

5th Workshop for entrepreneurship

Project Group A
Barhdadi Abdelfattah
Bourai Kamal
El Hadj Islam
Golgoun S. Mohammad
Yari Sadegh
Yadav Atul K.
Mentor: Prof. D. Parker


Introduction

- **Smartphone manufacturers are working on putting more and more applications on Smartphones because this is the trend.**
- **This will require more and more battery life. The companies would have to spend very significant sums of money to improve the hardware to achieve this. Our idea can help spare them this huge investment by...**


To be continued


Idea

- 
- How much you like smartphones?

- 
- How many times in average you need to charge your smartphone?
 - **3-4/week more or less???**

- 
- How much does a smartphone cost in average?
 - **500 euros/unit**

- 
- If you go to phone shops and you have two options →
 - **buy the normal smartphone or buy the Saving Energy Smartphone the SESMART?**

- 
- If YES, how much are you willing to pay for it?
 - **200 Euros plus, 100 maybe??**



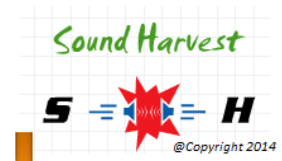
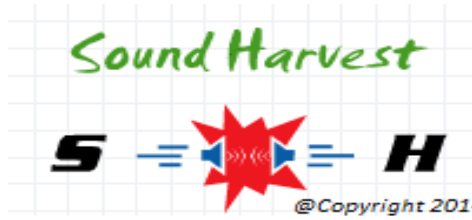
- We are an ambitious team, engineers and physicist who are going to :



❑ You don't have to buy a specific mobile phone

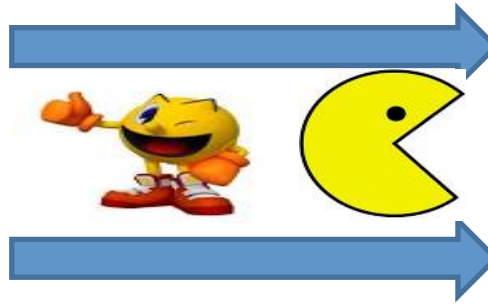


➤ It comes within the **COVER** that you put your smartphone in and **THE COVER CHARGES THE PHONE.**



