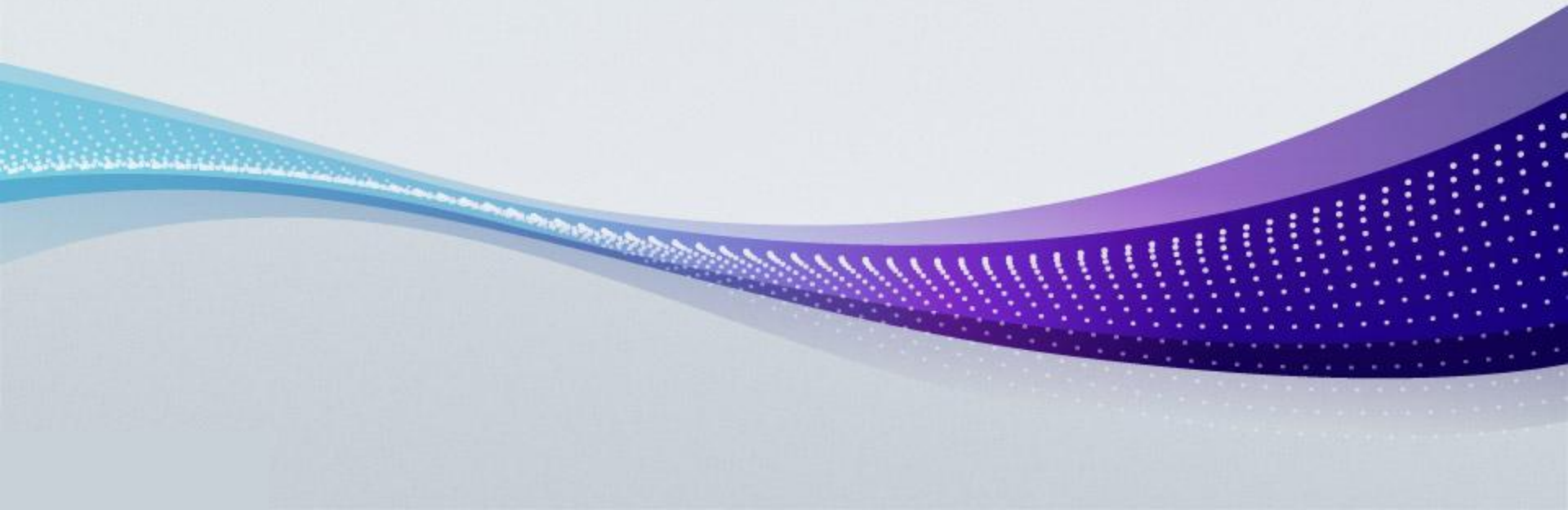


Sweet heart

The ultimate coffee machine you've dreamed of



overview

1. Motivation
2. Objective
3. Feature
4. System Architecture
5. Interface
6. Resource Estimation
7. Alternative Solutions
8. Market Analysis
9. Project Offer

Motivation



-According to the statistics from newspaper(Seoul Economy), a person consumes 312 cups of coffee in a year

Motivation



-Nowadays, more and more people consumes coffee and they need smarter and more comfortable way of coffee

Motivation



-However, it is more than 25 times
EXPENSIVE regarding the price of
ingredients!

Therefore, people who need coffee
with reasonable price will be
definitely increased.

Motivation



-But there is no smart coffee machine which can serve personalized coffee in a comfortable way

Objective



- To develop a smart and comfortable coffee machine which provides below features
 - Suggest coffee and music based on the user's feeling
 - Personalization features by adapting users' experiences
 - Find and move to the user automatically for user's convenience
- The new product should be accessible and efficient

Features



-Suggest coffee and music based on the user's feeling.

