



EMERITUS
INSTITUTE OF MANAGEMENT



PITCH DECK: LIFE CASE
MIT'S APPROACH TO DESIGN THINKING
<10/12/2017>



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LIFE CASE

Keys – Phone – Wallet

These are our essentials

How about combining them into ONE product?



LIFE CASE

Keys – Phone – Wallet

These are our essentials

How about combining them into ONE product?

What if this product can help us limit our smartphone addiction and enjoy the real life?



LIFE CASE



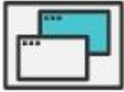

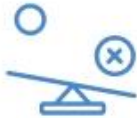




Is it real?

- Everyday Essentials of most people: keys, cell phone, cash/credit cards and ID's
- Everyday problems: inconvenient size and shape; separated products; damage/loss potential
- Primary needs: highly durable protective solution, sized to fit in back pocket or small purse and able to accommodate/protect medium-size cell phone, two keys, 2 ID's, 2 credit cards and some cash.
- Latent needs: Smartphone addiction preventing us to enjoy the real life.
- Opportunity: Develop a weather/shock proof, conveniently sized and shaped product, that could encompass all of the above user needs into a single solution, and partner with cellphone, car and/or lock manufacturers to develop a universal cell phone app that could fully deliver to the above expectations and offer the combined product as a value added to those manufacturers' core products.
- Quotes: "This wallet is a bit bigger for a pocket so I carry it in my purse/backpack."
"The wallet key holder gets rust out"
"They are separate and they can be misplaced."

Can we win it?

Competitor Analysis

Features		All-in-one proposed solution	Cell Car/door App	Wallet with key holder	Wifi door lock	Cell screen/Case	Regular wallet
	Durable	●	●	●	●	●	●
	Size that fits the pocket	●	●	●	●	●	●
	Shape that matches the pocket	●	●	●	●	●	●
	Convenient to carry	●	●	●	●	●	●
	Light weight	●	●	●	●	●	●
	Space for card keys, cards, cash	●	●	●	●	●	●
	Space for mobile phone	●	●	●	●	●	●

● Yes

● No

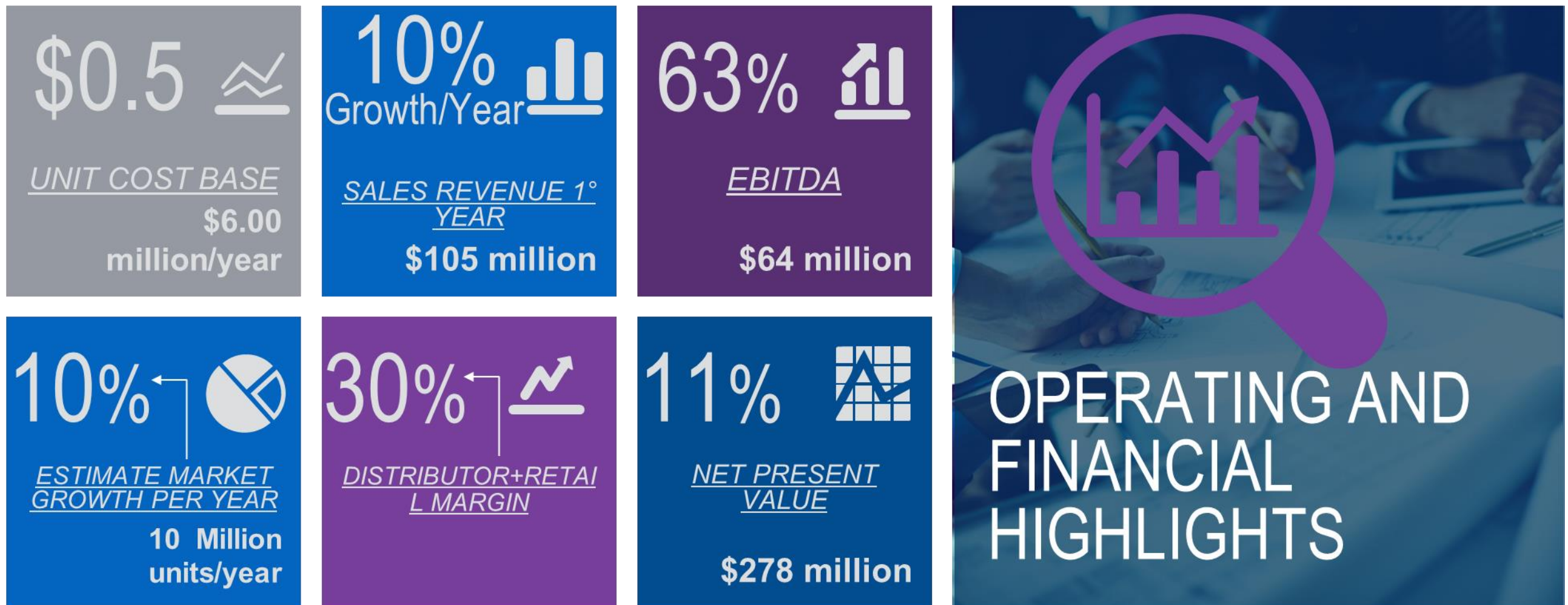
Is it Worth it?

