

H.A.L.O. Presentation - Business description, design and development

by Paul Lawrence

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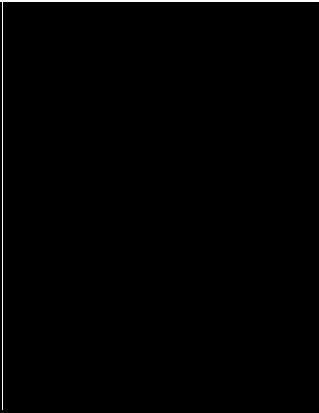
H.E.L.P.

Halo Emergency Logistical Provisions

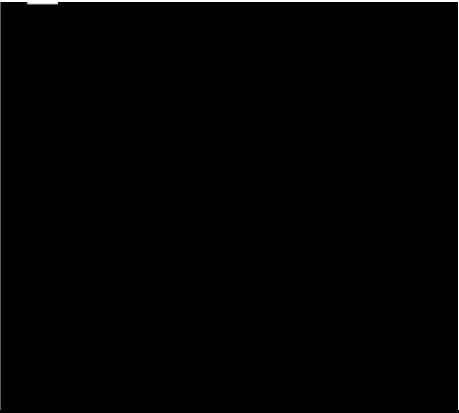


BUSINESS DESCRIPTION- CT DESIGN AND DEVELOPMENT-

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-
-PRODU



-BUSINESS DESCRIPTION-



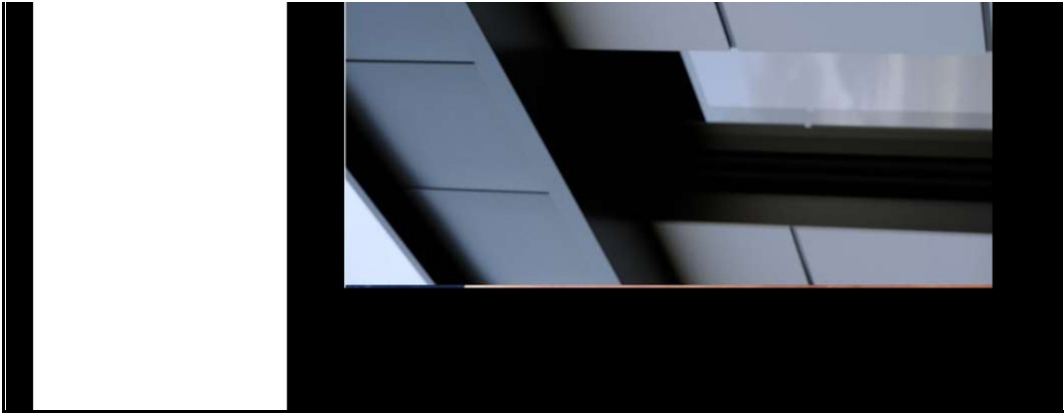
Company Name
Halo Emergency Logistical Provisions (H.E.L.P.)

Product Name
HALO v1.0

Legal Business Classification
Limited (Ltd) Company [1]

Target Clients
Governments and Aid Agencies around the world [2][3]

Start-up Funding
Government Grants and Investors [4]



-MISSION STATEMENT-

emergency mobile networking product (HALO v1.0) to; governments and aid the world to be utilized in the immediate aftermath of a natural disaster that will

cal Area Network (LAN) and Wireless Local Area Network (WLAN) ns i.e. voice, video and data between rescue workers, medical professionals etc. to coordinate humanitarian aid/rescue efforts. [5] [6]

de Area Network (WAN) satellite communications i.e. voice, video and data to a d Control (C&C) center located in the UK that contains professionally trained dination staff who will liaise with governments and aid agencies near to the try/area to provide; humanitarian aid, rescue equipment/personnel, food/water, lters, site damage surveys etc. to the effected area. [7] [8] [9]

igned to provide a communications system in areas where traditional methods of i.e. Cell coms, Wi-Max coms etc. are no longer available due to the damage of towers or remote areas i.e. mountains, Sea, north/south pole where towers are out of range. [10]

To deliver an emergency response, agencies around the world provide:

- High speed Low latency communications on the ground
- High speed Wireless Command and logistical coordination effected countermeasures temporary shelter

HALO v1.0 is designed for emergency communications communications communications

-H.E.L.P. VALUES-

al idea for the business/product was to
teams advanced skills within Computer
g, Marketing, Business Management and
e acquired at university, to develop a
/product that can contribute and aid in
creasing response times in the immediate
of a natural disaster or similar emergency
viding remote logistical support and
an aid to the people effected within these
areas to HELP save more lives.



