27/02/2018

MODWATCH – MEETING MINUTES

Attendance:

Alex Pirie	Phil Bladen	Adham Mohsen	Oyinkansola Ayoola	
Plamen Ivanov	Matt Bridges	Ellie Prosser	Demi Yl Antypa	Mega Tung

Minutes:

Adham:

Most startups use external retailers / online sale systems. They only promote within markets which are predominantly likely buyers of their product.

Watch example: Kronaby – Hybrid watch containing smart features (more traditional, focusing on quality of build and final polish etc)

Do we go traditional or smart? Which demographic do we aim for (business, sport, athletes etc)?

Alex:

Provided Decision 1 book to understand more from Critical Path Analysis.

Looked into Elecrow *(Chinese PCB production company)* and found 200 custom PCB assembled units for $436.

Displays found for $5 - $10. Needs to investigate other expenses e.g. processor, battery, etc.

Plamen:

Focus on development within the EU, primarily looking within the UK for a company basing. Target areas between Liverpool, Manchester and London.

Stainless steel is a good material for finishing products with.

We will need proper engineers to achieve a full design. This could be outsourced but will be expensive. Apple have custom machines for their production.

Mega:

All of Apple's components for their smartwatches come from China. If we are totally based in the UK, we will face issues around corporate and import tax that must be dealt with.

One possibility is to offer custom engraving for an added price – potentially cheap for us to do.

Adham:

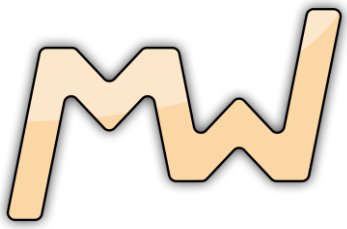
A smartwatch is guaranteed on specs, which we may not be able to compete with. Must consider complete design, finish, etc for a more traditional watch.

Should we design it ourselves, or outsource the design and just sell it under our own brand?

Oyin:

Will the sensors need custom apps for each one?

- No, we can integrate the functionality of our sensors within current, commonly available apps including many fitness ones. However, we can also produce custom apps when needed.



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Actions:

- Everyone should research the business canvas and look into the one provided on SurreyLearn. This is to be completed in the following meeting.

Appendix:

Ideas for sensors:

- Pulse oximeter
- High speed 4G module
- Vibration alarm
- Depth sensor (diving)
- Altimeter (pilots, hang-gliders, etc)
- Blood glucose sensor (health market)
- Hydration sensor (see: http://www.onelvl.com/)
- Temperature sensor
- Precision accelerometer
- Precision gyroscope
- GPS module
- High precision clock?

Idea for mounting sensors: sensors clip into the back of the watch first, which is then clipped on to the rear of the watch.