Shout

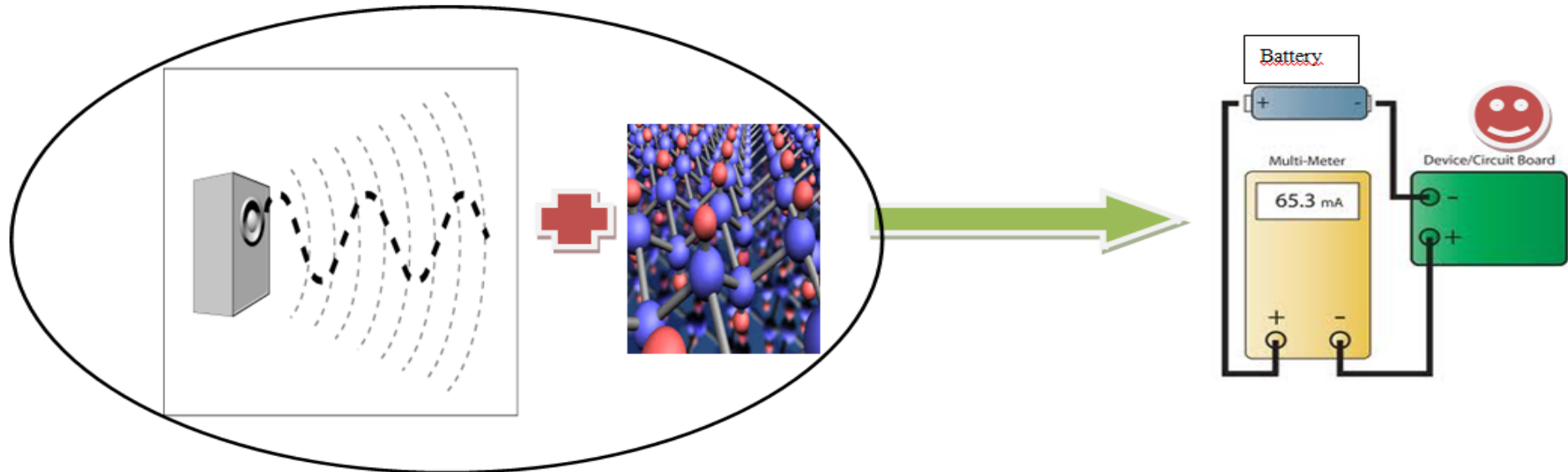
Sound



we are Here

we Hear

we Harvest



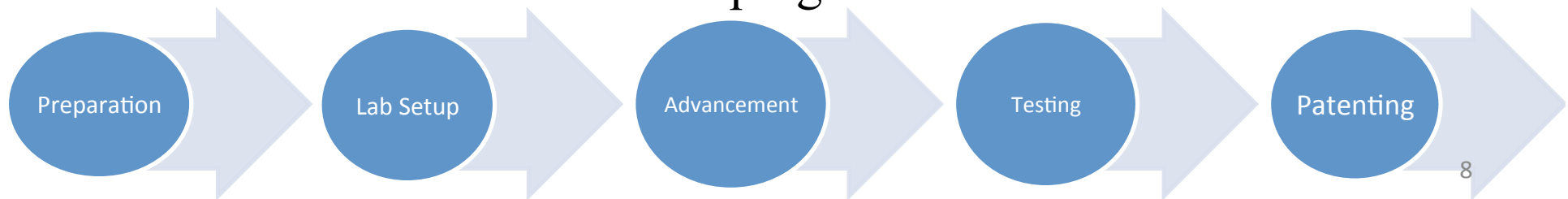
Technology Development

- ✓ Setting up the technological team
 - ❑ Electronics
 - ❑ Acoustics
 - ❑ Communications
 - ❑ Industrial design
 - ❑ Social science
- ✓ Bringing the idea from research group on to the paper
- ✓ Design the whole system - functionality
 - ❑ Define the elements and probable PCBs
- ✓ Provide the LAB with the comp
 - ❑ Buying from providers (California M
 - ❑ Ordering to manufacturers (APC, Sn



http://spinoff.nasa.gov/Spinoff2007/ip_9.html

- ✓ Setting up the system
 - Special lab (acoustic lab equipped with control systems)
- ✓ Trying, trying and trying to find the mistakes and errors and re-design
- ✓ Finalize the prototype
- ✓ Producing few prototypes
- ✓ Test the prototype in the LAB and real field
- ✓ Check the environmental criteria for obtaining the certificates
- ✓ Apply for the certificates
- ✓ Performing survey to get feed back to improve the system
- ✓ Research and developing



Sales and Marketing

- The business opportunity : The company that truly succeeds in both **hardware** and software will dominate the market
- Smartphone market still increasing

Year	2009	2010	2011	2012	2013	2014	2015
Million smartphones	173	236	306	380	456	533	619

Smartphone market sales flow (Source: Coda Research Consultancy)

- Major customers
 - Mobile phone companies or sell it on the market to ordinary people
- Major applications of the product
 - Supplying smart phone batteries
 - Supplying any other equipment using batteries (Laptop, tablet, and similar products)
 - Implement sound charging stations in big cities
- Potential competition
 - New battery generation (low consumption)
 - New materials development can be used for battery
 - Low coast, high efficiency solar cells (perovskite)

Manufacturing

Outsourcing

Because it is cheaper than setting our own manufacturing plant

There is a company (Automatic Manufacturing Limited based in Hong Kong) that manufactures the required customized components we need with UL,CE regulatory standards

