|  |
| --- |
| 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**