



uFixit

The Future of User Manuals

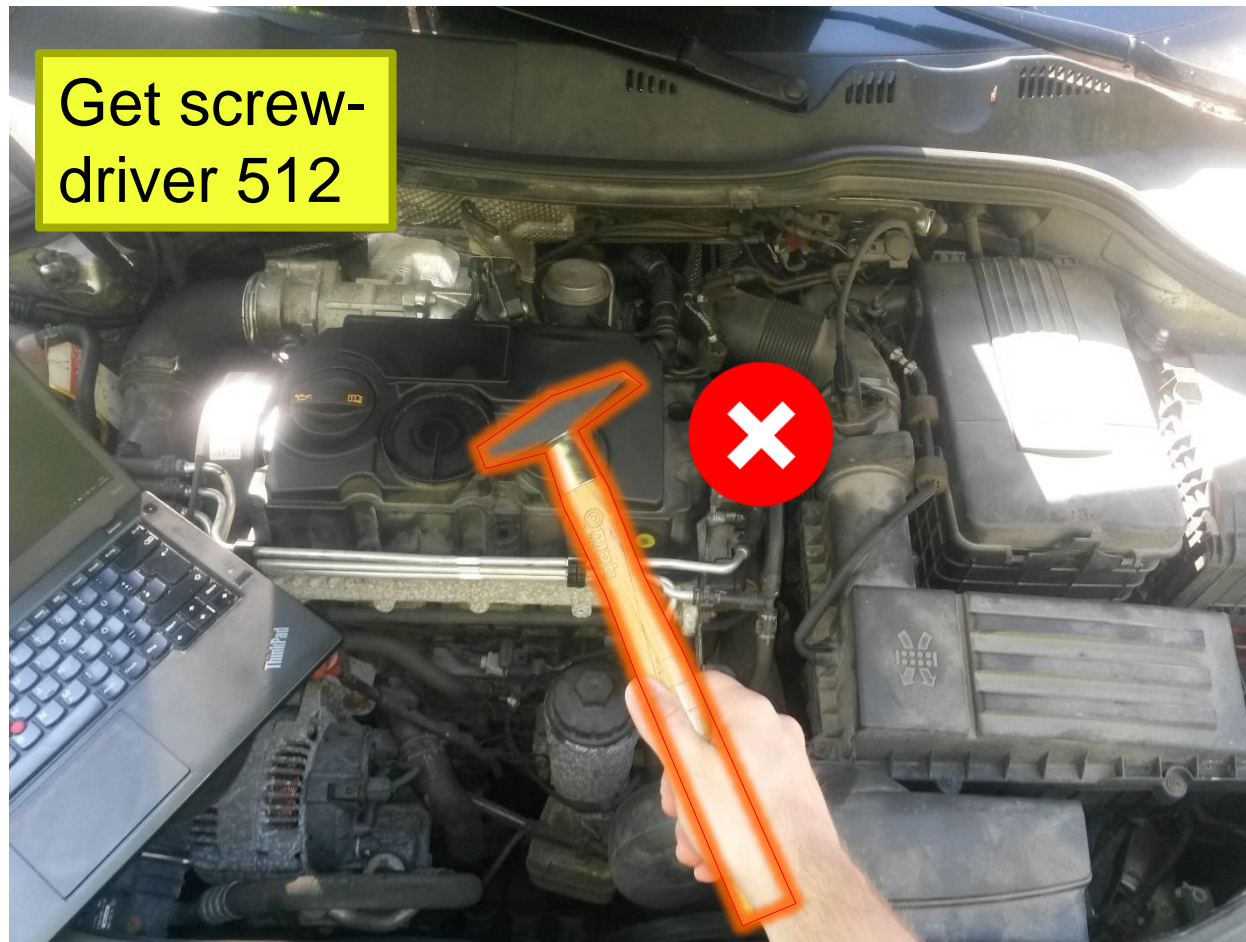
12.07.2016

