VIEWSIC – HEADSET WHICH HAS EYES

Submitted by Group 4

Rohit Vikas Akole (UBID: 1021764)

Samuel Uche (UBID: 1019425)

Bhargav Chaithanya Kumar Gunde (UBID: 1012007)

Shanti Lama (UBID: 1020761)

Vaishakh Unnithan (UBID: 1019881)

TCMG-495-3M1 Technical Writing, Communication and Research Engineering

Prof. Michael Lockshier

04/12/2017

**Table of Contents**

[Executive Summary 4](#_Toc481346768)

[Project Description 5](#_Toc481346769)

[Mission and vision 5](#_Toc481346770)

[Market Description 6](#_Toc481346771)

[Mobile Companies 6](#_Toc481346772)

[Headset Company 6](#_Toc481346773)

[Marketing Strategies and Plan 7](#_Toc481346774)

[Basic steps 7](#_Toc481346775)

[Other Activities with our partner (in future) 8](#_Toc481346776)

[Product Description 9](#_Toc481346777)

[Future Scope 10](#_Toc481346778)

[Organizational Plan 11](#_Toc481346779)

[Schedule 11](#_Toc481346780)

[Staffing 12](#_Toc481346781)

[Roles and Duties 13](#_Toc481346782)

[Financial Management 14](#_Toc481346783)

[Results and Conclusion 16](#_Toc481346784)

[References 17](#_Toc481346785)

# Executive Summary

From the beginning of 21st century, earphones have been prevalent within the society. They play a key role in day to day life. People with earphones can do multitasking, one can play music while working or listen to the news or receive calls without even handling the phone. We have introduced a unique concept of ‘ViewSic’, a smart earphone, which can not only perform the features of normal earphone but also it captures 1800 videos while you are in danger. This generic idea was conceived by us as a team project with a vision of inculcating entertainment with safety. This earphone will record videos by sensing danger with the help of unusual heart rate and upload it to the cloud, which will be shared with the family members or other members added by the user. It is a waterproof device which will allow using phone functions in heavy rain too.

Our target customers are companies which are in mobile and headphone industry. There are various marketing strategies which we have discussed in this proposal. Also, detailed description and future scope of the product have been discussed in the paper where we have discussed the detailed specifications of the earphone. We have also presented our organizational plan, in which we described our detailed description of the organization i.e. our location, size and departments in the organization’s building and so on. We discussed the overall schedule right from the start till launch in detail. It is important to have employees in the company for successful profit earning and growth of the organization. After staff and their roles, Financial management comes where we have discussed our financial plan in depth in the organization. After this, we have concluded our whole paper with the help of the conclusion.

# Project Description

Our project’s intended location is California, United States of America. The reason behind choosing California as our project’s location is the people here in California are techno-savvy and there are several big companies which are situated in California, USA. Such companies always look for innovative ideas and concepts and such companies compete in this cut-throat market. There are many companies situated in California of the same genre of our product and these companies will appreciate our headset with an intelligent camera which can sense both, joyous and dangerous moments. It keeps the user safe and let the user capture their happy moments.

## Mission and vision

Developing an earpiece technology which would serve the middle economies. Creating a user-friendly earpiece that could help humanity in their peak moments. To use a camera not only as a tool for capturing moments but also to use it as a tool of safety. Producing product which is eco-friendly to help society as a corporate social responsibility. In the coming five years, we see our product to be linked up with the largest earpiece companies and become a role model for many more innovations linking to our product which would make the world a better and secure place to live on. We were inspired by the legendary design of the Samsung IconX earpiece designed by the Samsung. In this cut-throat economy, developing an earpiece which will serve people not only with enjoyment but also with lot more functions. This fascinating thought inspired us to start this company and to develop this marvelous product.

# Market Description

As explained more in the next section, we will be selling our product as a wholesaler in headset industry in which we will approach top notch companies from the headset and mobile industry. The reason behind approaching these companies is this will decrease our efforts to launch the product as a new venture. It will reduce our cost of production and marketing drastically. Our product will take less time and will get into the market more efficiently because of the fan following of the company. Companies will already be having most of the resources which are needed for the headset. These companies have high-quality resources and high-quality standards.

