

# EITT

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## Smart Home Stock

Presentation



TÉCNICO LISBOA

# Team members

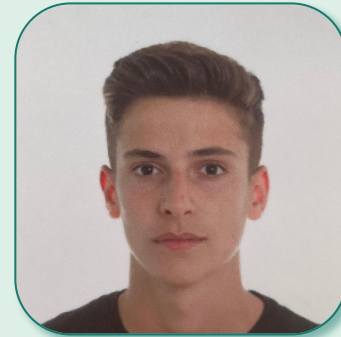
SMART HOME STOCK



**Ricardo Fiúza**  
HARDWARE TEAM  
PROJECT MANAGER



**Rafaela Pereira**  
HARDWARE TEAM  
MARKETING



**Renato Simões**  
SOFTWARE TEAM  
BUSINESS PLANER



**Tiago Ferreira**  
SOFTWARE TEAM  
DESIGNER



# Our Technology

# Our Technology

SMART HOME STOCK

## Smart Storage System



Automatic tracking



Real-time recognition

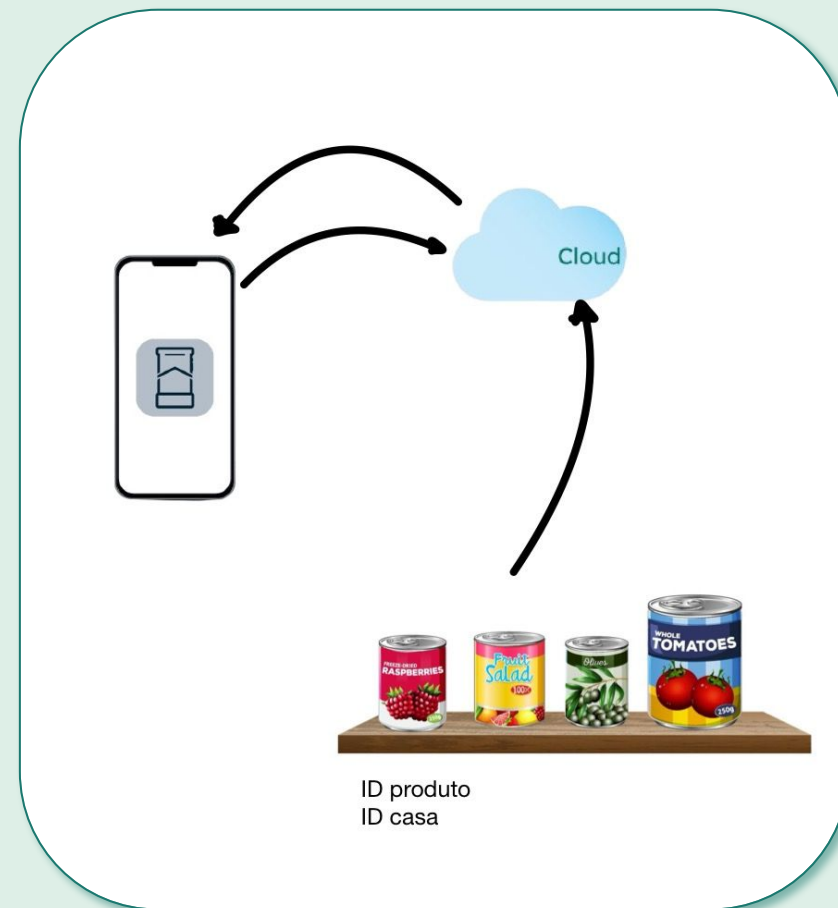


App with smart alerts



AI consumption prediction

**"Always know what you have. Never forget what you need."**



# Our Technology

SMART HOME STOCK



# Our Technology

SMART HOME STOCK

## Stay Connected to Your Pantry — Anytime, Anywhere



**Real-Time Inventory & Notifications**



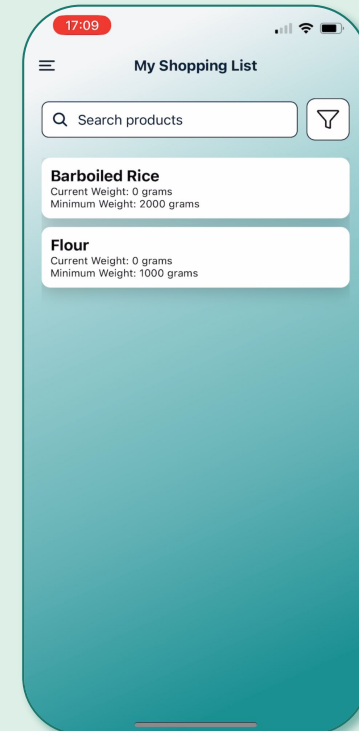
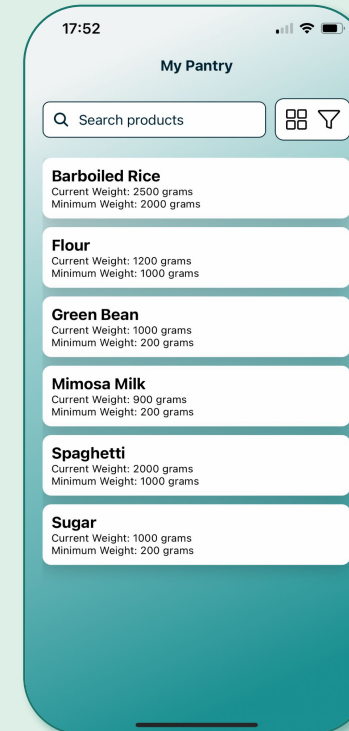
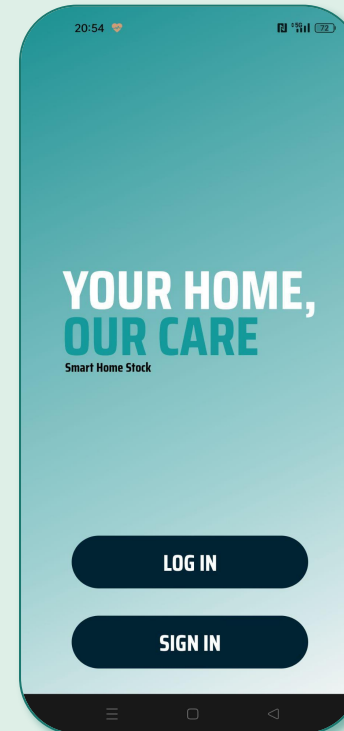
**Multi-Device Sync & Shared Access**



