



VINDOW

A window on the wall



World





Painting



VINDOW



Painting



VINDOW demo from winscape

Model Description



Sensor



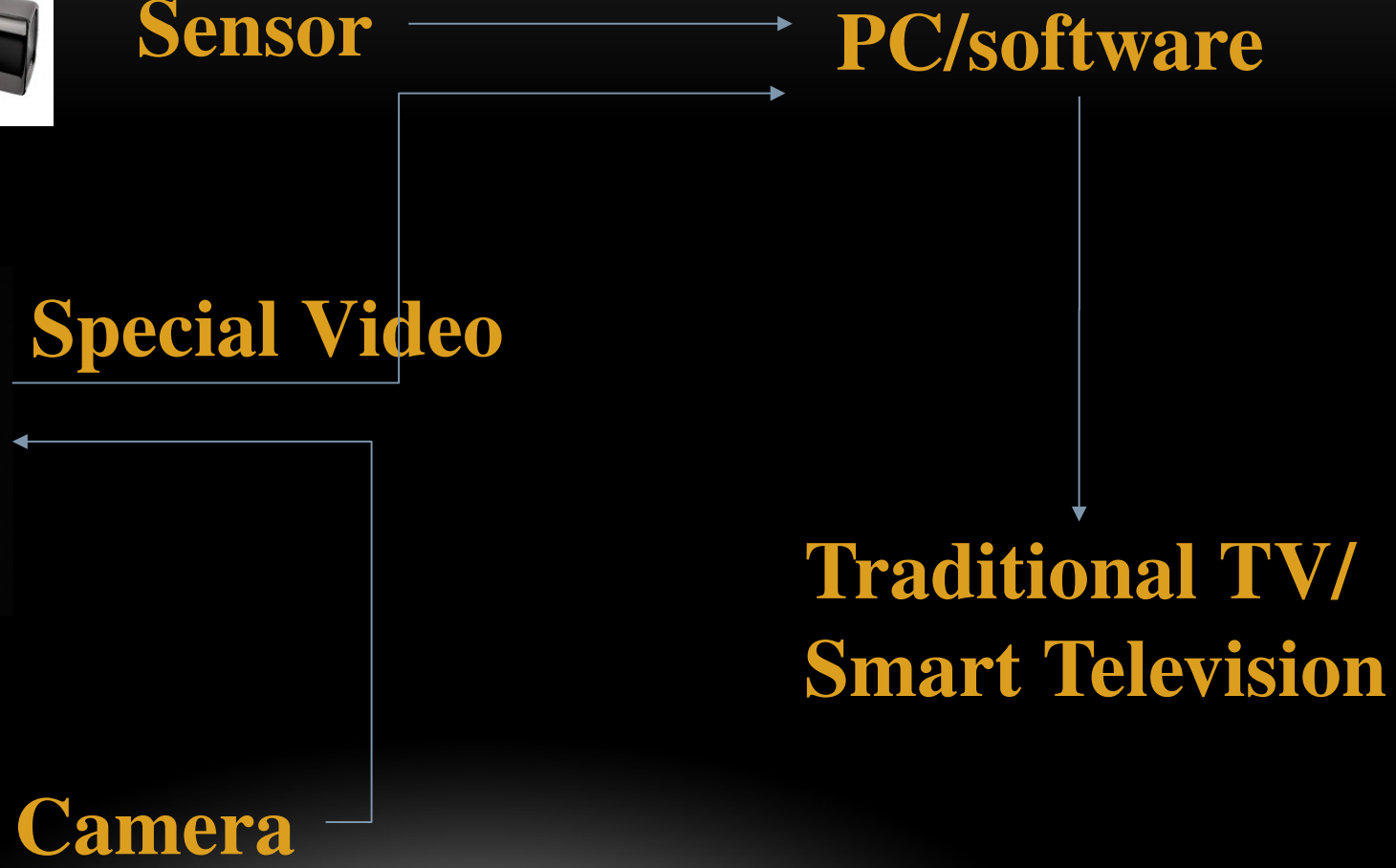
PC/software

Special Video



Camera

**Traditional TV/
Smart Television**



Data collections from five angles per view



<https://www.ephotozine.com/article/samyang-8mm-t3-8-asph-if-mc-fisheye-cs-vdslr-review-19835>



