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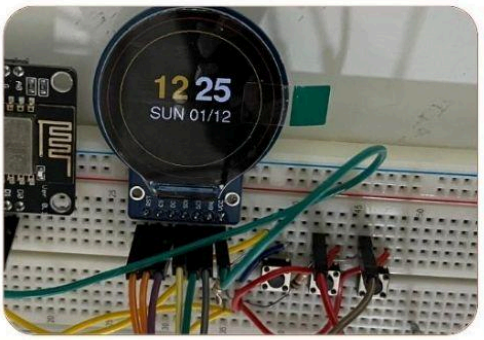
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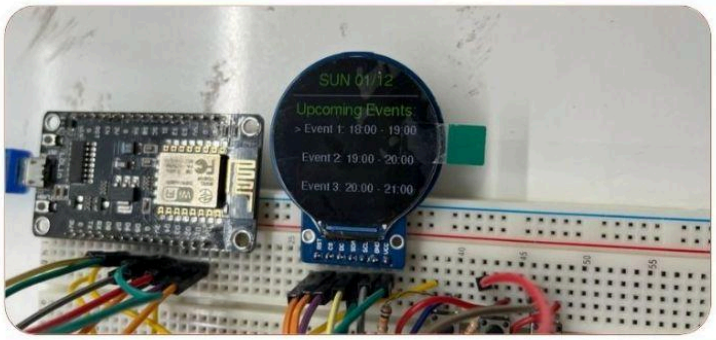
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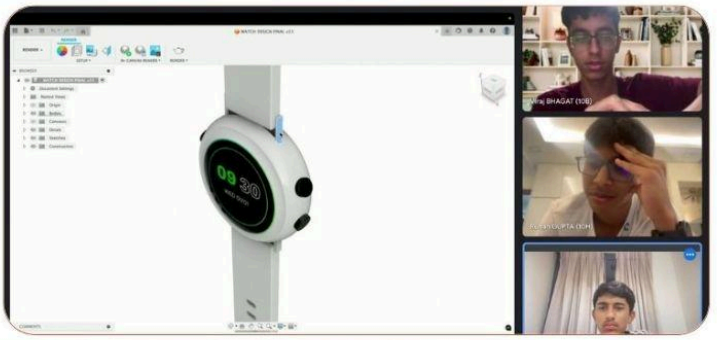
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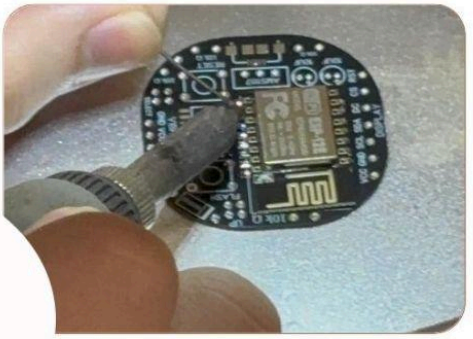

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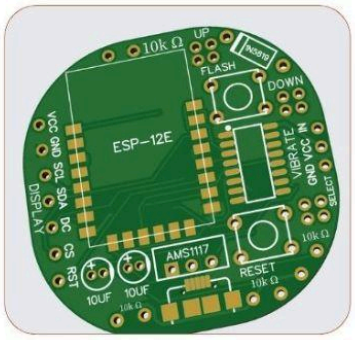
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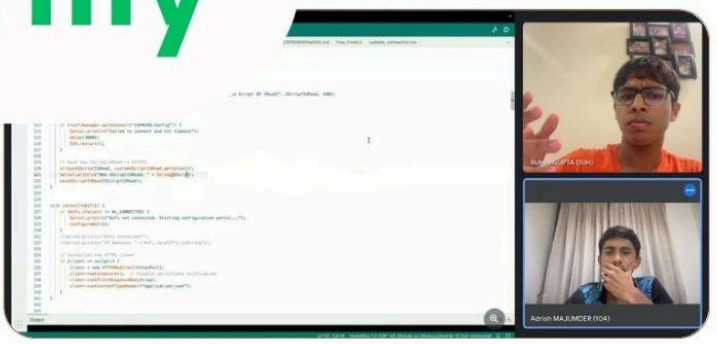
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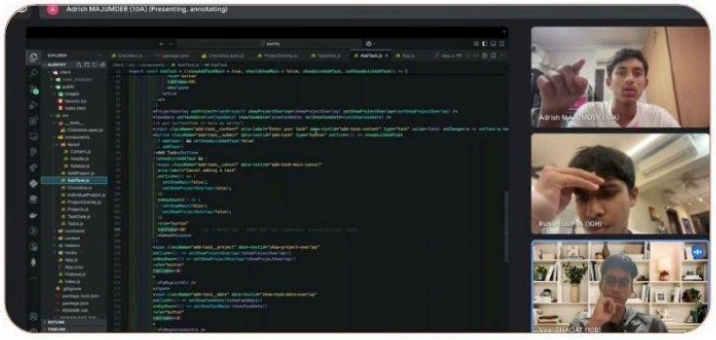
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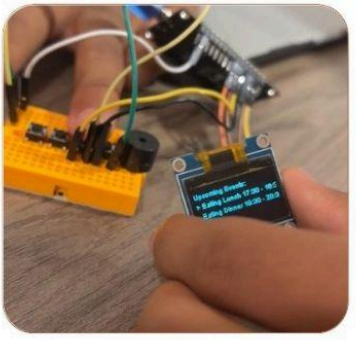

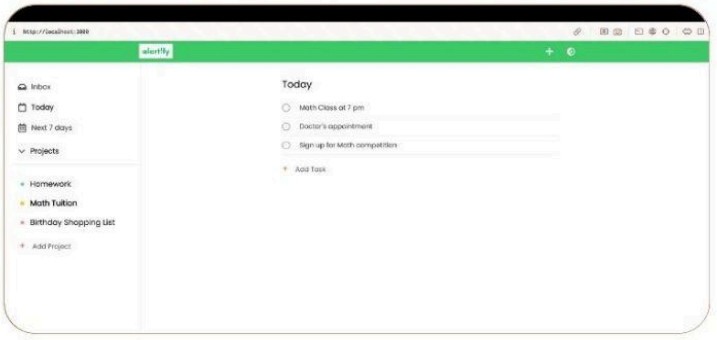
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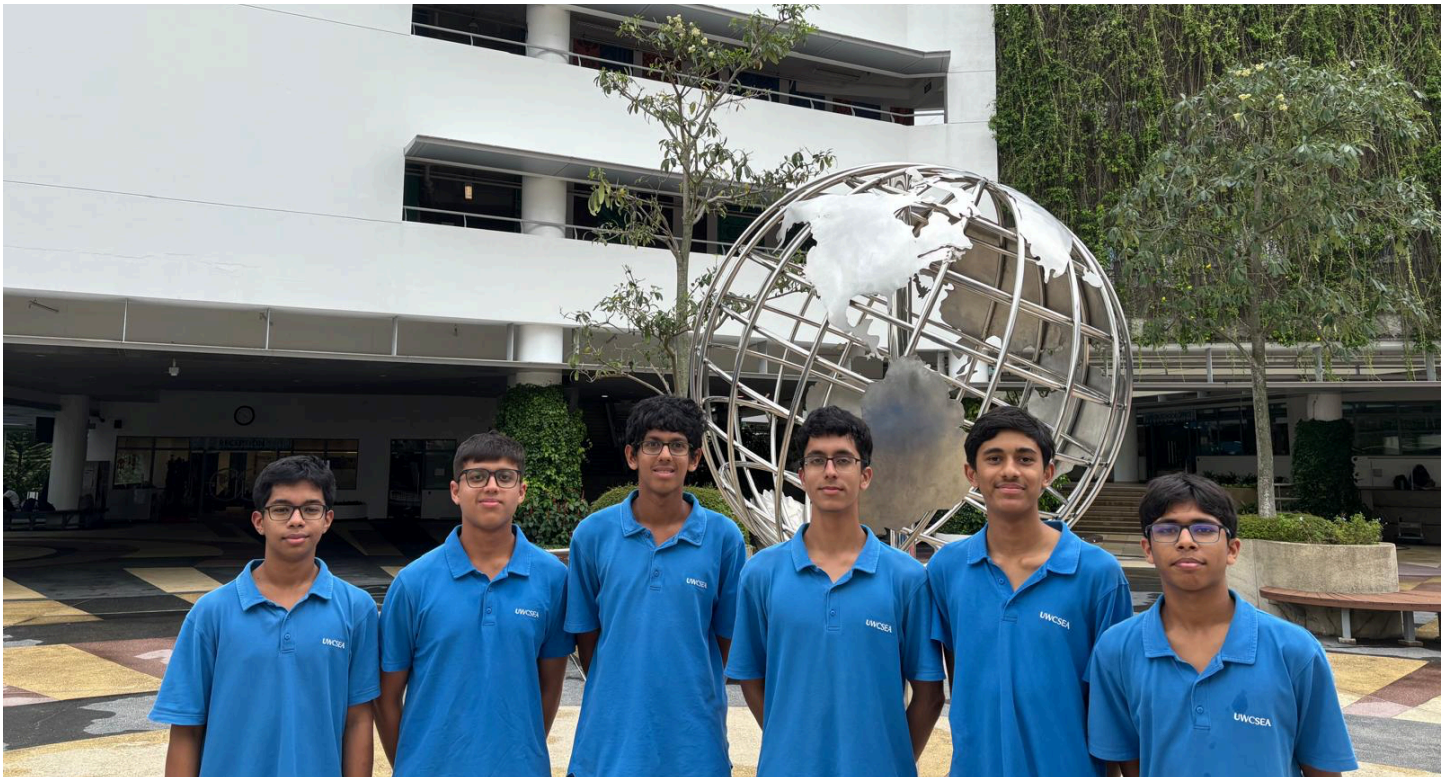
Alertify GITHUB LINK



[From Left To Right: Akshaj Goel, Arnav Agrawal, Vedansh Gupta, Viraj Bhagat, Adrish Majumder, Ruhan Gupta]

Mission Statement:

Empowering young minds with powerful task reminders, fostering independence, and bringing peace of mind to them and their families.

Business Offering:

Product - A task management smartwatch. seamlessly connecting parents to children

Team Members:

Adrish Majumder, Akshaj Goel, Arnav Agrawal, Ruhan Gupta, Vedansh Gupta, Viraj Bhagat

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Management and Organisation

Adrish Majumder: Chief Executive Officer (CEO)

Adrish's Resume

Hello! I'm Adrish and I love diving into code, math and exploring the latest new technologies. I often blend my love for technology with entrepreneurship to turn my ideas into reality. I'm dedicated, curious, and always excited to take on new challenges and push my limits, such as being the CEO!

Roles and responsibilities:

- Provide overall leadership and direction to the company and execute strategies to achieve long-term growth.
- Oversee daily operations and ensure optimal team performance and resource efficiency.
- Build strong relationships with stakeholders and pursue opportunities to drive revenue growth.
- Monitor financial health and secure funding to maintain profitability and business sustainability.
- Develop a web application for our smartwatch, ensuring real-time cross-border connectivity.
- Drive the innovation and expansion of software features while maintaining and optimizing the complete codebase.