### **Mobile Companies**

Samsung, Motorola will be our target customers with the mobile companies. Customer prefers their product over other company’s product because of the service and quality provided by these companies. Samsung always provides good build quality and better after sales service. Motorola is also doing an excellent job in the field of mobile companies from past few year. Certainly, becoming a part of any of these companies is an asset itself. Our product will get marketed efficiently through these companies. Brand value of our product will be increased. Customer range will be high. These are some of the major benefits we will be getting by joining with these companies. Somehow there is a challenge as well that is to provide a good and favorable proposal to them.

### Headset Company

JBL will be our potential target customer in headset companies. JBL has the Main Headquarter in the USA. It will be easier for us to approach them. Although the company is in various places, their brand value in California’s headset market is huge. Entering the market through this companies will be beneficial and helpful to us. Because JBL has huge fan following and people prefer their headset over the headset from the mobile companies and since we are developing a headset, it will be beneficial for us to propose our product in front of JBL as they also look forward to such new headset concepts.

# Marketing Strategies and Plan

Simply put, every company needs marketing. It is the fuel behind attracting additional customers to your company. Marketing is considered as the bread and butter of any organization. Without Internet marketing, the potential customers would not find us or know about us. The first step in the marketing should familiarize our product and let the people around know what exactly is our product and how is it going to benefit the people. We should also make sure that the customers who ae looking for the similar product should get to know about our product too. With effective marketing strategy, a company can reach more potential leads, educate those leads about the benefits your services and create long-lasting customers. These customers can provide long-term revenue and profits for your business. These customers can also be the word of mouth publicity. The major challenge before any company is to identify the right marketing strategy that must be adopted for the successful running of their product.

That is why we have compiled a list of few steps that outline marketing ideas that can take your technology company to the next level.

## **Basic steps**

* Familiarize education content regularly: The first step before any organization is to educate the customers or the potential customers on the product and how is it going to benefit the people. They should get an idea of the product and we should also create a desire for the product in the minds of the potential customers.
* Email Addressing: This is another efficient technique where in which the company starts addressing the public or the clients through emails and notifications. Slowly and gradually people start seeking information about the product, features, prices, variants etc.
* Contribution towards the partner website: Here is the chance to showcase your ideas on your partner’s website. This opportunity must be used very carefully after close observations. It must be put in such a manner where it would benefit them as well as your product. It should also be kept in mind to showcase the customer that both your partner and your product are closely linked and create a desire to make them by it.
* Email Marketing: This is a common way by which we send information about the product to a mass crowd (Beal, n.d.).
* Pop-up advertisements on different internet websites.
* Online magazine – Producing your own virtual magazine is another epic type of substance advertising. For an extraordinary illustration, look at Dark Rye, a smart online magazine created by Whole Foods. For a snappy and simple settle, make your own online daily paper with Paper (Online magazine, n.d.).

## Ot**her Activities with our partner (in future)**

* Promotions and talks on the product at various places where you could catch the attentions of the public.
* Sponsorship of various events.
* Exhibitions with our co-partners at educational institutions and other places: As said, conducting of exhibitions with our co-partner would be another interesting option available. We could get a chance to attract the other loyal customers.
* Flyers and Posters
* Value Addition
* Referral Networks

# Product Description



Figure 1 Samsung Gear IconX (Phillips, 2016)

