# Envisioning

#### Me

Our team has decided to make a very lightweight and simple product so that it can be used by all age categories easily. Also, making it at an affordable price ensures that consumers from all categories can buy the product.

### My Idea

After brainstorming on the problem addressed our team agreed upon the idea of making a keychain with a fitted bluetooth module inside it. This will help people know where they have kept their things by seeing them in their connected mobile phones.

### Assessing opportunities

#### The Market

<u>Customers:</u> This product will attract the customers easily towards it as the solution is really helpful for the people to resolve major problems in their daily lives of misplacing small things and not finding them at the time of need. Competitors: This being a relatively newer concept, there are not many competitors in the market. Although the ones present do not offer a one for all solution.

### Strength

- 1.Easy to Use
- 2..LightWeight
- 3. Affordable price
- 4. Elegant Design

#### veakness

module is not working properly may be due to some connectivity problems or not in range network problems.

#### Opportunities

Sometimes the possibility As this problem have arrived is there that the bluetooth once in everyone's life and everyone tries to find a perfect solution for this problem. So this product will surely make easy for everyone to find their misplaced

### Threats

Apart from some minor battery maintenance issues the product does not have any threats that can be difficult from a business perspective.

#### Needed Resources

`A Bluetooth module chip would be necessary. This doesn't have to be a very large range chip since the items need to be discovered inside a household or office workspace. Apart from this, an environment-friendly material is needed to build the case of the device. Also, a minimal power-consuming light would be necessary.

### Operations

#### Growth

At the first stage we'll launch the product in few selected online stores giving access to a limited number of people. This would be for testing the product and the mobile application creating a market for it. For the parts of the device, we would be using quality 3D printable biodegradable filament and the chip would be of the optimum quality. The quality will be tested via multiple vendors and the prices for bulk filaments will be placed accordingly. After proper testing, we will partner with big and easily approachable online sites to sell our device, ensuring proper reach to customers. This will also enable the product to reach its true potential.

#### Channels

Advertisements: newspaper, television, social media. Partnerships: wholesalers, retailers, distributors, agents. Customer Support: call

centres, repair policies.

#### Customer relationships

Automated process, Self Service

# Improvement based on feedback via Surveys for user/testing feedback during the initial prototype building

Assessment and adjustment

Customer grievance department for queries

### Customer segments

Customers with busy schedules like office workers, people with 9-5 jobs Mass Market

A potential market is child products, wherein parents want to keep track of their kid's bags and accessories.

# Key Players

- 1. Light manufacturing Companies
- 2.Bluetooth chip manufacturing company
- 3. 3D printable biodegradable filament manufacturer
- 4.3D printer manufacturers

### Key Activities

Raw Material Inventory Product Testing Product assembling and packaging

Product Marketing

Product Distribution

Product Maintenance

# Evolving Strategy

### Comapny goals

We aim to deliver the device to every household who is stressed out with the fear of losing their small essential things like keys, wallets, etc. Also our long term goal is to diversify the company to the entire nation, helping every person in need of this device.

# Value proposition

Our product aims to reduce the time people spend on finding their keys, wallets and general use items. Basically, all the small essential life things which people could forget in their daily life and to save a few minutes from the stressful fast life.

# Marketing and sales

Initially, we will distribute the product at local tech-related retail shops to test and analyse its sales and statistics, gradually increasing the production. Further, we will use social media and online platforms for advertisements and sales.

# Operations

The required components like indicating lights, filament for printing cases and Bluetooth chips would be acquired via the necessary vendors on a strict timeline ensuring proper assembling of the products. The products would then be tested for faulty pieces and forwarded to the packaging department. The packaging of the device would be monitored properly to ensure the quality of the product. Distribution will be based

## Financial

We will try to approach the various investors to invest in our product. We will also try to do work with several cooperatives such as the 3D printing companies which are using biodegradable materials for printing purposes.

### Go-to marketing strategy

For marketing, our main focus will be on explaining how our product works, how effective it is and how it can solve the problem of finding misplaced items with ease. We will explain how this product is the best possible solution for the problem addressed.