Experiences and Extracurricular Activities:

- Software Engineering Intern at Clear, where I developed a computer visualisation software, with advance color and tone recognition for face and skin tone to compare with the company's Fitzpatrick scale.
- Software Engineering Intern at abillion, where I developed a versatile and cross functional GraphQL user function to compute user metrics and analyse data for many broader data operations. Was specifically used for user referral analysis.
- Multiple Awards in Math Competitions such as the WMC, UKMT SMC, UKMT IMC, CEMC
- Advanced Model United Nations Delegate and Chair, will participate in the South East Asia Student Activites Conference (SEASAC).
- Editor and Publisher of the School Science Magazine, choosing and assessing scientific reports and helping people launch them onto our magazine.

Akshaj Goel: Chief Product Officer (CPO)

Akshaj's Resume

Hello, my name is Akshaj, and I have a burning passion for engineering, product design, and mathematics. I am really excited to take on this role as the CPO of *alertify*, and cannot wait for the unique opportunities and experiences that lie ahead.

Roles and responsibilities:

- Develop the product design and continuously refine it to ensure superior quality
- Define the product vision and strategy to align with business goals
- Oversee the product development process from idea to launch
- Collaborate with other executives to ensure smooth execution and delivery
- Analyse customer feedback and market trends to improve products

Experiences and Extracurricular Activities:

- Member of an invitational mathematical honour society
- Multiple awards in maths competitions, including honour roll in: Pascal, CIMC; and gold in: UKMT SMC, UKMT IMC, SASMO, AMO, SMKC, SMGF
- Part of the School Grade 10 Student Voice
- Helped plan and manage events for a fundraising service club called TigerWatch GC

Arnav Agrawal: Chief Financial Officer (CFO)
Arnav's Resume

Hello, my name is Arnav and I love finance and economics! The role of CFO in *alertify* is an amazing opportunity for me to pursue this passion and I am very excited to go on the journey of building this business into something special.

Roles and responsibilities:

- Explain and build a business model that ensures profitability
- Market Analysis to identify strengths, opportunities, weaknesses and threats.
- Oversee cash-flow management
- Collaborate with the CTO and CPO to minimize costs
- Decide and outline a distribution channel
- Capital budgeting and research for new investment opportunities

Experiences and Extracurricular Activities:

- 6 years of experience in debate and public speaking
    - Indian National Policy Debate Champion (2024)
    - Won 1st place at International Harvard Invitational (2024)
    - Won 1st place at the Northwestern tournament (2024)
    - Won 3rd place at Harvard Open (2024)
    - Ranked the number one team (duo) in the US for our age group in Public Forum debate
    - Represented India at many international tournaments
    - Helped plan fundraising events for TigerWatch GC in school
- Internship at Thunderbolts (SportsKingdom) where I conducted market research that provided opportunities to diversify product offerings

Ruhan Gupta: Chief Technology Officer (CTO)
Ruhan's Resume

Hey! My name is Ruhan, if you are looking for me, I suggest the best place to look would be our design lab. Having the role of CTO would be a fitting opportunity for me to demonstrate my problem-solving skills, taking innovation from handheld to wrist-held.

Roles and responsibilities:

- Define and drive the company's technology vision, strategy, and goals to align with business objectives.
- Stay updated on emerging technologies and assess their potential impact on the company.
- Identify opportunities for innovation and ensure the company maintains a competitive technological edge.
- Oversee the technical design, development, and deployment of products, platforms, or services.

Experiences and Extracurricular Activities:

- MATE ROV Competition (CEO, 3rd Place Regionally), an underwater robotics competition
- FRC Competition (Lead Engineer, 1st Place Nationally), the biggest high schooler robotics competition in the world
- Gold in several math competitions (SASMO, AMC10, AMC12, UKMT, WMI, , VANDA, BEBRAS, SMKC)
- Math Tutor for ADHD Middle school Students (Improved grades by 50% within 2 months and continued even further)

Vedansh Gupta: Chief Marketing Officer (CMO)
Vedansh's Resume

Hi, I'm Vedansh and I enjoy mathematics, sciences and finance. The role of Chief Marketing Officer (CMO) would help me build my skills and knowledge in business, marketing, and finance.

Roles and responsibilities:

- Develop the marketing strategy for the company involving brand's voice, positioning and handling feedback from parents of children who buy our product
- Maintain the brand image and ensure consistency across all platforms
- Working closely with the Chief Product Officer to ensure that features are clearly communicated to *alertify's* target audience. This may involve highlighting the benefits and special features of the watch
- Analyse data regarding the sales of the watch by monitoring success of marketing campaigns and looking to develop new marketing strategies

Experiences and Extracurricular Activities:

- Intern at Syfe, a wealth management company where I developed a prototype to motivate younger people to start investing as soon as possible.
- Gold in several math competitions including United Kingdom Mathematics Trust, Center for Education in Mathematics and Computing, Singapore Math Kangaroo Contest, American Math Olympiad and World Mathematics Championships)
- Intern at Sportskingdom Thunderbolts (ongoing) where I learnt about sales and marketing products to consumers

Viraj Bhagat: Chief Operations Officer (COO)
Viraj's Resume

Hello! I am Viraj and I am incredibly happy to be a part of this team. I enjoy collaborating with others to achieve a common goal and I love helping people, especially those in need of it. My problem solving skills make me a valuable asset to this team, as I can oversee the daily operations carried out by members.

Roles and responsibilities:

- Managing the day-to-day operational activities, including production, logistics, and supply chain coordination, to ensure smooth business operations.
- Implementing rigorous quality assurance processes to maintain product standards and customer satisfaction.
- Crafting strategies for production, inventory management, and resource allocation to support short-term and long-term goals.
- Collaborating with other departments, including marketing, product development, and customer support, to streamline processes and achieve company objectives.
- Establishing and maintaining partnerships with suppliers and vendors to ensure the timely and reliable delivery of components.
- Identifying areas for process improvement to enhance productivity, reduce costs, and maximize operational efficiency.

Prior experience:

- Business development manager at SportsKingdom Thunderbolts where I collaborated with team members to brainstorm and implement innovative ideas for business growth.
- Intern at A&O Shearman where I completed and presented a research project on diversity, equity and inclusion to associates and partners in the firm, honing my research, communication and collaboration skills.

Executive Summary (1-2 pages)

About Us:

We are *alertify* and our startup consists of a carefully curated dynamic team of the most ingenious sophomores in our school. With a range of diverse proficiencies we discovered a ground where our skills and passions converged - wearable technology. At the helm of our startup is our CEO who has currently been working hand in hand at a Y combinator backed startup, collaborating directly with the CTO and CEO's of Haut Technologies, gained valuable insights into scaling tech solutions, critical decision-making and the agility required to navigate a fast-paced startup environment. Coupled with working on a multi-million user codebase, multiple coding projects he has been equipped to personally lead the development of the web app and maintaining the company's vision and growth. The backbone of our operational strategy is our COO, with a proven track record in fundraising and volunteer management, logistically leading campaigns to raise $9000 in a year, ensures our operations run and scales effectively. With multiple marketing internships, the CMO manages the crafting of compelling brand strategies and consistently research about engaging with our target audience. Innovation is at the core of our technology and our CTO is the driving force behind it. With his extensive background in robotics competitions, he has the deep technical expertise in hardware-software integration and works with the CEO to handle the entire technical production of this revolutionary smartwatch. Meanwhile our CPO's analytical mindset and ability to identify patterns from complex data, proven with his impressive competitive math record, controls the user experience of our device. Lastly our CFO, an International Harvard Debate winner, has honed his exceptional analytical and strategic thinking skills to construct financial and marketing strategies and interview potential customers.

Together, we possess the perfect blend of technical excellence, operational acumen and strategic vision to bring our groundbreaking smartwatch to life.

Origin of Idea:

As high school students, we've experienced firsthand how distractions can take over our minds, robbing us of valuable time and focus. Chief among these distractions are our phones and electronic devices, which often become obstacles in our pursuit of academic success and personal growth. At this critical stage in our lives, we've come to understand just how detrimental these interruptions can be—not only to our grades but to our overall productivity and wellbeing.

Recognizing the long-term impact of these distractions, we realized that the solution lies in addressing the problem at its roots: the habits we form at a young age. Research shows that many habits are established by the age of 9, making the pre-teen years a crucial window for development. Armed with this knowledge, we set out to design a product that not only mitigates distractions but actively encourages the formation of healthy, productive habits during this formative stage.

Our vision was to create a smart, thoughtfully designed solution that resonates with young minds and empowers them to build lifelong skills for focus and discipline. By starting early, we believe we can nurture a generation that thrives in balance and efficiency, ready to tackle challenges with clarity and determination.

Product:

The product is a smartwatch tailored to address the task management and planning needs of children and their parents. Designed to foster time management and organisation skills, it bridges the gap when parents cannot provide constant guidance. Through an intuitive web application, parents can remotely schedule, organise, and manage tasks, which sync seamlessly with the smartwatch. The watch provides haptic reminders to help children stay focused and accountable, while parents can monitor progress and make real-time updates.

Unlike multifunctional devices like smartphones, this smartwatch eliminates distractions by focusing solely on scheduling and reminders. It features customisable task management options, such as folders and recurring reminders, enabling children to organise their day effectively. Its integration with Google Calendar further streamlines coordination for families. Compact and wearable, it promotes consistent usage throughout the day, ensuring tasks are completed efficiently.

Sustainability is a core design principle, using biodegradable PLA Bambu materials and eco-friendly packaging. Future plans include recycled silicone straps and advanced features like GPS tracking and mindfulness tools. Priced at S$34.99, it is an affordable alternative to competitor products while maintaining high-profit margins. By focusing on simplicity, affordability, and functionality, the smartwatch stands out as an essential tool for nurturing children's time management skills.

Target Market:

Our primary target audience consists of parents of children aged 6 to 13, with a potential to expand to other age groups such as teenagers or the elderly in the future. Parents in this demographic are likely motivated by a desire to prepare their children for future academic and personal success, especially as some children approach high school.

The product addresses four key parental needs: robust time management tools, distraction reduction, a user-friendly web app, an accessible and ergonomic watch, and parental control features. Additionally, the product's advanced functionality could attract high school students seeking tools to improve their own productivity, providing another potential market segment.

Rather than competing in the all-in-one smartwatch market dominated by brands like Apple or Samsung, the product focuses on a niche market—parents seeking a child-focused, wellness-oriented smartwatch. This niche, estimated at around 4-5% of the market, aligns with the company's goal of turning all potential customers into loyal buyers without directly challenging larger competitors.

Market Competition:

Our product differentiates itself from competitors through its focus on productivity, simplicity, and affordability. While many competitors add features like calling, our smartwatch prioritizes task management with an advanced system for organising and managing children's tasks, alongside parental controls and an intuitive app. Unlike feature-heavy competitors, our product focuses solely on enhancing productivity by reducing distractions. Priced significantly lower—around S$50 cheaper than the nearest competitor—our product offers better value, making it an attractive choice for parents seeking an effective time management tool. In contrast to mid-range competitors with inconsistent quality, we emphasize reliability and user-friendly design, ensuring a high-quality, distraction-free solution. Our targeted approach, combined with sustainable materials, builds customer trust and sets us apart in the market.
Financial Plan:
We aim to sell 300 units in the first year, building brand awareness. By the third year, leveraging brand recognition, customer referrals, and product improvements, we project over 30,000 units sold—a 24,000% increase. Profits will be reinvested into research, development, and cost reduction to lower prices and boost demand. Sales forecasts will be reviewed regularly to align with market feedback and performance.

To achieve these numbers, signifcant capital purchases will likely have to be made and costs will also be minimised by working with cheap manufacturers in China which can further increase investment into research and development. The details of all of this can be found in the financial statements linked here.