http://www.dyxum.com/dforum/peleng-8mm-fish_topic49132_page2.html

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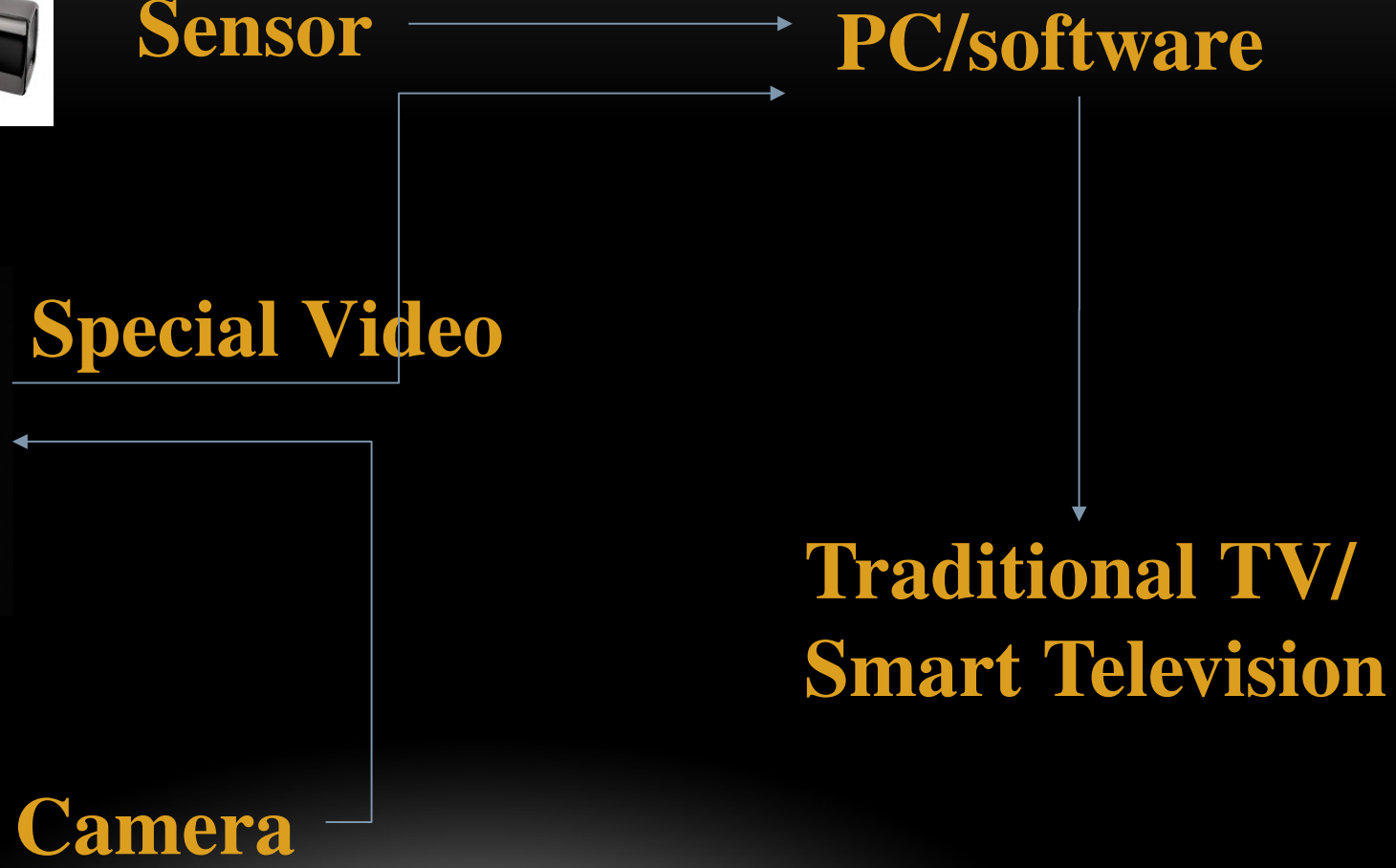
Special Video

