The Smart Fridge

MANA 124

Business Plan

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What is it??

- A luxury refrigerator that will be marketed to the high-end audience
- Aimed at those individuals who are interested in:
  - Easing the cooking and shopping process for their family
- Contains all of the typical refrigerator features, but with a twist
  - Built-in PC
    - Will be connected to the internet/home network
  - RFID tag reader
    - Categorize all contents

Features

- Built-in PC
  - Would allow users to monitor all of the contents that are in the refrigerator.
  - Set alerts for users when a particular item was low and when it was about to expire.
- The second major feature of the SmartFridge is the RFID tag reader.
  - Would allow users to scan all contents in their refrigerator and cupboards.
- Will be hooked up to all other appliances in the home.
  - User will be able to set alerts to remind others in the home.
- Will allow for complete integration and allow for a central control point in the kitchen.

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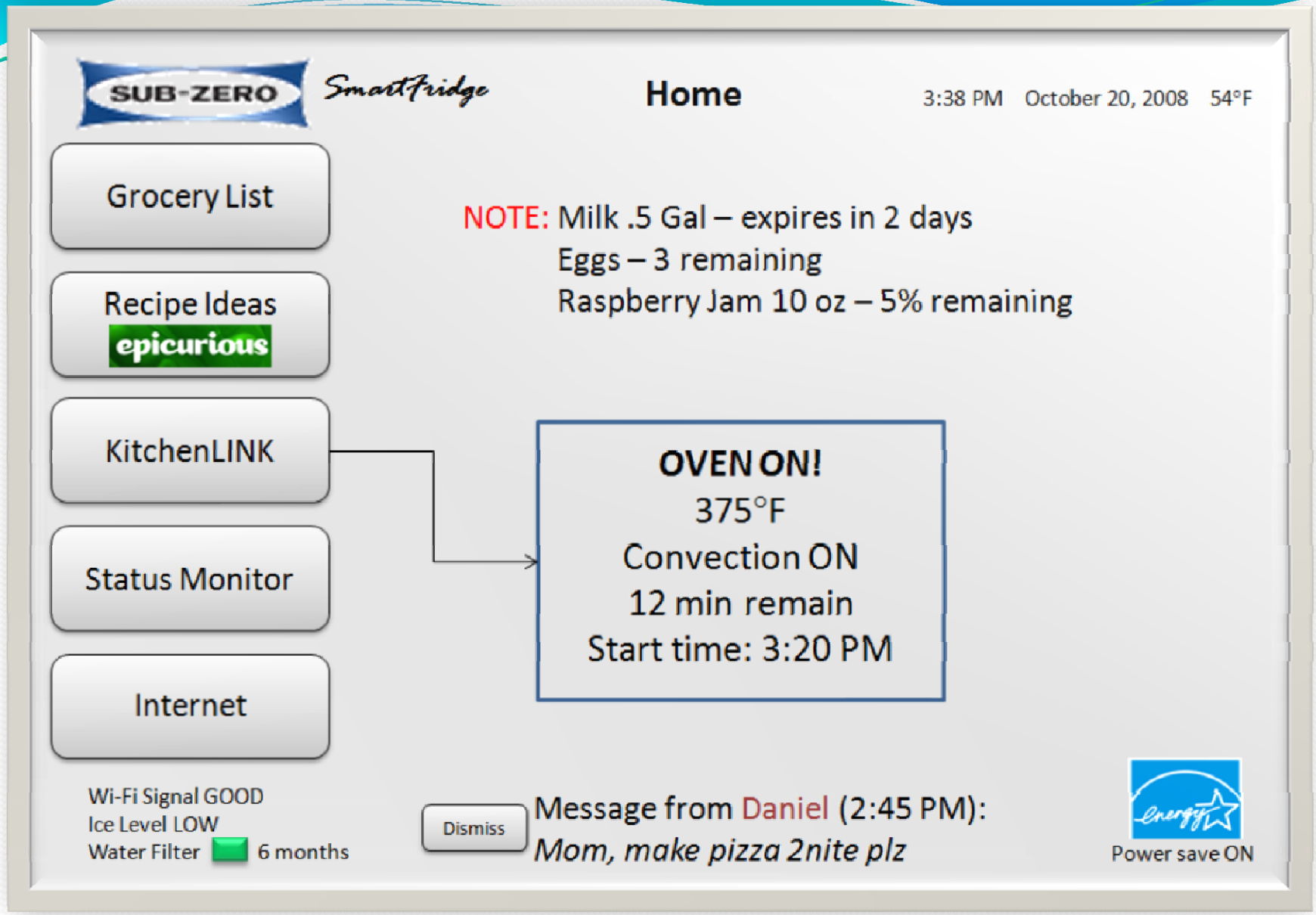

Touch screen display located on front of fridge

What it could look like:

Market Breakdown

- Ranges, cooktops, Ovens, Microwaves and Hoods
- Refrigerators and Freezers
- Clothes washers and dryers and dishwashing machines

Target Market

- Commercial Refrigeration
- Luxury kitchen product
- Middle-upper class
- Families!

- http://www.youtube.com/watch?v=yGgzG3SxQas

Who's Interested?

Possible Distributors

Risks

- Competition
  - Smart fridge prototypes currently being released
- BUT: they involve different features then our proposed fridge

Risks: Competition

- Kim Otto of Denmark's Innovation Lab
  - Designed a smart fridge concept that used the RFID reader to make the user aware of its contents
  - Since a working proto type is already released, this becomes a big risk for our product
  - Different features on our fridge

Risks: Competition

- Tesco
  - Teaming up with home builders to implement their new fridge in hundreds of homes
  - Mainly concerned with air locks, combination number, and an online food ordering service
  - Tesco's fridge will aim at the busy consumer, lacking time to grocery shop
    - Our fridge would sell to a different target market: the consumer that enjoys cooking and new recipes

The Risk of Going Public

- The release of financial information and profitability might encourage entry by competition
- Risks can lead to Rewards:
  - Successfully executing an IPO may lead to a partnership with existing dominant names in the fridge market such as Sub-Zero, Viking, Wolf, GE, Whirlpool and Kitchen Aid

Reward

- The smart fridge is a great investment because our technology will truly be ***disruptive***.
  - It will change…
    - The way people grocery shop
    - How people cook
    - Cost savings
    - Recipes/Marketing

Financial Arrangements

- Patent and license the concept instead of creating a new appliance company
  - Negotiate with Sub-Zero, Wolf, KitchenAid, etc.
- For existing technology: buy components wholesale
  - LCD touch-screen, PC, RFID antenna, weigh scale
- Develop Proprietary "SmartFridge" Software
  - User interface and inventory database
  - Joint venture with epicurious.com or similar recipe web site for accessing their recipes

Outstanding Issues

- Need to further develop ideas for measuring/sensing how much food is left
  - Some type of biometric or MRI scanner
  - Simple weigh scale
- What are the costs of R&D for any new technologies?
  - Could be too expensive to implement into production