Business Model:
We plan to sell on Amazon and/or Shopify (an analysis of which has been done later). Additionally, other than only selling the smartwatch, we also plan on selling customisable straps as an accessory which can then be sold at higher profit margins.

The details of all the aspects mentioned will be covered in depth further down this document.

Company Description

At *alertify*, our mission is to enhance the relationship between parents and children by promoting organisation and independence, all while ensuring a strong commitment to environmental sustainability.

Our vision was inspired by a common challenge faced by families: maintaining meaningful connections in a fast-paced, technology-driven world where parents cannot always be present. Recognising this gap, we developed an affordable, accessible solution designed to help families balance responsibilities while fostering stronger bonds.

At the heart of our company is a commitment to bridging the divide between parents and children. We believe that with our device, parents would be successfully able to keep track of their children's activity, as their children update their parents throughout their day, ensuring that they are on schedule and managing their time well. Children also often struggle with organisation- a common challenge tied to their developing ability to manage time and responsibilities effectively. Keeping track of essential tasks, such as completing homework, packing lunch, or organising school supplies, can often feel overwhelming. This lack of organisation can lead to frustration for parents

and missed opportunities for children to develop critical skills that form the foundation of lifelong success. Having personally experienced these challenges as high school students—juggling assignments and maintaining schedules — we understand just how critical it is to foster strong organisational habits early. Our device does not just track tasks; it lays the groundwork for lifelong success, empowering families every step of the way.

Despite the prevalence of this problem, there has been a lack of targeted solutions to address it effectively. While apps and traditional reminders may work for adults, they often fail to resonate with children, who need engaging and intuitive tools designed specifically for them. Most existing wearable devices for children overlook this need, creating a significant gap in the market.

We are driven by the belief that innovation should solve real-world problems while contributing to a better future. Our core values include empowerment, sustainability, and family-centric solutions. We strive to equip children with tools that build confidence and independence while ensuring that every aspect of our business, from product design to packaging is environmentally responsible. We are also committed to creating solutions that enhance parent-child connections and simplify daily life, all while upholding integrity, quality, and social responsibility.

We aim to establish *alertify* as a trusted name in task management solutions for families, fostering stronger connections between parents and children. We aim to be an integral part of family life, providing parents with peace of mind by ensuring they stay informed about their child's well-being and important responsibilities. We aim to begin by launching a market-ready product and building a loyal customer base across Singapore. Once we have achieved a strong local presence, we plan to expand into global markets, reaching families worldwide who face similar challenges. As we grow, we are committed to continuously improving our products and introducing new solutions to meet the evolving needs of families. In the long term, we aspire to diversify our offerings and grow financially.

In the wearable technology for kids industry within Singapore, our largest competitors are companies such as Xiaomi, myFirst, and TickTalk. While they do make up a considerable amount of our market we deliver unique functionalities that stand out, and also provide a product that is significantly more affordable than theirs.

Our business is currently structured as an informal partnership, co-founded equally by the 6 original founders. Each co-founder holds an equal share of ownership and shares equal responsibility in decision-making. We plan to transition into a private limited company by formally registering the business and adopting a shareholding structure. Looking ahead, our long-term objective is to evolve into a public limited company to leverage the benefits of limited liability and unlock greater financial growth opportunities.

Products and Services

Our product is a smartwatch specifically designed to meet the diverse task management and planning needs of both children and parents. Many children fail to remember tasks and responsibilities, especially when parents are not present to provide guidance. This can lead to missed opportunities to build essential habits. Our innovative solution bridges this gap by allowing parents to remotely schedule, organise, and manage their children's tasks through an intuitive web application. These tasks sync seamlessly to the child's smartwatch, ensuring they remain organised and on track throughout the day, even when their parents are halfway across the globe.

The smartwatch delivers gentle haptic reminders at set times by the parent, helping children stay focused and manage their schedules independently while fostering accountability. Parents can monitor progress and make updates in real-time from their work desks or on the go, creating a seamless system of coordination. With this product, we aim to simplify parenting while empowering children to develop lifelong organisational skills. The

smartwatch and its web application provide parents with complete control to organize and manage their child's tasks with ease. Using our platform, parents can categorise tasks into folders or assign them to specific dates, allowing children to view and follow their responsibilities effortlessly. This includes creating recurring reminders, events, or detailed to-do lists with sub-tasks, ensuring that every aspect of their day is accounted for. With just a click of a button, children can mark tasks as completed, and our software immediately notifies their parents, enabling real-time updates and seamless communication between parent and child.

Our smartwatch is designed to promote focus by eliminating unnecessary features and concentrating solely on task management and reminders. This thoughtful approach ensures children can stay organized and on track with their responsibilities, free from the distractions often associated with other devices. To further enhance task management, we have integrated Google Calendar into our web app, allowing parents to optionally synchronize schedules across platforms for a streamlined experience. This feature ensures that families can manage their routines with consistency and convenience.

As of now, the product is still in its prototype stage. Looking ahead, there is a lot of room for innovation. As soon as we receive the investment, we will prioritise developing and incorporating more advanced features to address evolving needs. GPS tracking is one of the features we are aiming to include in future versions, due to its child safety benefits. Additionally, we plan to build a meditation feature to promote mindfulness and emotional well-being, and the product could also sync with the child's own device– such as a tablet or a phone– to monitor their screen time and report the data to parents. By continuously innovating, we strive to create a holistic solution that goes beyond task management, supporting both parents and children in their daily lives.

Sustainability lies at the heart of our product design. Our product frame is crafted from PLA Bambu, which is derived from renewable resources such as sugarcane, maize, corn, and cassava and is thus a biodegradable material. Additionally, it is known for its low carbon footprint and low energy requirement. This PLA can also be useful for large-scale production purposes as it is faster than most other PLAs.

We complement this with sustainably sourced packaging for the product, reducing environmental impact from production to disposal. To further promote a circular economy, we encourage users to return old products, allowing us to recycle their materials and minimise waste.

Looking ahead, our goal is to make our product more sustainable, particularly the straps. We can do this in the future when we purchase the equipment and capital required to make our own straps using recycled silicone. Unfortunately, it is not possible to make the circuit sustainable. However, we are integrating eco-friendly practices into almost every stage of design and production, and we are deeply committed to protecting our planet and creating a lasting legacy of sustainability for generations to come.

A significant concern we had when entering this venture was the presence of established competitors in the smartwatch market. Industry leaders like Apple and Samsung offer highly sophisticated devices with advanced features such as fitness tracking, health monitoring, and seamless smartphone integration. Other competitors, specifically in the market we aim for, including Xiaomi, TickTalk, and myFirst, also have significantly more funding and resources and have already secured a foothold in the market. However, the market remains far from saturated (as detailed in our marketing plan), and no other product addresses the specific need we aim to fulfil.

Unlike these competitors, our watch focuses on a dedicated task-management and reminder system tailored specifically for children—a feature absent from current offerings. Additionally, many of these premium devices come with high price points, making them less accessible for families seeking an affordable yet focused solution to enhance the child's creativity. As parents grow increasingly concerned about distractions and the lack of time management skills among children, our product stands out by directly addressing these issues. With its simplistic, user-friendly

design and affordable price, our watch caters to budget-conscious consumers while maintaining quality and innovation. This unique combination of affordability, simplicity, and efficiency in scheduling and planning distinguishes us from the competition.

We are pricing our smartwatch at S$34.99, offering nearly 100% profit margins, which positions us to generate substantial profit per unit while remaining highly competitive in the market. The typical price of a competing product is upwards of $80. We can do this by focusing almost all functionality on the scheduling system with the sole goal of improving time management. However, competitors aim to provide as many features as possible, thus driving up their costs. Our product does not provide these features because we do not aim to cater to a set of users who want a general smartwatch with capabilities such as fitness tracking, messaging, etc. Instead, our target audience is much more distinct– parents who want to monitor their children and are worried about children getting distracted.

Our product offers distinct advantages over smartphones or tablets, particularly for parents seeking to cultivate time management and organisation skills in their children. Unlike smartphones or tablets, which are multifunctional devices often loaded with distractions like games, social media, and entertainment apps, our smartwatch is purpose-built to help children stay focused.

The watch does more than just allow parents and children to set goals and manage schedules. It also has more in-depth features for the scheduling system to increase customizability and fulfil the user's needs. For example, on the web app, the parent can create custom folders, which can then be accessed on the watch, and specific tasks/events can be linked to the folder. This makes adding tasks quicker and more user-friendly.

Its simplicity and minimal interference with the child's tasks make it a more effective tool for fostering time management than a smartphone or tablet. Additionally, its compact and wearable design ensures that children can carry it anywhere, promoting consistent usage throughout their day. Moreover, smartphones and tablets often come with higher costs, both in terms of the initial price and potential expenses for apps or accessories. By contrast, our watch offers an affordable, streamlined alternative designed specifically for the needs of young children and their parents. This makes it not just a functional tool but also a cost-effective investment in a child's future growth and time management skills.