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-H.E.L.P. OBJECTIVES -

liable, efficient and relevant mobile network product using a non-traditional Network (WAN) communication method. [11]

C data center that will be the hub for all communications to and from the mobile [12]

business and product to the relevant authorities. [13]

ness hierarchical structure with relevant staff who can fulfil H.E.L.P.'s mission and core values. [14]

ining course for operational staff within emergency logistics and liaising. [15]

ng to create the product, C&C center and business structure. [16]

1. Design a re Wide Area
2. Design a C&C networks. [12
3. Market the bu
4. Create a busi statement an
5. Develop a tra
6. Obtain fundir

PRODUCT PHYSICAL DESIGN AND DEVELOPMENT-

Design and development stage of the product there were physical design aspects that needed to be analyzed and adhered to.

In the case of the product had to be small, compact, light, waterproof, durable and flexible in various conditions i.e. hot and cold countries to prevent cracking because of the multitude of environments that it would be used within.

It would also need a handle so the device could be easily carried by rescue workers or for a device i.e. hook or sling to be connected for greater mobility of the device.

Aspects for the interconnecting devices would also need to be designed into the case along with ventilation on the back and front for cooling. [17]

It would need a removable back for maintenance/battery replacement and a 240v outlet for an on-site generator.

-F

During the design considerations

These were;

- The physical conditions within the environment
- The case work mechanical
- Compartmentation with vents
- The case work power from

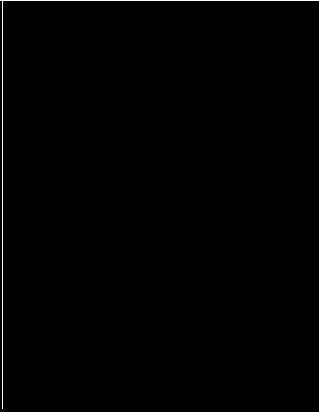
-PRODUCT-

HELLO^{v1.0}



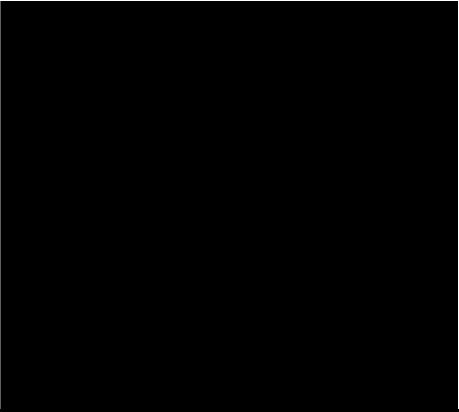


-CARBON FIBRE CASE- JEERING DESIGN DRAWINGS-



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-ENGINE



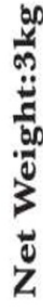
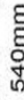
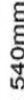
CARBON FIBRE CASE
3RD ANGLE ORTHOGRAPHIC ENGINEERING DRAWING

