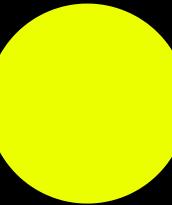
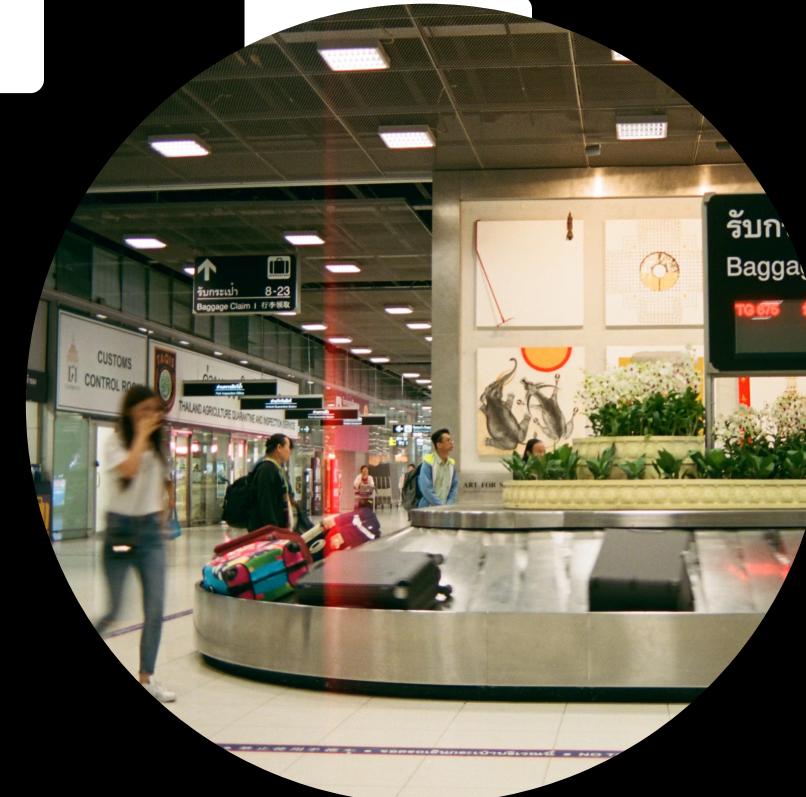
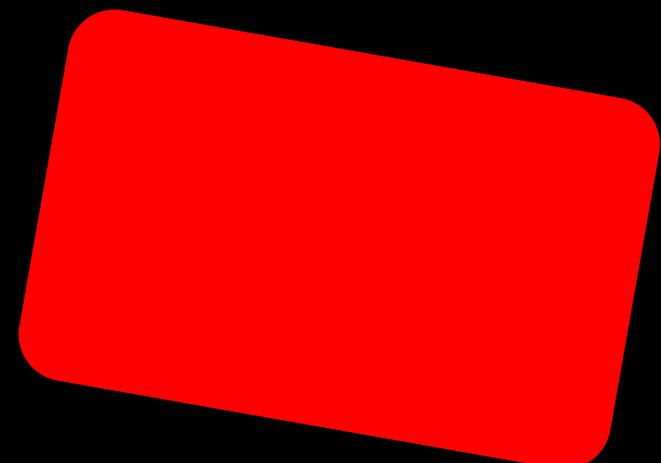


there is no “human error,” only ***bad design***

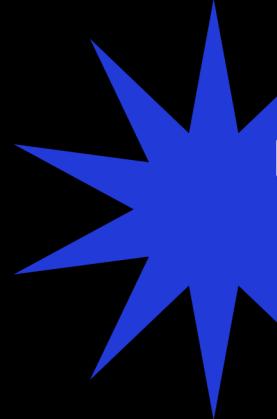
~ *Don Norman*



# BAGSAFE



Swostik Pati

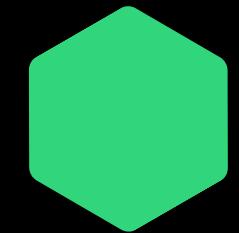


# THE PROMISES.

- Researched and compiled a detailed project implementation plan.
- Developed a very rough prototype design using QR codes (or other similar things) and a simple app.
- Developed a simple business model backed by research to make it viable for airports to implement this idea.
- Gathered feedback from at least 1 person involved in airport operations.
- Reached out to at least 2 VCs and 2 Startup incubators



