

# Light-sensitive alarm system

## Commercialising the Cookie Jar Alarm

### The road to commercialisation

Going forward, the Cookie Jar Alarm presents excellent potential for introduction as a commercial product. To achieve this transition, the product shape needs to evolve into a more generic anti-theft, silent-alarm type of device.

Amongst these changes, a redesign of the product casing stands out as the most obvious. The product needs repackaging into a much smaller, sleeker, self-contained unit, assumably a plastic casing that safely accommodates and protects the circuit boards and sensors.

The Arduino Yun part could either be refashioned into a generic base station for smart home applications, accepting multiple in-/outcoming connections from associated smart devices, or be done away with entirely, to be replaced with standard, integrated solutions such as Apple HomeKit. One could also imagine a standalone device where the Arduino Yun is integrated into the case and communicates with the internet without any additional base station.

### Target demographic

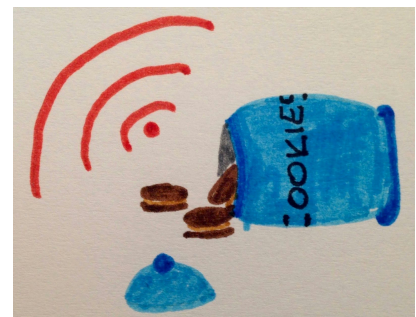
Anyone wanting to protect personal goods or (physical) information stored in opaque boxes.

- Office workers paranoid about colleagues nicking the cookies they bought and stored in the office kitchen fridge.
- Parents trying to keep their children away from cupboards/boxes containing dangerous and/or sensitive materials.
- Pet owners whose pets absolutely must not enter designated rooms.
- Hobbyist art collectors trying to prevent their sensitive collected goods from undue exposure to light.
- Visually disabled people that want to be notified if some container remained open.

### Possible marketing angles

#### The pitch

Your no-nonsense alarm for boxes with valuable content that you want to keep safe from prying eyes. Just put it in the box and you'll be notified whenever someone tries to invade your privacy. Easy to use, compact, reliable.



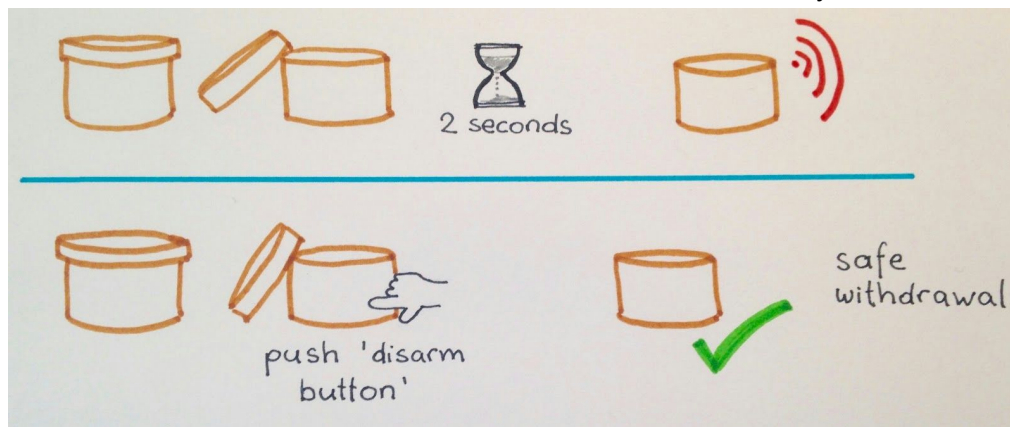
## Slogan ideas

- Safety from prying eyes
- Shine a light on privacy
- Keep out the light
- Somebody shining a light where it doesn't belong? You'll know.
- No more cookie theft
- Lights on thieves

## Product Manual

"Whenever the box is being opened, the alarm goes off within two seconds. You can disarm the alarm system by pushing the disarm button within these two seconds."

The manual would also contain information on how to configure the Twitter account that should receive the notifications, and how to clean the box safely.



## Potential for future extensions and add-ons

It would be conceivable, as described in the first section, to build the Yun part into a base station that coordinates various smart home devices in the apartment. It would then make sense to offer other kinds of satellite stations, e.g. motion detectors, audio detectors, etc. or alternatively, smart voltage meters, temperature sensors etc.