



PRODUCT CASE STUDY



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SECTION: F

Spykke is India's leading power bank rental service that helps users rent power banks with built-in cables that can charge any smartphone anywhere, anytime.

Spykke offers PowerBank sharing and rental services through various electronic platforms, like mobile Kiosk.

Its service aims to provide battery charging solutions through unparalleled convenience, extremely low costs and a plethora of usage benefits.

FEATURES & SERVICES

It comes with variety of features and the installation process is hassle-free.

- Seamless Installation and Easy Setup
- Cloud managed with real-time monitoring
- Merchant Dashboard to show Usage Trends

it can be installed in many different ways.

Wall Mounted



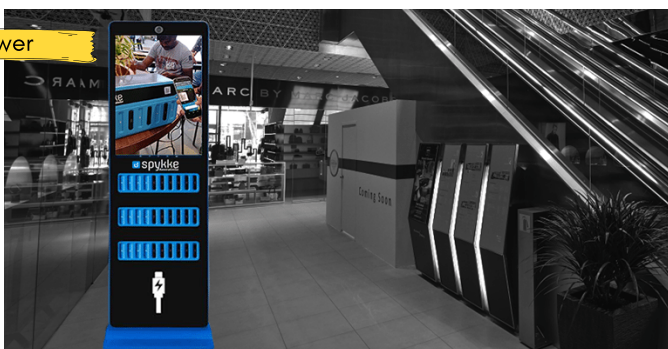
Counter Top



Stand



Tower



Features include:


- Rent a power bank at a small cost anytime from Spykke kiosk.
- Power Bank comes with attached microusb+type-c cable.
- Return within 48hrs or as per the plan.

Features include(merchant):

- realtime monitoring of kiosks.
- geolocation of kiosks.
- getting realtime data about power banks through cloud based platform


HOW IT WORKS

1. Log in to the Spykke website (www.spykke.com) or download the Spykke app.
2. Register yourself.
3. Click on the scan button and sign up with your registered phone number, name, and email id.
4. Scan the QR code or enter the station Id.
5. Choose one of the subscription plans mentioned on the website
6. Then according to your location, it'll show the nearest station.
Then Scan QR code of that station.
7. A fully charged power bank will be released/ejected from the charging station to rent.




LOCATE

Find your nearest charging station



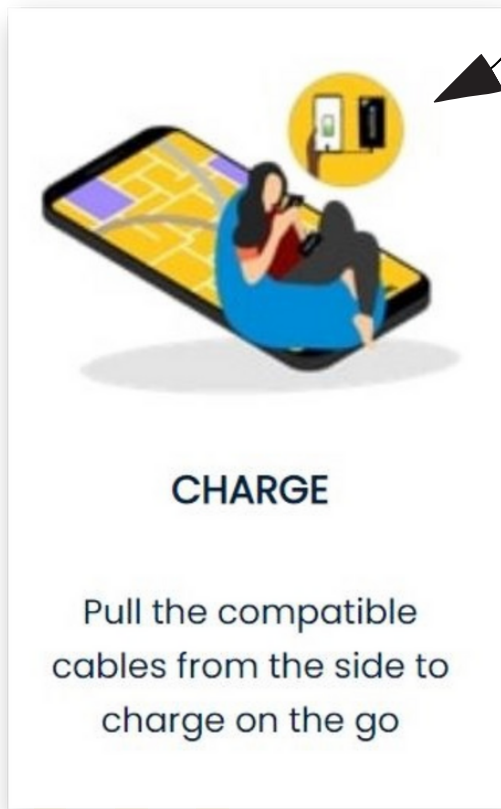
SCAN

Scan the QR code to eject the Spykke power bank



RETURN

Push the power bank in an empty slot of the charging station



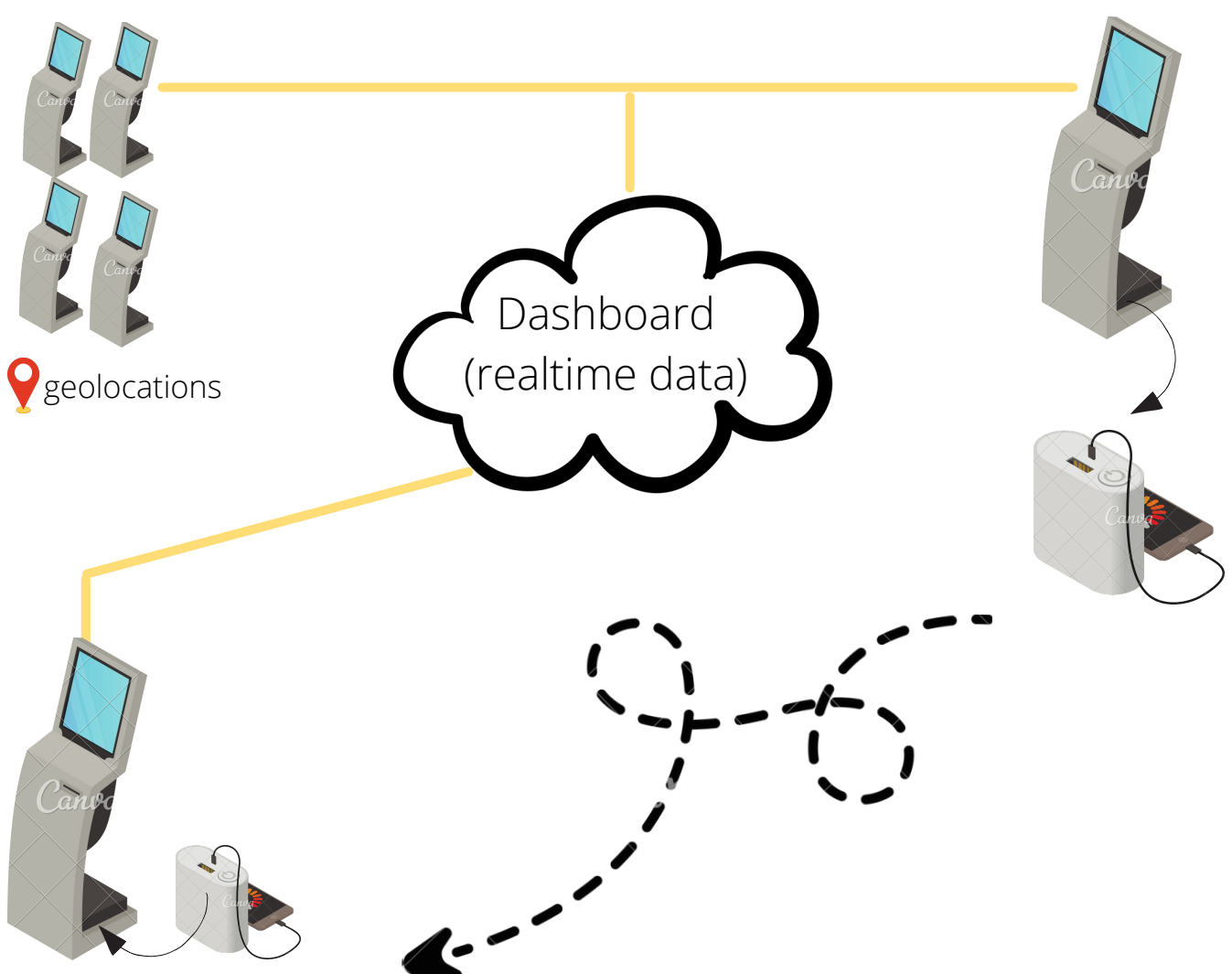
TECHNOLOGIES INVOLVED...

