



GHD co.  
GREEN HORIZON DEVELOPMENT



# ABOUT US

Our name stands for Green Horizon Development Company. Looking for a bright and green future. That's what our company is about. Services, applications, energy distribution, we work on everything that's about tech, making it Eco-friendly. GHD Co., for a green world.



# PROBLEMS

- 1: Energy waste
- 2: Phone battery deterioration

# SOLUTION

GHD Co.'s brand new smart plug!



# IDEA OVERVIEW

## PRODUCT

It's a smart plug, or schuko, that charges a device, stopping when it is full, to not ruin the device's battery. That way there's no waste of money and toxic materials



## APPLICATION

Our idea doesn't stop at the object itself. In fact, our product, being smart, to work correctly must be connect to our application, to monitor his actions and the device connected to it.



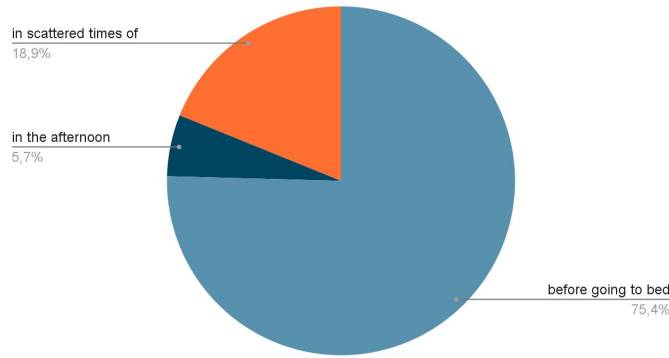
# SURVEY



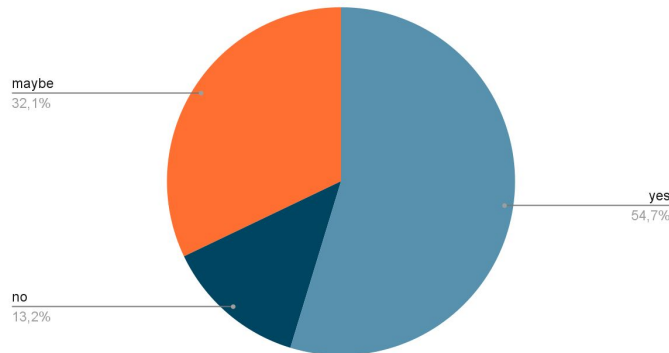
Using a survey we understood that many people charge their phone when they sleep, and this can negatively affect the life of the battery.

Also with the survey we saw that many people would buy a device that will save the life of their battery, and for this reason we decided to support this idea

Points scored



Points scored



# PACKAGING

The packaging was made using paint 3D, and it contains the device with instructions

# TARGET CUSTOMER

14-60

GENDER

\$18

Age

Either male or female

Average spend per customer



# Analysis of the Italian situation

Thanks to the PESTEL analysis

In Italy, research and innovation have gone through a crisis that has aggravated the weaknesses of underdeveloped technological activity, caused by multiple factors:

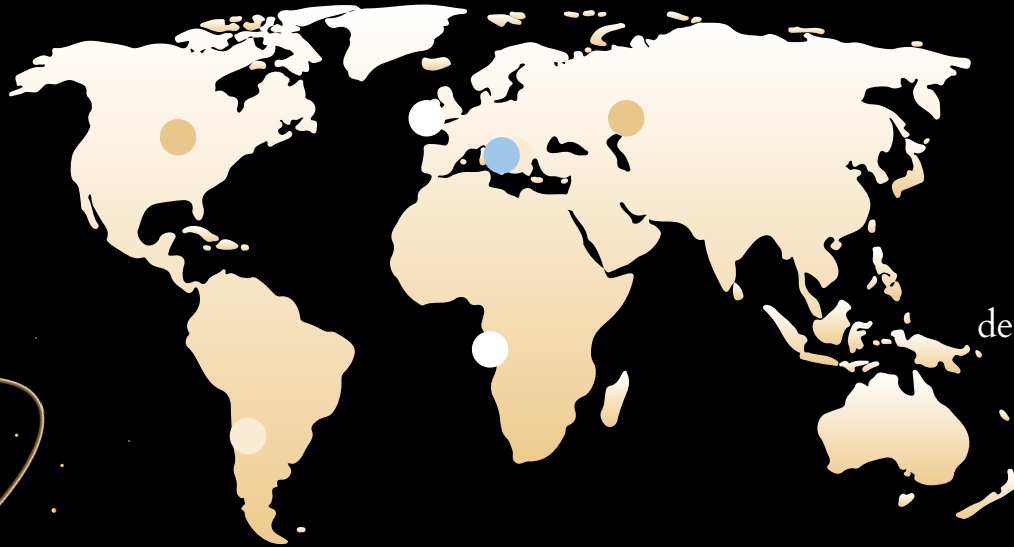
- Lack of attention to sectors
- the acquisition of many innovative Italian companies by foreign multinationals
- the difficulty of financing innovation.