# THE IMPLEMENTATION.



**BLE Trackers:**  
Airtags, GPS, etc.



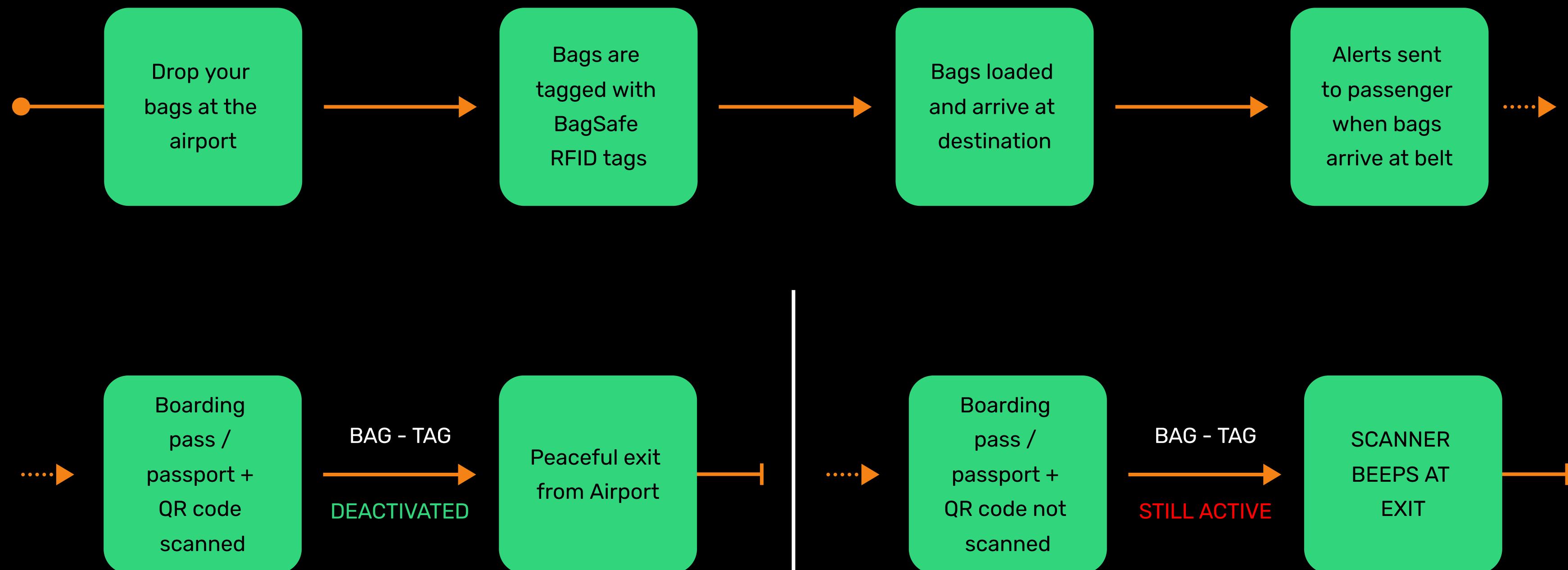
**Barcodes**



**RFID Trackers**