**Smart Suggestions & Shopping Integration**



**Automated Data Processing with AI**



# Our Technology

SMART HOME STOCK

Camera

LEDs

Smart shelves





**Growing  
Market  
Opportunity**

# Market Opportunity

SMART HOME STOCK

## Global Market Overview

**Rapidly Growing Market: Smart Kitchens & Inventory Automation**

**Specially in USA and China**

# Market Opportunity - Global Market Overview

SMART HOME STOCK



## Smart Home

\$121.6B in 2024



\$633.2B by 2032



## Smart Kitchen

\$20.9B in 2024



\$84.2B by 2031



## Smart Kitchen Appliances

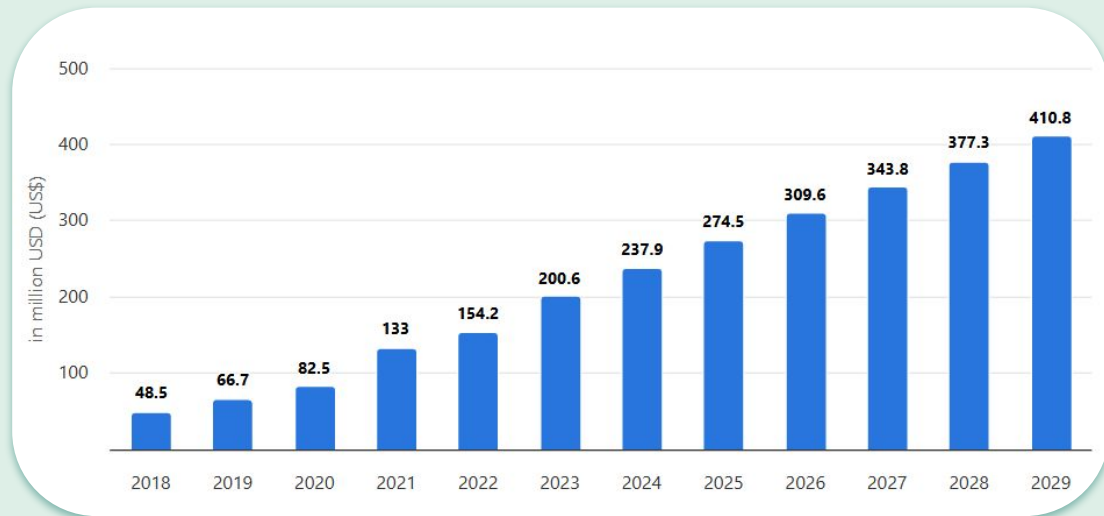
\$19.9B in 2024



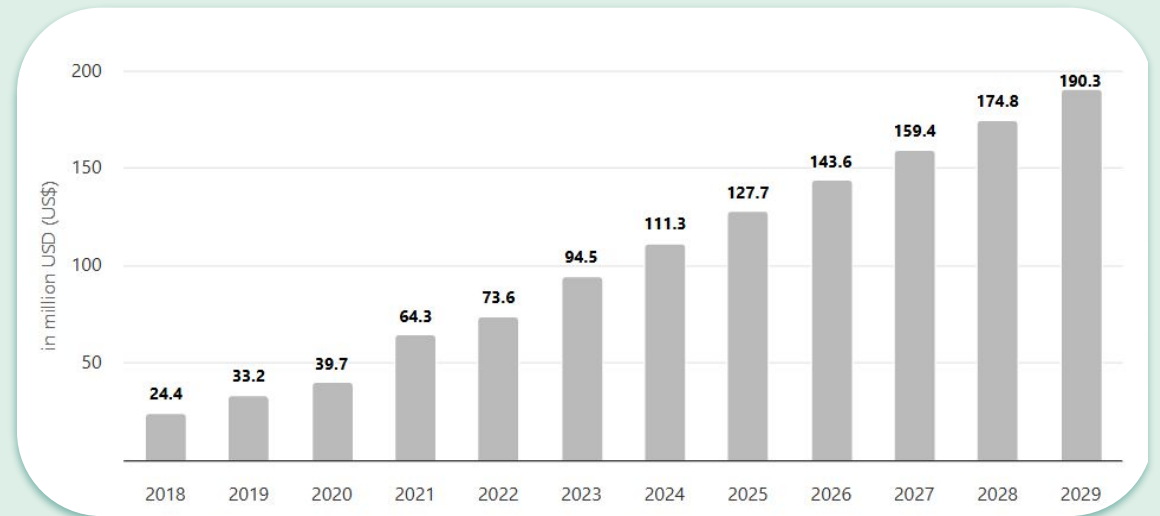
\$55.9B by 2032

# Market Opportunity - Portugal

## SMART HOME STOCK



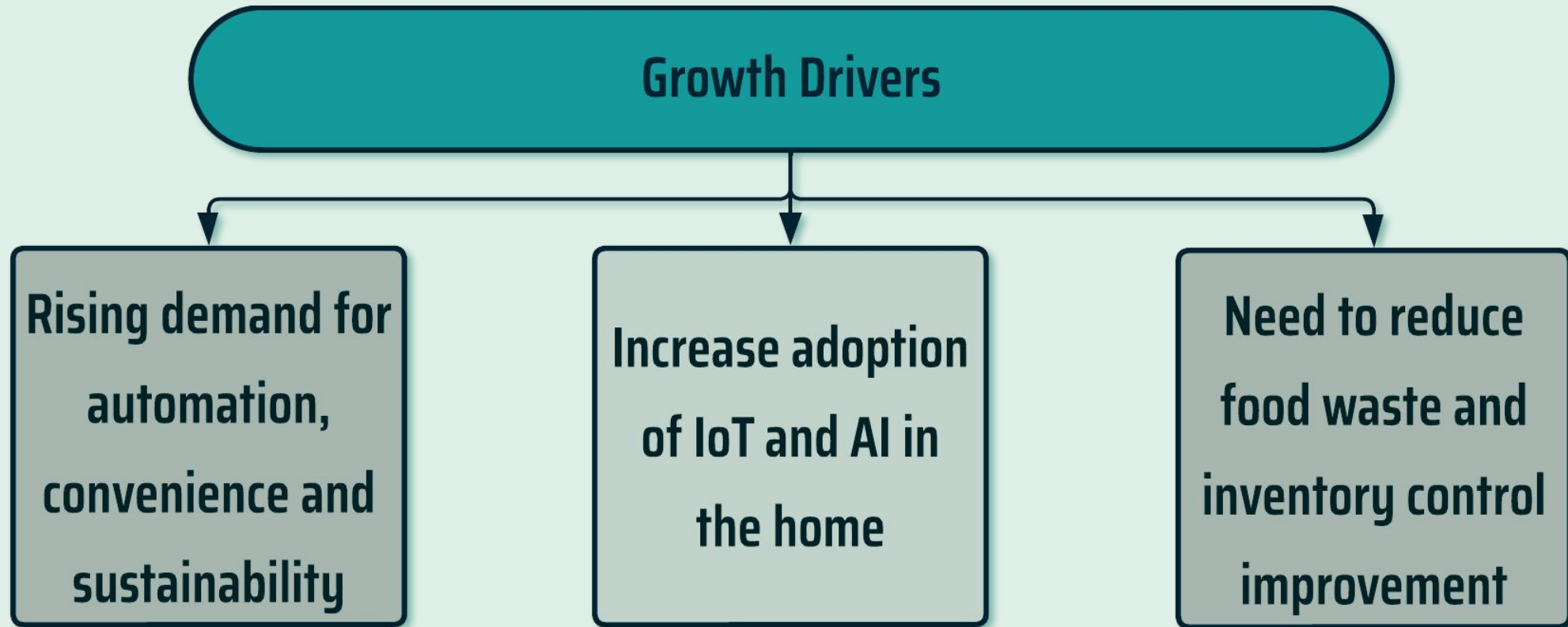
Smart Home Market



Smart Home Appliances Market

# Market Opportunity

SMART HOME STOCK





**Existing  
products**

# Existing products



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<b>Company</b>	<b>Out of Milk</b>
