Opportunity description

Description
The Edinburgh nightclub scene has been recycling the same themes and ideas for the past few years. They bring new artists, new D.J's, create new events, but the audio visual effects though tailored for each night, draw from the same pool of technologies. There is need for innovation.

"We introduce to the market tornado machines which can form tall tornadoes of different sizes and intensities. Lasers and lighting effects which illuminate the tornado can form an enticing display. The display can serve as an exciting feature of a club, bar or function looking to diversify their events.

Tornado machines have not yet been introduced to Edinburgh's club market and the competition we face in this market comprises of current AV systems retailers, like smoke machines, strobe lights and moving head.

Our plan is to sell or rent our tornado machines to companies that operate nightclub venues, starting locally with Edinburgh because of its vibrant and diverse nightlife driven by a big population of students.

About the tornado
The tornado machine currently can create different sizes, shapes and speeds tornadoes through a controller. Hence anyone with a laptop or even a smartphone (still not integrated yet) can control the tornado.

The controller is an Arduino Mega Board, thus only one's imagination is the boundary to what can be achieved with this machine. Any type of sensors from sound to light, or movement sensors can be added to it and hence it can react according to its surroundings.
Any laser, or light controller can be added and thus strong lights can create beautiful effects.

Monetization
There are two monetization models being considered:
1. Rent out with maintenance
2. One off purchase

Both have advantages and disadvantages for the customer - this is elaborated in the Segment Need section.