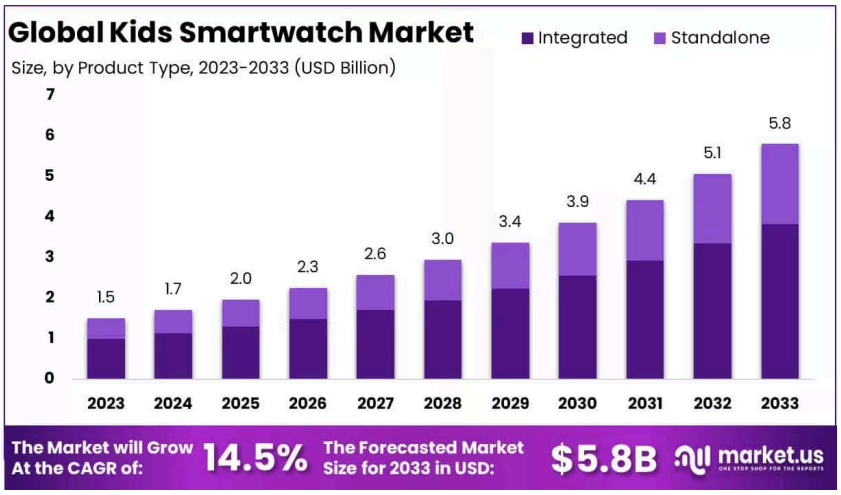
Marketing Plan

Market research

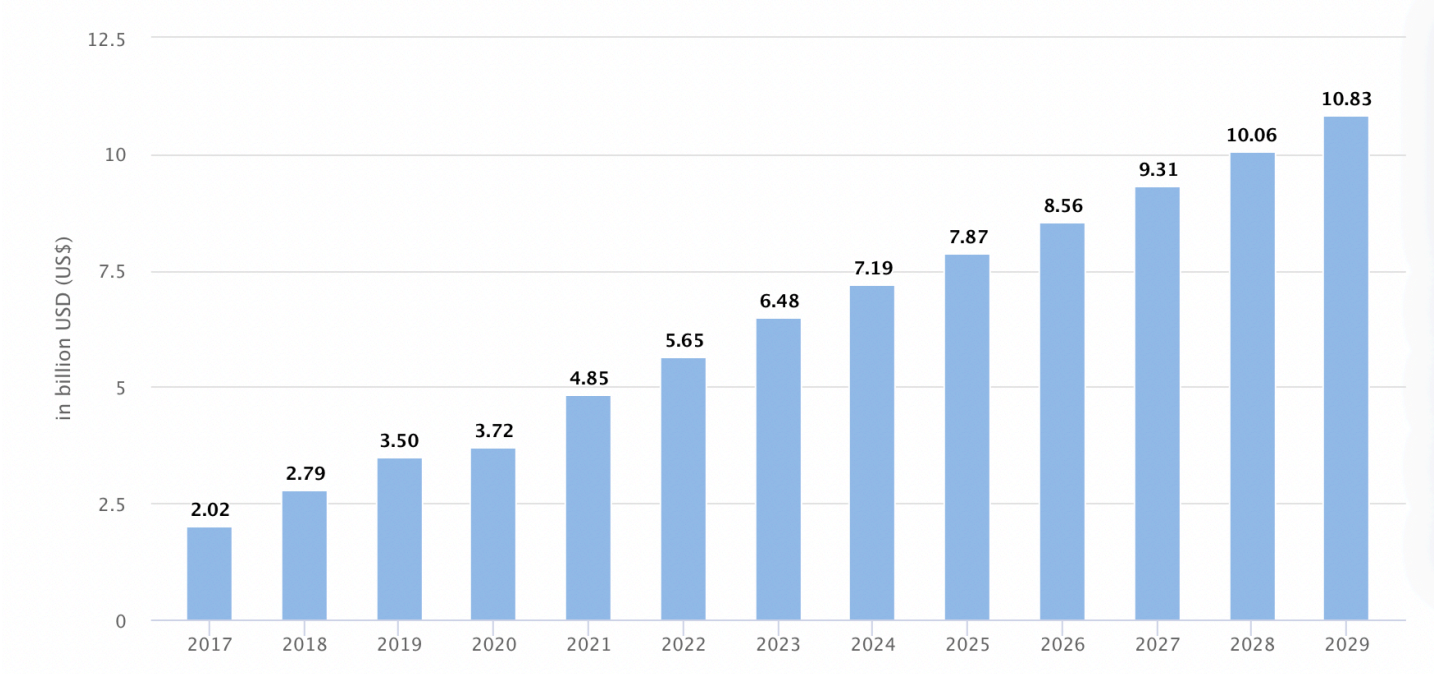
Our product is unique to the market since it is at the intersection between the productivity market and the smartwatch market. Through our **market research**, we found that parents of school-aged children were highly interested in buying a product that would help improve their child's time management and organisational skills. Many expressed frustration with the distractions their children face, both online and offline, and are keen to try a tool that focuses solely on improving the efficiency of their children rather than providing unnecessary entertainment. This insight shaped the development of our task-management system and parental control features, ensuring our product directly addresses these concerns.

The current global children's smartwatch market is valued at $1.69 billion USD as of 2024 and is forecasted to rise to $5.8 billion USD by 2033 through a 14.5% Compound Annual Growth Rate (CAGR). This indicates that the industry is statistically expected to continue growing. Furthermore, the Asia-Pacific region has experienced a surge in the number of wearable device shipments, with the number rising to 490

million products annually, indicating a growing demand for wearable technology and a good place to enter for a startup like ours. We conducted surveys and interviews to over 70 parents in our community, and one of our key questions was, “How important is it for your child to organise their day and set reminders for tasks?” 73% of parents believed that this is important or very important. Lastly, our survey has garnered significant interest from parents at our school, with some offering to mentor us and others requesting to be notified when the product launches - showing that there is existing interest and confidence in our business.



Since our product is a part of the productivity market, we must simultaneously monitor the trends in the market. The productivity market (including products such as apps and devices meant to improve productivity has a steady forecasted CAGR of 15%, from 2017 to 2029 (shown below).



Product/service features and benefits

Our product is more than just a smartwatch; it is a productivity tool designed to develop essential time management and organisational skills, especially for young children. Moreover, parents are able to guide and monitor the progress of their children through our application and interface. The interface is easy to use and a notification for tasks is sent directly to the child's wristwatch from anywhere in the world, which the child can simply mark as done once completed. Furthermore, our watch does not run any programs such as games or other forms of distraction, which may reduce their efficiency in their work or responsibilities. We also support sustainability in our product with our wristband housing and straps as well as the packaging for our product being made of recycled materials. Unlike many of the alternatives on the market, we have tailored our features to meet the needs of both parents and children, ensuring it is not just functional but also meaningful in its use.

One of the standout features is the watch's customizability. Parents and children can choose from a variety of strap colours and styles, making the watch feel personal and enjoyable to wear. This small but impactful option adds an element of fun for children while maintaining a professional appearance that parents value which is a good element of our business model. We have already taken the time to design a few potential watch faces that kids may like:

Target Audience

Our primary target audience is the parents of children between the ages of 6 to 13. However, with parents worrying about distractions with their children, this age range could change. Currently, we plan to use a neutral watch face design but we will design many custom designs suited for children. Our goal is to avoid making it too childish or too adult-like, allowing us the flexibility to expand to other age groups, such as teenagers or the elderly, in the future. We have taken this age group for now as we believe that parents of

children in this age group are the most willing to try a product that can improve their child's future habits, especially as some of the children would be entering high school in a few years, or possibly very soon. We assume that the parents who will purchase our product are concerned about their children's time management and organisation skills or may be in search of tools that can help their children focus more on their studies and get rid of distractions. We have identified four key needs for parents: a robust time management tool, a distraction-reducing feature, a user-friendly web app, an easily accessible watch, parental control options, and a design that is both ergonomic and visually appealing. As our web app will have advanced features, we also predict that some high-school students may choose to buy our product for their own time management, which also adds another potential market for us.

Distribution Channels

We will use e-commerce platforms through Shopify or Amazon. This way we will be able to reach a wider customer base without the limitations of physical stores. Additionally, many e-commerce platforms already have a large, engaged customer base with enough trust to shop online. This method will allow us to sell directly to the customer (D2C) whilst adding global reach and the option to expand into a global market in the future. Being a tech product, e-commerce is the easiest way for us to sell our products.

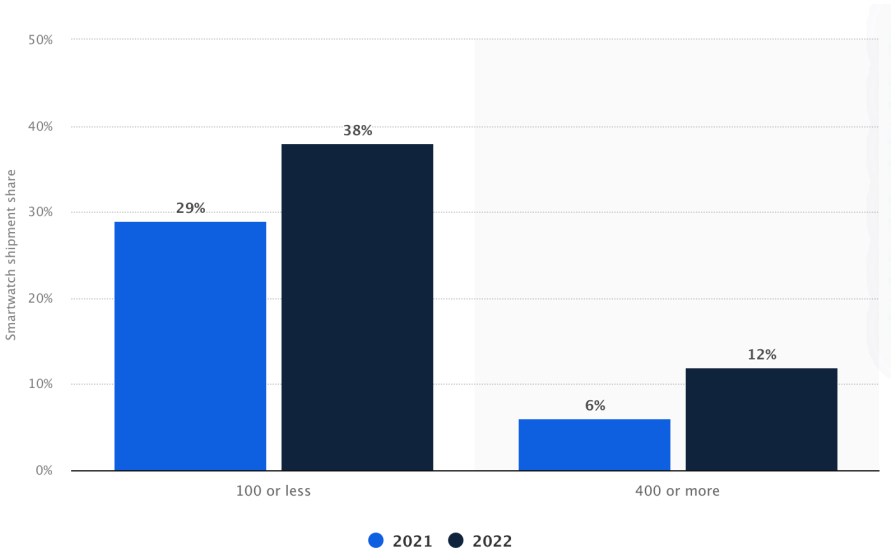
Distribution Channel Analysis	
Amazon	**Shopify**
Pros: - Amazon platform handles storage, packing, shipping and customer service for all the products sold - Offers Prime delivery option attracting customers through faster delivery options. - Offers more details for the product and better quality images to be displayed. - Trusted brand - prevent the sale of counterfeits. - Provides reports on sales and inventory - Provides automated pricing in order to stay competitive and maximise sales - Customer engagement tools are present such as buyer seller conversations. - Provides additional marketing support to newer businesses on the platform. **Cons:** - Highly competitive as there are many well-established brands with low	**Pros:** - Customisable themes to make an appealing website - Ideal for dropshipping according to most merchants - Strong customer support to be able to chat or call with at any time during the day - More than 3500 options for add-ons including shipping software that manage delivery fulfilment and can also add third-party apps. - Provides in-depth analytics on purchases - Shopify comes with marketing tools built in such as email marketing, social media integration and **Cons:** - Shopify imposes transaction fees unless using Shopify Payments.

production costs. This could harm our profits as we may have to sell at lower prices, maybe lower than our costs. - Includes various costs such as referral fees, fulfillment fees and other fees such as storage and advertising etc. This may not be ideal for a startup like ours as it negatively affects our profit margins. - May be difficult to build brand loyalty as customers may associate the experience with Amazon rather than our business. - Risk of copycat products being sold. - May be delays during peak season with the fulfillment centers causing a loss of potential sales.	- Limited customization options without knowledge of Shopify's Liquid code. - Reliance on third-party apps can increase monthly costs. - Some Shopify themes are not fully optimized for speed. - SEO features are basic; advanced SEO requires additional plugins. - Migrating from Shopify to another platform can be complex. - Monthly pricing plans and add-ons can become expensive.

From our research above, we plan to use Amazon's platform to optimize product listings in order to increase sales. We will use high-quality images, compelling titles and detailed descriptions to inform the customer as much as possible about our product and attempt to convince them to buy it. We plan to leverage Amazon's advertising whilst remaining competitive with prices with Amazon's dynamic pricing tools. Additionally, positive reviews from satisfied customers would help us raise our brand image especially as people will not have trust in a new business like ours. Therefore we must ensure good quality and durability of our product whilst maintaining the functionality element.

Pricing

The product will be priced at an affordable $34.99. This makes sure we are in the lower quartile of prices in the market to increase demand for our product over others. We believe that the Price Elasticity of Demand (PED) for our product is relatively elastic. Therefore it is important for us to beat the competition as there are a few substitutes. One way to do so if our PED is greater than one, is to reduce prices as the percentage increase in quantity demanded will increase by a greater proportion than the decrease in price. This will allow them to raise profits if total revenue exceeds total costs.



Key Competitors

Competitors in the children's smartwatch market include TickTalk, myFirst and Xiaomi.

Features	alertify	TickTalk	myFirst	Xiaomi
Watch design				
Price (S$)	$34.99	$149	$299	$85
Accessibility to customers online	✓	✓	✓	✓
Availability across Singapore	✓	✓	✓	✓
Advanced parental control and monitoring of child's tasks	✓	×	✓	×
Able to set reminders for the user	✓	✓	✓	×
Wifi connectivity	✓	✓	✓	✓
Mini Games	×	×	✓	×
Messaging Capability	×	✓	✓	✓
GPS	×	✓	✓	✓
Screen size (inches)	1.28"	1.52"	1.40"	1.40"
Fitness Tracking	×	✓	✓	✓

While most of our key competitors offer additional features like calling, it is clear that our prices are significantly lower, with Xiaomi being the closest at S$50 more than ours. Moreover, our advanced task-management system, complete with parental controls and a dedicated app, sets us apart, offering a significant advantage in this area especially since our competitors do not have many of these features. over our competitors. However, we can see that there are a few similarities between our product and that of TickTalk- such as the reminder feature for kids. But, our affordable prices are likely to result in better competition and larger sales for our business.

Looking at the competition in the market, we also noticed that there are hundreds of products at many different price points selling, or at least claiming to sell all of the features ranging from fitness tracking, calling, etc. For example, the two kids' smartwatches below both claim to have video recording, voice recording, a pedometer, a stopwatch, a flashlight, a calculator and music.