Features



-Personalization features by
adapting users' experiences

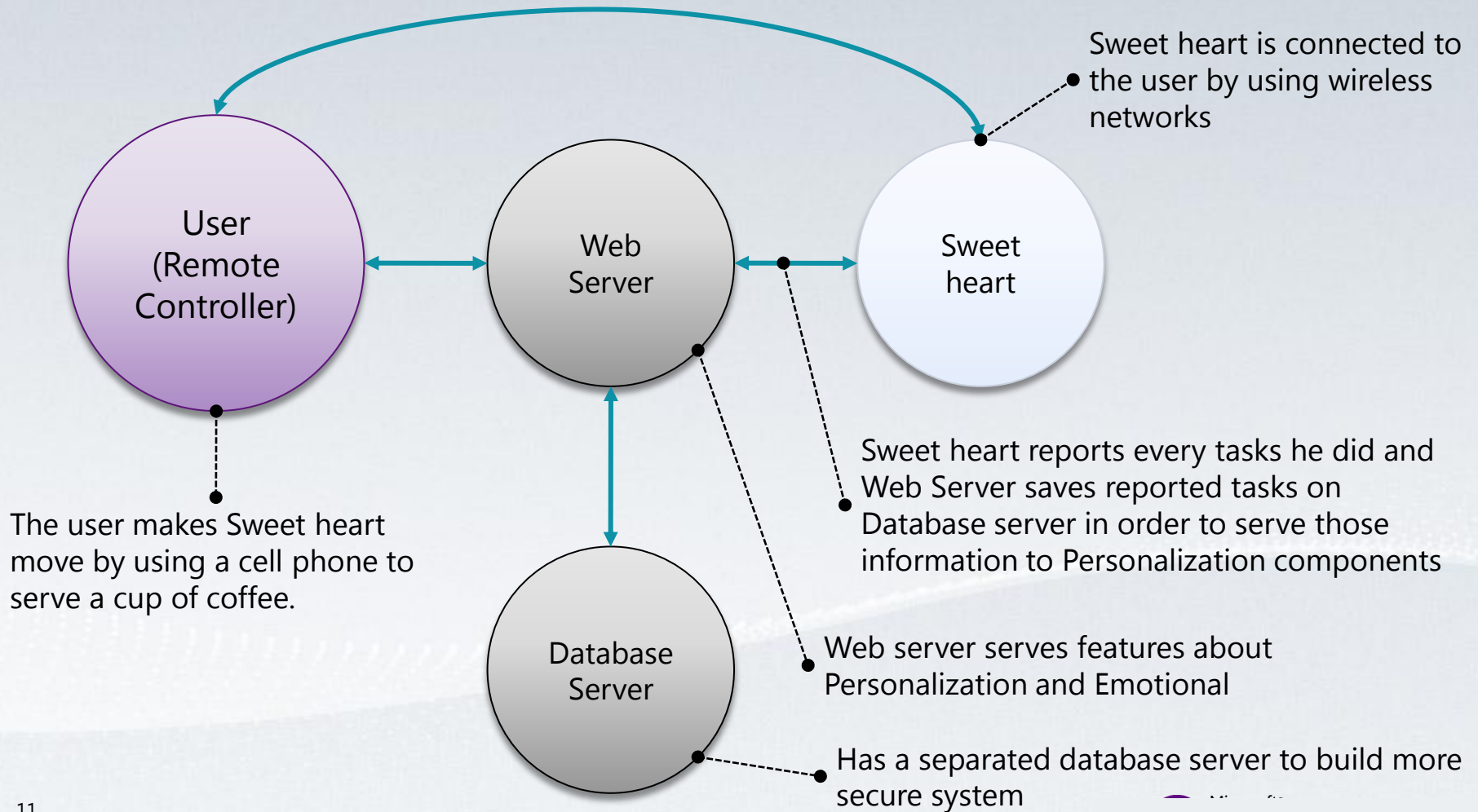
Features



**-Find and move to the user
automatically for user's
convenience**

System Architecture

- Identify 'Concepts' in Domain



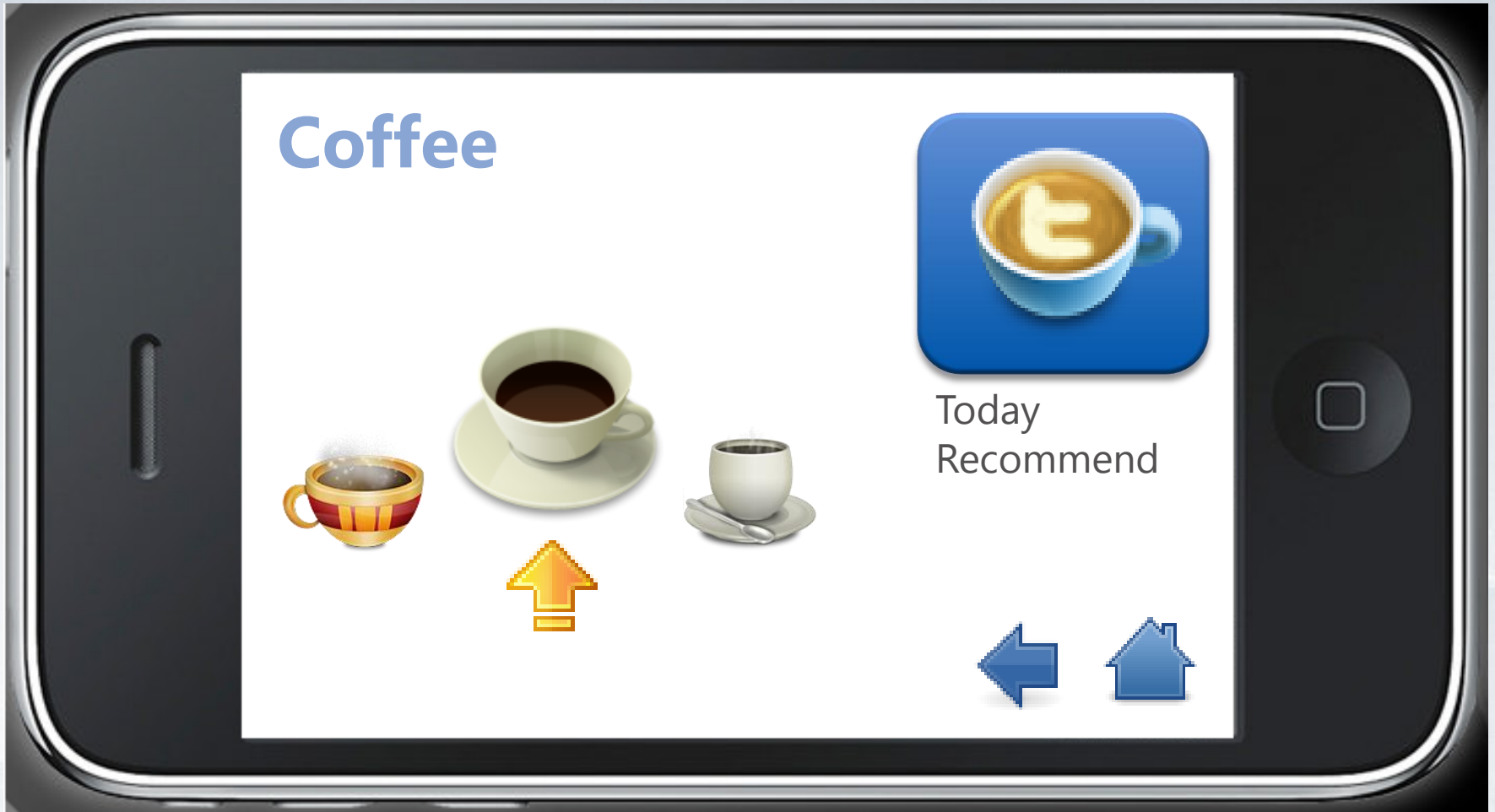
Interface

- Remote Controller



Interface

- Coffee



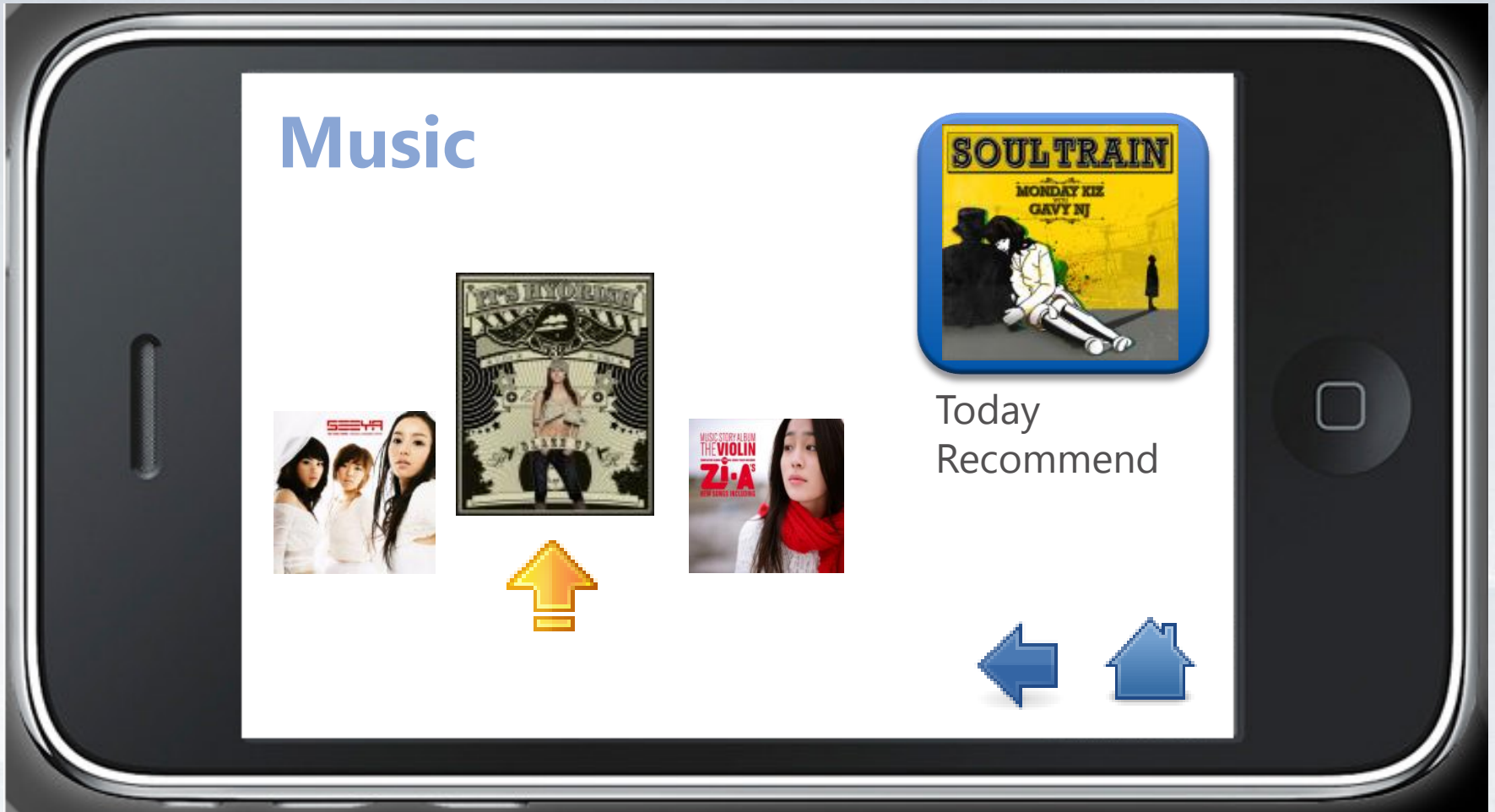
Interface

- D-Mode



Interface

- Music