<b>Technology</b>	Shopping list app.
<b>Advantages</b>	Does not dependent on working hardware.
<b>Disadvantages</b>	Not automatically generated - Manual stock management & updates.





# Existing products

## SMART HOME STOCK

<b>Company</b>	<b>Smart Pantry &amp; PantryOn</b>  
<b>Technology</b>	Smart shelves connected to mobile app. Automatic shopping list.
<b>Advantages</b>	Precise product data.
<b>Disadvantages</b>	Manual predefined product location & poor product stacking. Less intuitive for children.

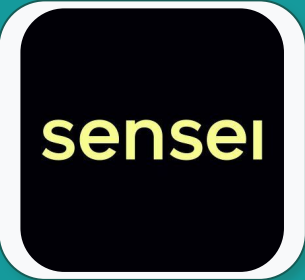
# Existing products

SMART HOME STOCK

<b>Company</b>	<b>LG &amp; Samsung</b>  
<b>Technology</b>	Smart Fridge.
<b>Advantages</b>	More features (ex. voice control).
<b>Disadvantages</b>	Costlier & only applies to fridges.

# Existing products

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Company	Sensei 
Technology	Smart market stock (similar to ours).
Advantages	More applicable to supermarket automacy.
Disadvantages	Not applicable in homes or smart kitchens.



