RPTV

Real-Time Production Visibility

Real-time Visibility

Instant Alerts

Actionable Insights

Operational Excellence

TEAM 14

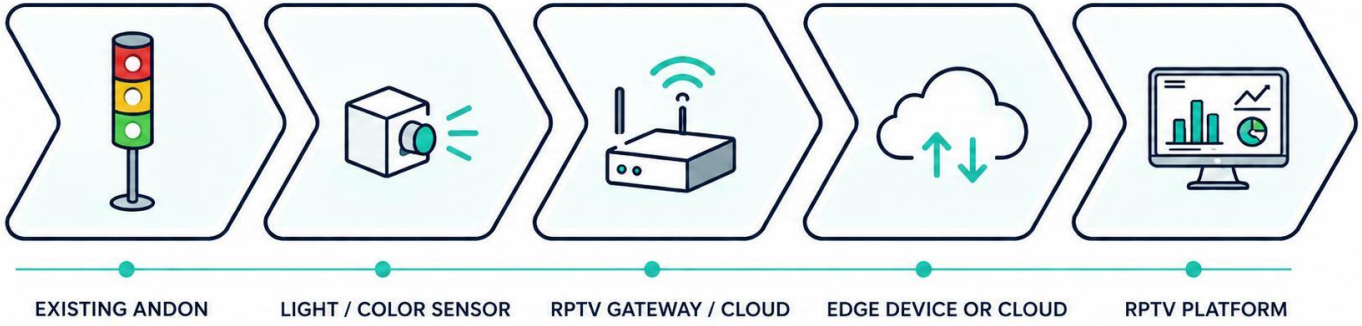
Problem Discovery — Manual Andon Use, Without Traceability

What we found:

- Many companies already use Andon systems on production lines.
- Andon lights are activated manually by operators.
- They are also deactivated manually after the issue is resolved.
- There is no automatic record of when the Andon was activated/deactivated.
- There is no automatic way of calling the helping teams, it’s all light based.
- There is no reliable tracking of duration, frequency, or response time.
- The factory sees the problem in real time, but loses valuable historical data.

The Solution

The factory already has the signal. We create the data.



How It Works

- Add a light/color sensor to each Andon point
- Detect the Andon light status.
- Send the signal via edge device.
- Transform the signal into structured operational events.

What Changes for the Customer

- Existing Andon system stays in place.
- Manual visual signals become measurable data.
- Activation and deactivation can be tracked automatically.
- Each event can be linked to a section, duration, and response time.

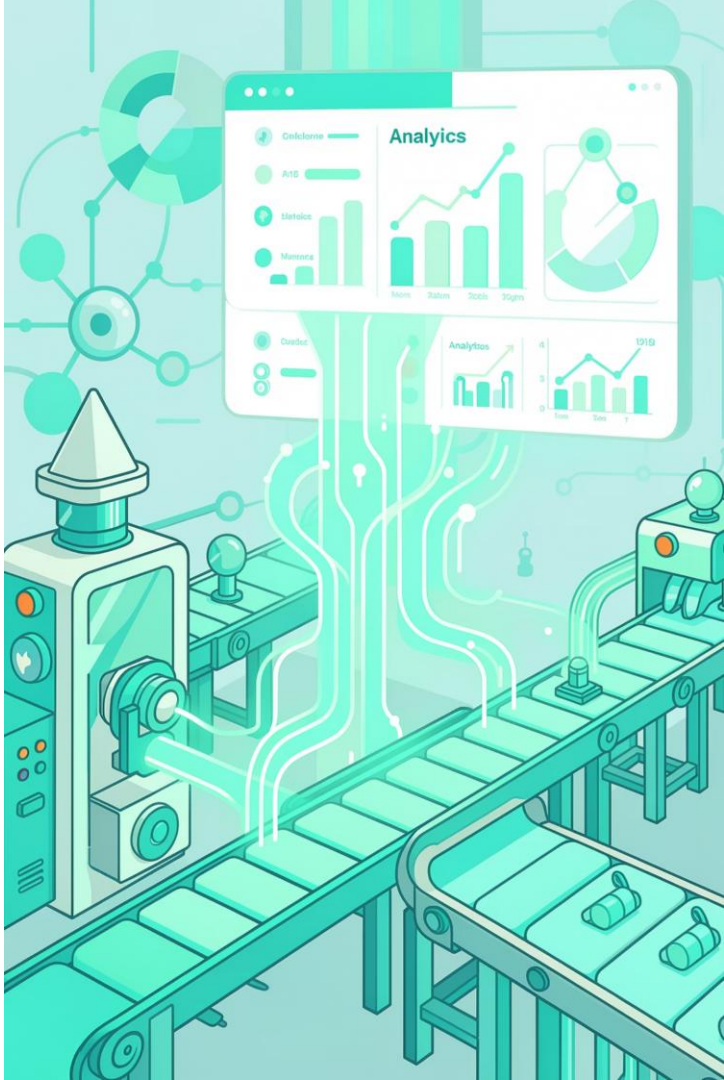
Competition

Alternative	Limitation	Our Advantage
Manual Downtime Logs	Inconsistent, time-consuming, and dependent on operators.	Automatic capture of signals and event history.
Visual-Only Andon	Makes the problem visible, but does not create structured data.	Tracks activation, deactivation, duration, and frequency.
Custom Automation Integration	Longer implementation time and technical complexity.	A sensor-based kit per section with faster pilot deployment.
Generic Dashboards	Not specifically designed for Andon events or production stoppages.	Built around section-level stoppages, response times, and operational KPIs.

Sustainable Advantage

- Does not require replacing current systems.
- Modular kit per production section.
- Automatic monitoring of manual Andon activation and deactivation.
- Historical event database and implementation playbooks for future installations.

