



S M A R T
C O N T
A I N E R

|



Team MorningTide Final Presentation



who is it for?



If you want to have a better morning, this might be what you want

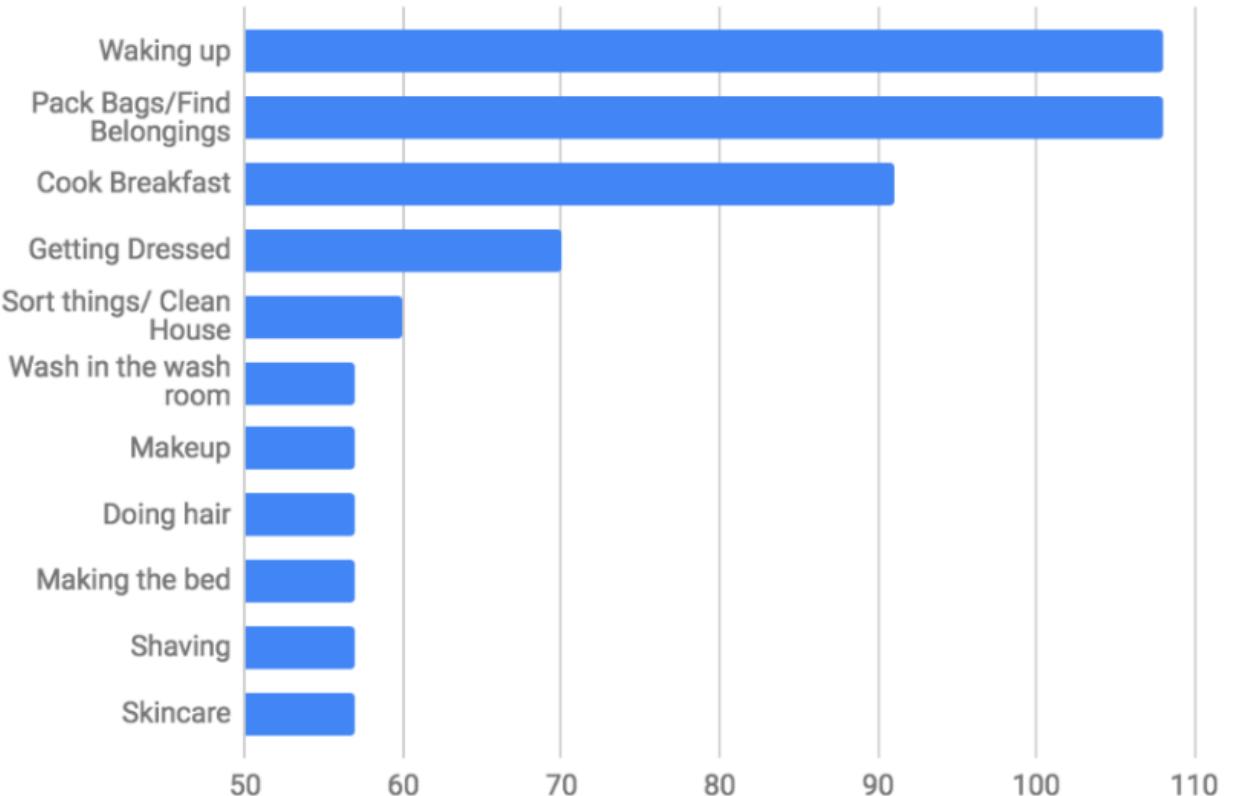


Find it hard to wake up in the morning?
Always sleep through the alarm?
Set up 5 alarms to make sure you won't
be late for work?



Washbasin is always a mess?
Always overwhelmed by the products
you use in the morning?
Want to put your toothbrushes and
toothpaste in place and keep them
clean?

waking up
is the hardest
amongst all
morning routine



target customers

Office Workers & Students
Hotel Customers

problem definition

1. A better solution for waking up in the morning
2. An organizer to keep bathroom tidier and cleaner





what —
does it do?

