

<b>PROBLEM</b>  Voice assistants are not privacy aware  Privacy-concerned #Enterprises can't engage with the potentials of voice assistant technologies  #Users have little to no control over data handling #Users have little to no control over interaction with voice assistants	<b>SOLUTION</b>  Decouple voice assistant from data tracking business model Build on open source technology that can be owned Concept interaction possibilities as open and adaptable platform	<b>UNIQUE VALUE PROPOSITION</b>  Radical openness regarding underlying technology and data governance  Unique interaction possibilities that can be adapted	<b>UNFAIR ADVANTAGE</b>  Team skillset that merges design research, mindful design and cutting edge technology From the people for the people mindset	<b>CUSTOMER SEGMENTS</b>  #Enterprises (initiatives, projects, etc.) that want to implement voice assistants, but have privacy concerns #Users of Voice Assistants  Customers considering buying a voice assistant, but hesitant because of privacy concerns
	<b>KEY METRICS</b>  Adoption in #Enterprises and research projects #Users conversion from another IoT ecosystem New #Users Sold devices Premium subscriptions			
<b>EXISTING ALTERNATIVES</b>  Open source software frameworks like mycroft.ai enable control and customization		<b>HIGH-LEVEL CONCEPT</b>  Imagine an Amazon Echo, but fully owned by you - even the data collected - and with an interaction design and user experience that holistically incorporates you as a person		
<b>CHANNELS</b>  Direct communication Tech blogs and video channels Social media presence and advertisement Word of mouth				
<b>EARLY ADOPTERS</b>  #Users of voice assistants that are in progress of changing their device				
<b>COST STRUCTURE</b>  Development of voice assistant device Development of platform Infrastructure of hosting platform Salaries		<b>REVENUE STREAMS</b>  Consulting for #Enterprises medium- large-scale implementation of our approach Premium subscriptions for #Users to platform, including support as well as services Selling of devices		