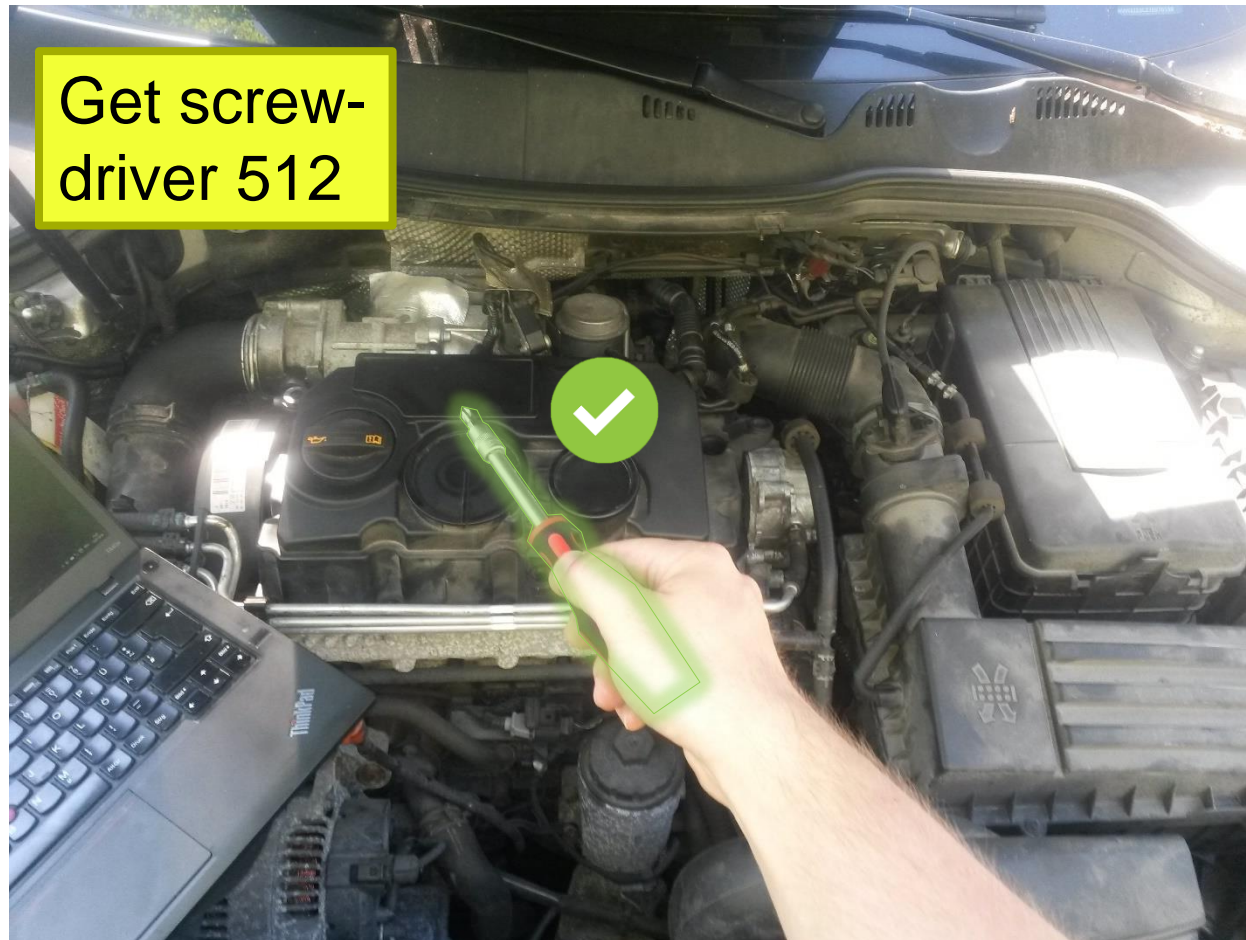
Manuel Kimmel, Stefan Urban, Firas Zoghlami