Viewsic is inspired by the design of Samsung Gear IconX (Phillips, 2016). Viewsic may look like Samsung Gear IconX but our headset has much more functions than the Samsung Gear IconX and our product looks little different than the Gear IconX. Viewsic will be manufactured by using recycled parts. It comes with other accessories like earbuds of varied sizes. It comes in black, blue, pink, red colors. The dimensions of the headset are 19\*27\*28mm. Viewsic is water resistant with the IP67 rating. It has an inbuilt microphone. It can play all audio extensions. It has inbuilt heart rate sensor. Viewsic has highly efficient battery performance. It can play music from the library up to 14-15 hours or it can stream music up to 8-9 hours without charging. It has unlimited cloud storage. With this cloud storage, Viewsic also has 8GB of inbuilt memory. The wonderful thing about Viewsic is it connects to the internet without mobile connectivity. It uses Internet of Things (IoT) to do that. We also have traditional Bluetooth connectivity with the IoT connectivity. It’ll connect to the internet for storing the data on cloud storage. This exclusive device has the inbuilt intelligent 1800 fisheye camera (Wide Angle Lens, n.d.) on the front corner of both devices to cover side and front view of the person. This camera gets activate when the heart rate sensor detects very unusual heart rate activity. This camera can detect danger and excitement both. This feature is useful to keep our loved ones safe and happy. The video captured from the camera directly gets stored in the cloud storage. Also, in the danger situation, these videos can be used as a very solid proof of whatever happened to the user as it’ll be recording all of the happenings and storing it on the cloud will give access to the family members. They will get notified that something has happened to the user and a new video has been uploaded. The lens on the camera is like the one in figure 2 but our lens may look different and is more than this one (Wide Angle Lens, n.d.).



Figure 2 Fisheye Lens (Wide Angle Lens, n.d.)

Our product also has the inbuilt translator which can translate Spanish, French, Chinese, Japanese and English (It is upgradable and more languages will be added in next versions).

## Future Scope

In future, more functionalities will be added to the earpiece. This earpiece will be used to make calls using IoT. There will be no need of mobile connectivity to use this device. You will be able to operate the whole earpiece functionalities using smart voice commands. You will be able to call SOS with the personalized tapping pattern on the device. That personalized pattern will connect you to the SOS agent like 911 for help in an emergency. It will sense the foreign language and automatically convert it into your own language. There will be no language barriers in the end users of this device.

# Organizational Plan

Our company will be situated in Silicon Valley, San Jose, California, USA. Because, Samsung, our biggest target customer, is situated in the Silicon Valley and it will be easier to approach them from our location. Also, it is the technology hub of USA and the environment will inspire our work by keeping us updated on latest technology. Our building is in the 5000-sq. ft. area. It will contain the R&D office, Legal office, financial office, marketing office, HR o

ffice. This facility will be secured with CCTV cameras. Our company will be a private limited company. There will be 5 shareholders with equal stakes in the company. The legal department will us to cover both the state and federal laws of California and the united states respectively to shield the organization in the legal aspect.

# Schedule

|  |  |
| --- | --- |
| **Task** | **Approximate Time** |
| Company registration | 1 Month |
| Renting / acquisition and setup of facility | 3 Months |
| Research and Development of the prototype | 1 Year |
| Testing and improvement of prototype | 3 Months |
| Presenting product to the target market | 3 Months |
| **Total Time** | **1 Year 10 Months** |

# Staffing

CEO

General Manager

Senior Lawyer

Legal Representative

Accountant

Senior Auditor

Marketing Executive

Marketing Assistant

R&D Executive

Engineers

HR Assistant

HR Executive

Legal Advisor

Financial Administrator

Marketing Manager

R&D Head / R&D Admin

HR Manager/ HR Admin

At the beginning, we will hire, CEO, General Manager, Financial Administrator, and Legal Advisor. Other than that, R&D will have R&D Head, Executive, and one engineer. The marketing department will include Marketing Manager and two Marketing Executives people. All the other designations will be considered in the future run as the company grows.

## Roles and Duties

As per the concern of our product and location, we have segregation of staffs and have made an organizational hierarchy. The head of the company is CEO then comes GM. We have five departments in our organization i.e. Human Resource (HR), Research & Development (R&D), Marketing, Financial, and Legal department.

In Human Resource department, the department head is HR executive who is responsible for making and implementing rules and policies for employees under which HR assistant works. The main and important department that we have is R&D. Research & Development department work on the prototypes and designs of the product. Engineers work under the order of R&D executives. The marketing department has marketing executives who are responsible for making an excellent proposal for a client and for their assistant marketing assistant works. Finance is the part without which our project cannot run. Fund collection and its optimum utilization are segregated for the finance department. Auditor and account are employed since new idea generation and its acceptability from society and government is concern aspect. This will be taken care by the legal department, where the senior lawyer and legal representative are hired. So, that we can be in safe side.