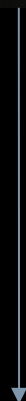


Camera



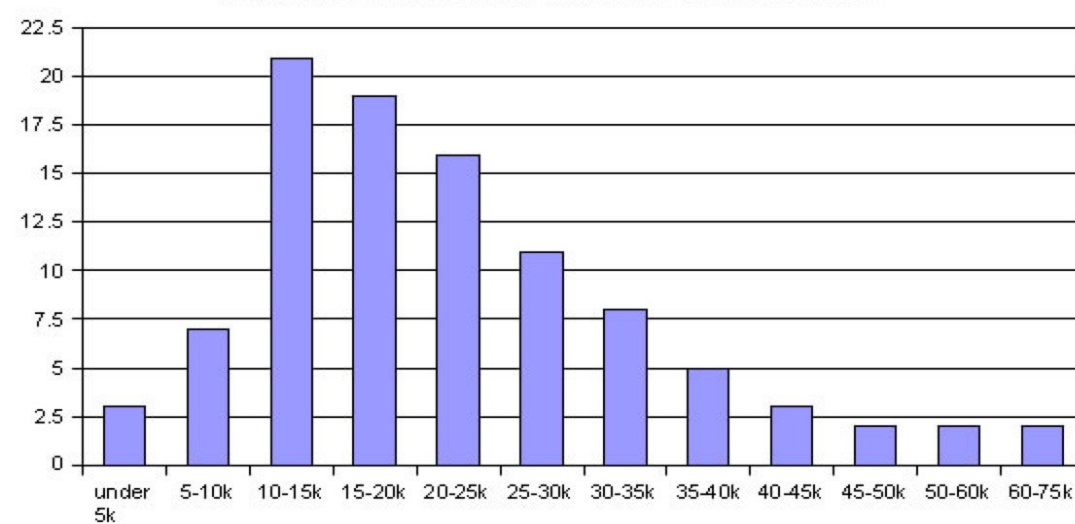
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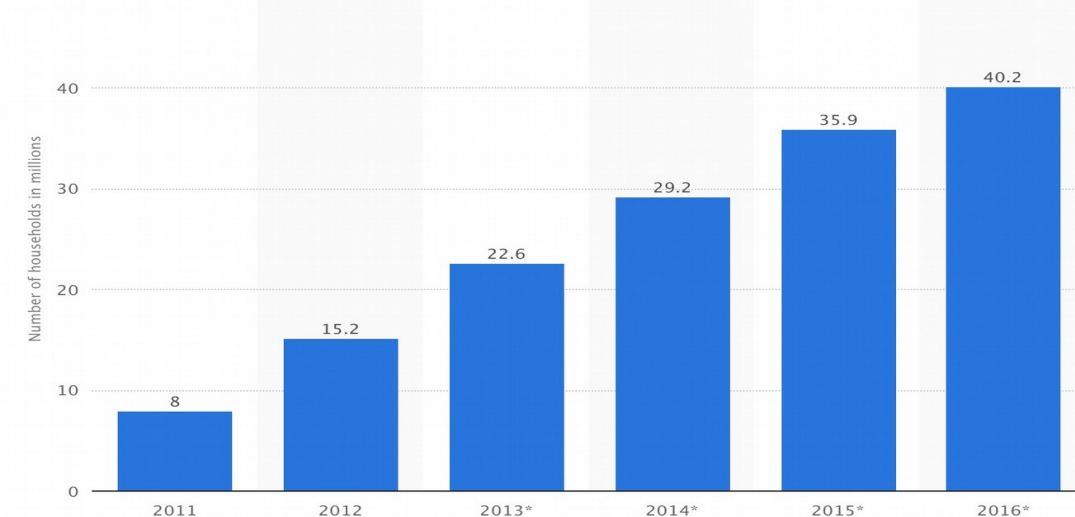
Marketing

British Household Income distribution



https://upload.wikimedia.org/wikipedia/commons/a/a2/British_household_income.jpg

Number of household with smart TV in the U.S.



<https://www.statista.com/statistics/268857/number-of-smart-tv-households-in-the-us/>

- Potential Customers (marketing size)
- Marketing Growth

Estimated cost

Objectives	Cost
Product cost	£370
Graphic card + barebone PC	£ 300
Kinetic sensor	£ 15
Camera	£ 54
Software develop	£20,000
Video shooting devices	£10,000
Others (Marketing, IP, administration)	£60,000
Funding required : £100,000	

Initial shipment of machines

$$\begin{aligned} &= \text{£ } 70,000 / \text{£ } 370 \\ &= 189 \end{aligned}$$

Net profit

$$\begin{aligned} &= \text{£ } (400-370) * 189 \\ &= \text{£ } 5675 \end{aligned}$$

Number of machines needed

$$\begin{aligned} &= (\text{£}30,000 / \text{£}5675) * 189 \\ &= 1000 ! \end{aligned}$$

SWOT analysis

Strengths

- **Extensive applications**
- **Easy installation and operation**
- **Reasonable price**
- **Software protected by copyright**

Weaknesses

- **Kinetic sensor is limited to one person**
- **Technology dependent**
- **Non-essential**

Opportunities

- **A new emerging market**
- **Few competition**
- **Reduction in components' prices**

Threats

- **Little constitutive demand**
- **Hard to patent to protect IP**

Thank you!
And Invest!

Vindow

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