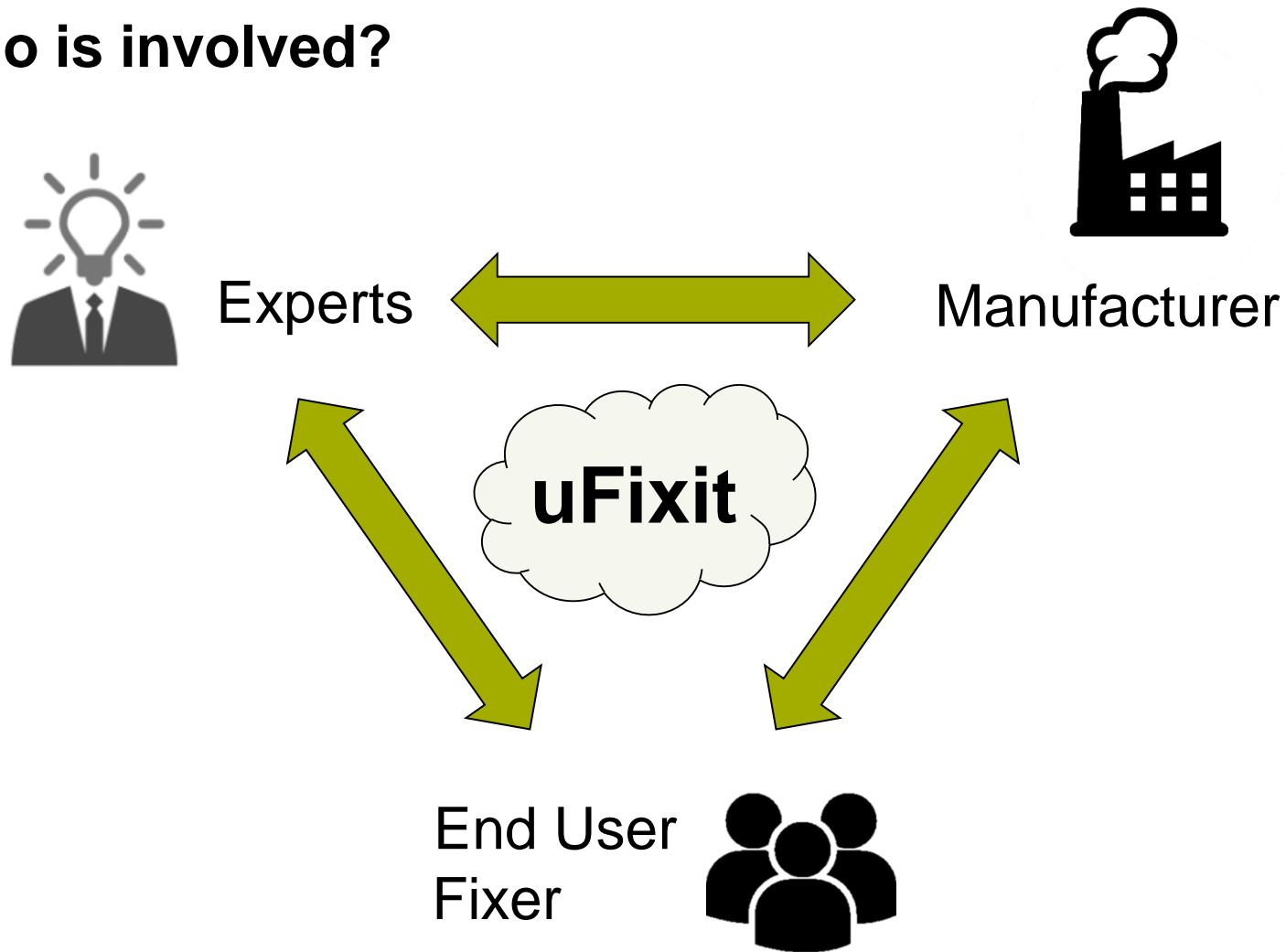
Using a manual







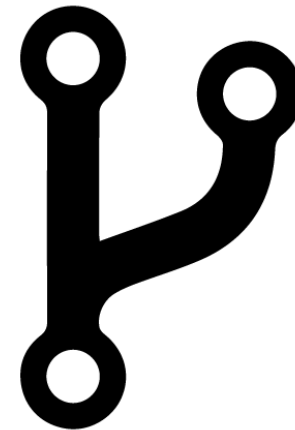
Who is involved?