# Research Interviews

# Research Interviews

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<b>Interviewees</b>	<b>Household Managers</b>
<b>Number of interviews</b>	120 + 439 (forms)
<b>Feedback &amp; insights</b>	<ul style="list-style-type: none"><li>● Useful.</li><li>● Excellent idea to help in with shopping and stock management.</li><li>● Extra ideas to implement in our technology in the future.</li><li>● “Advance with the project as quickly as possible!”</li></ul>

# Research Interviews

SMART HOME STOCK

<b>Interviewees</b>	<b>Restaurants, Cafes &amp; Cake Shops</b>
<b>Number of interviews</b>	11
<b>Feedback &amp; insights</b>	<ul style="list-style-type: none"><li>● Most restaurants do it manually.</li><li>● Market competitors aren't reliable.</li><li>● More Applicable to Chain Restaurants or Large Establishments.</li></ul>

# Research Interviews

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<b>Interviewees</b>	<b>Academics (Instituto Superior Técnico)</b>
<b>Number of interviews</b>	5
<b>Feedback &amp; insights</b>	<ul style="list-style-type: none"><li>● “Make the product energy efficient.” - Prof. Paulo Alegria</li><li>● “Careful with varying luminosity levels.” - Prof. Paulo Carreira</li><li>● “Your solution to the problem is appropriate.” - Prof. Carlos Santiago</li></ul>



# Business Model Canvas

# Business Model Canvas - Unique Value Proposition

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## What Makes Our Solution Truly Unique?



**Solves Real Needs**



**Real-Time, No-Effort Inventory**



**Smart Shopping Suggestions**



# Business Model Canvas - Customer Segments

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## Who will Be Our Target Market?



**Household Manager**



**Busy Individuals**



**Tech Enthusiasts**



**Ages between 30–50**



# Business Model Canvas - Customer Relationships

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## Building Lasting Relationships



### Gaining Customers



Social Media & Influencers



Referral Program



### Keeping Customers



Seamless User Experience



Smart Alerts & Value-Add Features



Continuous Updates Based on Feedback



# Business Model Canvas - Channels

SMART HOME STOCK

## Delivering Value to the Right People, at the Right Time



**Mobile App**



**E-Commerce Website**



**Social Media & App Stores**



**Retail & Grocery Integrations**



# Business Model Canvas - Key Partnerships

SMART HOME STOCK

## Collaborating to Accelerate Innovation and Delivery



### Strategic Technology Partners



Sensor Manufacturers & IoT Supplier



Computer Vision Platforms & AI Tools



### Retail & Supply Chain Partners



Grocery Chains & Delivery Platforms



Enable automatic replenishment  
& Smart Shopping list syncing



# Business Model Canvas - Key Activities

SMART HOME STOCK

## Turning Vision into a Working Smart Pantry Solution



**Product Development w/**

**Computer Vision**



**Research & Innovation**



**Customer Engagement &**

**Feedback**



**Platform & App Management**



# Business Model Canvas - Costs & profits

## SMART HOME STOCK



### Material Cost:

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- 12 Shelves with LED \_\_\_\_\_ 20€ each
  - 48 weight sensors \_\_\_\_\_ 1€ - each
  - 12 HX711 \_\_\_\_\_ 1€ each
  - 7 Microcontrollers \_\_\_\_\_ 10€ each
  - 4 cameras \_\_\_\_\_ 50€ each
  - 3 AC/DC Converters \_\_\_\_\_ 5€ each
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**TOTAL:**

**585€**

# Business Model Canvas - Costs & profits

SMART HOME STOCK



## Selling Price

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**Material Cost** \_\_\_\_\_ **585€**

**Margin** \_\_\_\_\_ **50%**

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**Selling Price** \_\_\_\_\_ **1170€**

Selling Price = Material Cost / (1 - Margin)

# Business Model Canvas - Costs & profits

SMART HOME STOCK

## Revenue

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<b>Customer Acquisition Cost</b>	<b>585€</b>
<b>Percentage of paying users</b>	<b>50%</b>
<b>ARPU</b>	<b>5€</b>
<b>ARPPU</b>	<b>5€</b>
<b>ASPU</b>	<b>1170€</b>
<b>PASPU</b>	<b>5€</b>