These each department reports to General Manager (GM) every week and GM reports all the outcome and feedbacks to CEO of the company in a hierarchy order. This will track the company progress effectively and instantly within a week.

# Financial Management

We will seek for companies which are already in the market and our company will be selling the prototype of our product to one of those companies which will give us the better offer. We will be asking for 5-10% share from profit on each unit sold. This will be beneficial for us than the lump-sum amount. The price of the product will be decided by the company as they are going to sell it in the market. This will be beneficial for us because our price of the mass marketing will be not much, as the other company will market the product. Instead of launching as a new company, taking a fair share of the profits from other existing company will lower our cost in many aspects such as manufacturing cost, marketing cost, etc. As this product is manufactured using recycled parts, it will be marketed as an eco-friendly device. As the environment is a crucial factor for companies, they can promote our product as an eco-friendly product which will attract more customers. Also, they will be fulfilling corporate social responsibility by using recycled items for manufacturing a new product. Our product serves the safety, comfort, and entertainment. Most companies look for such devices which have these features. It is upgradable and can be improved to the better version in future. It will be having a lot more functions and these are the key points for the organization. They plan to stay ahead of the competition. The profit gained from the other company will serve the expenses of the company. Initially, all 5 shareholders will invest their own funding into the company to get started. We will be paying our employees monthly as per the following chart.

|  |  |  |
| --- | --- | --- |
| **Designation** | **Number of Hours per week** | **Weekly Pay** |
| Chief Executive Officer | 8 hours \* 5 days = 40 | 25 \* 40 = 1000 |
| General Manager | 8 hours \* 5 days = 40 | 23 \* 40 = 920 |
| Manager – HR & Admin | 8 hours \* 5 days = 40 | 18.5 \* 40 = 740 |
| Manager – Financial Administrator | 8 hours \* 5 days = 40 | 19 \* 40 = 760 |
| Legal Advisor | 8 hours \* 5 days = 40 | 20 \* 40 = 800 |
| Manager - Marketing | 8 hours \* 5 days = 40 | 19 \* 40 = 760 |
| R&D Head | 8 hours \* 5 days = 40 | 19.5 \* 40 = 780 |
| R&D Executive | 8 hours \* 5 days = 40 | 17 \* 40 = 680 |
| R&D - Engineer | 8 hours \* 5 days = 40 | 15.5 \* 40 = 620 |
| Marketing Executives | 8 hours \* 5 days = 40 | 16.5 \* 40 = 660 |

Miscellaneous expenses will include $500-$600 traveling expense per week and other expenses will be $400-$600 per week.

# Results and Conclusion

The company is selling the product to the large organization in the field of mobile and headphones. Instead of competing with them, why not to merge with one of those. This inspired us to sell the product to the company, by this way, it will save a lot of cost for us, also, efforts for the marketing will be decreased. The environment is considered as a 7major part of marketing will be taken care off. Also, as we are dealing with companies, we will have to create just a prototype, instead of installing whole manufacturing plot. This product is feasible and the companies look forward to such ideas, so I think that is a big achievement itself. The product is made from the recycle parts, so the companies will look at this product as a long-term benefit. This project will also help companies to achieve. That’s why I think companies should invest in this beautiful gadget. The companies will also get the benefit as this product is upgradable, lots of features can be added to the existing device. That is why I think this product is a good deal for them.

# References

Phillips, J. (2016, 10 31). *Samsung Gear IconX review: Wireless earbuds with great sound—and lots of problems.* Retrieved 04 12, 2017, from www.pcworld.com: http://www.pcworld.com/article/3135247/hardware/samsung-gear-iconx-review-wireless-earbuds-with-great-sound-and-lots-of-problems.html

*WIDE ANGLE LENS FOR NANO CAMERA*. (n.d.). Retrieved 04 12, 2017, from www.fpvhobby.com: http://www.fpvhobby.com/138-wide-angle-lens-for-nano-camera.html