

Innovation Plan

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RoboBags

Security in another bag

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Executive Summary

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”

- Steve Jobs

There are multiple ideas around the world benefiting the communities across America and other nations. As said by Steve Jobs, doing what you want to and doing something that benefits the world is something you should put your time on. Across the world, there are many people traveling and moving from one place to another. For those people, RoboBag is an amazing accessory not only making thing safe, but also helping the world's economy.

Some of the problems that led me to creating this bag is:

- Theft of personal belongings and important information
- Battery Depletion of Important devices
- Losing of bags

With the features in the bag such as the fingerprint sensor, scratch resistant interior, and a multi-purpose battery, this bag is perfect for business men and frequent travellers who commonly go to the airport and travel a lot. The features of the bag are easily adapted to the airport environment and will be very useful to this target market.

The solutions are the fingerprint sensor, exterior of the bag, and battery included in the bag. The features in the bag will help your items stay safe from other individuals and will also, make sure you don't lose your items through the app that has extra features. It will send notifications to you if you walk out of bluetooth range from your bag.

It will cost almost \$100 to make the bag and I will be able to sell it or \$199.99, creating great margins. The margins are more than 75%, giving good profit.

Problems Solving through the product:

1. Theft of personal belongings and important information

Theft is a large issue in today's world. Laptops, files, phones and other important devices are being stolen on a day to day basis. With the loss of one of these items, personal information can be accessed by the thief, causing many bad things to occur to the individual. With the addition of a fingerprint sensor, only the owner of the bag can access the bag and he alone, can utilise and take all the belongings within the bag. This, in turn, will lower the rate of theft not only in America, but all parts of the world too.

2. Battery Depletion of important devices

Multiple individuals around the world have smartphones or other pieces of electronics. But all of these electronics have batteries and batteries drain out very quickly. This is a common problem faced by many individuals. Batteries running out, especially at the airport, can cause confusion and can tension. Since RoboBag already has a battery located inside of it to power the bag, the USB-A ports in the bag will allow people to charge not 1, but 2 devices simultaneously. With this addition to the bag, batteries will not run out in a time of importance and will give individuals relaxation knowing that their devices will survive throughout the entire journey.

3. Losing of bags

As humans, we are not perfect but some problems we are able to fix. Many people lose their bags in different places and have now ability to track where the bag is. If a bag is lost, all the files and devices in the bga will be lost, and could be taken by someone else. But, through the RoboBag app, an individual will be able to track his bag wherever the bag is. Adding on, if one is 70 feet or more from the bag, a notification will pop up on your phone, asserting that you have forgotten your bag. With this technology, the risk of losing your bag can drop by over 15%, not just benefitting you, but the economy of the entire world.

Customer Segments(Target Market)

RoboBags can be used by many people around the world. The technology backed inside the bag is an essential part of everyone's day to day use. But the main target market for this specific product is businessmen or frequent flyers in the community. All the features of the bag make it a more comfortable and common item in the airport. Realistically, most problems regarding a person's personal belongings occur at the airport. Business men travel a lot since they must manage their businesses manufacturing, stock, and sell their products to other companies or individuals. With this product, businessmen and frequent flyers will feel safe carrying files or important products in their bag. In addition, if the bag is forgotten or lost, through the RoboBag app, the individual will get a notification if the bag is 70 feet away from the person. This technology will enable the people to stay with their bag all times. So, this product is perfect for business men and frequent flyers who commonly go to the airport. It will relax these customers and make them confident that their items are safe, no matter where they are going.

Unique Value Proposition

There are many good bags located in the world today. Many have scratch resistant technology, some have a lot of pocket, and some have speakers. The market for bags these days is good but when you look at the high end business/laptop bags, none of them have a fingerprint sensor with an app. The striking feature of RoboBags is that technology located at the front of the bag. With the fingerprint sensor, the zips on the bag will remain locked unless opened through the fingerprint sensor or through the app. Yes, the bag does have an app. The app is a useful addition that allows you to unlock/lock the bag, track the bag, check battery percentage, guide through different features of the bag, and tell you the estimated time before the battery runs-out. No bag in the market has this attractive and technological feature, making my product stand-out from the normal market, raising the bar for travel and laptop accessories. And with a price at \$199.99, it is a great buy, competing with luxury bags but still standing out in this market.

Solution

Features	Cost	Importance
Fingerprint Sensor	Approximately \$60	It will give security to the bag and will only be able to give access to the owner of the bag. The sensor will protect your devices and objects located inside of the bag. It can also be used through the RoboBag app.
Scratch Resistant	Approximately \$10	The scratch resistant technology on the outside of the bag will protect your items from someone trying to scratch or cut through the bag. It will make your items safe.
Battery	Approximately \$30	The battery will allow for all the functions to occur, such as the fingerprint sensor and app to connect. The battery will also help charge your devices, 2 of them. The battery will include of 6 AA rechargeable batteries which are not included.

Conclusion

RoboBag is a revolutionary idea that will not only help the world, but change it too. It will raise improve all laptop and business bags with the technology it provides, a fingerprint sensor. The fingerprint sensor in the RoboBags creates a more safe and secure bags that can protect your items from thieves. The scratch-resistant technology along with the sensor will make sure that no one can go inside you bag except you. Adding on, the fingerprint sensor creates an ecosystem with the RoboBag app. The app will be able to provide information regarding the bag, such as battery and other info. The app will also enable you to unlock your bag from the phone and will notify you if you are 70 feet or farther from the bag. This will occur through the use of Bluetooth 5.0. This will not only tell you about your bag, but will also stop you from continuing this bad habit. Finally, the bag will cot almost \$120 to make and with proper margins, I will be able to sell it from \$199.99. The bag will be perfect for business men or frequent flyers who commonly travel and go

to the airport.

Bibliography

- Fulcrum biometrics - Biometric Fingerprint Scanners
- Amazon - Duracell Recharging Batteries
- The Global Economy - Theft Rates
- Identityforce - Identity Theft

Appendix

- A prototype picture of a RoboBag