key features



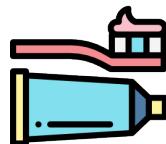
App Control



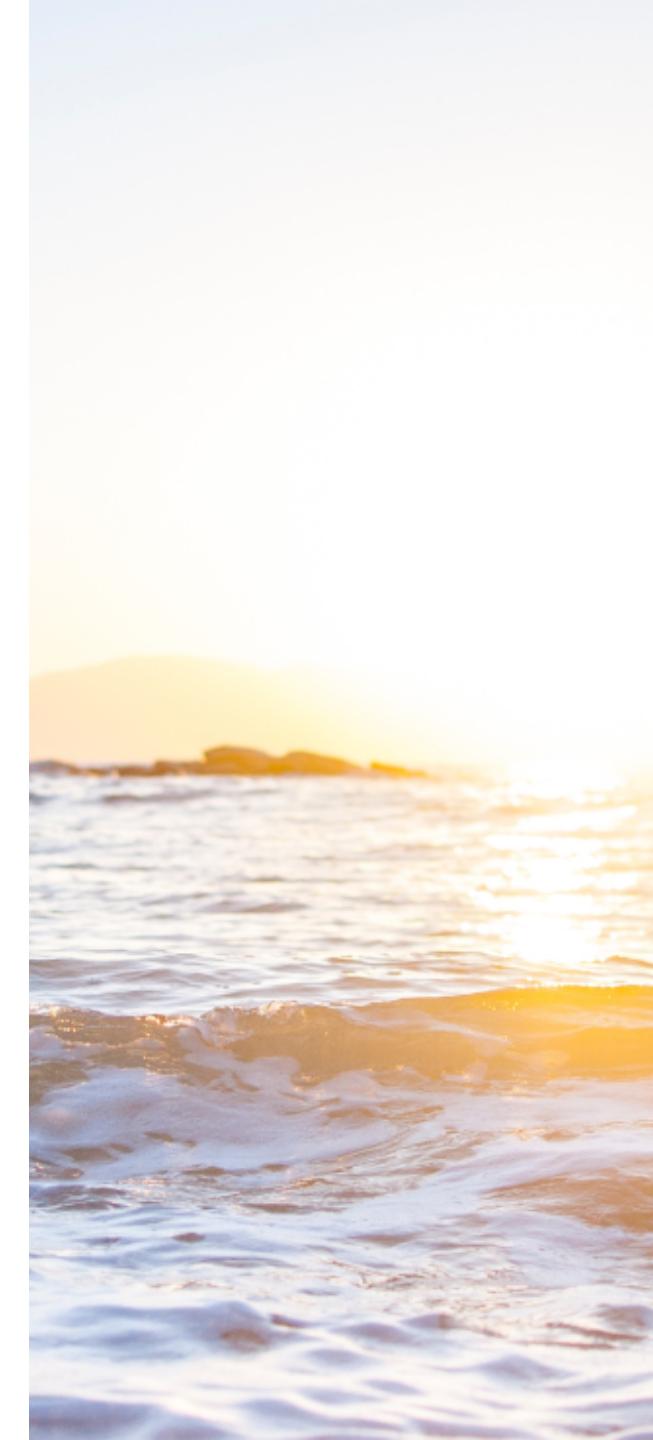
Wakeup Alarm
