

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is light green, both with a slight 3D effect.

SPARTAN IoT

way towards Smarter INDIA



Is your home SMART ?

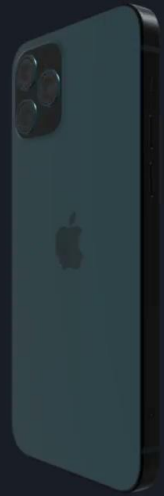
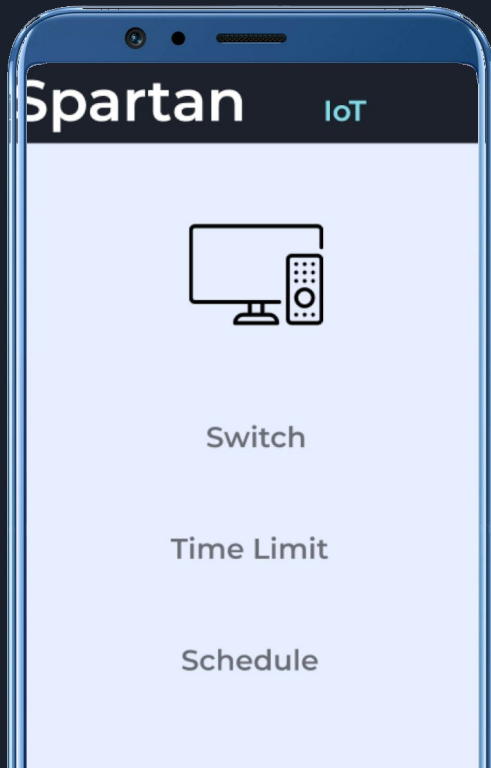
The term 'Internet of Things' was coined in 1999 by the computer scientist Kevin Ashton.

Reasons for NO?

- High COST
- Low Availability & Options
- Lack of skilled electrician
- Unaware customers
- Complexity of solution



Solution !





Why Spartan ?

- Affordable
- Plug & play
- Customization
- DTC product
- Unique tech
- Integration capabilities
- No need for Technical support
- Surge Protection





Weakness

- Limited brand recognition
- Resource constraints
- Dependence on suppliers:
- DTC product
- Unique tech
- Integration capabilities
- Security concerns



Opportunities

- Growing market demand
- Partnerships and collaborations
- Sustainable solutions
- Subscription-based models



Threats

- Competition
- Rapid technological advancements
- Consumer privacy concerns
- high Product Adaptability



Strategy for Expansion

Target Audience:

- Tech-savvy homeowners who are interested in integrating smart home solutions into their living spaces but are deterred by the high costs associated with premium products.
- Millennials and young families looking for affordable yet reliable smart home automation solutions to enhance convenience and security.
- Budget-conscious consumers seeking easy-to-use and customizable smart home devices that fit their lifestyle and needs.
- Companies & organizations who desire easy goto solution for automation their campuses.



Strategy for Product

- **Hero product:** Smart plugs
- Smart lighting solutions: Affordable LED bulbs, smart light switches, and light strips that can be controlled remotely via a mobile app or voice commands.
- Home security devices: Entry-level smart cameras, door/window sensors, and motion detectors designed to enhance home security without a hefty price tag.
- **Use cases:**
 - a. Property owners for maintaining remote property.
 - b. Parents who want to limit their kids tech usage.
 - c. Millennials for the old parents.
 - d. Surge Protector against costly electronic



Strategy for Marketing

- Social media marketing
- Content Marketing
- Email Marketing
- Customer Engagement



End goal

By emphasizing affordability, simplicity, and value, the brand aims to disrupt the smart home automation market by making advanced technology accessible to a broader audience. Through strategic marketing efforts and a customer-centric approach, the brand will establish itself as a trusted source for affordable smart home solutions on the e-commerce platform, driving sales and fostering brand loyalty.