



Project Scoping for:
Market Research - Property Smart Access Details

Client Name (company)	Knock
Website	www.knockapp.co
Point of Contact	Erez Cohen
Email	erez@knockapp.co
Phone	929-436-7887

Team Members				
Role	Name	Email	Phone	Major
Project Manager	Rachel Wahba	rachel.wahba@tamidgroup.org	123-456-7890	Consulting
Associate (Intermediate)	Maya Cohen	maya@tamidgroup.org	234-567-8901	Law
Analyst (Beginner)	Jay Epstein	jay@tamidgroup.org	345-678-9012	Business
Pro Advisor (Alumni)	Aaron Bogage	aaron@tamidgroup.org	456-789-0123	Economics

Company Information
Knock, founded by IDF's 8200 cyber-unit engineers, is creating software solutions that integrate with smart-locks, aiming to redesign tenants' rental experience. For renters, knock enables on-demand self-showings. Prospects use Knock-app to buzz building intercoms, unlock doors and tour apartments by themselves, without scheduling and without an agent on-site.

Background and Context

Access to properties is changing rapidly from Amazon-Key deliveries to Wag! dog-walking services, in residential, co-working spaces and more. As the market is still very open to new players with growing demand, the company feels like now is the right timing to enter and offer its own remote key to allow access. The company's main competitor, KeysRUs, is already valued at \$1.3billion after launching 2 years ago.

Project Objective

We wish to create a better market-fit for our Access-Control product:

- Evaluating potential markets to determine which will benefit the most from our service
- Deepening our understanding of customer needs in potential markets
- Identifying relevant real-estate players within the targeted market

Scope Description

In Scope:

1. The following industries: Student housing, retirement homes, hotels
2. US markets only, with focus on NY
3. Primary research and observation within potential user population

Explanation of Services

Activities and Tasks:

1. Activity 1: Online research of student housing
 - a. Research student housing in 5 campuses in NY, and learn what type of keys are being used to access housing
 - b. Research whether there has been an attempt to use remote smart-access and the results
 - c. Analyze these property types' loss (time/money) when not using smart-access
 - d. Potential gain from implementing an Access-Control solution
 - e. Conduct interviews with staff in the student housing to learn whether they will be open to using remote smart-access app
 - f. Summarize whether this is a target industry based on results

Completion Date: February 27th

2. Activity 2: Online research of retirement homes

- a. Research 4 retirement homes in NY, and learn what type of keys are being used to access housing
- b. Research whether there has been an attempt to use remote smart-access and the results
- c. Analyze these property types' loss (time/money) when not using smart-access
- d. Potential gain from implementing an Access-Control solution
- e. Conduct interviews with staff in retirement homes to learn whether they will be open to using remote smart-access app
- f. Summarize whether this is a target industry based on results

Completion Date: March 24th

3. Activity 3: Online research of hotels

- a. Research 15 local hotels and learn what the different types of hotel key technology they use
- b. Analyze what their current price-per-room is with current solution, and how it will change with Access-Controlled solutions
- c. Summarize whether this is a target industry based on results

Completion Date: April 12th

4. Activity 4: Create an excel database with names and contact info of potential users

- a. Input data found from research into the database
- b. Format for ease of understanding and use by client

Completion Date: May 1st

Project Deliverables

Scheduled Milestones:

1. February 27th:
 - a. Present Deliverables for activity 1
2. March 24th:
 - a. Present Deliverables for Activity 2 and any changes to Deliverables for activity 1 based on company's feedback
3. April 12th:
 - a. Present Deliverables for Activity 3 and any changes to Deliverables for activity 2 based on company's feedback
4. May 1st:

- a. Share Deliverables for Activity 4 and any changes to Deliverables for activity 3 based on company's feedback
5. May 15th:
 - a. Present Final version on Deliverables for Activity 4 based on company's feedback.

Data Request

Client has agreed to deliver the following for the team to learn the background information about the company and the industry:

1. Research that has been conducted by the company about each one of the industries above
2. Information about competitors' revenue models
3. Data requested from potential investors regarding the industry trends

Constraints

- Our team has mid-term exams during the week of February 24th-28th, and final exams the week of May 11th-15th. During these weeks our team will not be meeting
- Spring Break is during the week of March 9th-13th and our team will not be meeting that week
- Passover Seders are also April 9th-10th, and many of our team members will be observing the holiday and not working
- Client constraint: the entire team goes offline for an industry conference between March 15-21.
- Client constraint: company point of contact is going on family leave mid-project so needs to be utilized before then, and will be replaced with a new point of contact once she goes on maternity leave.

Assumptions

- Knock has a fully built app that is ready to use
- Knock app has been tested and approved for use in the US market

Approval Requirements

Knock point of contact has agreed to provide written and verbal feedback on each of the deliverables within 2 weeks after submission of deliverable

Ownership

Each deliverable is the sole ownership of Knock, the client.

Knock has agreed for the deliverables to be shared publicly by TAMID Group for the purpose of promoting the program to new companies.