



Co-funded by the  
Erasmus+ Programme  
of the European Union



**BEEHIVE**



# **POWLET**

**Every parent deserves a peace of mind.**

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



# FAMILY

Strong family ties in our culture.

07.17.2019



**35000 people each year in the Philippines**

# SOLUTION

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 **POWLET**

A multipurpose IoT bracelet for children, elderly and PWD's to give parents a peace of mind.



# Features

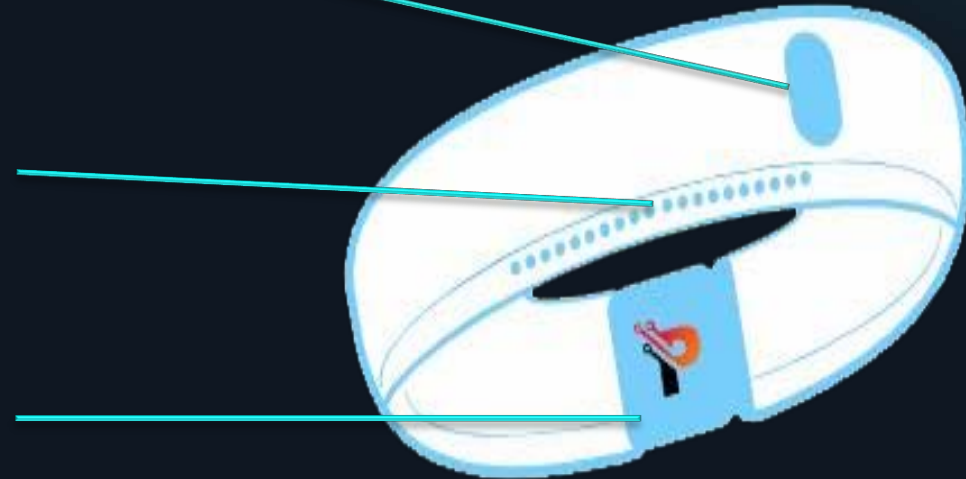
Send message to family and local rescue unit in case of emergency