+ Phone holder



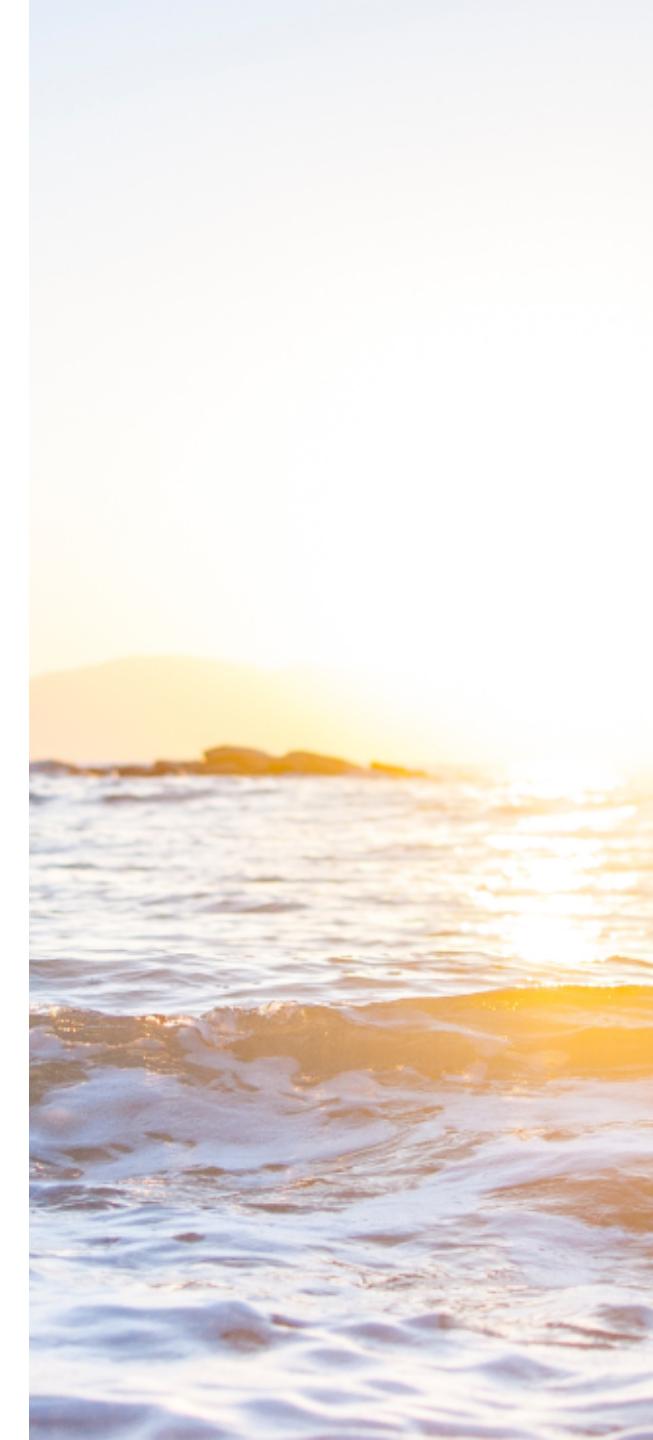
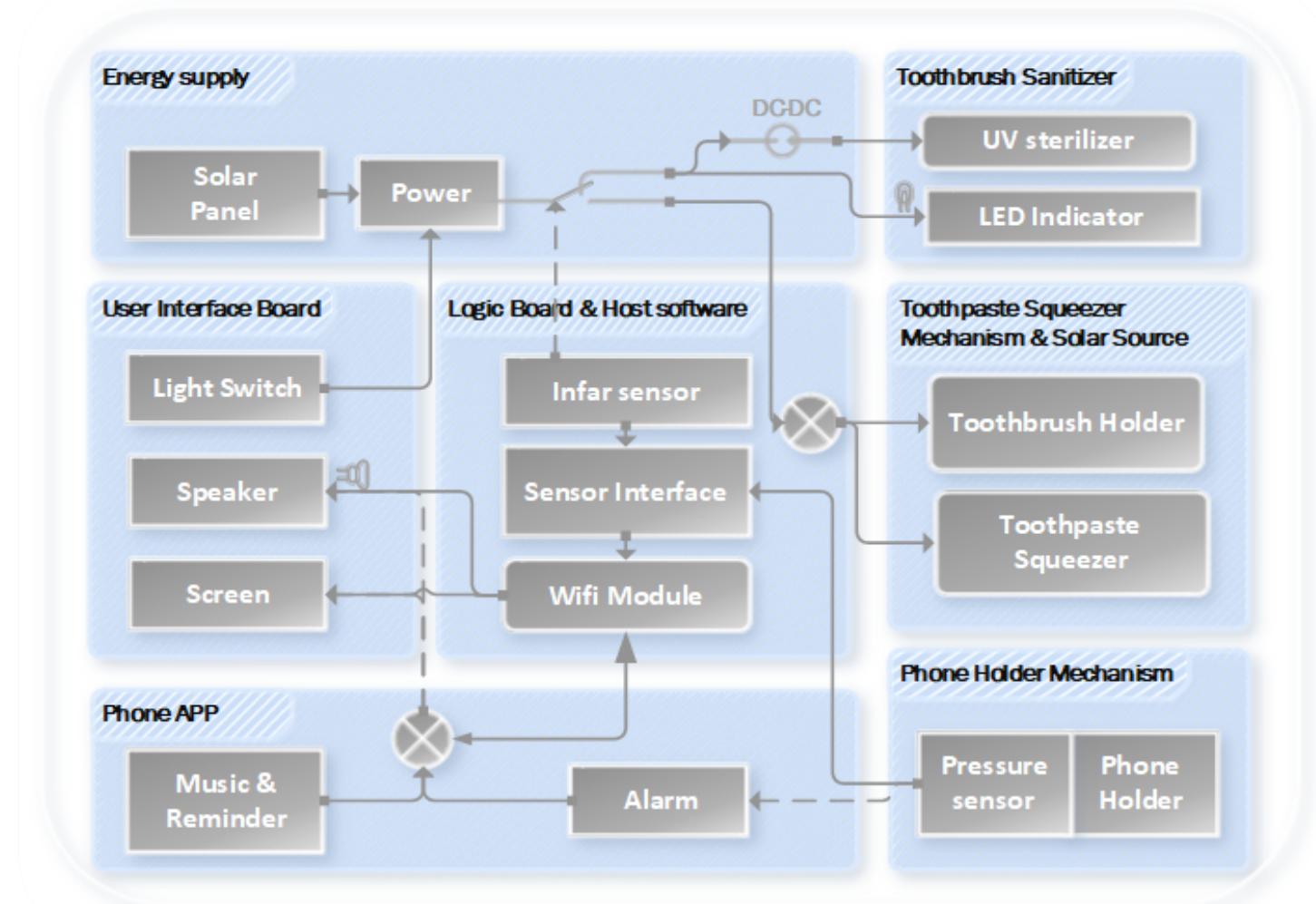
Toothbrush Sanitizer