FRONT VIEW
540mm

SIDE VIEW
540mm

BACK VIEW
540mm

Dimensions: 100mm, 150mm, 200mm, 250mm, 300mm, 350mm, 400mm, 450mm, 500mm, 550mm, 600mm, 650mm, 700mm, 750mm, 800mm, 850mm, 900mm, 950mm, 1000mm, 1050mm, 1100mm, 1150mm, 1200mm, 1250mm, 1300mm, 1350mm, 1400mm, 1450mm, 1500mm, 1550mm, 1600mm, 1650mm, 1700mm, 1750mm, 1800mm, 1850mm, 1900mm, 1950mm, 2000mm, 2050mm, 2100mm, 2150mm, 2200mm, 2250mm, 2300mm, 2350mm, 2400mm, 2450mm, 2500mm, 2550mm, 2600mm, 2650mm, 2700mm, 2750mm, 2800mm, 2850mm, 2900mm, 2950mm, 3000mm, 3050mm, 3100mm, 3150mm, 3200mm, 3250mm, 3300mm, 3350mm, 3400mm, 3450mm, 3500mm, 3550mm, 3600mm, 3650mm, 3700mm, 3750mm, 3800mm, 3850mm, 3900mm, 3950mm, 4000mm, 4050mm, 4100mm, 4150mm, 4200mm, 4250mm, 4300mm, 4350mm, 4400mm, 4450mm, 4500mm, 4550mm, 4600mm, 4650mm, 4700mm, 4750mm, 4800mm, 4850mm, 4900mm, 4950mm, 5000mm, 5050mm, 5100mm, 5150mm, 5200mm, 5250mm, 5300mm, 5350mm, 5400mm, 5450mm, 5500mm, 5550mm, 5600mm, 5650mm, 5700mm, 5750mm, 5800mm, 5850mm, 5900mm, 5950mm, 6000mm, 6050mm, 6100mm, 6150mm, 6200mm, 6250mm, 6300mm, 6350mm, 6400mm, 6450mm, 6500mm, 6550mm, 6600mm, 6650mm, 6700mm, 6750mm, 6800mm, 6850mm, 6900mm, 6950mm, 7000mm, 7050mm, 7100mm, 7150mm, 7200mm, 7250mm, 7300mm, 7350mm, 7400mm, 7450mm, 7500mm, 7550mm, 7600mm, 7650mm, 7700mm, 7750mm, 7800mm, 7850mm, 7900mm, 7950mm, 8000mm, 8050mm, 8100mm, 8150mm, 8200mm, 8250mm, 8300mm, 8350mm, 8400mm, 8450mm, 8500mm, 8550mm, 8600mm, 8650mm, 8700mm, 8750mm, 8800mm, 8850mm, 8900mm, 8950mm, 9000mm, 9050mm, 9100mm, 9150mm, 9200mm, 9250mm, 9300mm, 9350mm, 9400mm, 9450mm, 9500mm, 9550mm, 9600mm, 9650mm, 9700mm, 9750mm, 9800mm, 9850mm, 9900mm, 9950mm, 10000mm, 10050mm, 10100mm, 10150mm, 10200mm, 10250mm, 10300mm, 10350mm, 10400mm, 10450mm, 10500mm, 10550mm, 10600mm, 10650mm, 10700mm, 10750mm, 10800mm, 10850mm, 10900mm, 10950mm, 11000mm, 11050mm, 11100mm, 11150mm, 11200mm, 11250mm, 11300mm, 11350mm, 11400mm, 11450mm, 11500mm, 11550mm, 11600mm, 11650mm, 11700mm, 11750mm, 11800mm, 11850mm, 11900mm, 11950mm, 12000mm, 12050mm, 12100mm, 12150mm, 12200mm, 12250mm, 12300mm, 12350mm, 12400mm, 12450mm, 12500mm, 12550mm, 12600mm, 12650mm, 12700mm, 12750mm, 12800mm, 12850mm, 12900mm, 12950mm, 13000mm, 13050mm, 13100mm, 13150mm, 13200mm, 13250mm, 13300mm, 13350mm, 13400mm, 13450mm, 13500mm, 13550mm, 13600mm, 13650mm, 13700mm, 13750mm, 13800mm, 13850mm, 13900mm, 13950mm, 14000mm, 14050mm, 14100mm, 14150mm, 14200mm, 14250mm, 14300mm, 14350mm, 14400mm, 14450mm, 14500mm, 14550mm, 14600mm, 14650mm, 14700mm, 14750mm, 14800mm, 14850mm, 14900mm, 14950mm, 15000mm, 15050mm, 15100mm, 15150mm, 15200mm, 15250mm, 15300mm, 15350mm, 15400mm, 15450mm, 15500mm, 15550mm, 15600mm, 15650mm, 15700mm, 15750mm, 15800mm, 15850mm, 15900mm, 15950mm, 16000mm, 16050mm, 16100mm, 16150mm, 16200mm, 16250mm, 16300mm, 16350mm, 16400mm, 16450mm, 16500mm, 16550mm, 16600mm, 16650mm, 16700mm, 16750mm, 16800mm, 16850mm, 16900mm, 16950mm, 17000mm, 17050mm, 17100mm, 17150mm, 17200mm, 17250mm, 17300mm, 17350mm, 17400mm, 17450mm, 17500mm, 17550mm, 17600mm, 17650mm, 17700mm, 17750mm, 17800mm, 17850mm, 17900mm, 17950mm, 18000mm, 18050mm, 18100mm, 18150mm, 18200mm, 18250mm, 18300mm, 18350mm, 18400mm, 18450mm, 18500mm, 18550mm, 18600mm, 18650mm, 18700mm, 18750mm, 18800mm, 18850mm, 18900mm, 18950mm, 19000mm, 19050mm, 19100mm, 19150mm, 19200mm, 19250mm, 19300mm, 19350mm, 19400mm, 19450mm, 19500mm, 19550mm, 19600mm, 19650mm, 19700mm, 19750mm, 19800mm, 19850mm, 19900mm, 19950mm, 20000mm, 20050mm, 20100mm, 20150mm, 20200mm, 20250mm, 20300mm, 20350mm, 20400mm, 20450mm, 20500mm, 20550mm, 20600mm, 20650mm, 20700mm, 20750mm, 20800mm, 20850mm, 20900mm, 20950mm, 21000mm, 21050mm, 21100mm, 21150mm, 21200mm, 21250mm, 21300mm, 21350mm, 21400mm, 21450mm, 21500mm, 21550mm, 21600mm, 21650mm, 21700mm, 21750mm, 21800mm, 21850mm, 21900mm, 21950mm, 22000mm, 22050mm, 22100mm, 22150mm, 22200mm, 22250mm, 22300mm, 22350mm, 22400mm, 22450mm, 22500mm, 22550mm, 22600mm, 22650mm, 22700mm, 22750mm, 22800mm, 22850mm, 22900mm, 22950mm, 23000mm, 23050mm, 23100mm, 23150mm, 23200mm, 23250mm, 23300mm, 23350mm, 23400mm, 23450mm, 23500mm, 23550mm, 23600mm, 23650mm, 23700mm, 23750mm, 23800mm, 23850mm, 23900mm, 23950mm, 24000mm, 24050mm, 24100mm, 24150mm, 24200mm, 24250mm, 24300mm, 24350mm, 24400mm, 24450mm, 24500mm, 24550mm, 24600mm, 24650mm, 24700mm, 24750mm, 24800mm, 24850mm, 24900mm, 24950mm, 25000mm, 25050mm, 25100mm, 25150mm, 25200mm, 25250mm, 25300mm, 25350mm, 25400mm, 25450mm, 25500mm, 25550mm, 25600mm, 25650mm, 25700mm, 25750mm, 25800mm, 25850mm, 25900mm, 25950mm, 26000mm, 26050mm,





