



# PROJECT PROPOSAL REQUIREMENTS

## START-UP PROJECT PROPOSAL

Technopreneurship Course

College of Information and Communications Technology

Instructor: Daniel A. Neri, DIT , Jhonalyn B. Lardizabal, MIT

Group Name / Company Name: Group 14

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### I. EXECUTIVE SUMMARY

Business Name: SmartCam: Intelligent, Safety, Security & Energy System

Nature of Business: Development of an AI-powered smart surveillance and energy management system for homes and small businesses.

Mission Statement: To provide intelligent, efficient, and reliable solutions for safety, security, and energy conservation through smart technology.

Vision Statement: To become the leading innovator in integrated smart home and security systems in the Philippines.

Business Concept Overview: SmartCam combines AI-driven surveillance, motion detection, and smart energy monitoring into one unified system. It enhances safety and reduces electricity consumption by automatically managing connected devices and providing real-time alerts via mobile application.

Target Market: Homeowners, small business owners, and property managers seeking affordable smart security and energy efficiency solutions.

Competitive Advantage: Integration of security and energy-saving features, AI analytics, and mobile control accessibility.

Funding Requirement: ₱400,000 initial capital for hardware prototyping, software development, and marketing.

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### II. COMPANY DESCRIPTION

Type of Business Ownership: Partnership

Company Location: San Fernando City, La Union (Hybrid office setup and online operations)

Business Model: Product sales and subscription-based revenue for monitoring and cloud storage services.

Objectives and Goals:

- Deploy 100 SmartCam units in the first year.
- Develop a stable monitoring app with 95% uptime.
- Expand product line to include smart plugs and sensors by Year 2.

Unique Selling Proposition (USP): A single, intelligent device that provides both security and energy efficiency with AI-powered automation.

### III. PRODUCT OR SERVICE DESCRIPTION

Product/Service Name: SmartCam: Intelligent, Safety, Security & Energy System

Description: A smart home system integrating security cameras, sensors, and energy control modules. The system includes:

- Motion detection and face recognition.
- Automatic light and appliance management.
- Real-time mobile notifications and energy usage reports.

Prototype / Mock-up: Camera prototype, SmartCam mobile dashboard, and energy analytics display.

Innovation: Uses AI to learn household patterns and automatically adjust energy use while maintaining security.

Value Proposition: Offers peace of mind and cost savings through intelligent safety and energy management.

### IV. MARKET ANALYSIS

Industry Overview: The Philippine smart home and security market is rapidly growing as households adopt IoT and energy-efficient technologies.

Target Market Profile: Middle-class homeowners and small entrepreneurs aged 25-55

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interested in security and energy-saving systems.

**Market Needs:** Affordable, reliable, and easy-to-install smart devices that provide both protection and energy efficiency.

**Market Trends:** Rising awareness of home automation, IoT integration, and sustainability in energy consumption.

**Competitor Analysis:** Most current systems focus solely on security; SmartCam differentiates itself by combining safety and energy intelligence.

### V. MARKETING PLAN

**Branding and Positioning:** SmartCam is positioned as the “Smart Guardian for Every Home and Business.”

**Pricing Strategy:** ₱5,000 per unit with optional ₱299/month subscription for cloud storage and remote monitoring.

**Promotion Strategy:** Social media campaigns, tech fairs, local hardware partnerships, and online demos.

**Distribution Channel:** Online sales via Shopee and Lazada, plus direct distribution to local appliance and tech stores.

**Sales Forecast:** ₱1.2M in gross sales by the end of Year 1 with a projected growth of 30% annually.

### VI. OPERATIONAL PLAN

**Operational Workflow:** Hardware assembly → Software integration → Testing → Distribution → Customer setup and support.

**Technology Requirements:** AI and IoT integration (Raspberry Pi, ESP32), Flutter for mobile app, Firebase backend.

**Suppliers / Partners:** Local electronics suppliers, AI software vendors, and hardware assemblers.

**Key Activities and Milestones:** Prototype (Month 1-3), Beta Test (Month 4-5), Product Launch (Month 6).



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### VII. MANAGEMENT AND ORGANIZATION

Organizational Structure: CEO, CTO, Product Engineer, Marketing Manager, Customer Support Lead.

Roles and Responsibilities:

- CEO: Strategic planning, partnerships
- CTO: System architecture and technical supervision
- Product Engineer: Hardware and AI integration
- Marketing Manager: Promotion and market analysis
- Customer Support Lead: Client engagement and troubleshooting

Advisers / Mentors: Prof. Daniel A. Neri, DIT; SmartTech PH Innovation Hub

### VIII. FINANCIAL PLAN

Start-up Capital Requirement: ₱400,000

Sources of Fund: ₱250,000 from founders, ₱150,000 from external investors.

Projected Expenses:

- Hardware prototyping (₱150,000)
- Software and AI development (₱120,000)
- Marketing (₱80,000)
- Operations and logistics (₱50,000)

Projected Income Statement (1 Year): Expected gross profit of ₱500,000 by the end of Year 1.

### IX. SOCIAL IMPACT AND SUSTAINABILITY

Community Impact: Improves safety and reduces electricity costs in households and small businesses.

Environmental Considerations: Encourages responsible energy use and supports sustainable living.

Ethical Practices: Commitment to user data privacy and affordable technology for all income levels.



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### X. CONCLUSION AND RECOMMENDATION

SmartCam offers a forward-thinking solution that merges safety, security, and energy efficiency into one system. Its innovative features and sustainable design position it as a strong candidate for startup incubation and investment.