



SMART TAP

Problem

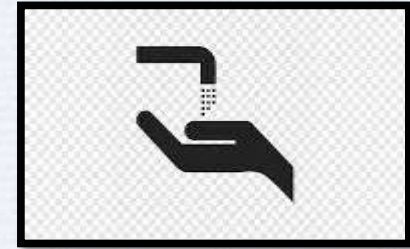
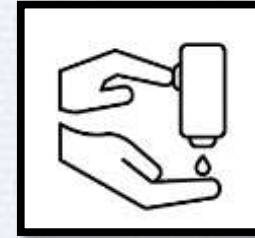
Rapid Spreading of Germs and Viruses due to *common* usage of **Taps, Handwashes and Dryers.**

Problem Identified Places



Solution

SMART TAP gives the answer to this problem by introducing gesture controlled tap integrated with all the features that is Soap Dispenser, Hand Dryer and additionally saving water.



Product Features

Hygiene and Sterilization is concentrated rather than luxury



Integrated Product

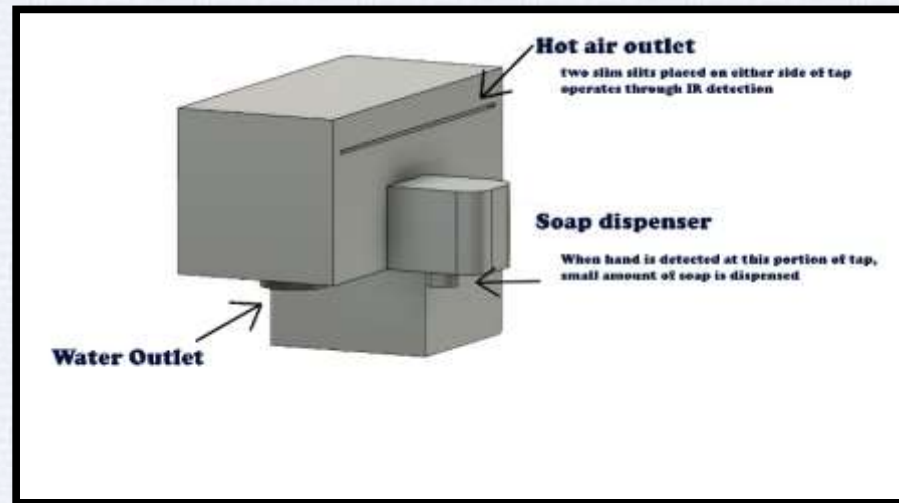


LOW

Zero-touch Operation



Comparatively Low Cost



Design Application Details

Application Number:

334216-001

Cbr Number:

18532

Cbr Date:

13/10/2020 16:14:37

Applicant Name:

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4. Gelli Kusal Venkata Sai Shravanth 5. Channa Prajeeth 6. Shruti Bhargava Choubey

Design Application Status

Application Status:

