

We have created our Google Drive folder and put the ideas for Brainstorm on 01/23/2017

MOM for 02/12/2017:

1. We have done with customer and value drives part
2. We have done the market segmentation part
3. We have done the outlines with next meeting

MOM for 02/19/2017:

4. We have done the outlines for our Marketing Plan final report
5. We have divided the Final Marketing Plans' outlines among the team members
6. We have done the outlines for our Final PPT
7. We have decided to make a workshop next week for SWOT, Five Forces tools

MOM for 02/26/2017:

1. We have done the SWOT analysis outlines
2. We have done 50% of Five Forces Porter's
3. We have decided to complete the Five forces porter's next meeting on Sunday 03/05/2017

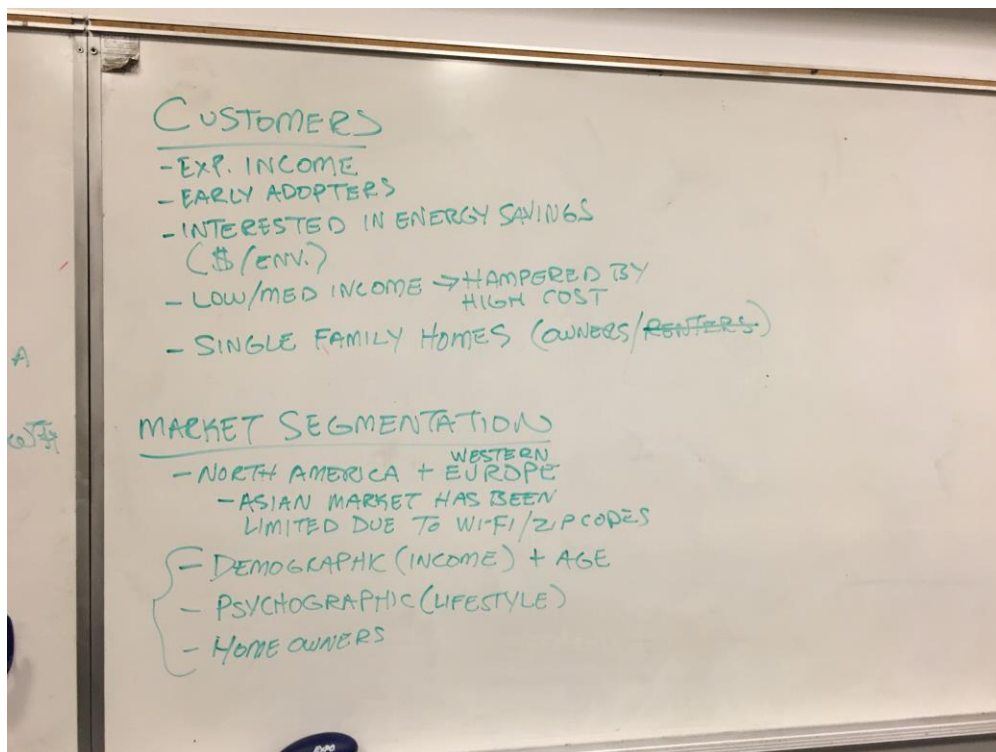
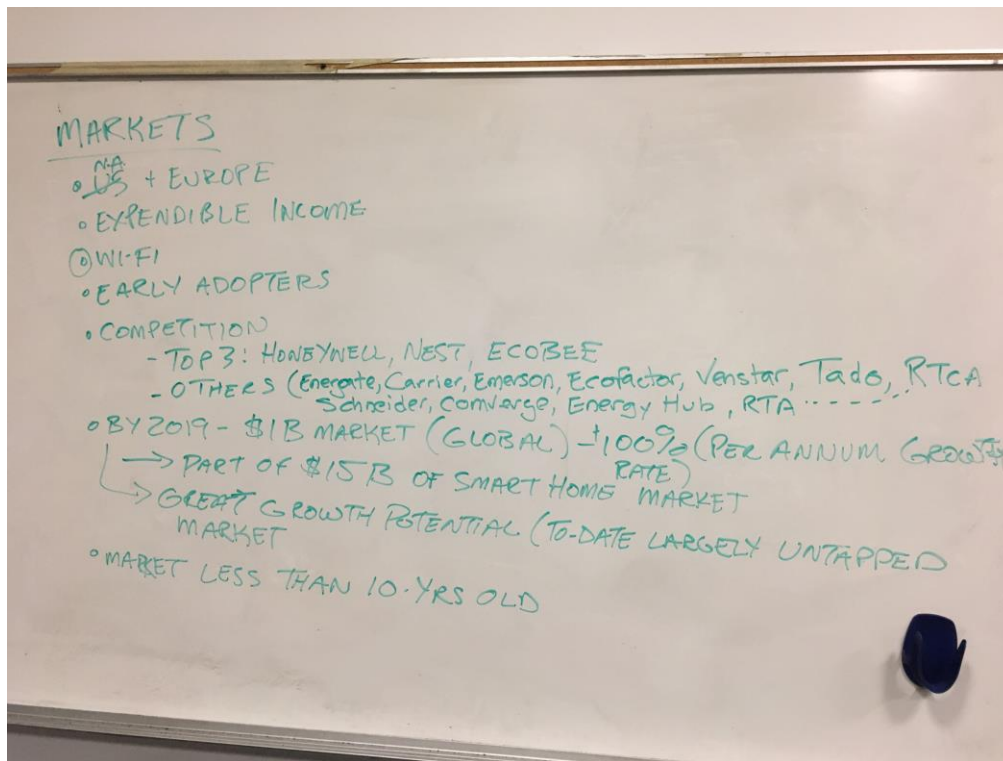
MOM for 3/4/2017:

1. We have done the Five Forces Porter
2. We have made outlines for the target market and position, Product, Brand, Price, Distribution, Communication Management.
3. We still need some work on the Implementation and control Part

MOM for 3/12/2017:

1. We have done the Implementation and control Part
2. We have made outlines of the PPT and put most of the information.
3. We still need some final editing on the PPT and final report

Some pictures of our workshops:



VALUE DRIVERS

- \$150-200/YR (GOOGLE)
- FOR NEST/GOOGLE
 - FOCUSED PLAY IN S.H. MARKET (GET CONTROL OWN DATA)
 - PROMISE OF INTEGRATION W/ S.H. MARKET
- FOR END-USERS
 - ENERGY SAVINGS (\$/ENV.)
 - COMFORT
 - RELIABILITY
 - CONVENIENT/USER-FRIENDLY
- REMOTE ACCESS
- FOR UTILITIES
 - GRID-CONNECTED SERVICES (DR/EE)
 - HELPS MAINTAIN CUST. OWNERSHIP
 - WORK W/ FIRMS THAT ARE GOOD W/ DATA

SUMMARY

□ BANK CHALLENGES

□ DISCHARGE BASIC PROBLEMS

□ MATH CHOICE → LARGE DELAYS (BANKING)

□ EXPECTATIONS

INIT COST INVESTMENT

- OGG: INCREASED CONNECTIVITY

- LONG DEVICE REFRESHMENT CYCLES

- CHALLENGE: INIT DISCHARGE COST IS HIGH

- HIGH CONTINUED INVESTMENT DEMAND LIMITED TO EXISTING ADDRESS

- EROS → RECHARGE CYCLE

- EROS → SLOW DEL.

- CHALLENGE: (IN)ELASTICITY (HOLDING THE GUN)

- INTRODUCED REVENUE THROUGH IN SOLI

- IN CHARGE

ADDITION TIME CYCLE

[MATH CHOICE]

□ NEXT BEST CONNECTED DEVICES



NEXT BEST
INIT COST INVEST
COST
ADDITION TIME
LARGE DELAYS
MARKET ZONE
COSTS
MARKET

2.5% COST