- Choosing the right fit -

# THE IMPLEMENTATION.



# THE IMPLEMENTATION.

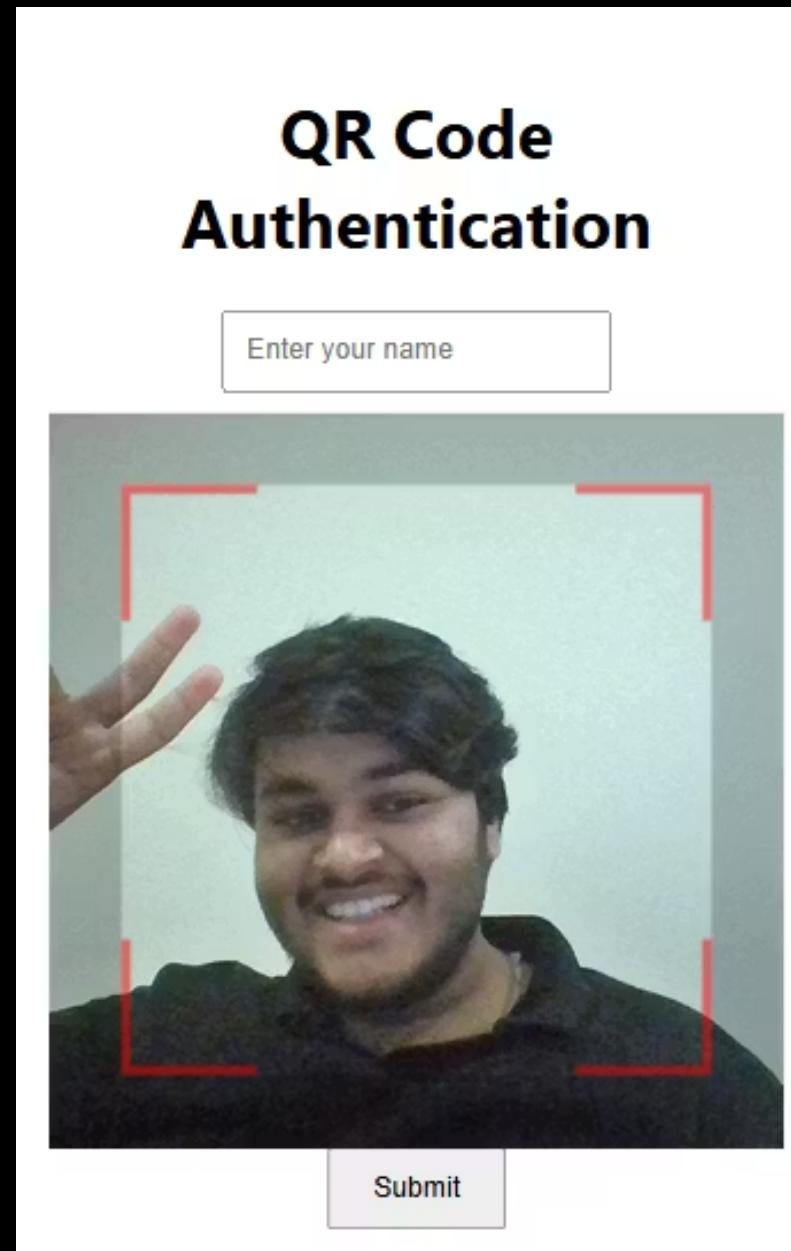