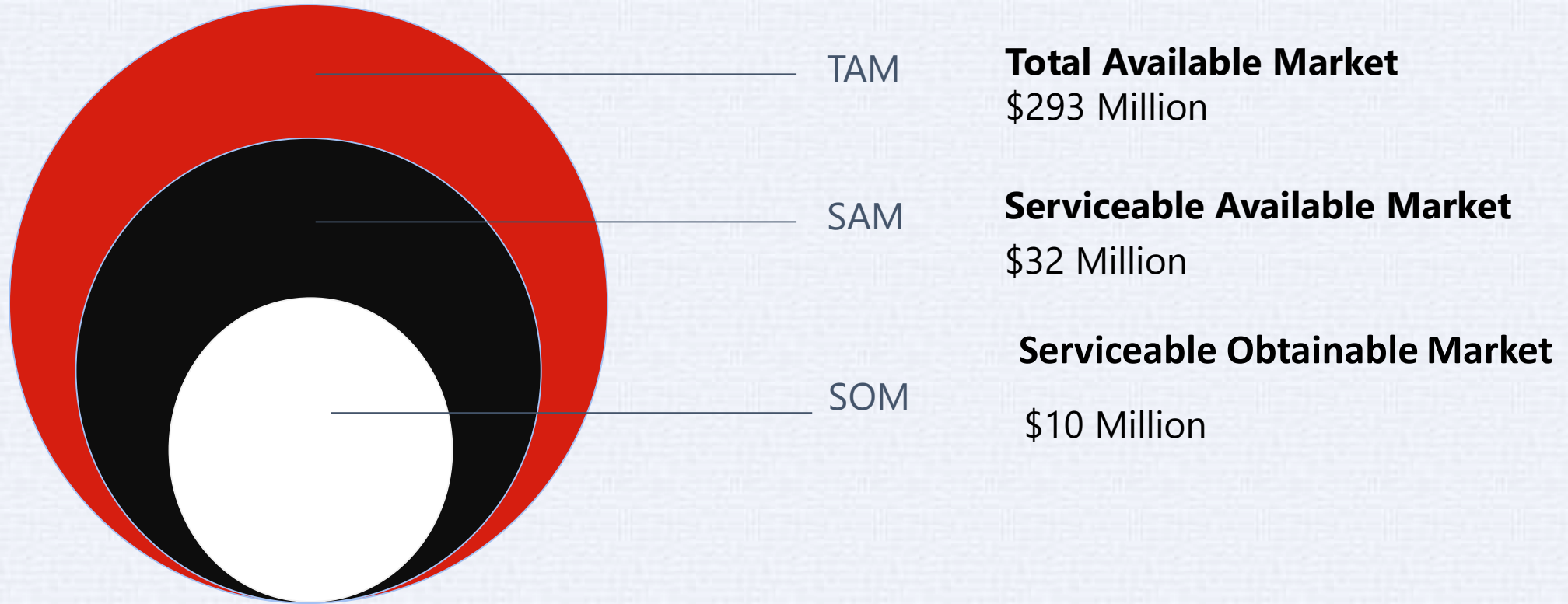
Design Accepted and Published, Journal No is 16/2022 and Journal Date is 22/04/2022

[Back \(/DesignApplicationStatus/\)](#)

Disclaimer: Application status is available for the application filed on or after 1st April 2009 with application no 222230. The information under " Design Application Status" is dynamically retrieved and is under testing, therefore the information retrieved by this system is not valid for any legal proceedings under the Design Act 2000. In case of any discrepancy you may contact the appropriate Patent Office or send your comments to following email IDs:

Design Patent for Product 1
has been accepted and
Published on 22-04-2022

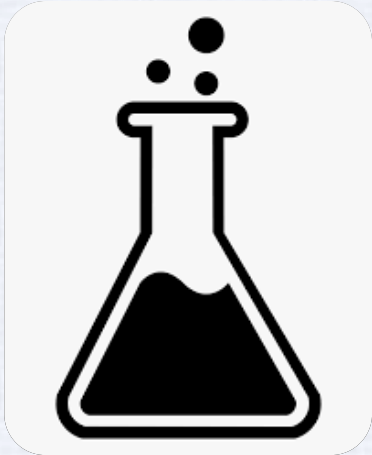
Market Opportunity



<https://www.alliedmarketresearch.com/faucet-market>

<https://www.mordorintelligence.com/industry-reports/india-faucet-market>

Targeted Markets



Competitors

CERA



hindware

KOHLER®



BUSINESS MODEL

Lean Canvas

Regular Product
 Premium Product

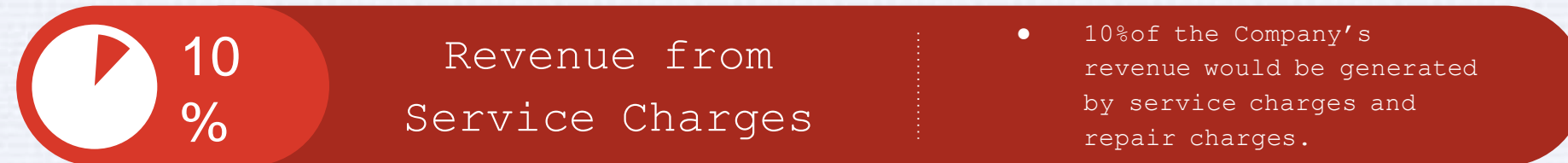
Designed for:
AICTE PITCH

Designed by:
SMART TAP

Product Name
SMART FAUCET

<u>Problem</u>	<u>Solution</u>	<u>Unique Value Proposition</u>	<u>Unfair Advantage</u>	<u>Customer Segments</u>
Rapid spreading of virus via contact due to Common usage of taps and hand wash <ul style="list-style-type: none"> Common Hand wash Drying Hands after hand wash Effective cleaning of hands 	A Gesture controlled tap with all integrated features in it (Proper temperature of water, Soap water, Hand drier) and a device to indicate Proper cleaning of hand wash.	Hygiene and Sterilization is concentrated rather than luxury Integrated Product Zero-touch Operation	Complete integrated product Comparatively low cost	Public places Offices Restaurants House holds Hospitals Labs Large Corporates 5 Star Hotels
<u>Existing Alternatives</u> Gesture controlled taps Elbow controlled taps Hand drier as a separate product	<u>Key Metrics</u> <ul style="list-style-type: none"> Number of products sold Less sales of spare parts 	<u>High-Level Concept</u> High efficient hand-washer with water saving technique Able to identify the presence of virus after hand wash	<u>Channels</u> B2B Sanitary Traders Interior Designers Wholesale sellers B2C Online platform E-Commerce Sites	<u>Early Adopters</u> Hospitals Drug Laboratories Pharmaceutical Industries
<u>Cost Structure</u> Base Product cost Annual Maintenance Charges(AMC) Installation and service charges Spare parts sales Transportation charges		<u>Revenue Structure</u> Direct sales of the product 80% 60% Service charges 10% 30% Spares 10% 10% Volume Based Sales (Regular) High service charge (Premium)		

Revenue Generation



Product	Estimated Price Per Unit	Profit Margin Per Unit
Product 1	Rs.6000	Rs.1500
Product 2	Rs.4500	Rs.1500

Marketing & Sales Strategy

Cost

The cost of the product estimates up to Rs 6000 and the cost includes the operational and the installation cost.

- The sale of each product generate revenue. Servicing and spares of the product generates minor revenue.
- Product sales constitute 25%-33% of profit and 20-30% is by spare parts sales and service.

Market

The target market includes the business through two different channels as Business to Customer (B2C) and Business to Business (B2B).

- Rural/Urban Areas, Tier I/II/III Cities, General/Premium Customers, Public/private contractors/Builders.
- Target market includes the drug laboratories, five star rated hotels, luxury houses and health care sector.