We transform existing visual alerts into measurable operational intelligence without disrupting factory workflows.



Customer Context and Market Segments

Our target customers are manufacturing companies with repetitive production lines.

1. Typical Customer Environment

Factories face specific challenges that our solution addresses:

- Production lines with multiple sections.
- Existing Andon systems or visual alerts.
- Maintenance teams responding to stoppages.
- Line managers responsible with line flow.
- Quality teams needing traceability.
- Maintenance teams that need faster responses

2. Target Customer Segments

We focus on industries where production visibility is critical:

- Manufacturing companies with production lines.
- Automotive assembly plants.
- Component manufacturing companies.
- Electronics production companies.

3. Internal Stakeholders

Our platform serves multiple levels and departments:

- Maintenance Teams
- Production Supervisors
- Line Managers
- Quality Teams

Business Model

We create value by transforming Andon signals into structured data, deliver value through paid pilots, and capture value through recurring subscriptions.

Create Value

- Capture existing Andon signals
- Monitor manual activation and deactivation
- Measure duration, frequency, and response time
- Generate dashboards and Key Performance Indicators (KPIs)
- Support better decisions for maintenance, production, and management

Deliver Value

- Paid pilot on a production line
- Minimum viable implementation: 6 sections
- One sensor-based kit per production section
- Gateway or edge device for data collection
- Installation can be outsourced
- User training and pilot support

Capture Value

- Paid pilot / setup fee
- Permanent installation with customer loyalty
- Monthly subscription per monitored line
- Expansion to additional production lines
- Long-term customer relationship through customer success

The pilot validates the value; the subscription creates profitability.

Revenue Flows

Revenue starts with a paid pilot and grows through monthly subscriptions per monitored production line.

Revenue Structure

Revenue Stream	Description	Estimate
Paid Pilot / Setup Fee	Covers initial implementation, setup, dashboard configuration, and training.	€4k–€6k
Monthly Subscription per Monitored Line	Recurring access to dashboards, event history, KPIs, support, and updates.	€400–€700/month
Subscription Example	Reference value used for financial modeling.	€500/month
Annual Revenue per Line	Subscription revenue from one monitored line.	€6,000/year

Revenue Logic

- The setup fee reduces pilot risk.
- The subscription creates predictable recurring revenue.
- Expansion happens line by line within the same customer.
- The software and dashboards are reusable across all implementations.

The business becomes more attractive when pilots convert into subscriptions and customers expand to more lines.

Validation and Customer Discovery

Stakeholder Insights

Maintenance
Needs faster fault identification and response-time tracking to minimize downtime.

Production
Requires real-time bottleneck visibility and accurate line status for optimized flow.

Quality
Demands traceability and structured stoppage records for compliance and continuous improvement.

Management
Seeks measurable operational indicators and clear return on investment from improvement initiatives.

IT/OT Teams
Prioritize safe, controlled, and low-disruption integration with existing systems.

Validated Learnings

- The problem is operational, not solely technical, affecting daily workflows.
- Existing Andon signals are valuable but underutilized as data sources.
- Historical data is crucial for various stakeholders to drive decisions.
- Low-disruption integration is a key requirement for factory adoption.
- Section-level data significantly enhances the utility of dashboards.
- Subcontracted installation can effectively reduce internal fixed costs for clients.

Still to Validate

- Customer willingness to pay for the initial setup fee.
- Measured downtime reduction in a real-world pilot environment.
- Conversion rate from pilot projects to full subscriptions.
- Long-term retention of customers after initial deployment and expansion.

Marketing and Sales Strategy

Market Entry Steps

1

Identify Factories
With existing Andon infrastructure.

2

Approach Managers
From production, maintenance, operations.

3

Offer Paid Pilot
In one production line.

4

Implement Test Pilot
In one section with non specific material.

5

Measure Performance
Downtime, response time, frequency, bottlenecks.

6

Present Report
With KPIs and operational insights.

7

Convert to Permanent Equipment
Monthly subscription.

8

Expand Lines
Additional production sections/lines within the same client.

Channels

- **Direct B2B Sales**
- **Visits and Demonstrations**
- **Corporate Innovation Programs**
- **Installation Subcontractors**

Finances and Long-Term Profitability

The pilot reduces risk through a setup fee, while recurring subscriptions create long-term profitability.

Why Profitability Improves Over Time

Coverage of Initial Costs
The setup fee covers most of the pilot's initial costs.

Recurring Revenue
The subscription creates predictable, ongoing revenue.

Asset Reuse
Software and dashboards are reusable across multiple installations.

Reusable Logic
Event classification can be reused, speeding up new implementations.

Implementation Playbooks
Reduce the time and cost of future installations.

Economies of Scale
The cost per line decreases with standardization and scalability.

Higher LTV
Expanding to more lines increases customer Lifetime Value (LTV).

The pilot validates the value; the recurring subscription creates long-term profitability.

36-Month Milestones

Our roadmap moves from concept validation to paid pilots, then to recurring revenue and scalable deployment.

0–3 Months

- Concept validation
- MVP definition
- Sensor & dashboard prototype

3–6 Months

- First pilot preparation
- Section kit & dashboard config
- Installation partner alignment

6–8 Months

- First industrial pilot
- Deploy 6+ monitored sections
- Validate technical reliability
- Track Andon data

8–12 Months

- Pilot report & KPI validation
- Customer feedback
- First paid customer
- Convert to monthly subscription

12–18 Months

- Deployment playbooks
- Improved dashboard
- Standardized event categories
- Faster deployment process

18–24 Months

- Expand to more monitored lines
- Additional customers
- Increase recurring revenue

24–36 Months

- Scale to multiple customers
- Improve margins via standardization
- Path to break-even

The next 36 months focus on proving value, converting pilots and scaling repeatable deployments.

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