Track and Monitor user location

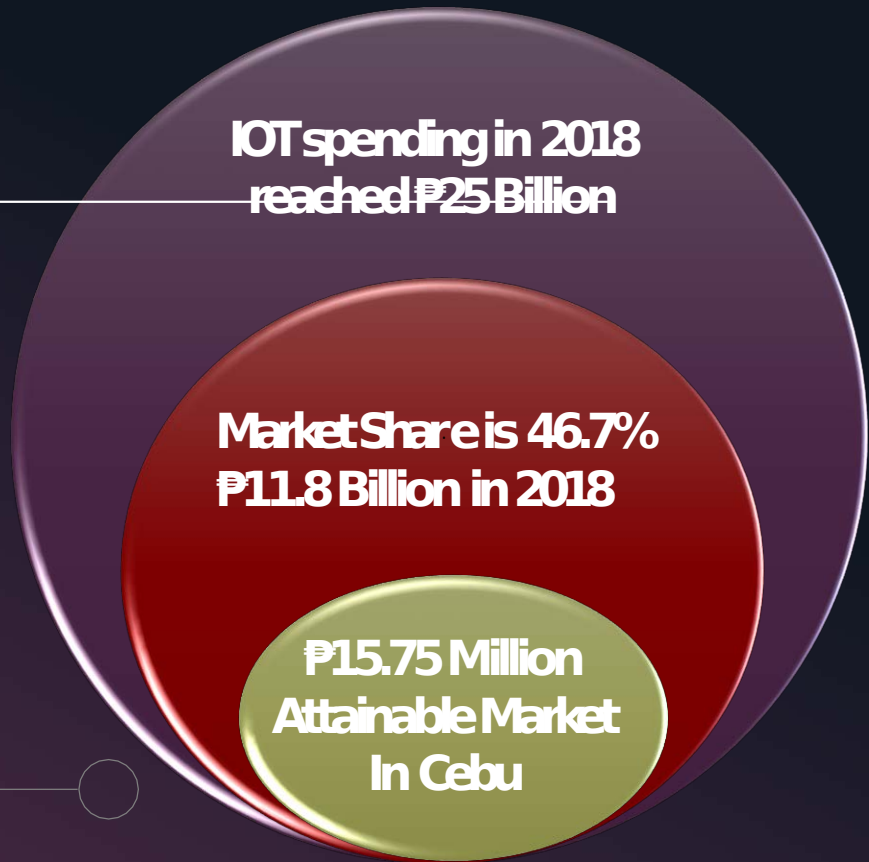


Safety Measures





# Market Opportunity



**22 Million**  
Total Household in the Philippines



**45.8%**  
Middle and Upper Class



**10 Million**

**10 Million**  
Philippine Market



**3.5%**  
Middle and Upper Class in Cebu



**350,000**

**350,000**  
Total Market in Cebu



**10%**  
Pessimistic Projection



**35,000**

**35,000**  
Pessimistic Projection



**P450**  
REVENUE PER DEVICE



**P15.75 Million**

Product Price **P150**



## Revenue Streams in 3Years

Year 1 will focus on our target market.

Year 2 will expand our target market.

Year 3 will reach every family in the entire country.

# COMPETITION

Portability



More Expensive

Less Expensive



SONY

Rooted







# OUR TEAM



**John Nino  
Flores**

*CEO, Co-Founder,  
Project Manager*

Top Student, Organization  
Leader, Entrepreneur,  
Working Scholar,  
Programmer



**Ron Michael  
Regis**

*UX & UI Designer,  
Co-Founder*

Web Designer, Front – End  
Developer



**Shem  
Macapobres**

*Software Engineer,  
Co-Founder*

Junior Programmer,  
Software Developer, Back-  
End Developer



**Paolo  
Mendoza**

*Software Engineer,  
Co-Founder*

Junior Programmer,  
Software Developer, Back-  
End Developer



**Cheryl  
Lopez**

*Developer,  
Co-Founder*

Junior Programmer,  
Software Developer, Back-  
End Developer



APRIL 2019

## Market Validation

Done

JUNE 2019

## Prototype

Done for Version 1

Development for Version 2

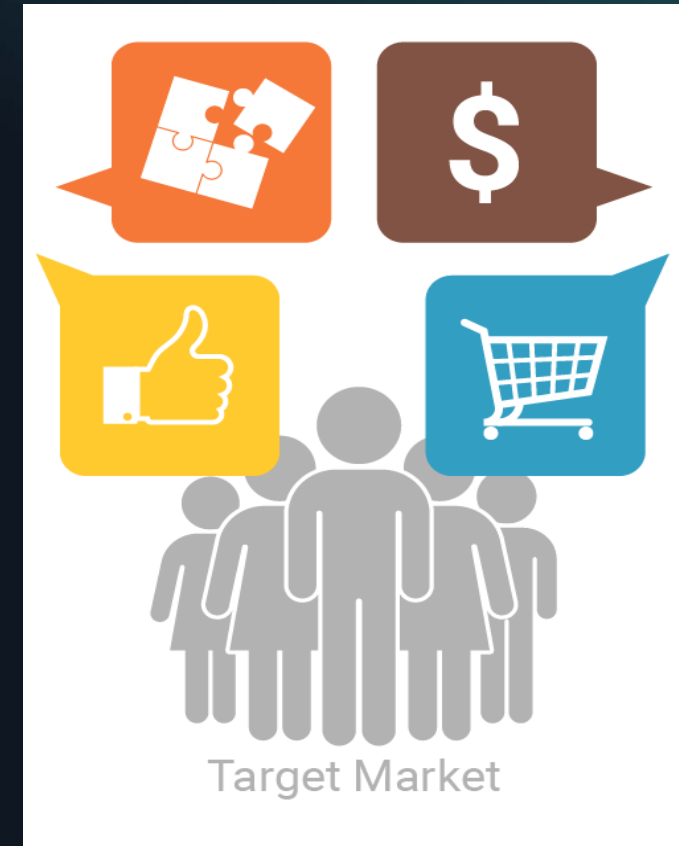
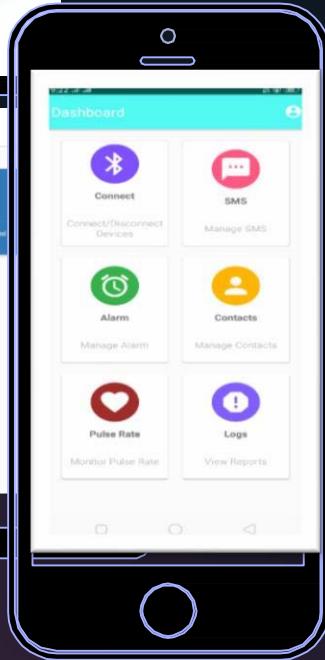
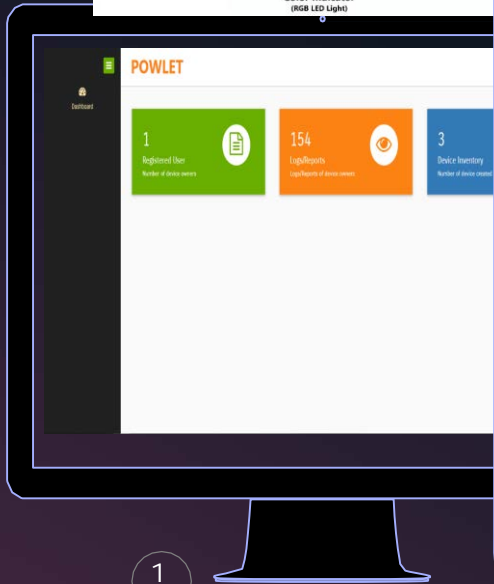
2020

