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| --- | --- | --- |
| Business Model Canvas (Buzz Band) | | |
|  | | * Fit Bit * Apple Watch * Garmin * Health App |
| Updated (11/8) | * Samsung Gear S2 * Apple Watch (determined as competitor vs partner) * Garmin * Fit Bit (determined as competitor vs partner) * **Sleep apps (how long are you asleep/track sleeping)** | |
| Updated(11/15) | * **Garmin** * **Sleep Apps (examples)**   + Deep sleep with Andrew Johnson   + Nature Sounds Relax and Sleep   + Pzizz Sleep   + Relax Melodies | |
| Final Draft (11/24) | * **Garmin** * **Sleep Apps (examples)**   + Deep sleep with Andrew Johnson   + Nature Sounds Relax and Sleep   + Pzizz Sleep  Relax Melodies | |
|  | | * Market Product * Test/create product * Prototyping * Market approval   + Focus groups   + Control groups   + Does it work? |
| Updated (11/8) | * Test/create   + Determined no screen (no clock), just the band itself   + Mat rubber band   + Micro USB charger * App on your phone   + Preset/ you can personalize when, how strong the vibration/ vibration patterns, time intervals * Market approval   + Focus groups     - Determined that we are focusing on 14-30 age group. Focusing on students, young adults, high school students, | |
| Updated (11/15) | * Test/create   + Determined no screen (no clock), just the band itself   + Mat rubber band   + Micro USB charger   + Watch clasp to close band/ harder to take off * App on your phone   + Preset/ you can personalize when, how strong the vibration/ vibration patterns, time intervals   + Starting off way simpler than we thought, do not want to overwhelm * Market approval   + Focus groups * Determined that we are focusing on 14-30 age group. Focusing on students, young adults, high school students   + Got feedback that those are the people who have trouble waking up in the morning | |
| Final Draft (11/24) | * Test/create   + Determined no screen (no clock), just the band itself   + Mat rubber band   + Micro USB charger   + Watch clasp to close band/ harder to take off * App on your phone   + Preset/ you can personalize when, how strong the vibration/ vibration patterns, time intervals   + Starting off way simpler than we thought, do not want to overwhelm * Market approval   + Focus groups * Determined that we are focusing on 14-30 age group. Focusing on students, young adults, high school students  Got feedback that those are the people who have trouble waking up in the morning | |
|  | | * Factory * Employees   + Engineers   + Product designers   + Marketing team   + Salesmen * Business Team |
| Updated (11/8) | * Factory * Employees   + Engineers     - Minimize size     - Small chip that vibrates   + Product designers     - Different colors     - Designers that test/ ensure the product works/is effective. I.e tight enough to wake you up.   + Marketing team   + Salesmen * Business Team   + Young adults (can relate to target markets) | |
| Updated (11/15) | * Factory- Colombus Ohio (so it is near all of the partners) * Employees   + Engineers (3)     - Minimize size     - Small chip that vibrates   + Product designers (3)     - Different colors     - Designers that test/ ensure the product works/is effective. I.e tight enough to wake you up.   + Marketing team (key partners)   + Salesmen (key partners) * College internship   + Unpaid for the experience   + Opinions/ market input | |
| Final Draft (11/24) | * Factory- Colombus Ohio (so it is near all of the partners) * Employees   + Engineers (3)     - Minimize size     - Small chip that vibrates   + Product designers (3)     - Different colors     - Designers that test/ ensure the product works/is effective. I.e tight enough to wake you up.   + Marketing team (key partners)   + Salesmen (key partners) * College internship   + Unpaid for the experience  Opinions/ market input | |
|  | | * Accountability * Quality * Fair pricing * Technical support when needed * Needs to be satisfying   + Reliability of waking up/getting up on time daily * Comfort   + Small/ not bulky |
| Updated (11/8) | * Accountability   + Warranty’s   + Refunds if you are not satisfied * Quality   + Durable   + Comfortable   + easy buckles * Fair pricing   + Looking at about $30 * Technical support when needed * Needs to be satisfying   + Reliability of waking up/getting up on time daily * Small/ not bulky | |
