
iPhone SD

A Dual Screen Phone That Actually Matters

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.

Vision.

People usually use PCs or laptops for work but the iPhone SD offers a compact device which caters to this and provides a similar experience.



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.

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.

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.

Existing Solutions

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.

Our Solution

We plan to make a smartphone with a sliding screen as well as getting multiple little features right like battery life, display and integration.

Use Scenarios

For executives,

Single screen can be used as for mundane tasks.

The second screen is opened for any form of multitasking.

The screens can have be a continuous display or two separate displays.

For gamers,

Games played only on a single screen can have a wider display.

Games that allow for it can have extra functionality.

Use Scenarios

For content creators,
Audio, video and other media can be split up on both screens
and separately edited and mixed later.
Streamers can stream and watch the live on the OBS one
screen and read the chat on the other.

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?'

Market Size

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.

Market Size

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.

Market Size

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.

Adoption Barriers

The main barriers to customer adoption seem to be-

- All dual-screen users are android-users. The conversion can be tricky but can be pulled off since this product is a combination of brand name and bleeding-edge tech.
 - The younger demographic may hesitate to spend but the specs of the phone in terms of display and speed can change that.
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Risks and Strategic Considerations

Dust and dirt settling on screen before closing. This can cause scratches on the screen but keeping the inner slanted downwards can cause it to stop. Further, the users must be cautioned.

Phone doesn't appeal to youngsters. Doubling down on the display and camera features so as to get premium picture & video.

The only other company developing a phone with similar design is TCL but their software is inferior and they don't have as big a brand name.

**Recommendation
Go!**

Thank you

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