**Fixed RFID Scanners**

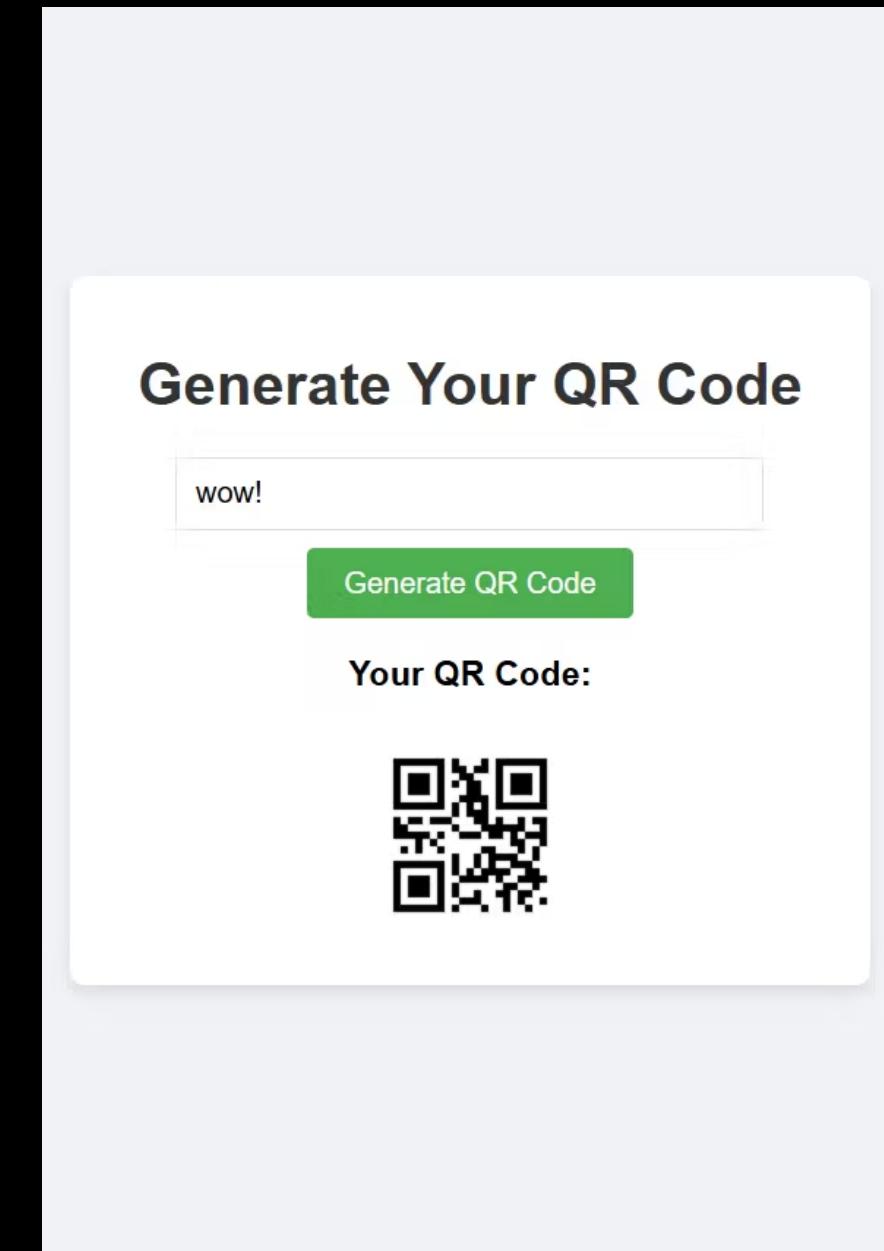
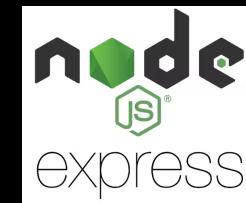
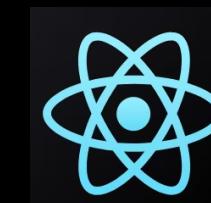