(Left: MJVV's watch, Right: Phyulls' watch)

The price difference of these similar-looking listings on Amazon is drastic. The watch on the left by a company named MJVV is $159.99, while the one on the right, by a company named Phyulls, is $45.94. Though there were mixed reviews from the perfect 5 stars to 1 star, a large percentage of reviews were 1-star reviews (13% for the MJVV and 8% for the Phyllus), highlighting issues with consistency and poor quality among competitors' products. In the current smartwatch market—excluding larger brands like Apple and Samsung—it is evident that simply adding more features at competitive prices is not a winning strategy. This has led to low customer confidence in the industry, particularly for mid-range and budget options. Our product seeks to address this gap by prioritizing reliability and delivering a focused, high-quality solution that meets customer needs. Additionally, this sole focus on the scheduling system makes sure that our product is not distracting for the child. This can be another major selling point to parents.

As a small and agile team, we can adapt quickly to user feedback and ensure rigorous quality control, an advantage larger companies may struggle to achieve due to their scale. Unlike many competitors who focus on adding more features, we aim to earn customer trust by providing a simple, user-friendly design and using sustainable materials for our product and packaging. This targeted and socially responsible approach not only sets us apart from larger, feature-heavy competitors as it puts on display our dedication to delivering a dependable, high-quality product that provides real value to our customers.

Target Market Share

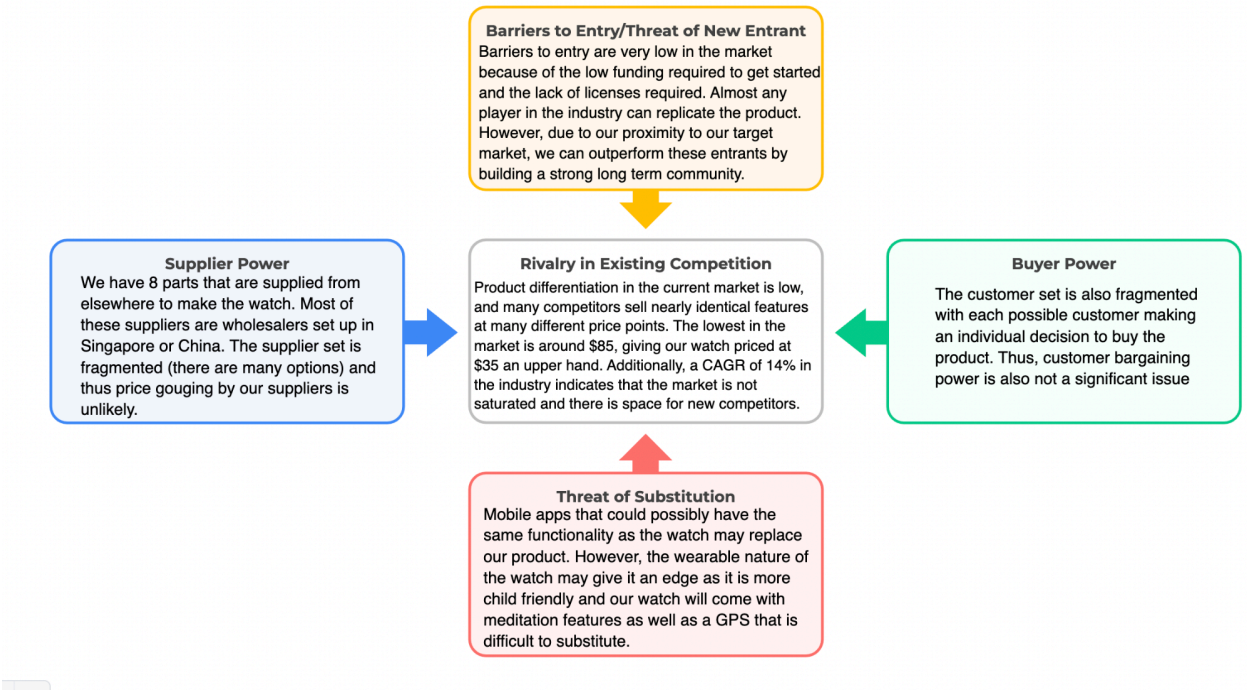
Our product does not aim to target the market of consumers who are looking for an all-in-one smartwatch that has smartphone-like capabilities. Rather, we look to target parents and, more specifically, parents who want to buy a smartwatch catered for their child with the child's wellbeing in mind. This probably represents a small percentage of the market– around 4-5% and we aim to turn all of these potential customers into future customers. Therefore, our product is an indirect competitor of some of the competitors listed above. Expanding our target market, especially by changing the features of the product, may be disadvantageous as it would make these companies our direct competitors. Hence, it would increase competition and having similar features to that of other well-known brands may result in our business-facing losses and a lack of revenue.

SWOT Analysis:

Strengths	**Weaknesses**
- Results from surveys show that there are parents of children in our school willing to buy these watches for their children. - The product we are making is unique. Having certain features such as a web app which makes it easy for parents to keep up to date on their child's events, which is a unique feature that competitors lack - The web app's design is very user-centric and easy to use, allowing parents to edit tasks and check up on their children effortlessly. - We prioritise sustainability by using eco-friendly materials and packaging, which not only benefits the environment but also appeals to customers who value socially responsible brands.	- As of now, we lack the funding, resources and professional personnel required to have a large rate of production. - We lack the funding at this stage for further research and development to introduce more features and ensure a steady supply. - As for resources are being delivered from overseas, it may be unreliable as it is not certain we will get the right amount, and that the components will be delivered safely and on time. - As a small startup, we may face challenges in building brand recognition and trust compared to larger, well-established companies with strong reputations.
Opportunities	**Threats**
- A large growth rate (14.5%) in a market that is still broadly untapped. - Not a single other competitor markets or even claims to solve the issue that we do in the same form factor/industry. - Narrow target market. This can be an untapped opportunity as our target market (parents) have not been provided with many cheap options for watches for their child with productivity and well-being in mind. By targeting these consumers, we are able to build a product that has specifically parents in mind compared to most other products in the market. - We have a much lower estimated price than most competitors because of our sole focus on the scheduling system. Most competitors have many more general features that most likely raise their costs.	- Parents may be looking for more of an all-in-one product. They could want a step counter, heart rate tracker, fitness tracking etc on the same watch. This product would not cater to such parents. - Some parents we talked to told us about not policing their children a lot- they want it to be flexible. Parents may find the product to be tiresome to handle. - Customer needs and preferences can shift quickly towards more advanced, multifunctional features, emphasizing customisation, data privacy, and sustainability. alertify must adapt to these trends to remain appealing and competitive in a dynamic market.

- Children may be open to using the watch since for most primary school kids it may be fun to wear and show their friends. - The main advantage of our business is that our target market is relatively accessible through schools. Hence, gaining initial customers should be much more straightforward. We already have gotten offers from parents to try out the product and some even reached out to help with our branding. These are really big opportunities that we can leverage to improve our business.	

Porter's Five Forces Model:



Key Takeaways and Solutions from Analysis:

Trust is needed for parents to purchase products for their children. Building this trust through transparency, high-quality materials, user-friendly design, and a reliable product is our top priority. Unlike many competitors with feature-heavy offerings, we focus on creating a dependable, purpose-driven solution that resonates with parents' concerns for their child's future. Establishing a strong, loyal customer base early on will give us a competitive edge against potential new entrants whilst reducing the risk of substitution from alternative products. With a forecasted CAGR of 14% for the market, there is ample room for growth. Our decision to target a niche—parents prioritising

their child's time management and organisational skills—allows us to address a specific need that remains underserved. By focusing on this niche and avoiding direct competition with multi-feature smartwatches, we mitigate risks associated with market saturation.

At $34.99, our product is positioned in the lower quartile of the market. This affordability makes it accessible to a larger audience while still providing high value. In comparison to competitors with similar features but much higher prices, our pricing strategy encourages demand and sets us apart from both premium and budget options with quality concerns. Our initial reliance on e-commerce platforms like Shopify, and Amazon, and our website provide cost-effective and scalable access to customers. This model ensures easy accessibility while allowing us to maintain control over order fulfilment. Selling at schools and local exhibitions strengthens our direct connection with the target audience, reinforcing trust and community ties.

Our streamlined, scheduling-focused smartwatch—combined with a dedicated parental control web app—fills a market gap. While competitors like TickTalk or myFirst offer some overlapping features, none integrate a similar task management system at this price point. This feature-focused approach keeps costs low while directly addressing the needs of our target market. The use of eco-friendly materials and sustainable packaging aligns with the growing consumer demand for socially responsible products. This not only reduces our environmental footprint but also strengthens our appeal to conscious parents who value companies that emphasise sustainability.

Marketing Strategy

At the end of this section, there are two clear questions. What will be the final marketing strategy, and is it a winning one? How can we as an organisation improve with further funding?

Our marketing strategy centres on setting our product apart from a typical smartwatch. Rather than selling it as another “gadget” for children to use, we emphasise its role as a powerful tool designed to improve their well-being, while ensuring it does not create distractions. We have taken this approach because we have observed that the current market is saturated with smartwatches offering similar features. We are creating a product that offers unique experiences and a targeted solution. We differentiate ourselves for two main reasons.

- The target market that our competitors look at is the wider market, while our product aims at a smaller portion of that market. By narrowing our target market primarily to parents of young children, our product sidesteps competition by multi-million dollar companies who have the resources to build tech-heavy products that aim catering to everyone. Since we do not have the high costs of building an all-in-one smartwatch, we can also undercut many of these competitors on price.
- The market landscape as of now is almost identical, with no product differentiation. Most products provide an almost identical user experience and features. We need to make clear to potential customers that our product is not the same and that it has a completely different aim in mind.

This strategy, combined with the fact that our watch will be one of the most affordable products in the market, can help us gain significant demand. In our marketing, we must clearly communicate that our value proposition is not an “all-in-one” watch, but instead has a specific focus on productivity and time management. Parents may even look to switch to our more minimalistic, productivity-focused and simple-to-use watch rather than buy an expensive watch that packs many distracting or unnecessary features.

Another key part of our strategy is building trust with our target audience. Our market is a part of the childcare industry and parents want a trustworthy product. To build rapport with parents, we need to be transparent in our

value proposition and create a platform to communicate with parents. We can do this by setting up exhibitions at schools and also constantly taking feedback on our prototypes from many parents. This helps us constantly iterate our product to make our MVP (minimum viable product) increasingly better. By focusing solely on parents and their children's needs, we can build trust and convey reliability in our product.

Our overall strategy is a winning one as we have found a way to break into a market with big players selling nearly identical products to each other and we have managed to provide a product that is unique yet useful for a certain portion of the market. Our strategy does not rely on widening the target market share, but actually narrowing it down so that our product can fulfil the needs of our customers. By doing so, we also sidestep tight competition in the market as we do not aim to outperform the so-called "all-in-one" watches. The strategy of selling this product as a productivity tool differentiates it further and highlights the product's unique value proposition.

Uses for Funding

We need to ensure that we have the resources and capability to consistently provide our customers with a high-quality product while striving to minimize costs as much as possible. Funding can significantly help us with this.

One major problem is that the product is quite heavy, tall, and bulky because we are utilizing other manufacturers' components and assembling them ourselves. The best way to overcome this obstacle is to develop our own PCB, and we can do this with funding. We can customize the board to the structure of our watch, which will make the overall board more space-efficient. Additionally, PCB manufacturers like JLCPCB assemble the PCB themselves, allowing us to cut production costs significantly.