Good for exit strategy

Assembling

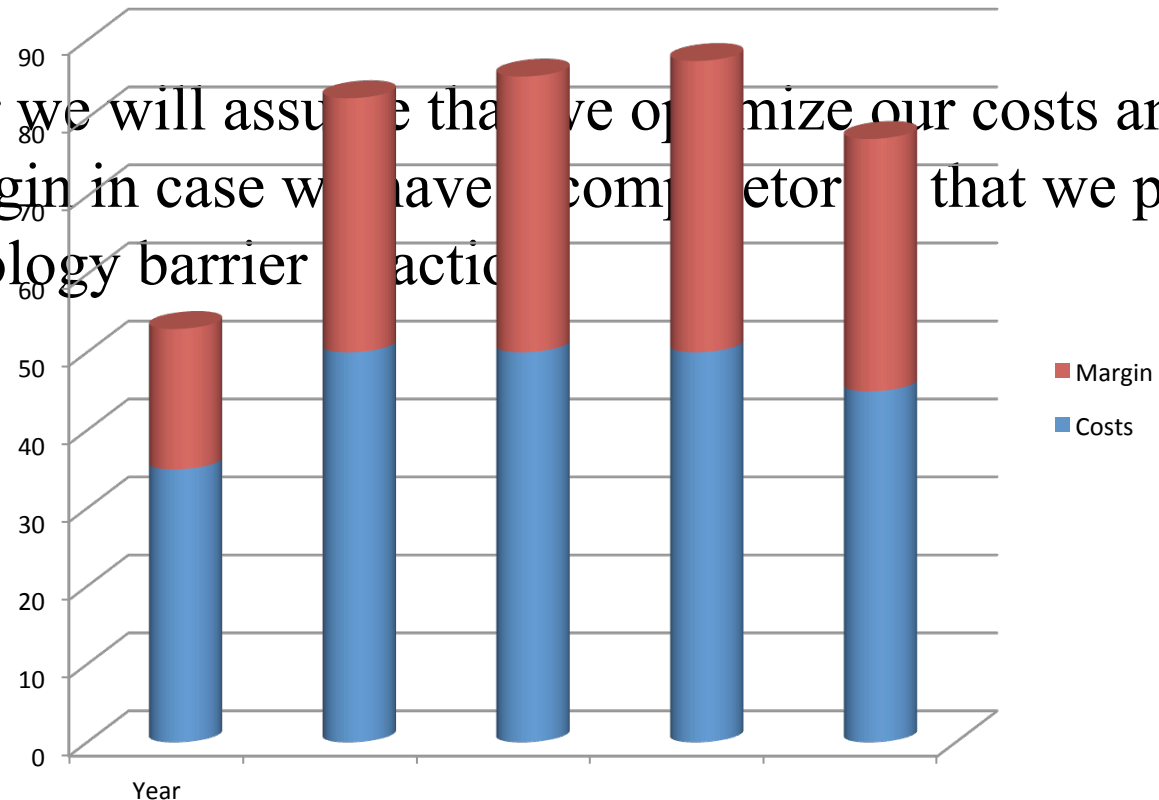
We are doing integration of all components supplied by AML by sub-contracting
(Good for exit strategy)

This will include :
Quality Assurance
Quality Control
Packing
Product will be supplied to us and stored in our Warehouses