**Handheld RFID Scanners**

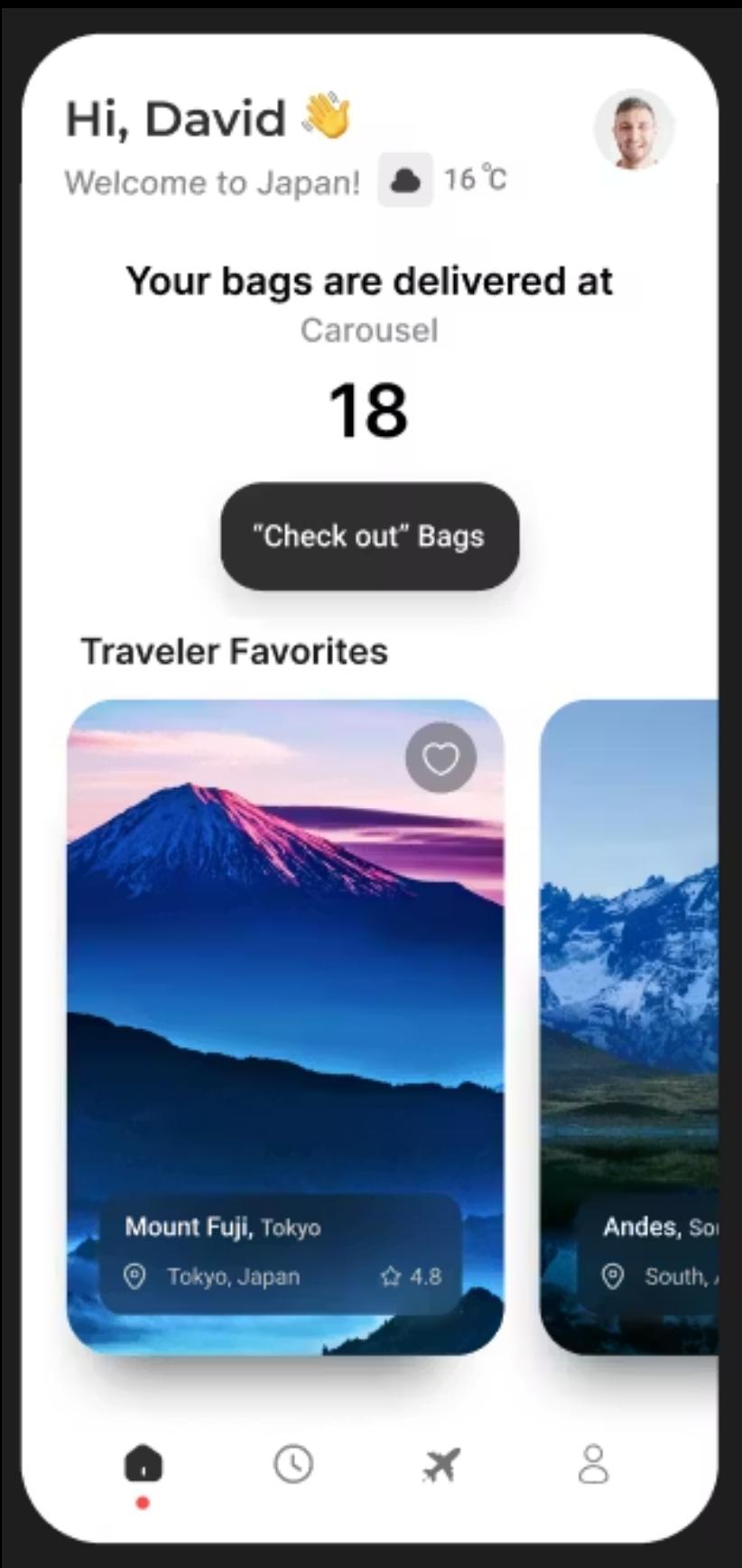
# THE MVP.