Moreover, instead of 3D-printing the structure of our watch, we can utilize different materials that are more sustainable, relatively cheap, and scalable for our product. For example, we can use injection moulding for the casing of the watch, natural fibres with resin binding, and more. All these methods need to be carefully tested to determine which one is lightweight, cheap, scalable, and sustainable. The investment would let us buy our own injection moulding machine and provide funding for this research and development.

Additionally, we would need to experiment with different layouts to the circuit inside the casing of the watch so that we can see which layout is the most space-efficient, what is the most appealing and what is the most functional overall.

Furthermore, to upgrade our watch, we need to include a few more features that will require more modules, such as location tracking for the guardian. Additionally, the meditation feature and screen time tracking features will also be integrated with the help of funding. Besides adding new features, we also may need to upgrade vital components like the display or battery so that it is smoother and ultimately higher quality for the user in general.

Other than the features of the product, another major change that can be made to our current business model with funding is the sale of watch straps. If we purchase the capital to produce silicon straps, we can charge high premiums for the sale of these straps as a complementary good. To make this more viable for the consumer, we can add a premium personalisation service. This can include using custom 3D-printed stamps with silicone-friendly ink, to transfer designs onto the strap, making it unique. By selling these straps at around 300-400% profit margins, in the long run, this can create a new revenue stream, improve our net profit margins, and maybe even attract more

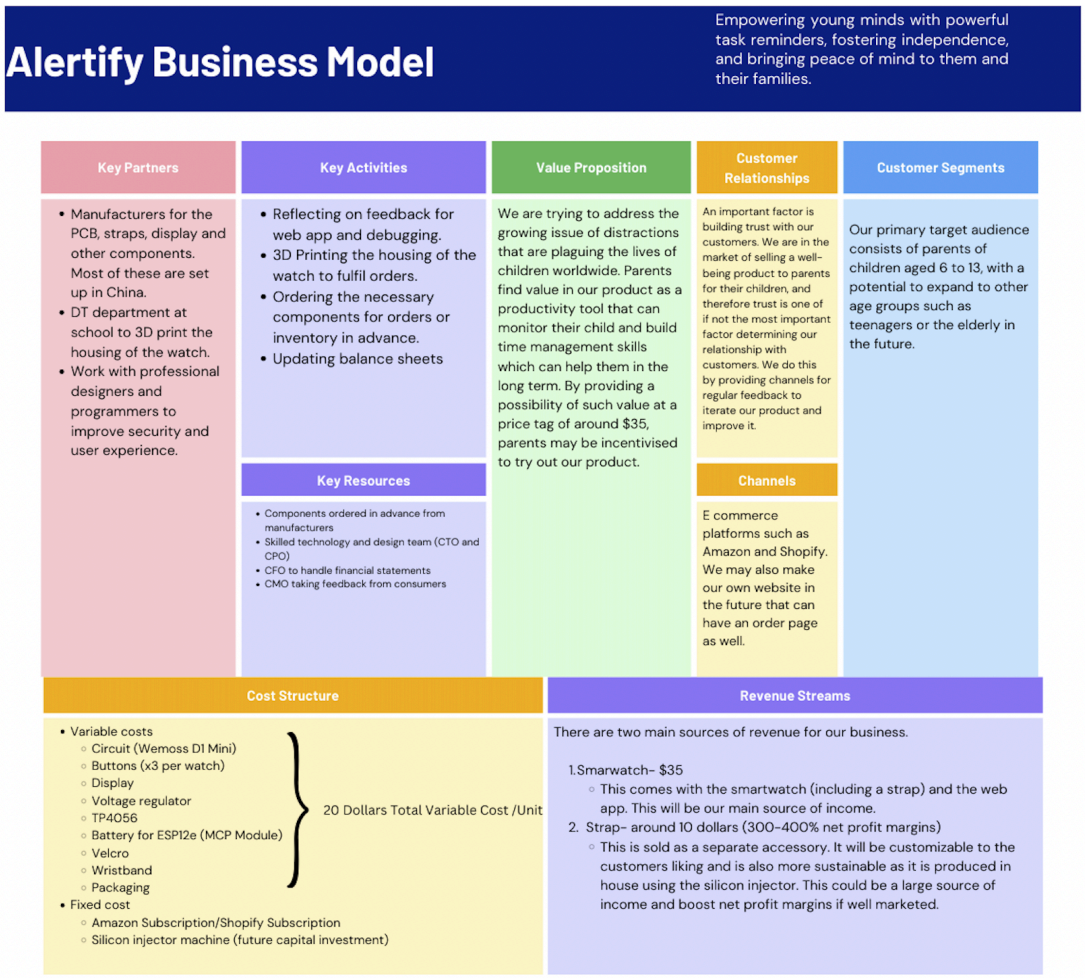
customers. Additionally, by producing the straps ourselves we can be more sustainable by making it out of recycled silicone.

Onto the other aspects, as of now, we are in the prototyping stage, thus the circuit and final product are assembled by our team. In the future, to increase productive capacity and improve quality, we will need to outsource manufacturing, possibly to countries like China or Indonesia, where we can pay manufacturers to mass produce and assemble our watches and we would be able to establish a global presence with such a partnership. Funding and investment can make this process much smoother and help us get a trusted manufacturer who would produce high-quality products. Our team is really invested in developing and improving the business and this funding can be integral to our growth.

Sales Forecast:

Our sales forecast heavily relies on the customer demand for children's smartwatches, especially those watches that focus on improving time management and productivity. In the first year, our expectations are modest, as we attempt to launch our product into the market and create awareness of our brand. We are targeting to sell 300 units by the end of the year, including online sales. In subsequent years, as our firm grows and our distribution channels grow, we project around a 24,000% increase in sales and are aiming to sell more than 30,000 units by the end of the third year. The most likely cause of the increase in our sales by the third year is through brand recognition, customer referrals and our adaptations to the product that can best meet the needs of our customers. Therefore, our sales forecast will be heavily reviewed from time to time, based on market feedback and performance to make sure we are on the right track and are able to meet growth targets. After the first year, given that we have enough profit, we aim to invest into research and development as well as better quality of capital to lower our overall costs of product which will allow us to raise output. We can pass on this lower cost to consumers in the form of lower price and ultimately raise demand.

Business Model:



Operational Plan

Location

alertify will operate in Singapore, taking advantage of the country's business-friendly environment, logistics network, and low corporate tax rates, which are favourable for startups. Singapore is among the best countries in the Global Startup Ecosystem Ranking, with a pro-business regulatory framework, low corporate tax rates (17%), and a straightforward process for starting a business. To minimise operational costs in the initial stages, we will not establish a fixed office space. Instead, our team members will work remotely, coordinating tasks using digital collaboration tools like Google Meet and WhatsApp. These tools will enable us to have quick meetings, discuss various aspects of the business such as sales, and conduct interviews, all while saving time and resources that would otherwise be spent on in-person meetings. Given that all team members attend the same academic institution, face-to-face meetings can be easily conducted there whenever necessary. As the business grows and we need to manage larger inventories, we plan to rent a storage unit located in proximity to the majority of business owners and convenient for team access, ensuring that it remains cost-effective. Initially, inventory will be stored at the residences of team members, providing easy access for quality checks and distribution. This arrangement will help us maintain flexibility over the process as we scale. In addition to its logistical advantages, Singapore's geographic proximity to China offers a significant benefit by reducing shipping costs for electrical components. Moreover, Singapore's transport infrastructure, including clean roads and a reliable public transportation network, will ensure smooth operations for our distribution. Lastly, Singapore's strategic location not only supports our current operational needs but also positions *alertify* for potential regional expansion, allowing us to leverage the country's efficient infrastructure and business ecosystem.

Legal Environment

alertify's operations and products will strictly adhere to Singapore's legal and regulatory framework to ensure compliance and consumer trust. To ensure product safety, the smartwatch will meet all relevant child safety and electronic standards. The accompanying app will comply with Singapore's Personal Data Protection Act (PDPA). This will ensure that user data, particularly that of children, is handled securely and responsibly, making sure there is robust encryption and safeguarding in place. Additionally, the business will adhere to the Consumer Protection (Fair Trading) Act (CPFTA), guaranteeing fair and transparent business practices including providing warranties to protect consumers' rights and address complaints promptly. These measures will not only ensure compliance but also build trust with customers. Lastly, we will comply with a consumer warranty of up to 3 months and return policies to show our commitment to consumer satisfaction. We will honour warranty claims and make our best efforts to handle product returns, enhancing transparency between the business and the customer.

Personnel:

Currently, the team consists of six members, all deeply committed to delivering excellence and working with unwavering dedication. As a whole, we all have experience in several fields needed for this venture, such as programming, design, marketing, and finance. Each team member plays an integral role in the operations of the company whilst ensuring smooth coordination between product creation. In the short term, we may engage freelance professionals to enhance the product's features and design. For example, full-stack developers will be hired on a freelance basis to refine the scheduling app, improve the security of the code, and designers can assist with improving the smartwatch's usability and aesthetics. Additionally, product designers (specialising in wearable

electronics) will also be hired to improve on our original designs. Most of the personnel will be hired on a freelance basis as certain difficult task picks up.

Production:

In the initial stages, production will be managed locally by our team of six high school entrepreneurs. We will assemble the final product ourselves to ensure rigorous quality control and gain a deep understanding of the manufacturing process. We will have a rapid production process and as time progresses, we believe it will be even faster due to investments and R&D to lower costs. Components will be sourced from trusted wholesalers in China and Singapore, chosen for their reliability and ability to deliver high-quality parts at competitive prices. This hands-on approach not only ensures the final product meets our high standards but also allows us to adapt quickly to any challenges or feedback during the early phases of production. Additionally, managing assembly locally reduces upfront costs and provides us with the flexibility to experiment with and refine the product before scaling.

As demand grows in the long run, we aim to transition to a scalable production model by partnering with trusted manufacturing facilities in China. These facilities that are equipped to handle mass production, would result in reduced unit costs while meeting increased order volumes. To maintain our commitment to quality, we will establish clear standards and perform regular quality assurance checks through close collaboration with these manufacturing partners. Additionally, sustainability remains a priority for us. We will ensure that our sourcing and packaging processes align with our eco-friendly goals, exploring options for sustainable materials at every stage of production. This holistic approach ensures that our production strategy not only meets current demands but also sets the foundation for long-term growth and scalability.

Suppliers:

Suppliers for the smartwatch's parts and packaging are selected based on reliability and quality assurance. The current suppliers, based in China and Singapore, have been evaluated for their ability to meet initial demand. Maintaining strong relationships with suppliers is critical to ensure timely delivery and consistent quality. In the future, the team will seek to establish long-term contracts or diversify suppliers to handle larger orders and mitigate risks such as delays, price changes or supplier sovereignty. We will also place emphasis on strong communication with our suppliers, improving relations and reducing the risk of misunderstandings. This can include implementing regular supplier audits and performance reviews. Building a resilient supply chain will be crucial as we scale operations to meet growing market demand.

Quality Control:

Ensuring exceptional product quality is a core focus for Alertify, as it is essential to building customer trust and satisfaction. Each component will undergo rigorous testing for functionality, durability, and compliance with safety standards to meet the highest expectations. During the initial stages of our launch, assembly will be carried out by our team at school or home, supported by professionals and advanced tools. To maintain stringent quality control, each and every smartwatch will be manually assembled and thoroughly inspected at each stage of production. This approach ensures that only top-quality products reach our customers, minimising potential issues and improving our reputation among parents. However, in the future, if we work with a manufacturer for scalability, quality control can be challenging. To solve that, we would need to find the most reliable manufacturers and constantly run quality checks on a few samples.