Financial Analysis

HOW BIG IS MARKET ?	ENOUGH MARGIN TO COVER THIS INVESTMENT?	WHAT TYPE OF BUSINESS	COMPETITORS
<p>Mobiles phones around the globe are estimated to be 7,6 billion units.</p> <p>For case/wallets specialties market we estimate to be 760 Million</p>	<p>With low production cost, as an assumption we estimate that we can have a very good margin per unit.</p> <p>64 % EBITDA</p>	<p>Our assumption is to have a product to market business model, with manufacturing strategy to be low cost. Possible manufacturing in China.</p> <p>We estimate a annual sales growth of 10%/year</p>	<p>There are a lot of competitors around to world, but none of them with the integrated product that we are developing.</p> <p>We estimate that >90% of the market is commoditized.</p>
10%	64%	10%	90%

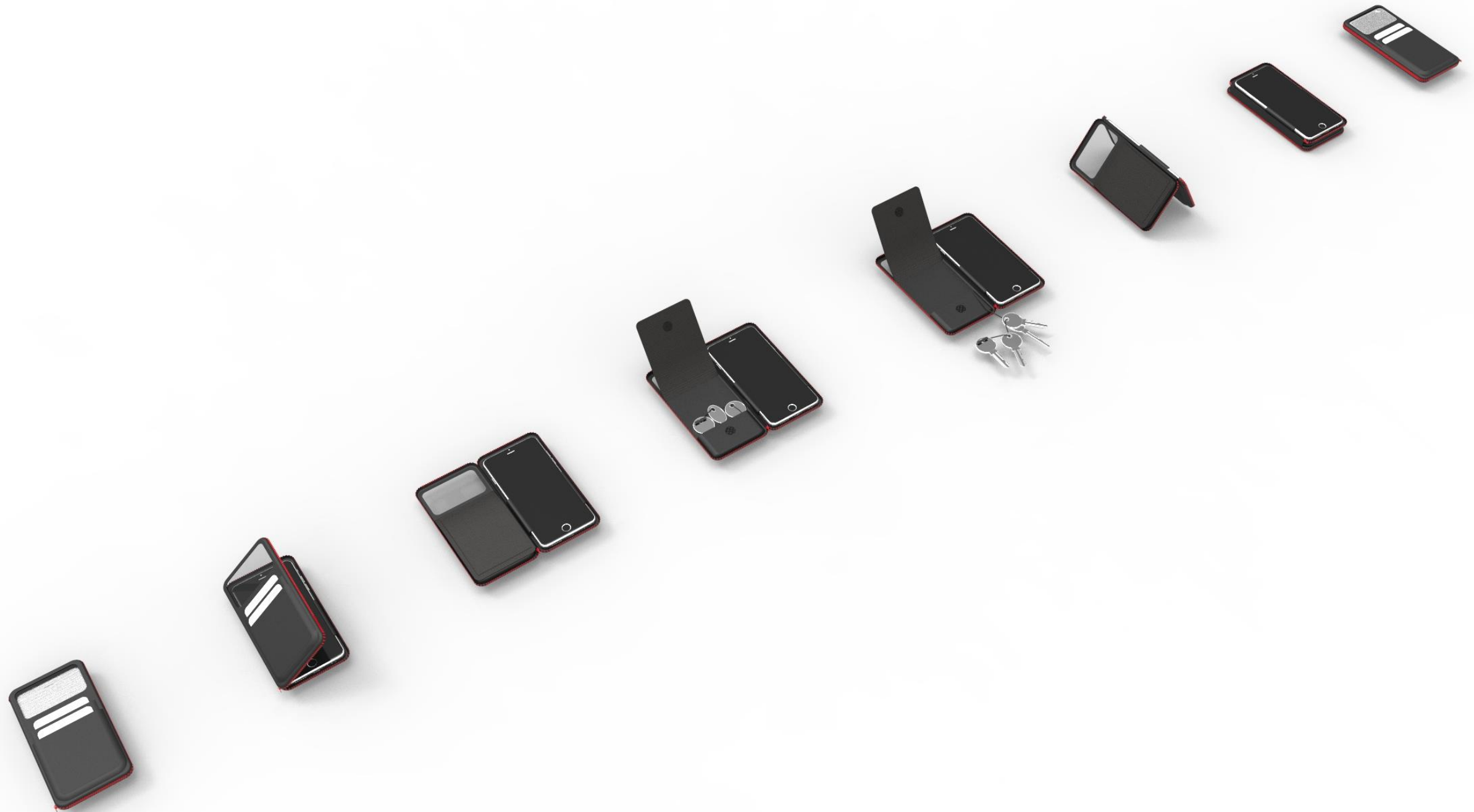
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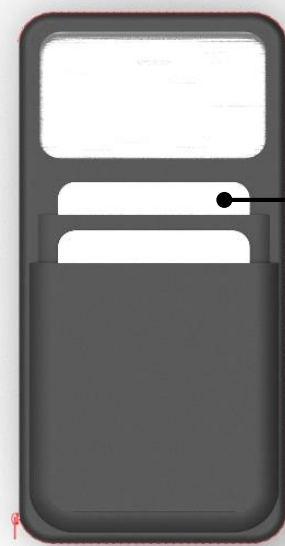


