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# iPhone SD

A Dual Screen Phone That Actually Matters

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# Why A Dual Screen iPhone?

Many have tried to bring the concept of multiple screen phone to the market but they have failed, the reasons are many, technical feasibility, cost constraints, limited market etc.

But now with our talented engineers at Apple we've made it possible to have a dual screen device which is relevant today.

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# Vision.

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

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# Who's the target? (Personas)

This piece of tech is new and that's why We are carving out a **niche market**

- **Financial Professionals**  
Safe and a high yield market
- **Gamers**  
A huge market, pure play of volume.
- **Streamers**  
A new market but a market with potential.

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# Unmet Needs

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

**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.**

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# Existing Solutions

**In the current market we have two major models for dual screen phone and both of them come from Samsung, they are Samsung fold and flip**

**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.**

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# Why Now?

**We are moving towards future and the future promises us convenience and with this dual screen model we assure the user to have a smooth and seamless experience with a bigger display.**

**Since the previous multiple screen phones have launched there has been plenty advancement in the tech and in the perception. What seemed to be redundant 5 years ago isn't anymore.**

**The appropriate tech, zeal for innovation and the timing is the answer for 'Why?'**

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# Use Scenarios

Talking about the ones hailing from the finance background,

Most of the finance bros go through a lot of data, graphs, excel sheets and countless number of slides. While they analyse this data and find correlations they'd often have to switch between multiple screens.

With iPhone SD their efficiency could be essentially doubled and we believe the ones who prioritize time and ease of doing things will absolutely love this product.

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# Market Size

- Statistics suggest we've got over 116,000 people working in finance in the US with a median age of 44, 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.
  - 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.
  - Streaming is an untested market, keeping our approach conservative we estimate our TAM to be 100,000+ streamers.
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**Zeroing on TAM of  
4.2 Million new tech users.**

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# Risks and dependencies

- Patent Issues, we've seen similar products coming soon into the market, the top contender we might clash with is the TLC Slide Phone.
  - Samsung having a bit of experience and success in the dual screen phone market, we plan on sourcing a few hardware components.
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# Team Members

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