Before packaging and selling, every unit will undergo final testing to confirm that the scheduling feature and accompanying app function flawlessly. A clear defect resolution protocol will be implemented, allowing customers to

receive replacements or repairs promptly in case of post-sale issues. To ensure consistent quality, all suppliers of smartwatch components will be thoroughly vetted for reliability and adherence to required standards.

Inventory Management

alertify's inventory management strategy will focus on efficiency and cost-effectiveness. Initially, a minimum stock of our smartwatches - *the alerty* will be maintained at one team member's residence and they will be kept as emergency stock in case of distribution difficulties. This approach minimises overhead costs and ensures that the business is prepared to meet excess customer demand by increases the elasticity of our supply. As the business grows and reliable large scale production partners are found, production may shift to a complete on-demand production and distribution basis, similar to the dropshipping model.

To reduce storage and logistics challenges in the future, *alertify* will explore dropshipping options, where products are shipped directly from manufacturers to customers. Inventory levels will be tracked through simple yet effective programs such as Sap ERP to prevent stockouts and overstocking. The ERP system can suggest changes to outdated business models, simplify workflows to improve efficiency, provide real time insights, improve scalability and make us eligible for updated softwares and features. All of this is to improve efficiency and give us more access to information which we can use to make improvements.

In the short term, while demand is low and we are still in the process of finding a reliable manufacturer, all the individual parts are going to be assembled by us. This ensures quality control and gives us more control over our internal processes. When a reliable manufacturer is found, this assembly process will change.

By combining efficient location management, legal compliance, strict quality control, and lean inventory practices, *alertify* aims to establish a robust operational foundation. These measures will ensure that customers receive high-quality products while the business remains agile and cost-effective, as well as a safe amount of inventory ready to meet demand.

Financial Plan

[3-year Financial Statements Projection Hyperlinked here:]

Costs Table (Variable and Fixed)

Variable Costs Table	
Components	**Price (S$)**
Circuit (Wemoss D1 Mini)	3.00
Buttons (x3 per watch)	0.18
Display	4.30
Voltage regulator	0.08
TP4056	0.87
Battery for ESP12e (MCP Module)	3.00
Velcro	0.40
Wristband	2.23
Packaging	1.00
Other small circuit components (resistors, capacitors)	2.00
Miscellaneous additional costs	3.00
Unit Variable Cost	**20.06**
Selling Price	**34.99**

Fixed Costs Table/year	
Capital/Service	**Price (S$)**
Amazon/Shopify	360.00
Silicon Injector	500.00

Profit and Loss Spreadsheet:

	FY 2025	FY 2026	FY 2027
Revenue			
# of units sold per day	0.80	15.70	73.03
Unit price	34.99	36.00	40.00
Total daily revenue	27.99	565.30	2,921.27
No. of days	306.00	365.00	365.00
Revenue	**8,565.55**	**206,334.37**	**1,066,264.00**
Expenses			
Variable Cost/unit	20.06	14.46	11.92
Total Variable Cost	**4,910.69**	**82,896.32**	**317,686.06**
As % of revenue	*0.57*	0.40	0.30
Total Fixed Cost	360.00	860.00	860.00
Fixed Cost/unit	1.47	0.15	0.03
Total Cost	5,270.69	**83,756.32**	**318,546.06**
Total Cost/Unit	**21.53**	**14.61**	**11.95**
Profit Before Tax (PBT)	**3,294.86**	**122,578.04**	**747,717.94**
Taxes	560.13	20,838.27	127,112.05
Tax rate (assuming entity is a company)	*0.17*	*0.17*	*0.17*
Profit After Tax (PAT)	**2,734.74**	**101,739.78**	**620,605.89**
Capital requirements			
Renovation			
Equipment	NA	1,000.00	NA
Estimated life of equipment (years)	NA	NA	NA
Equipment yearly depreciation	0.00	500.00	500.00
Return on investment (year 1)			
Inflation	**0.00%**	**3.00%**	**3.00%**
Bulk Discount	**0.00%**	**30.00%**	**20.00%**
Growth in Units Sold/Day (weekly)	**0.00%**	**7.00%**	**3.00%**

Cashflow:

	31st Dec 2025		31st Dec 2026		31st Dec 2027
Profit After Tax	**2,734.74**		**101,739.78**		**620,605.89**
Non Cash Items					
A. Depreciation	0.00		500.00		500.00
Inflows					
A. Equity Capital	0.00		0.00		0.00
B. Prize money funding	10,000.00		0.00		0.00
Total Inflows	**12,734.74**		**102,239.78**		**621,105.89**
Outflows					
Investment					
A. New Assets	0.00		1,000.00		0.00
B. FD	11,734.74		101,239.78		620,105.89
Total Outflows	11,734.74		102,239.78		620,105.89
Opening Cash and Bank balance	**0.00**		**1,000.00**		**1,000.00**
End Cash and Bank balance	**1,000.00**		**1,000.00**		**2,000.00**

Balance Sheet:

	31st Dec 2025		31st Dec 2026		31st Dec 2027
Assets					
A. New Assets	0.00		500.00		0.00
B. Cash/ Bank Balance	1,000.00		1,000.00		2,000.00
C. FD with bank	11,734.74		112,974.51		733,080.40
Total Assets	**12,734.74**		**114,474.51**		**735,080.40**
Liabilities					
A. New Assets	0.00		0.00		0.00
B. Equity Capital (including SSEP funding)	10,000.00		10,000.00		10,000.00
C. Balance of P and L	2,734.74		104,474.51		725,080.40
Total Liabilities	**12,734.74**		**114,474.51**		**735,080.40**

Additional Appendices

Below are some elements many business owners include in their Appendices:

Market Research Studies:

We analysed the google form we sent out to many of the parents in our school's parent group chats . Additionally we conducted a handful of face to face interviews with the people around us. This totaled up to about 70 interviews across all group members. These were our results. The link to the spreadhseet is hyperlinked here.

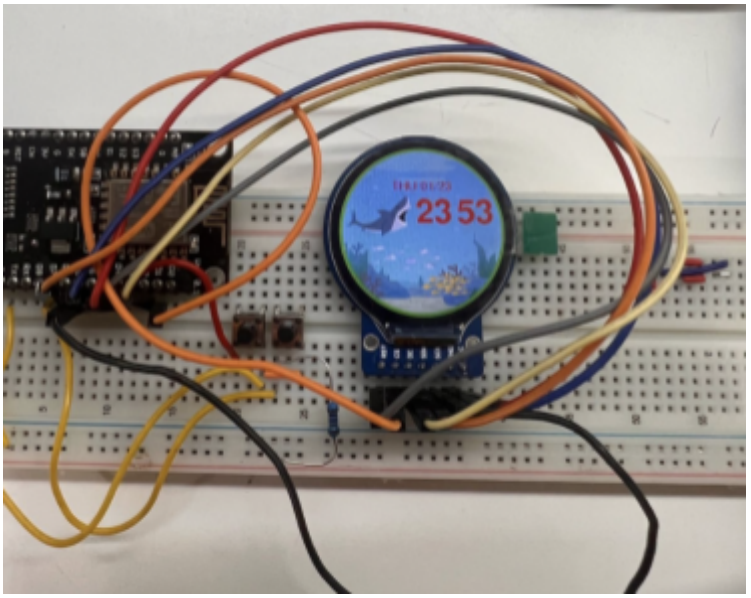
Data Point	Analysis
Average Age (1-5 Rating)	11.00
Importance of touchscreer	3.02
Importance of productivity	4.05
Average price for product	32.89

Additional Features:
Voice commands
How many times the task is snoozed
Cool Watch faces
Step counter
Location tracking
Make it 100% biodegradable
Calling Feature
Health checking(heart rates and excercise tracking ETC)
Fitness
Interesting features: Quests to ensure children enjoy wearing it
Notifications on parental app

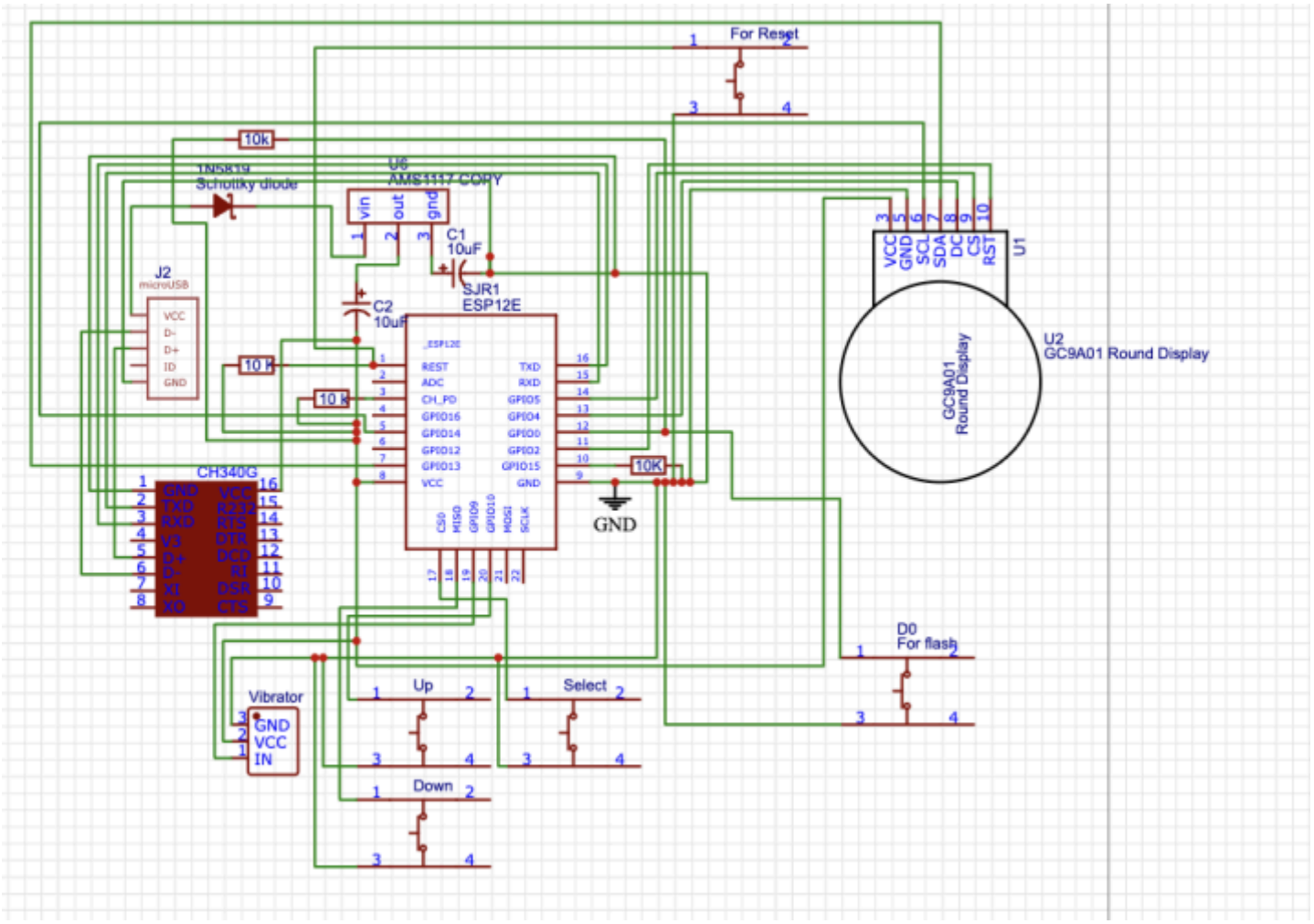
Here we can see the average age range of the children of the parent's interviewed, the importance of setting reminders and productivity throughout the day, Importance of the touch screen feature and the average price parents are willing to pay for our product. We added a section on the right for additional features that many parents may want that may include biodegradability, location tracking and fitness monitoring.