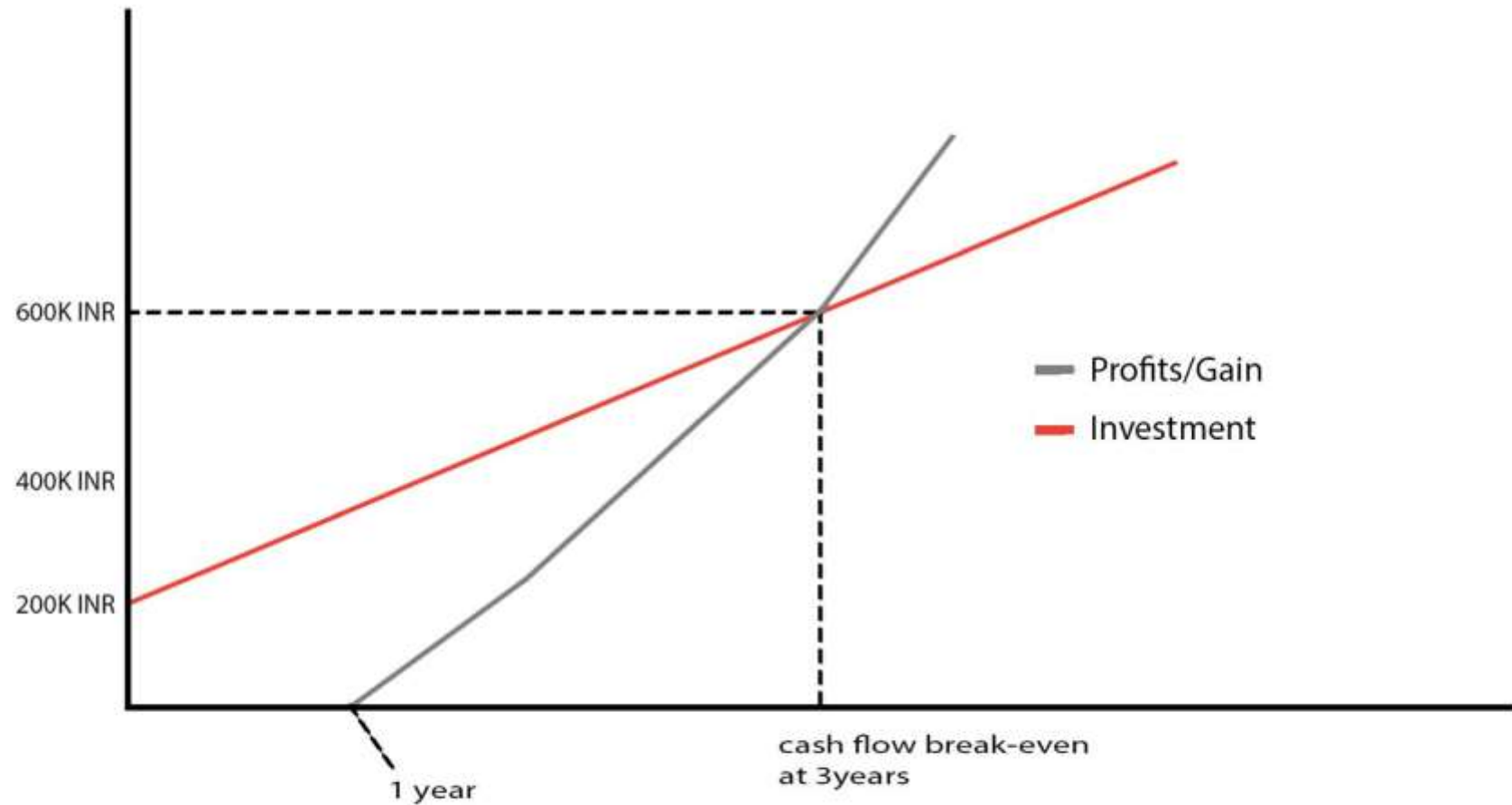
Sales

The sales of the product generate the revenue and it turns out to be the maximum part of the contribution of revenue to the company.

There are around 2000+ hospitals
200+ restaurants 100+public places
1000+ offices 5000+ households only
in one city (Hyderabad)

Financials & Cash Flow

Scope for showing potential RoI (Return on Investment)



Key Partners



MIC Fund Utilisation and Requirements

Total Sanctioned Amount(in Rs): 4,00,00

A

- Fund Amount Released (1st Phase):- Rs. 2,00,000/-
- Fund Amount Utilized against each milestone activities with Timeline:- Rs. 1,43,015/-
- Total fund utilized (in percentage):- 71.5%

B

- Fund Amount sanctioned for 2nd Phase:- Rs. 2,00,000/-
- Proposed activities and milestone with fund requirement and Timeline
- Total fund requirement:- Rs. 2,00,000/-

Team Members

Saket Gumudavelli

Team Lead

- ECE Undergrad.
- Intern at 3B roboskool
- Participated in several Product building hackathons.

Devaruppala Bharath

Marketing Head

- ECE Undergraduate Student

Satwik pragada

Design Engineer

- Mech Undergrad.
- Intern at Magniity.

Sai Keerthan Dubbaka

Documentation

- Mech Undergrad.
- Intern at Magniity.
- CAD mentor

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Achievements of New Gen Faucet



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