Assumptions: Product development + equipment + tooling+ production ramp up+ marketing and support estimated \$ 16,50 MM

LIFE CASE



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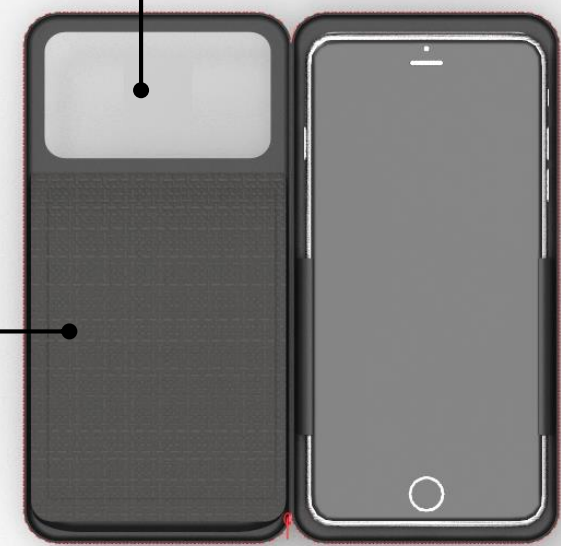


Credit cards: 4
Two from each side



Transparent plastic to
check who's calling

(the bottom is similar for
camera use)



Cash pocket
protected from
dust & water

LIFE CASE



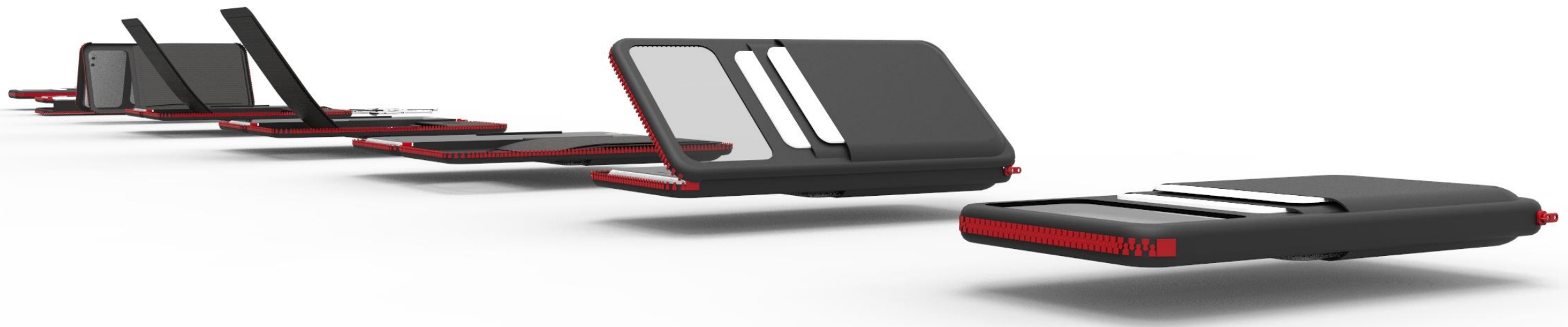
Key Pocket

The Keys are attached to
an elastic wire fixed
inside the pocket



LIFE CASE

The case is perfectly sealed with a zipper to protect from water and dust



LIFE CASE



LIFE CASE



The transparent plastic allows us to check who's calling without being intrusive.



The phone being in a closed case, we will unconsciously check our phone less.

LIFE CASE

The case is made with rubber, from recycled tires.



LIFE CASE

Cash is stored in a pocket inside the case.



LIFE CASE



LIFE CASE



LIFE CASE





Thank you for improving our knowledge and expanding our minds.