Due to the loss of production and the reduction in investments that have affected Italian companies, innovation has suffered a drastic slowdown. Furthermore, Italy's annual inflation rate likely accelerated to 6.9% in May 2022, the highest since March 1986.





# TECHNOLOGY DEVELOPMENT



**high probability of success**

countries with rapid  
development of technology,  
high investments

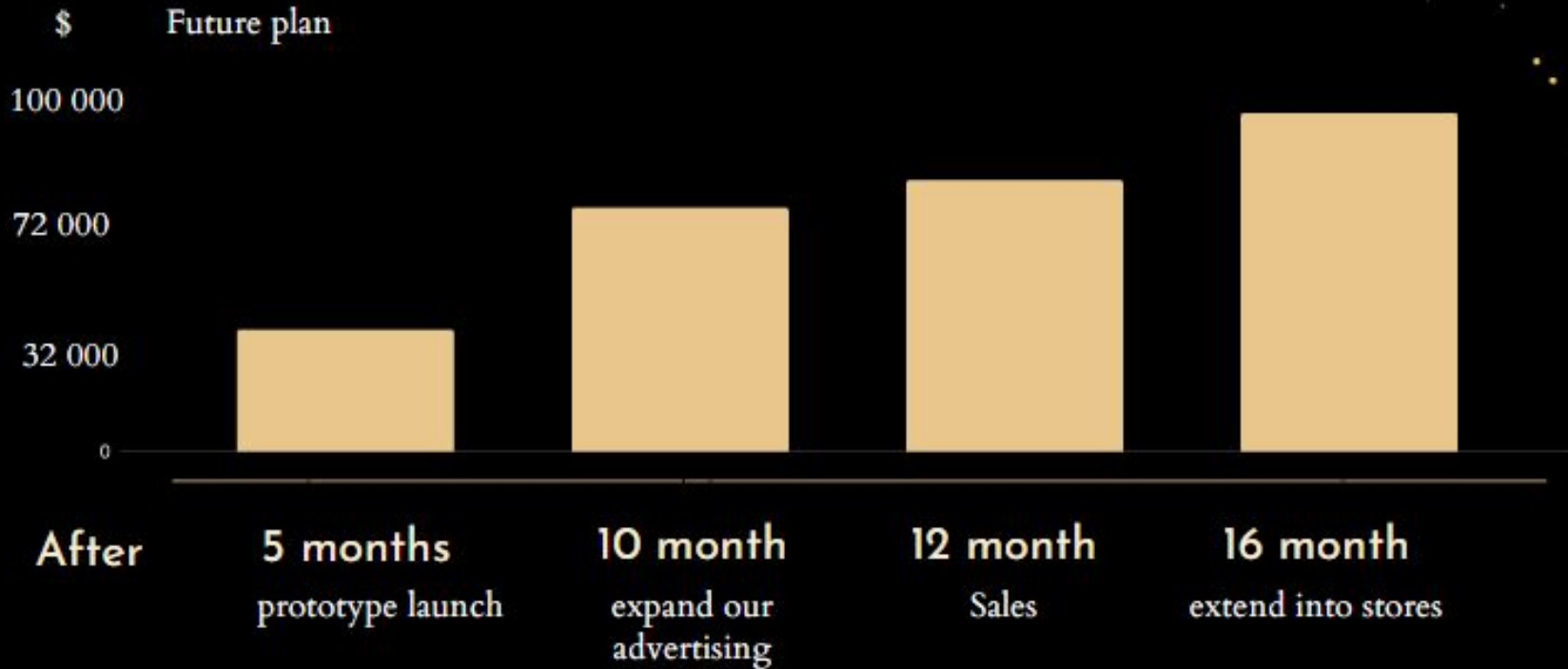
**MEDIUM**

countries with technological  
development, which do not invest  
much to improve this sector