## Launch Product

2021

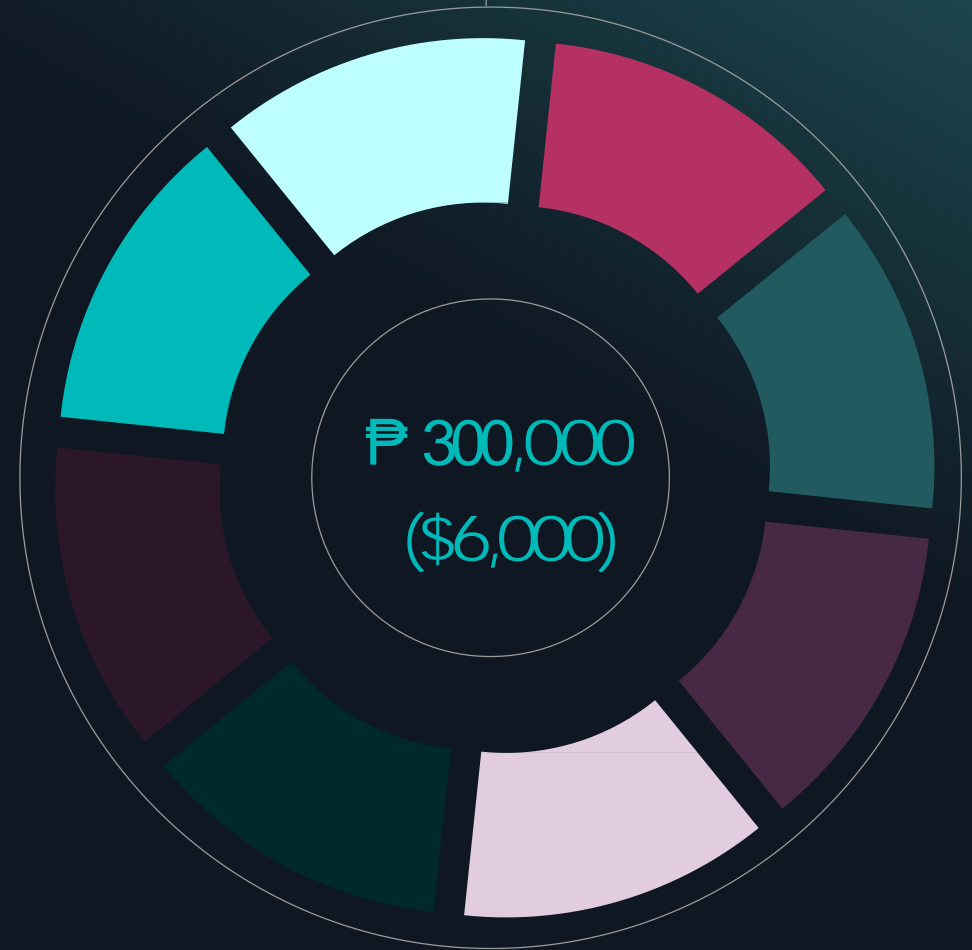
## Expand Market

# STATUS





# FUNDING - Angel Rounds





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# THANKYOU!

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