Alternative Solutions



-Outsourcing

-Outsourcing the whole system is undesirable since it is hard to open the concept of this machine because it is a sort of a novel machine.

-Purchasing a similar product

-There is no similar product in the market

Market Analysis



- A coffee business is sharply increasing
- More and more people need high quality coffee with reasonable price
- A cup of coffee is not just a drink, it is a way of leisure

Resource Estimation



- Human Effort (M/M) :
4-1.5 M/M
- Human Resources : 4
- Duration : 6 weeks
- Budget : \$100,000 USD

Project Offer



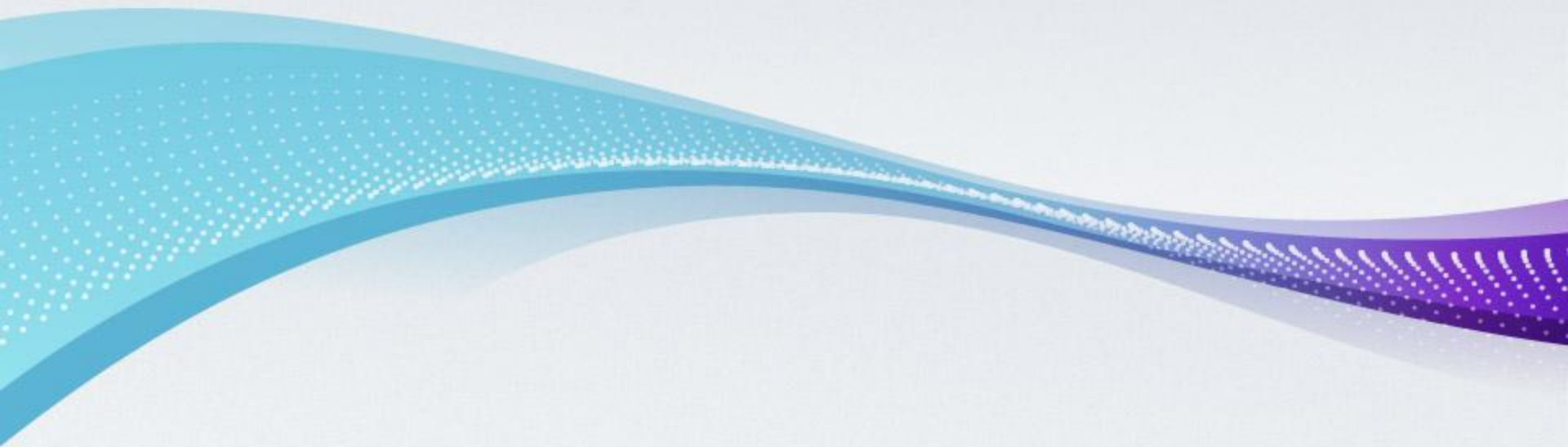
-Product price : \$2,000 USD

-Effect

**-Not only serve high quality coffee,
but also give an extraordinary
experience!**

I. Recommendations you'd like to suggest

II. Questions and Answers





Thank you!

권용휘

<http://rodream.net>
rodream@gmail.com