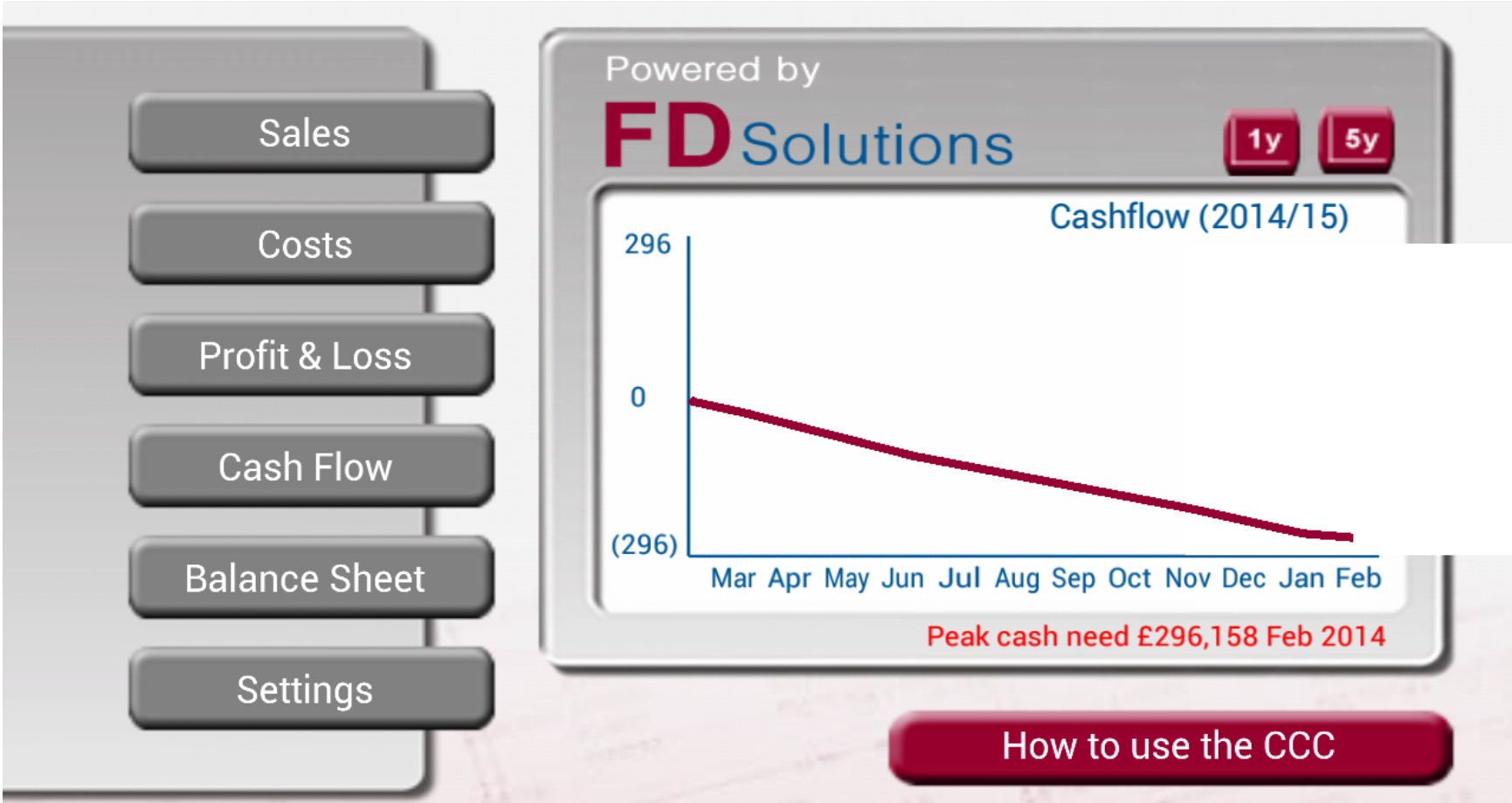
✓ For the first two years our selling price will be low and our production costs will be high.