| Updated (11/15) | * Accountability   + Warranty’s- 1 year   + Refunds if you are not satisfied- just have to do a survey in order to get money back (so we have feedback) * Quality   + Comfortable   + easy buckles- micro USB unlock? * Fair pricing   + Looking at about $20- lowered price because our survey said people would not pay that much money * Technical support when needed * Needs to be satisfying   + Reliability of waking up/getting up on time daily * Small/ not bulky   + One inch wide   + 3 main colors * **Durability**   + **Main difference from competitors** | |
| Final Draft (11/24) | * Accountability   + Warranty’s- 1 year   + Refunds if you are not satisfied- just have to do a survey in order to get money back (so we have feedback) * Quality   + Comfortable   + easy buckles- micro USB unlock? * Fair pricing   + Looking at about $20- lowered price because our survey said people would not pay that much money * Technical support when needed * Needs to be satisfying   + Reliability of waking up/getting up on time daily * Small/ not bulky   + One inch wide   + 3 main colors * **Durability** * **Main difference from competitors** | |
|  | | * Automated services   + They set up preferences |
| [Updated (11/8)](http://r.office.microsoft.com/r/rlidProjServerRoleGuides?clid=1033&app=winproj.exe&ver=12) | * Automated services   + App     - Customization for each day     - When you want to wake up     - How many warnings you get     - Different vibration patterns | |
| [Updated (11/15)](http://office.microsoft.com/en-us/project/HA102143771033.aspx) | * Automated services   + App     - Customization for each day     - When you want to wake up     - How many warnings you get     - Different vibration patterns     - How many steps do you walk before the “buzzing stops”   + Social media     - Facebook, Twitter, Instagram       * Create posts specifically to marketed to people who sleep in room with multiple people       * Interact with potential customers by liking and commenting on photos       * Give customer feedback   + App     - Contact       * Provide all contact information in the app       * Ask customers to rate app on app   + Satisfaction guarantee     - make it known that if customer isn’t satisfied with product in any way they get their money back or exchange for a new product | |
| [Final Draft (11/24)](http://office.microsoft.com/en-us/project/HA011587371033.aspx?pid=CH010685781033) | * Automated services   + App     - Customization for each day     - When you want to wake up     - How many warnings you get     - Different vibration patterns     - How many steps do you walk before the “buzzing stops”   + Social media     - Facebook, Twitter, Instagram       * Create posts specifically to marketed to people who sleep in room with multiple people       * Interact with potential customers by liking and commenting on photos       * Give customer feedback   + App     - Contact       * Provide all contact information in the app       * Ask customers to rate app on app   + Satisfaction guarantee * make it known that if customer isn’t satisfied with product in any way they get their money back or exchange for a new product | |
|  | | * Online sales * Stores   + Brookstone   + Bed Bath and Beyond   + Amazon   + Electronic stores   + Target/Walmart |
| Updated (11/8) | * Online sales * Stores   + Brookstone   + Bed Bath and Beyond   + Amazon   + Electronic stores * Target/Walmart * Best buy * Radio shack * Bookstores (Barnes and noble) * Drug stores | |
| Updated(11/15) | * Electronic stores * Book stores * Amazon   + Targeting bigger companies with the least amount of risk | |
| Final Draft (11/24) | * Electronic stores * Book stores * Amazon  Targeting bigger companies with the least amount of risk | |
|  | | * Anyone who has trouble waking up in the morning * Those hard of hearing * People who snooze their alarm and fall back asleep * Anyone who sleeps in the same room as someone else   + Spouse   + Siblings   + Roommates   + Elderly   + Hard of hearing   + College students   + Heavy sleepers |
| Updated (11/8) | * Anyone who has trouble waking up in the morning * People who snooze their alarm and fall back asleep * Anyone who sleeps in the same room as someone else   + Spouse   + Siblings   + Roommates   + College students   + Heavy sleepers   + **After our data, we realized the sound aspect of an alarm clock was not significant** | |