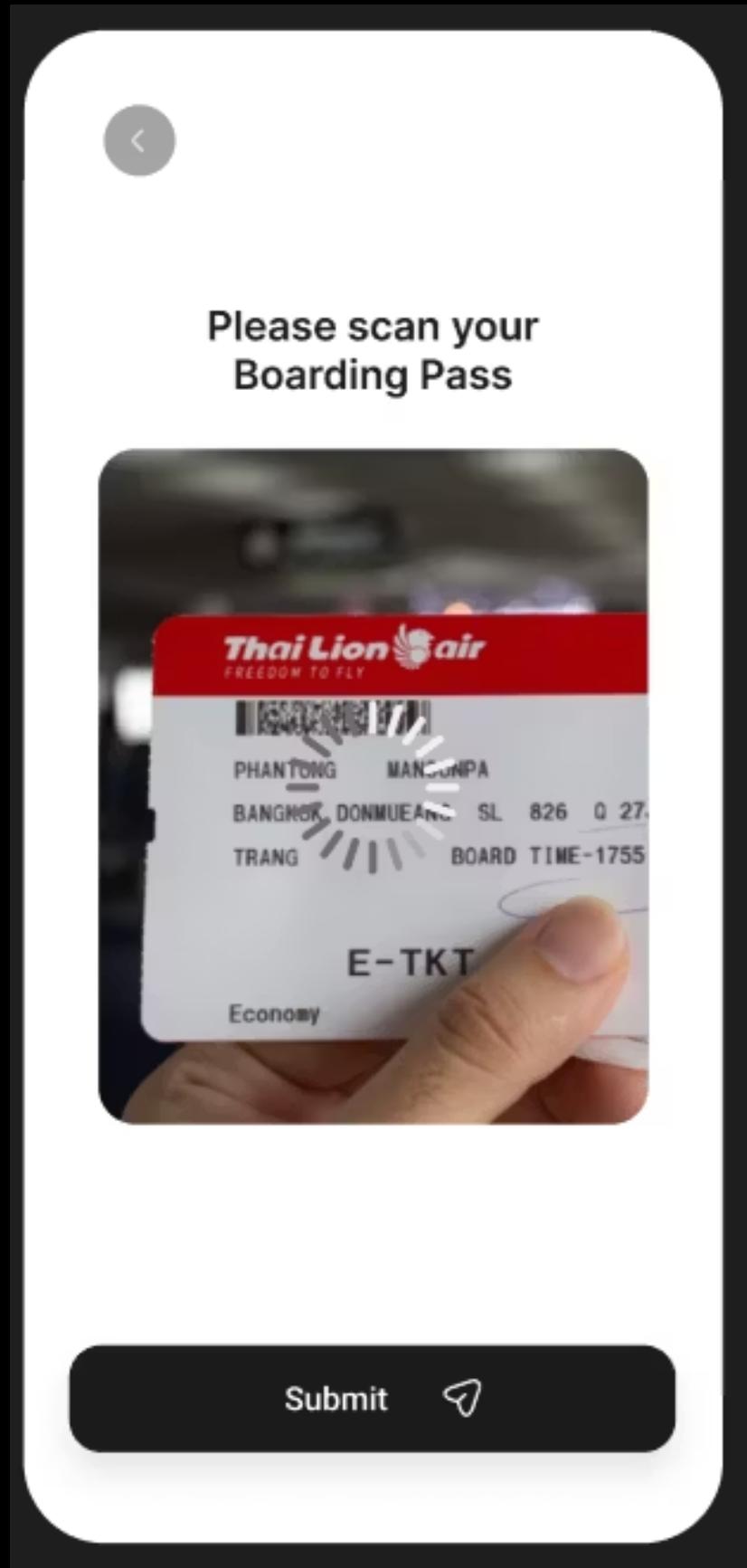
CLIENT ← → SERVER



LINK TO VIDEO →



**THE MVP.**  
- BONUS -



# THE BUSINESS PLAN.

- Avg cost of stolen/lost baggage to the airline industry: \$2.8 B / year [2008-19]
- In the UAE, for lost/stolen baggage, airlines have to pay: AED 500/kg
- \$7.5 B of luggage lost in airports in 2022
- In the US, the liability amount for a single missing baggage could go up \$3,800.
- Avg. salary of a person working in airport operations in the US: \$ 35-40 / hour
- Cost of an RFID tag: 2 cents
- Avg. price of scanners: \$ 200
- Additional costs of designing, developing and implementing the product.
- Costs on marketing, training, etc.
- Annual maintenance costs for repairs and upgrades, and cost of compliance.