**NONE**

little chance of  
development

# PREDICTED GROWTH



# COMPETITORS



## Apple

- US **multinational company** • **Big Tech** technology companies
- based in Cupertino

## Motorola

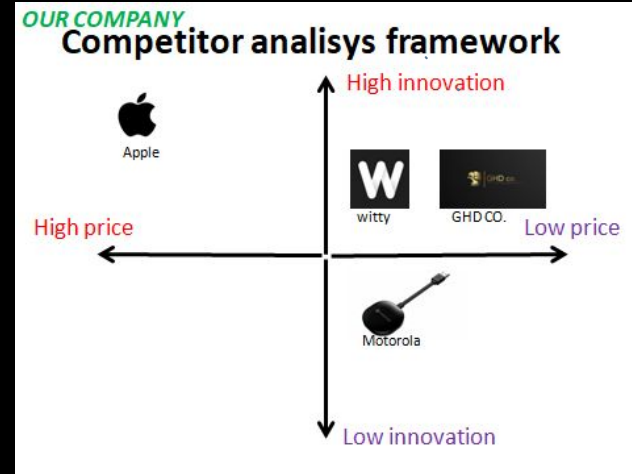
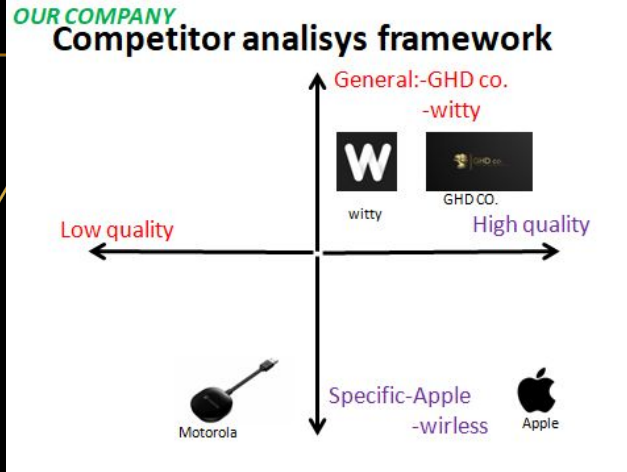
- **Headquarters** , Chicago, Illinois, United States
- **Launch date**: March 2013
- **Current status**: Active

**Owner**: PGT Charm

## Witty

- Witty TV is the **multimedia portal** founded by the television production company **RTI Fascino PGT di Maria De Filippi** active since March 2013

# US vs THEM



- NATURE
- HEALTH
- ECONOMICAL
- MULTITASKIN



# Q&A

**Would this apply to just iPhones, or other portable devices such as computers, ipads, apple watches, airpods, etc.?**

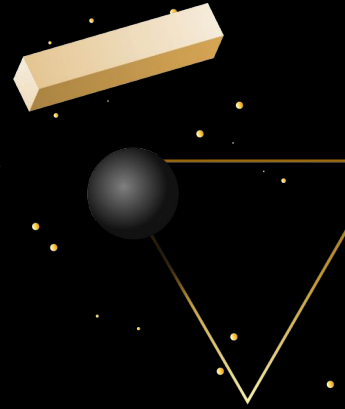
Our Smart Schuko will apply to every device that has a rechargeable battery, so every one of the previously listed devices and even more!

**How will the differences be with iPhone vs. Android?**

There will be no difference between IOS and Android systems, our device works perfectly on both softwares

**Would the device need to be charged as well?**

No, the schuko is connected directly to the electric plug so it won't need any recharge



THANKS FOR YOUR  
ATTENTION!



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