Blueprint/Plans:

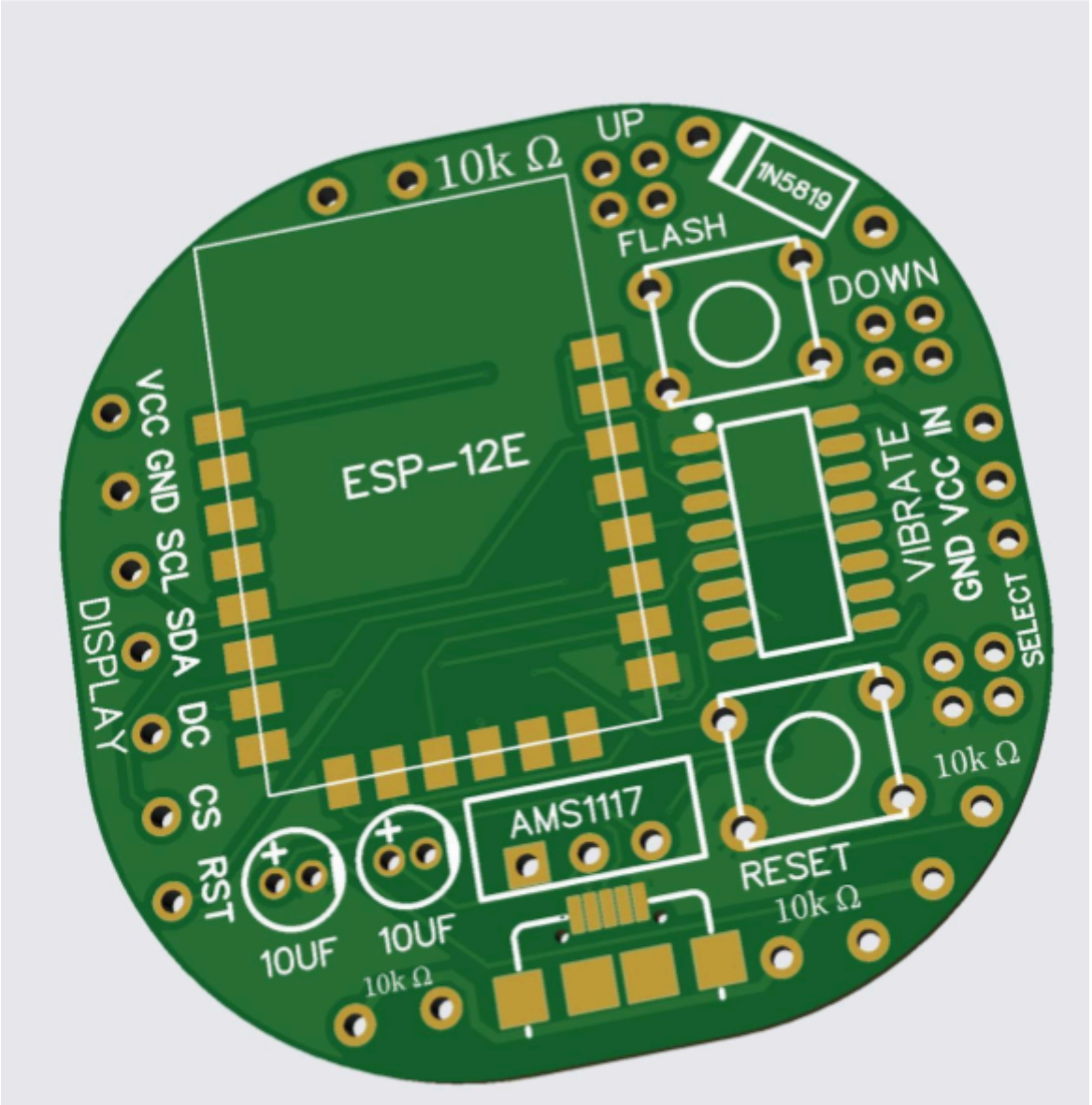
Using Breadboard for testing out display



This is the schematic for the custom PCB, based on the above breadboard. We hope to achieve this with investment

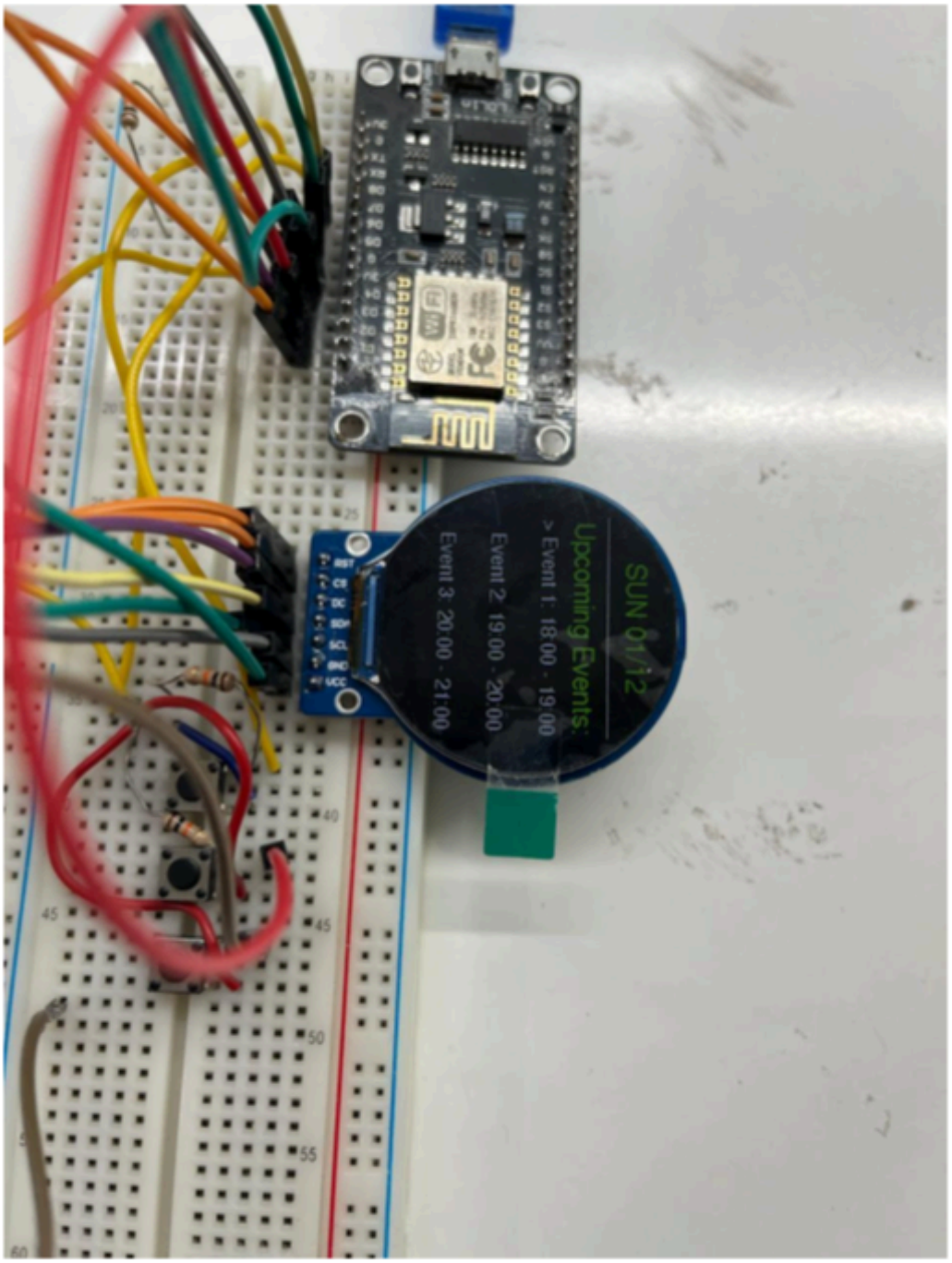


Developed our own PCB, we did not make this because we require more investment to make sure that we can make the pcb as simple and easy to wire as possible.



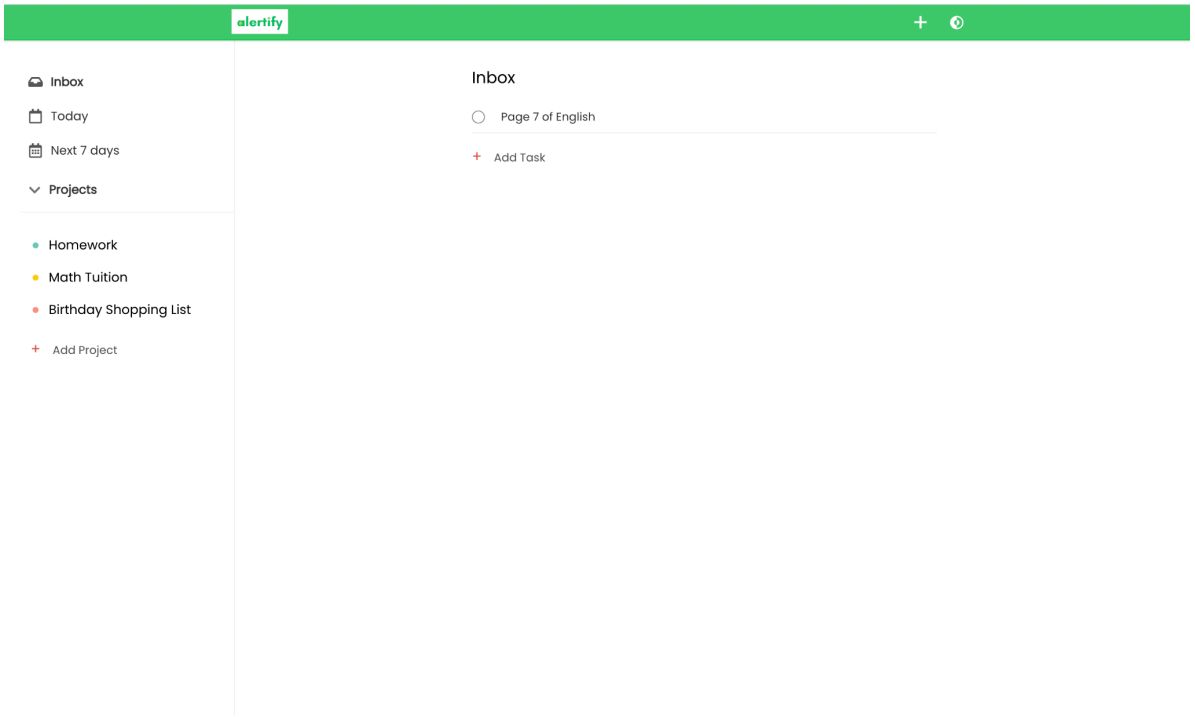
Currently with this design, the watch would be very tall and would not be feasible at all in the long run.

We have completed the task code for the watch. In this iteration, the watch successfully obtains the tasks from google calendar with added functionality to mark it as done



However, the design of the watch is not the best, with more investment, we can make it more child friendly and easy to use

Fusion 360 mockups of how our watch will look after investments

The current look of our web application

**Tasks already smoothly connects to the watch, though some features have not been included. This includes spending time designing the front-end*