# THE BUSINESS PLAN.



## Flexible Revenue Models:

- Subscription Plans
- Per-Bag Charges



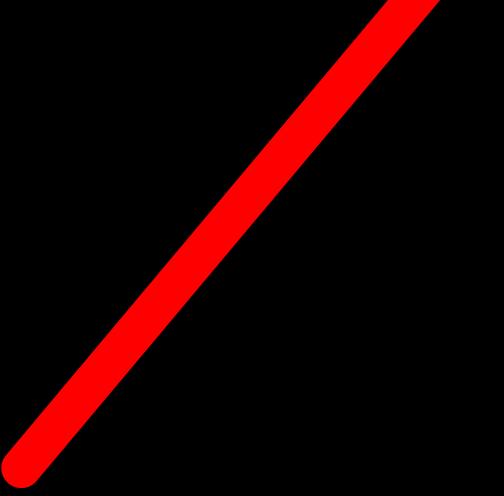
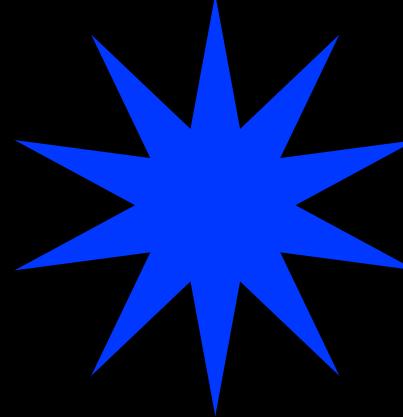
## One-Time Payment + AMC:

- Setup & Licensing Fees
- Annual Maintenance Contracts  
(AMC)



## Premium Add-Ons:

- End-to-End baggage tracking (Scaling)
- Data Monetization



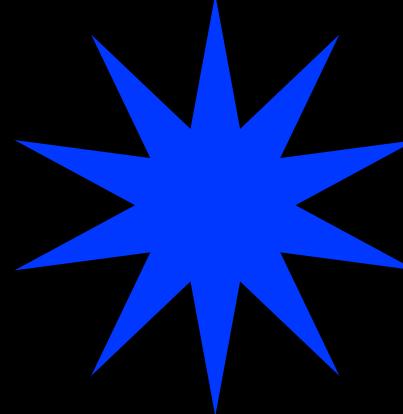
# THE FEEDBACK.



***"Definitely a fabulous idea to explore. One thing to specifically note would be that compliance and security are of the highest priority in an airport. You should look at how you can make your product compliant with the regulations of airports around the world."***

**Regional Manager  
Baggage Operations, Akasa Air**

“



# THE FEEDBACK.



*"RFID tags are very beneficial when anything in large quantities have to be tracked across a very specific route. They are much better than BLE for this use case where the path is pre-determined as they require no additional power source and tend to be much cheaper."*

**Service Delivery Lead,  
Amazon UAE  
(Bonus)**

“

# THE VENTURE.

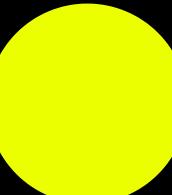
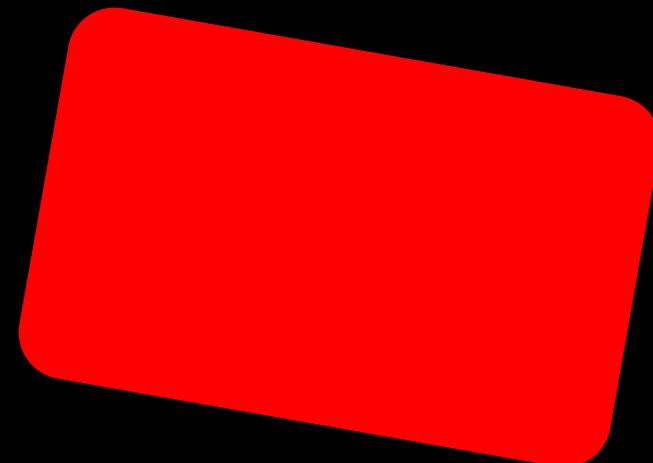


***"This idea has a lot of potential and would make the lives of so many global travellers like ourselves a million times easier!"***

***~ Chief People Officer, Violet Ventures***

# THANK YOU

Questions and Feedback :)





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