## COGS

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<b>Monthly direct costs per active user</b>	<b>2€</b>
<b>Monthly direct costs per paying user</b>	<b>2€</b>
<b>Asset sale gross margin</b>	<b>5%</b>

# Business Model Canvas - Costs & profits

SMART HOME STOCK

## SG&A

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Average monthly employee cost	_____	2450€
Monthly office rent	_____	500€
Monthly professional services	_____	30€/empl
Monthly tech support and licenses	___	60€/emp
Monthly insurance	_____	50€/empl
Monthly communications	_____	30€/empl
Monthly IP costs	_____	50€

## Capex

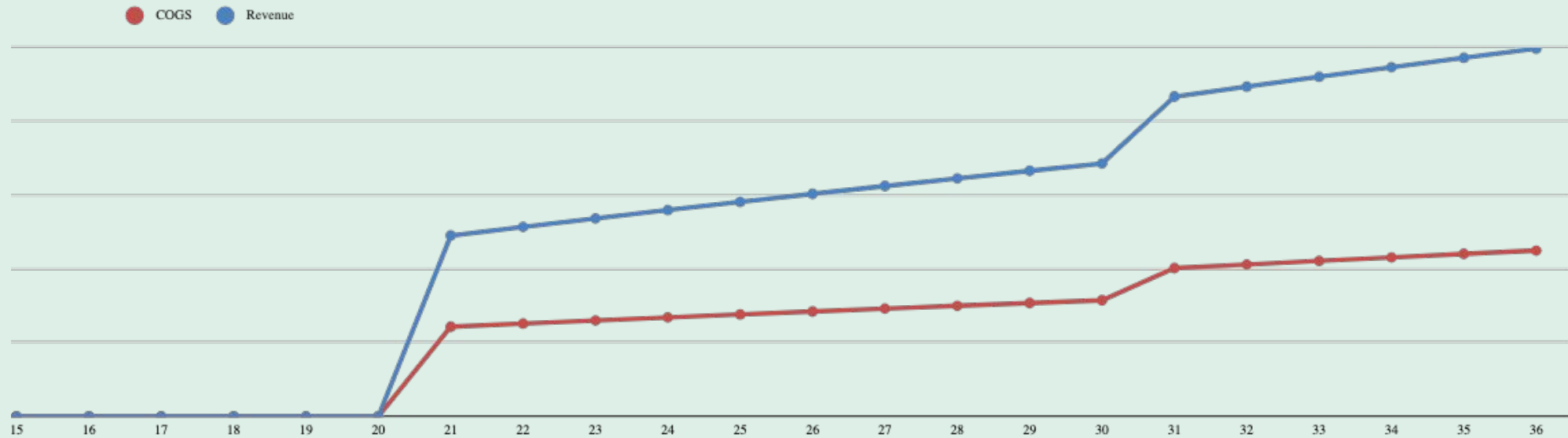
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Furniture for 5 employees	_____	1500€
Servers, printers and network equip	_____	50€/empl
Computer for new employee	_____	1500€
Mobile phone for new employee	_____	200€

