazon buddy

First Day-story recorded and summary sent /overall complete profiles

Continuing trial to paid after free trial/
Total enrolled for free trial

Avg .Time spent by a kid with buddy / week

Pitfalls and Potential workarounds

AI Inducing biases

- While interacting with child AI might induce biases if not monitored properly

Workaround

- Detailed child psychology research for setting up AI models.

Data privacy issues

- Data breach might happen when considered AI model as it uses data for training

Workaround

- Local computing and end to end encryption can solve data privacy issues

Tricky inceptions

- Smart kids may make AI think in desired way by manipulating inputs and can trigger undesired outcomes

Workaround

- Smart AI model along with parental interference potentially solve this issue