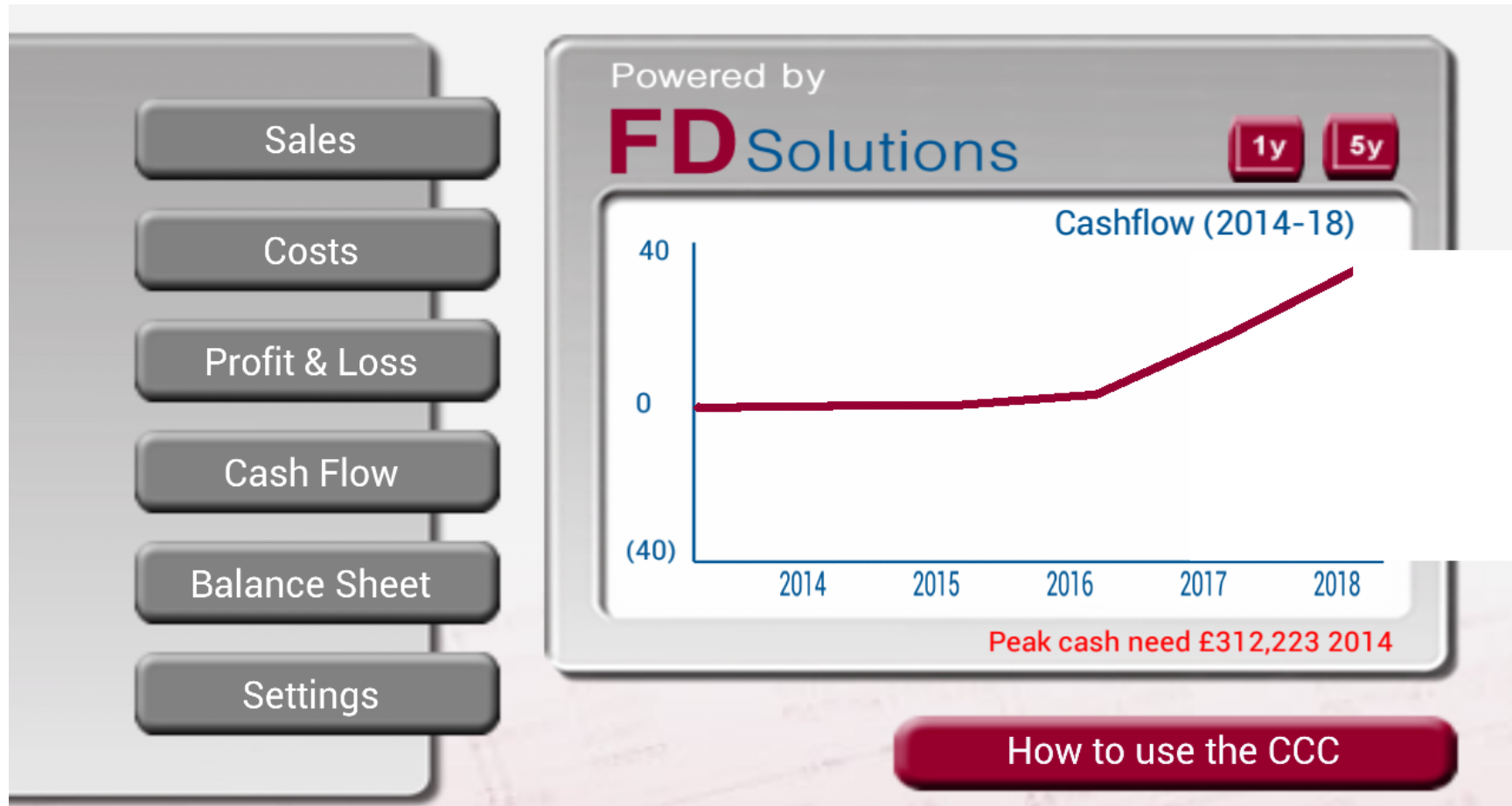
✓ For the next 2 years we will achieve significant market penetration.

✓ For the fifth year we will assume that we optimize our costs and we reduce our margin in case we have a competitor that we put the cost and technology barrier in action.



Finance and raising funds





- We will need a sum of 50K£ to run research activities for the first 6 months
- We will be needing 500K£ to jump the dark first three months of 2015
- Our ROI = $23 * 0.75 * 20M£ = 345M£$ value
- We are going to discuss with big M.P companies to ask for funds and in return the chosen company will have the first option for 3 moths to negotiate for access to our product.
- Our backup plan is to raise funds from governmental agencies or Angel investors or even use our own money.



Applauding us will charge our phones
Applauding us will fill our pockets

- <http://bgr.com/2013/11/26/smartphones-average-selling-price/>

MANUFACTURING (2)

Year n°	1	2	3	4	5
A Unit Sales Price (net of sales tax,VAT)	35	50	50	50	45
Cost of Sales workings					
Materials	4	4	3	2	2
Import Duty on materials	1,5	1,5	1	1	1
Labour (direct wages)	2	3	3	3	3
Other Direct Costs	1	2	2	1,5	1,5
Delivery costs (to customer)	1	0,5	0,25	0,25	0,25
Transport Insurance	0,5	0,02	0,02	0,02	0,02
Duty (e.g export duty)	0	0,1	0,02	0,02	0,02
Bank charges on sales receipts	1	0,8	0,1	0,1	0,1
Commissions to sales agents	0,5	0,5	0,25	0,25	0,25
Depreciation of assets used for production	4	3	3	3	3
Other Direct/ Variable Costs	1,5	2	2	1,5	1,5
B Total Costs of Sales	17	17,4	14,64	12,64	12,64
C=A-B Gross Profit or Margin value	18	32,6	35,36	37,36	32,36
=C/A% Gross Profit% or Gross Margin %	51%	65%	71%	75%	72%
Costs of sales	17	17,4	14,64	12,64	12,64
Mark up	2,06	2,87	3,42	3,96	3,56
Sales price	35	50	50	50	45
Margin	18	32,6	35,36	37,36	32,36
Gross Profit% or Gross Margin %	51%	65%	71%	75%	72%