Improve a manual



Feedback



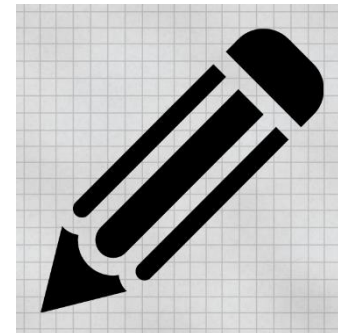
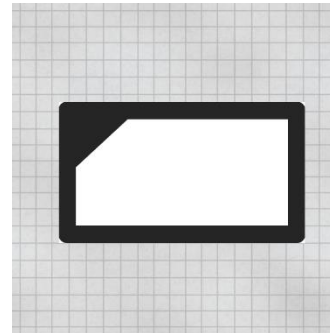
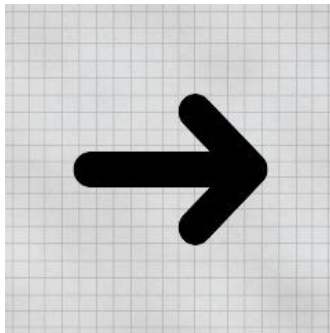
Fork and Publish

Hardware

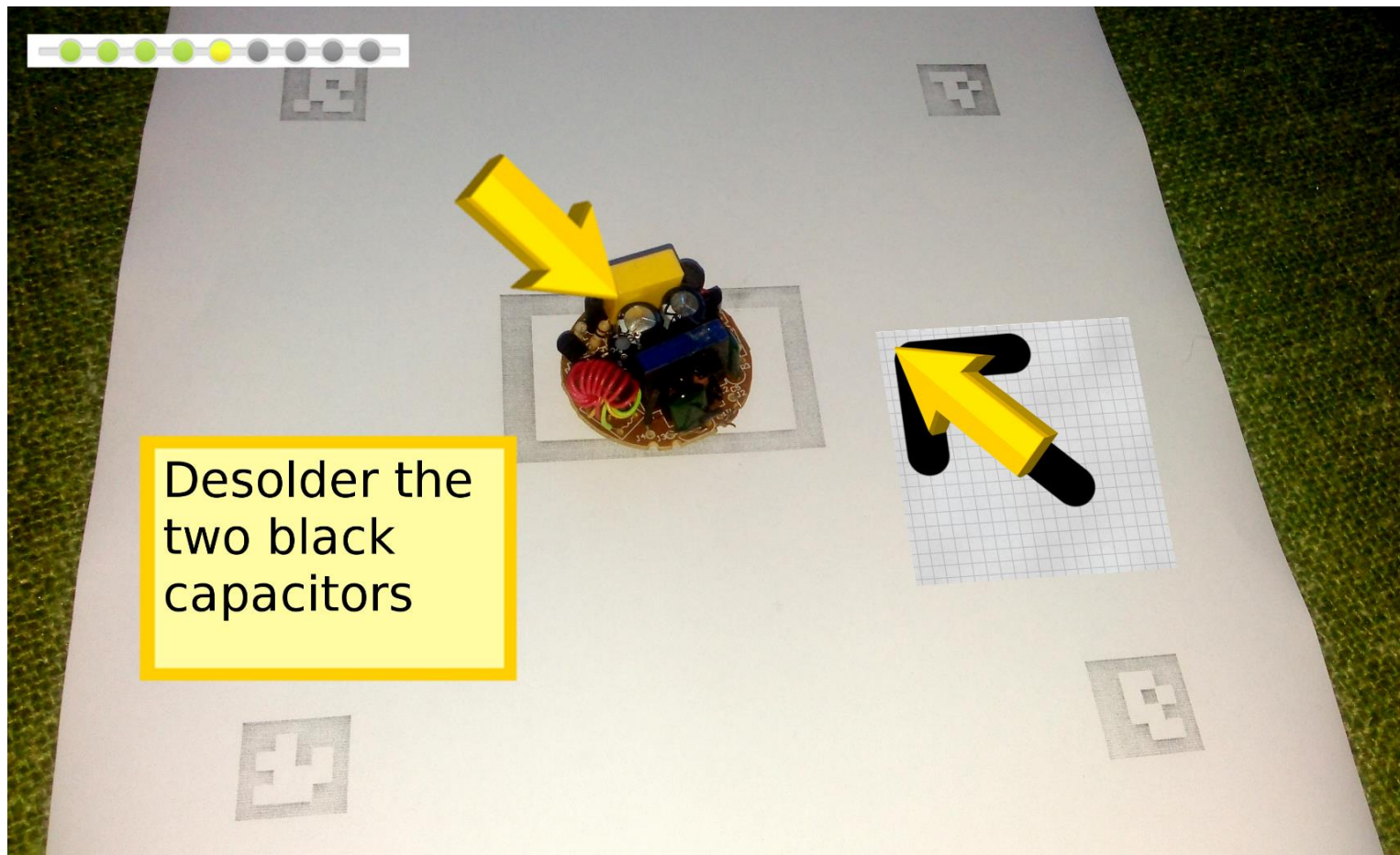


- High resolution camera
- Microphone
- Hand free
- Portable

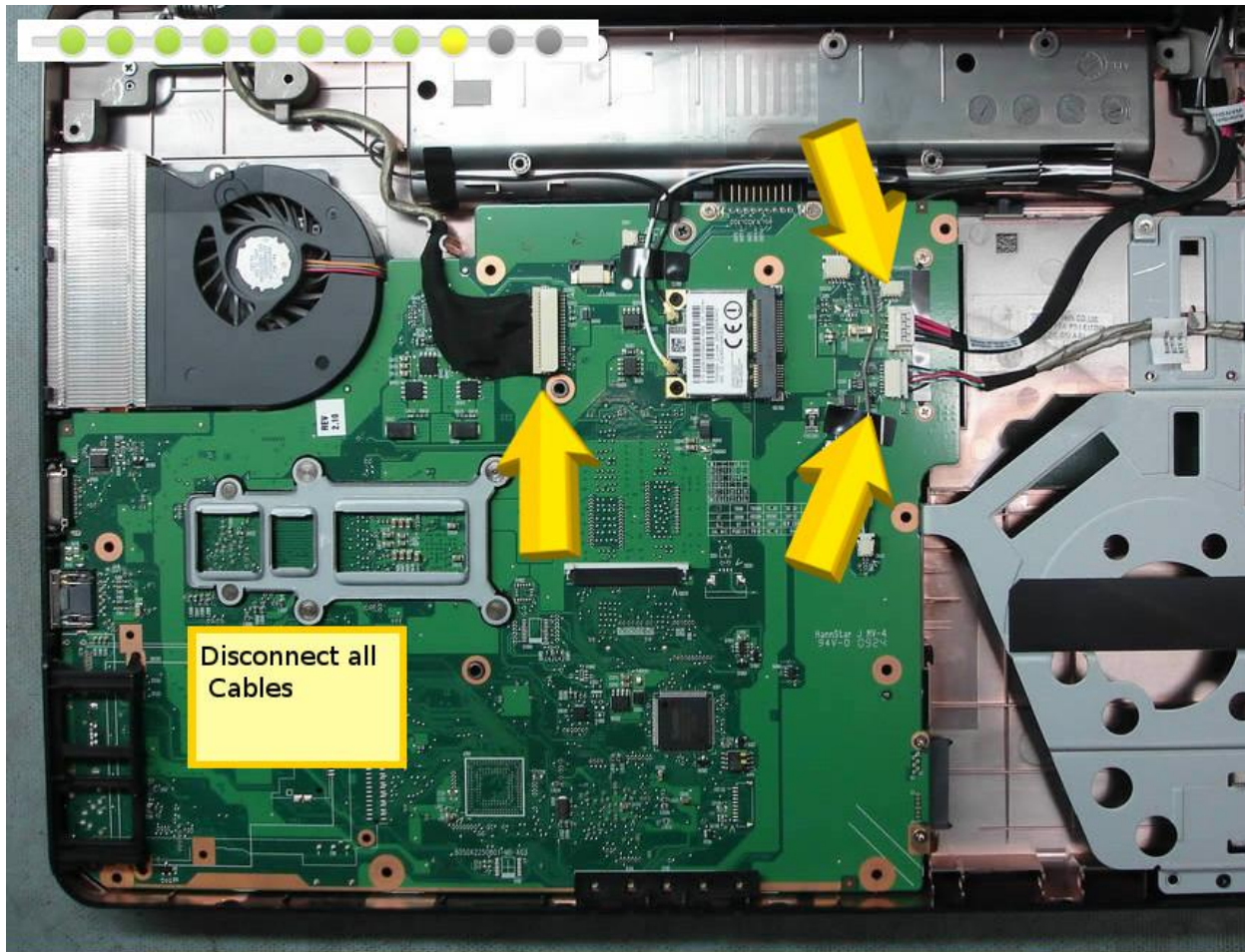
Printed annotation templates



Expert guide generation



Using a manual



CAD model integration



Market Situation: SWOT Analysis

Strengths