# Business Model Canvas - Costs & profits

SMART HOME STOCK

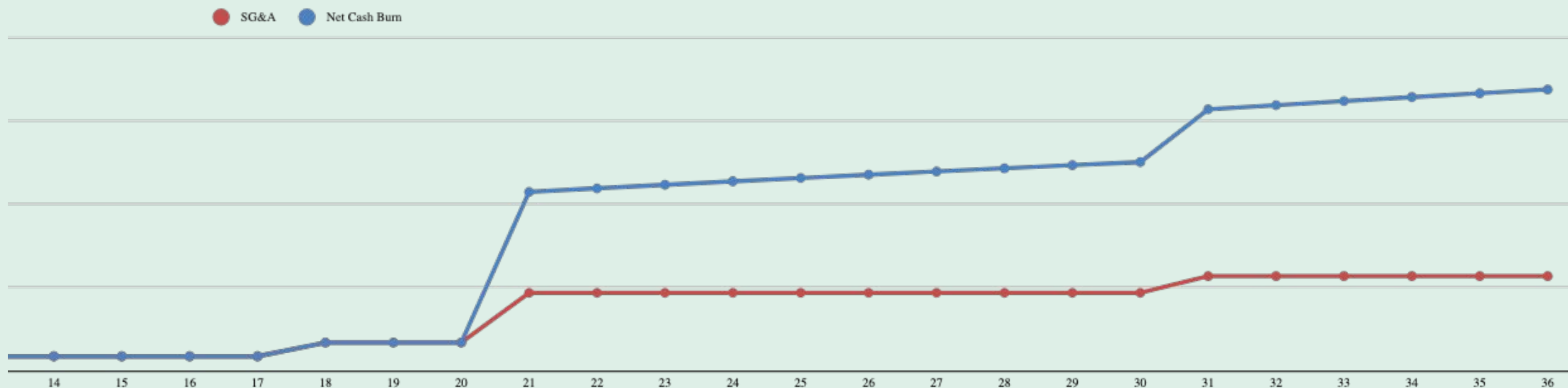
## COGS / REVENUE



# Business Model Canvas - Costs & profits

SMART HOME STOCK

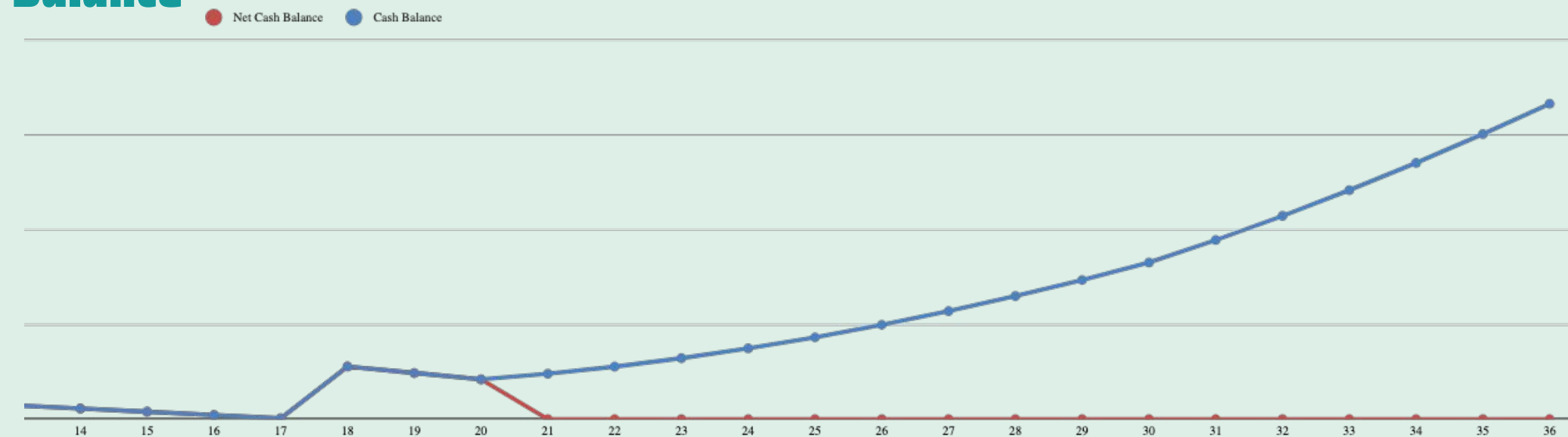
## SG&A / Net Cash Burn



# Business Model Canvas - Costs & profits

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## Net Cash Balance / Cash Balance



# Business Model Canvas - Milestones

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#Month	Milestone
0	Start
3	MVP Ready
5	Private Beta Launch
8	Public Beta Launch
9	V1.0 Launch
11	1K revenue/month

#Month	Milestone
14	100% growth rate/month
17	Hire VP marketing
20	10K revenue/month
30	50K revenue/month
36	3-Year checkpoint



## Contact



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## Website



[Smart Home Stock Website](#)