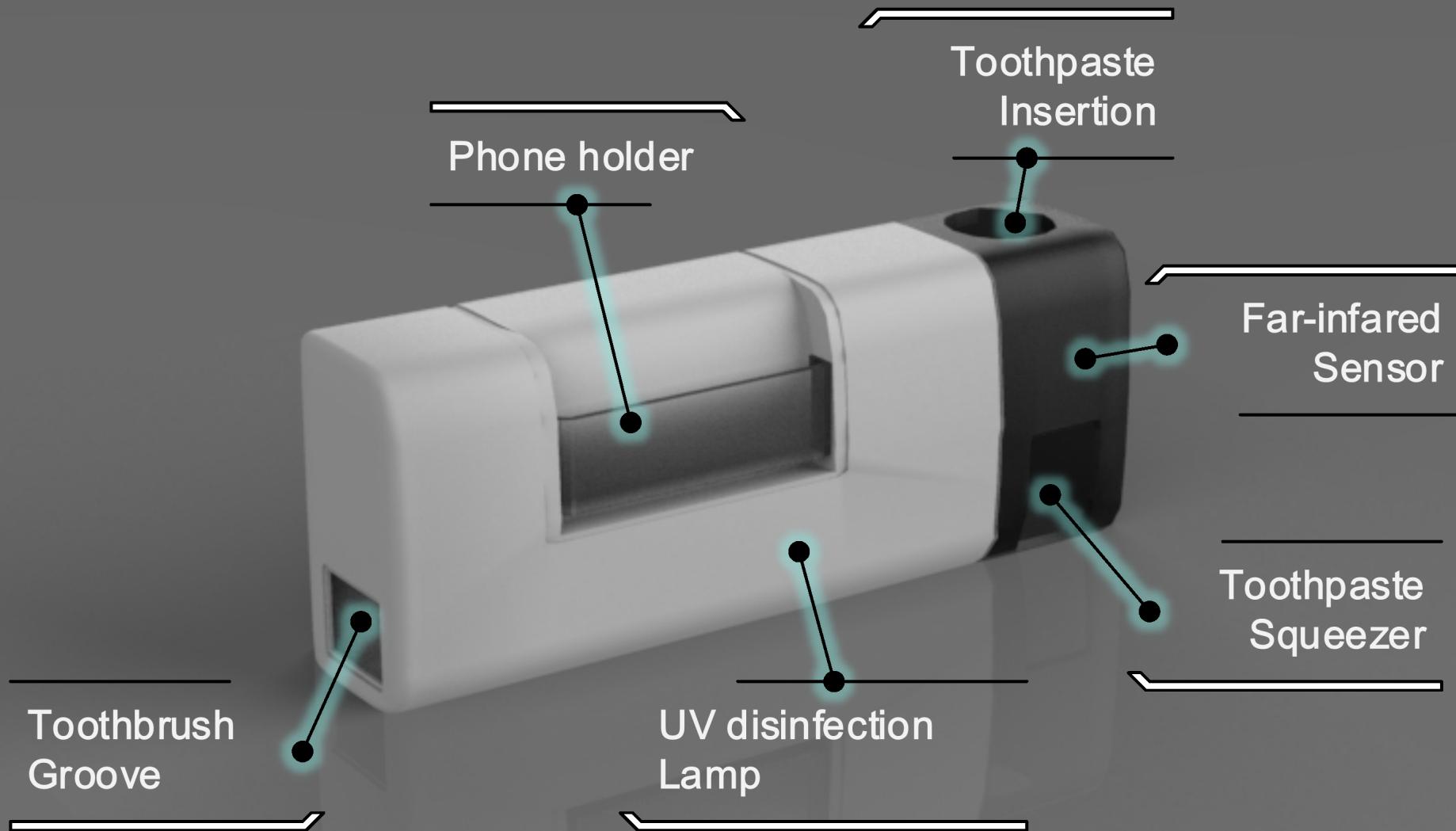


Toothpaste Squeezer



cfp glassbox