- New Business idea
- Talented developers

Weaknesses

- Lack of experience
- First startup for all founders

Opportunities

- No direct competitors
- Several potential clients

Threats

- Market volatility
- AR technology not mature yet

Marketing Strategy: Marketing-Mix 4P's

Product

- uFixit – AR
- Augmented reality developer platform

Price

- First free service for Fixers
- License for companies

Marketing
-Mix

Promotion

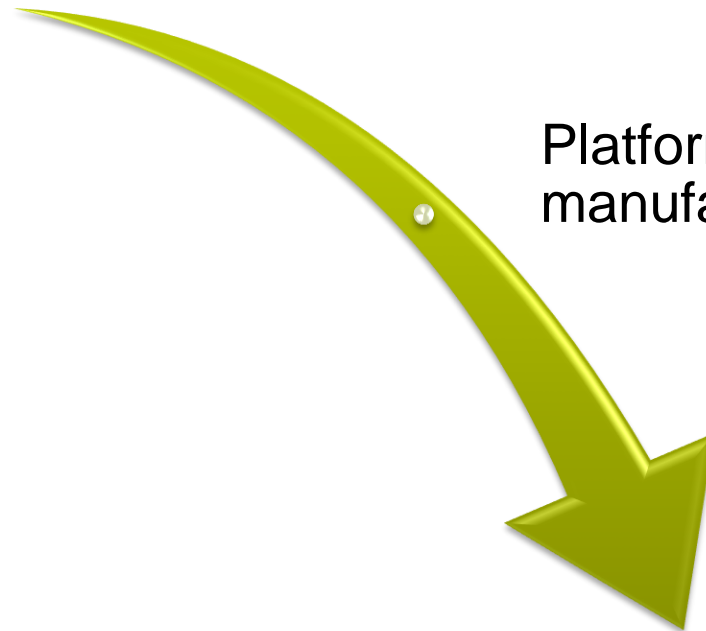
- Online promotion (website, social media)
- Events (technology fairs)
- Printed Advertising (technology magazines)

Place

- Office in Berlin as a startup city

Road Map

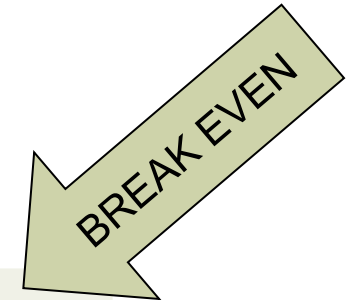
App for Fixers
and Experts



Platform for
manufactures

Community
building

Capital Costs



Capital costs	Costs for first 2 years
Administrative founding costs	100 €
Office	56.000 €
Marketing	182.000 €
AR Development Hardware	10.000 €
Server	8.000 €
Total	256.100 €