THE HARDWARE: STATION

- a LED screen to display QR code.
- A wifi module to get the station connected to the internet & eventually to the merchant dashboard.
- It is a smart IoT device with M2M connectivity. The station holds atleast 10 power banks that automatically charges while it sits insides the station.
- The power banks are equipped with Apple certified lightning cable, Micro USB and USB-C type cables. It also provide a 2A fast charging power output out of a 5000 mAh battery.
- The power banks are locked in the unit and released only when a user scans QR Code. All power banks are certified with CE, FCC, ROHS, UL and BIS certifications.

THE SOFTWARE

- Spykke is a cloud-based IOT platform. So all the interactions happens on cloud. Merchant can get data about number of power banks available, their power remaing & location of stations.
- Spykke website is using Reactjs for frontend development & nodejs for the backend.



BUSINESS VERTICAL

Its business model is based upon users buying specific plans for the service they get.

Recommended

Supreme

Subscription Cost*

₹ 1999/year

Power Bank Usage Charges*

FREE UNLIMITED SWAPS

Please refer to TnC for penalties and return policy

Payment Mode

DEBIT CARD/ CREDIT CARD/
UPI/ PAYTM

*Plus applicable taxes

Elite

Elite 25

₹399 /yr*

25 Swaps | 1 Year Validity

Elite 50

₹699 /yr*

50 Swaps | 1 Year Validity

Elite 75

₹899 /yr*

75 Swaps | 1 Year Validity

Elite 125

₹1299 /yr*

125 Swaps | 1 Year Validity

Payment Mode

DEBIT CARD/ CREDIT CARD/
UPI/ PAYTM

*Plus applicable taxes

Standard

Subscription Cost

Usage Charges*

Power Bank Usage Charges*

₹20/hr

Max Charges: ₹ 100/24 hrs

Max rental period: 48 hrs

Please refer to TnC for penalties and return policy

Max rental period: 48 hrs

Payment Mode

Paytm hold with ₹350 (min bal)

*Plus applicable taxes

Supreme & Elite are subscription-based plans so consumers don't need to pay for everyuse. Standard plan includes a Rs20/hr. but will cost Rs100/24hr and also user needs to maintain a Rs350 paytm wallet balance in case if any penalty needs to be deducted.

Users can pay through Debit/Credit cards, UPI, paytm.

If user forget to return the power bank, the maximum charge for the power bank is Rs.100 per day. If the power bank is not returned within two days, Rs.500 will be deducted from the Paytm wallet. If you lose the power bank, you need to pay Rs 800/- .

2500-3000 users monthly engage with Spykke through its website.

The brand has a fast-growing business footprint with its IoT-based, phone-charging network deployed across 8,000 locations in 11 cities at present. It is on an aggressive growth trajectory developing a 3500 partner base in just 6 months of operations

Also the merchant who has installed "spykke service" in their hotel, restaurants, airports or any other places, they get :

- **Happy customer satisfaction** – now customers biggest concern of battery dying can be resolved with an ease.
- **Revenue upside** – It can engage the consumer with additional promotional offers.
- **Increased Footfall** – Consumers will give more preference to your place because of this service.







IMPACT ON END USERS

It has created a major impact on end-users(consumers as well as merchants) as "battery dying in middle of day" is problem we encounter daily. Not always we have a charge or power bank with us, so this service comes in handy. I myself got to know about this service a week ago when i was sitting at Forum Mall, Bengaluru & had 2% of battery remaining.

PERFORMANCE/SECURITY CONCERNS

1. There is a possibility of sharing of user data through usb cable.
2. There is no notification regarding the confirmation when user puts the power bank back to its slot.
3. Bluetooth verification has to be done to verify that user is accessing that station in close proximity to that station only.
4. If power bank doesn't perform well, or takes long time to charge phone then user should get refund.

REFERENCES

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