| Updated (11/15) | * Anyone who has trouble waking up in the morning * People who snooze their alarm and fall back asleep * Anyone who sleeps in the same room as someone else   + Spouse- not focusing as much anymore- smaller group where getting up is an issue   + Siblings- not focusing as much anymore- many kids have their own rooms, or don’t bother anyone when getting up   + **Roommates**   + **College students**   + **Young adults**   + Heavy sleepers * **After our data, we realized the sound aspect of an alarm clock was not significant** | |
| Final Draft (11/24) | * Anyone who has trouble waking up in the morning * People who snooze their alarm and fall back asleep * Anyone who sleeps in the same room as someone else   + Spouse- not focusing as much anymore- smaller group where getting up is an issue   + Siblings- not focusing as much anymore- many kids have their own rooms, or don’t bother anyone when getting up   + **Roommates**   + **College students**   + **Young adults**   + Heavy sleepers  **After our data, we realized the sound aspect of an alarm clock was not significant** | |
|  | | * Target production price= $5-10 * Factory space/ equipment * Research/testing * Sell product for $30 * Labor |
| Updated (11/8) | * Target production price   + Micro usb, programming chip, bluetooth, packaging, rubber = $6 * Factory space/ equipment * Research/testing   + Vibration power safe for humans   + Safety productions * Sell product for $30- still true * Labor   + Minimum wage   + Start off with 20 workers | |
| Updated (11/15) | * Lowering the amount of wages (lowered the amount of employees we are going to hire)   + Putting more work on the founders * Target production price   + Micro usb, programming chip, bluetooth, packaging, rubber = $6- trying to drop a lot lower * Factory space/ equipment * Research/testing   + Vibration power safe for humans   + Safety productions * Sell product for $10-20   + Found people use their phones as alarm clocks, so we have to convince them to buy additional hardware | |
| Final Draft (11/24) | * Lowering the amount of wages (lowered the amount of employees we are going to hire)   + Putting more work on the founders * Target production price   + Micro usb, programming chip, bluetooth, packaging, rubber = $6- trying to drop a lot lower * Factory space/ equipment * Research/testing   + Vibration power safe for humans   + Safety productions * Sell product for $10-20   + Found people use their phones as alarm clocks, so we have to convince them to buy additional hardware | |
|  | | * Will cost consumers $30 to buy * Sales * Sponsors * Advertisements * Word of mouth/ good referrals |
| Updated (11/8) | * Will cost consumers $30 to buy * Sales   + Discount bulk packs (packs of 4- family style) * Sponsors   + Athletes   + Famous people   + Funny people * Advertisements   + Online banners   + Emails   + TV advertisements * Word of mouth/ good referrals | |
| Updated (11/15) | * Cost to produce around $8   + Profit around $20 * Examples of advertisements: Pandora, Spotify, Youtube * Family pack discount offers-cheaper * Not aiming for a higher tech options in order to keep it simple | |
| Final Draft (11/24) | * Cost to produce around $8   + Profit around $20 * Examples of advertisements: Pandora, Spotify, Youtube * Family pack discount offers-cheaper * Not aiming for a higher tech options in order to keep it simple | |

**Objective:**

**Feedback**

* **Put on as an alarm clock**
* **Clasp not easy to take off \*\*\*\***
* **Competition?**
* **HOW are we going to make it cheaper?**
* **WHY buy our product over other competitors?**
  + **4 questions**
    - **What price? How much you willing to pay?**
      * **How much do you currently pay for your alarm clock?**
      * **Do you trouble getting up- market**
      * **What mode do you currently get up by? Sound, phone, etc**
      * **What is the best way you get up? Methods**
      * **Do you sleep with anything on you, aka bands, jewelry, etc?**

**“We don’t want to control your day, we just want to start it”**

**11/15 notes**

* **Design it**
* **Continued customer validation**
  + **Pulses**

**Final Presentation**

* **Where you started and where you finished**
* **Statistics**
* **Quotes**
* **Pitch**
  + **Make yourself different**
  + **Competitors**
  + **How we are different**