ALARM CONTROL

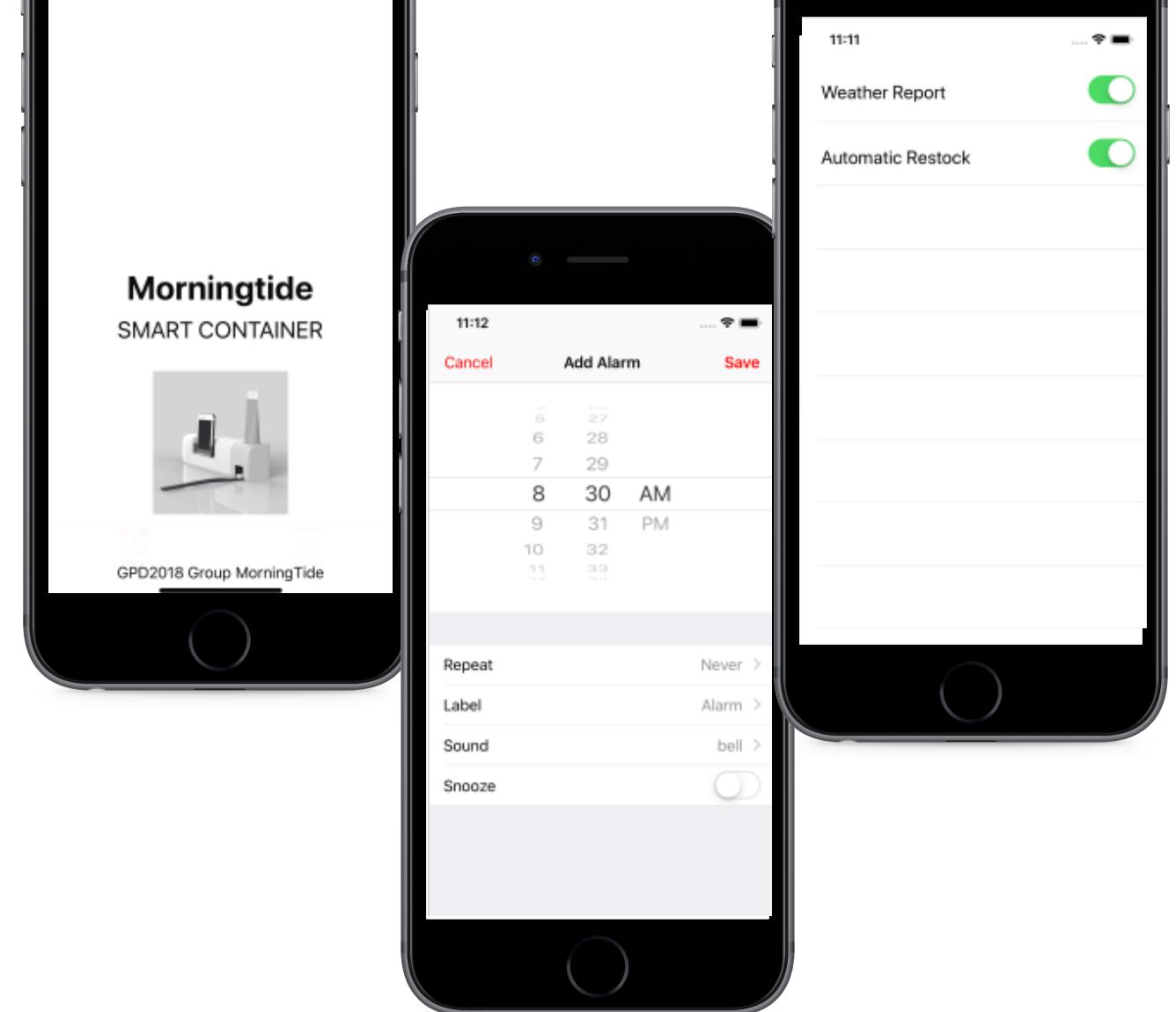
Add and edit alarm:

Set repeat, sound, snooze

REMINDER SETTINGS

Set the reminder for the morning

Weather report, music players or other
features



cfp glassbox

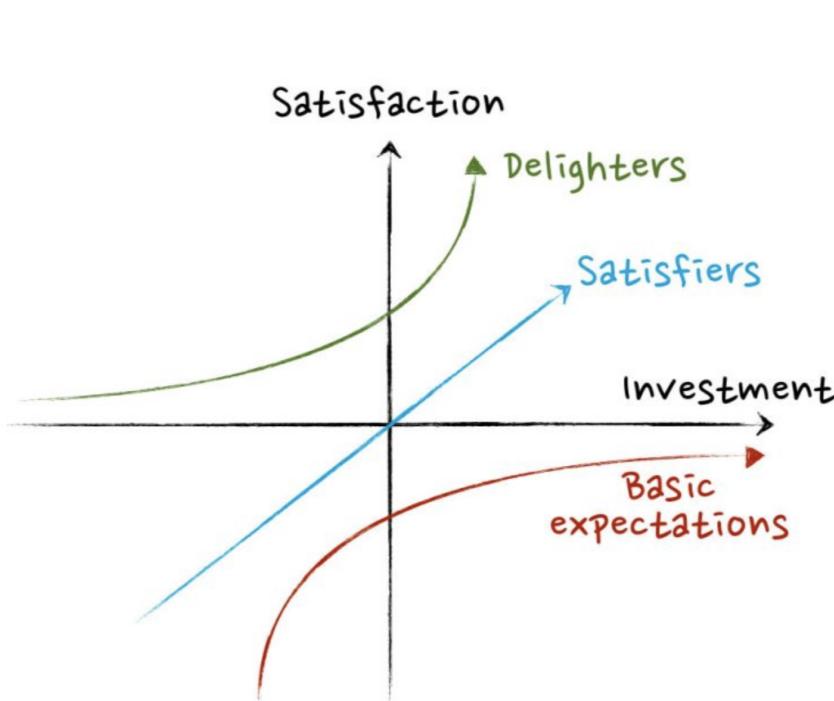


why
we need it?

evaluation matrix

	Area	Engineering Metrics																			
		Customer Requirements		Energy		Geometry		Modules		Coating		Appearance		Motion		Sound		Physical controls		APP controls	
		Customer Weights	endurance	consumption	charging	Dimension	Shape	Phone	Customization	Amount	Special function	Waterproof	Antiskid	Attractive	Rapid	Moving distance	phone speaker	product speaker	buttons	touch screen	check product amount
Design makes the product attractive		9					9	-3						9	3		-3	3	6	-3	
portable		1				9															
Small enough to fit in the sink/on the wall		9				9															
Modular		6						-3	9	6	-3						3				
customized/special modular(for toothbrush, toothpaste, etc.)		6						6	9	9											
easy disassembly		6								-3	9						-6	-3	3	-3	
Battery Storage, Home supply hygiene		4	9	3	9	-3															
quick fetch		9								6					9	6					
Bathroom: Humid, narrow space, room temperature		7										9	6								
Wakeup Alarm		9																			
Alarm clock stop automatically upon completing of the necessary washing routine		8																			
APP control		6																			
Clock & Weather report		1																			
Memo& Notification		5																		9	
customized alarm		3																		6	
Automatic bathroom supplies purchasing		1																		6	
Record and analysis of product consumption		6																		6	
Play Music		4															9			6	
Less than 30 USD		6																			
Sum	Raw score	36	12	36	78	81	-9	108	36	72	117	42	81	81	81	0	-9	9	72	84	
1008	Relative Weight	4%	1%	4%	8%	8%	-1%	11%	4%	7%	12%	4%	8%	8%	8%	0%	-1%	1%	7%	8%	
	Rankings	11	15	11	7	4	18	2	11	9	1	11	4	4	3	17	18	16	8	20	

