

CUSTOMER SEGMENTS:

Our customer segments are mainly people of financial background, gamers and streamers.

People usually use PCs or laptops but D2S offers a compact device which caters to this and provides a similar experience.

We are carving out a niche market and this is definitely not expected to be for the masses.

We plan to price the device at a higher markup especially initially as we target the early adopters. As demand increases we would reduce the markup linearly so we have sufficient capital for innovation or pivot the product appropriately.

We researched how Tesla created a similar plan and how it worked. We want to follow in its footsteps.

We have not yet researched the technical viability and we look to add more segments if possible.

Problems/Needs:

The single screen phone tends to limit their productivity and inhibit their efficiency.

The stock brokers, investment bankers and analysts tend to have to require multiple screens as they analyse a lot of data and graphs.

The streamers who now indulge in IRL (in real life) streaming tend to want to have multiple screens. For example - one showing their camera footage and the other showing the chat.

The gamers need multiple screens as it increases their functionality. The games can thus look much better and be more complex.

Audio and Video editors would have an easier time with using the D2S as they need multiple screens in order to edit.

We have not yet considered the technical viability. We plan to research all the failed multi screen phones more thoroughly to get a good idea of what not to do.

Dual screen phones in the market currently also are very heavy and bulky. Extensive number of use cases as it offers display of multiple apps at once.

Solutions:

Samsung's solutions were the Samsung Fold and Samsung Flip phones. The Samsung Fold however was preferred due to its convenience and overall better mechanics to fit to the user's preferences. The Flip was the cheaper of the two but it still couldn't sell more. Customers felt the hinge was felt more often on the Flip phone which seemed to be an inconvenience.

Both phones overall had camera issues likely due to the internal hardware space which was taken up by the hinge. Battery life also had to be compromised due to this issue. The Samsung Flip particularly also had an alarming number of overheating issues.

Since the OS was still in early development, there were also frequent lag issues.

The Samsung Fold overall definitely had an edge over the Flip. It was just a better design and the users were more satisfied with their purchase.

Samsung Flip and Fold- camera issues, lagging issues, overheating problems, very delicate screen and folding must be done with caution, lack of internal space(due to hinge), costlier than the Flip. Flip is not convenient and customers reported feeling the hinge which wasn't a good experience.

LG, the company which is the closest to Apple's philosophy in that it doesn't usually copy but sets standards. Its flagship LG Wing was great in terms of multi-utility. It however failed due to how costly it was and lack of a fast refresh rate.

TCL sliding screen phone -

The benefit of these phones is their sliding display, No hinge, much screen space full screen size that of an ipad mini, curved edges, and slight break in chassis, which creates the slide, where the user can pull the screen for a tablet effect. The report speculates that the sliding smartphone has one portion of the flexible display overlapping or bending over the other.

This design makes the phone much thicker. The rear part of the TCL concept phone reveals the extend portion with its non-glass back to support the display. This design has seemed to have solved the foldable issues of the samsung and moto razr in the market. The launch of the product was withdrawn due to the coronavirus pandemic.

Our Idea:

By comparing the benefits and the drawbacks of the above products we have decided to implement the sliding screen as our product feature which focuses on the niche market and not on the huge mass of people.

What we couldn't address - Dust/dirt on sliding part (scratches?)

TAM

With dual-screen comes ease and the factor of comfortability, even though we don't plan on catering to the masses, we've got a big market still,

1. Professionals from finance

Statistics suggest we've got over 116,000 people working in finance in the US with a median age of 44, we estimate to rake up 232 Million USD.

Even though the market seems to be small, the conversion rate in this field is high due to the high net worth individuals filled in the sector.

2. Gamers

The gaming market is a hot market right now and mobile gaming is catching up fast, across the world we have more than 2 Billion mobile gamers, and while the global market is huge we'll be focusing on the US market as a priority,

The US has 203 Million active mobile gamers and surprisingly 55% of the mobile gamers are in their 50s and only 8% of the mobile gamers are teenagers.

Estimating only 3% of the mobile gamers are our market (only 2-3% of mobile gamers splurge on/in mobile games) we get our TAM in gamers to be 4 Million gamers with an estimated revenue of 8 Billion USD.

3. Streamers

This happens to be a booming market still with lots of potential in the future, we've got about 7 Million streamers in the US and about 1 Million streamers who stream every day,

Considering these are untested markets we estimate our TAM with a conservative approach, 100,000 streamers are what we believe to be our market and the estimated revenue is 200 Million USD

The final TAM estimate is 4.2 Million with total revenue of 8.43 Billion USD.