market analysis



BASIC NEEDS

Effective Waking
Alarm
Suitable for Bathroom
Clean



DELIGHTERS

Music Player
Weather Report
Toothpaste Squeezer
Reminder
Consumption
Analysis



PERFORMANCE FACTORS

Storage: Quick-Fetch
Material: Waterproof
Cleanness: UV Disinfection

business canvas

Key partners: Hotels, Retail Stores	Key Activities Marketing, Production, App Development, Logistics, Feedback survey, Improvement	Value propositions: deliver IoT solutions for waking up efficiently and keeping the basin clean	Customer Relationships Remarks on E-commerce platforms; Self-media advertising Hotel promoting	Customers Office workers: living alone or with a partner; Busy but want to be healthy; Limited living space. Students: living in dorm that owns/ shares bathroom with another one Hotels
Key suppliers: Manufacturers of the UV lamp, battery, electronic components etc; customized shell manufacturer	Key Resources Mainly high-end markets: villas (retail, engineering), smart communities (engineering) Growing markets: smart hotels (engineering) and smart offices (engineering), but slowest in the smart home (retail) market.		Channels Both E-commerce platforms and Hypostatic stores	
Consumptions: Toothpaste producer	Cost structures Cost of R&D: CMF & Engineering Design Cost of Goods: Material & Manufacture Cost of sales: Advertising, Licensing, Inventory Depreciation, Logistics ...			Revenue Streams App Revenue Sales from E-commerce platforms Sales from Hypostatic stores Sales from Hotel Corporations

Future expects – tech trends

2018-2023

intelligent rate of living appliances

1.5 tri ¥

2020

total market demand of smart appliances

20%

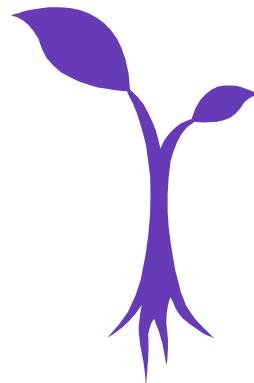
Today

smart object revolution

Sensorial, Systematic, Self, Shared

4S
Steps

business plan



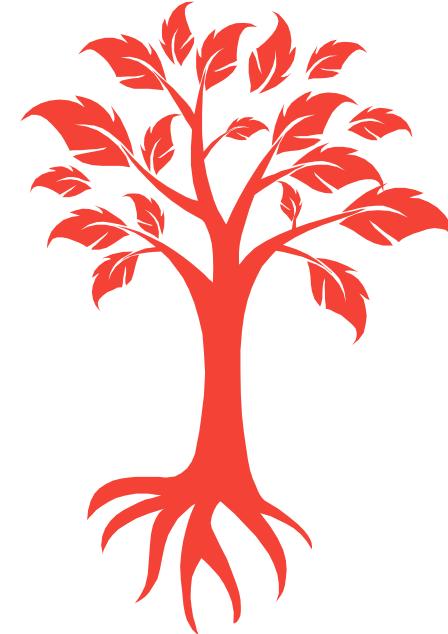
IoT needs



prototype



engineering sample



small batch
and development



team members



Hongyu Chen

Team Leader



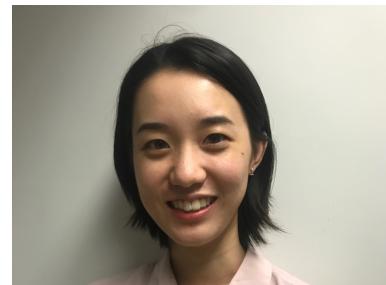
Jingwen Ma

Graphics & Poster Design
Video Making



Mengyu Li

Prototype Production



Yimeng Sun

Leaflet & Slides Design
Software Developing



Dennis Chen

Software Developing

thank you.

WHAT QUESTIONS DO YOU HAVE
FOR US?