PRODUCT LOGICAL DESIGN AND DEVELOPMENT-

design and development stage of the product there were logical design options that needed to be analyzed and adhered to.

1; The device would need to contain internetworking devices that would enable LAN and WAN communications.

The device would need to utilize a high speed satellite module for communications as traditional methods would be unavailable due to damage of WAN communications towers.

The device would need to be secure to prevent malicious actors i.e. hackers infiltrating sensitive communications.

The device would need to initially use a long life battery for 12 hours of power at the immediate aftermath of a disaster and also for rescue workers away from the base

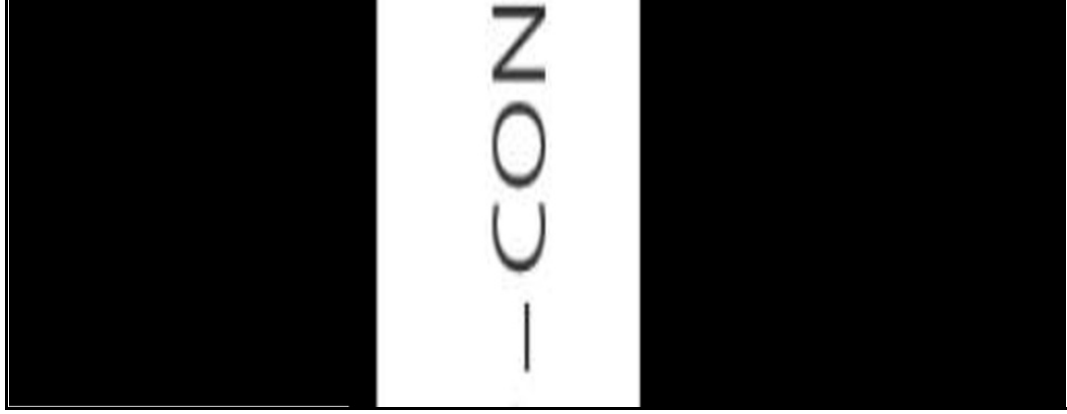
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HALO_{v1.0}

CEPTUAL PROTOTYPE-



CONCEPTUAL PROTOTYPE



LEGEND

- ① Control Panel
- ② 24 Port Switch
- ③ ISP Router/Firewall
- ④ Satellite Module
- ⑤ WLAN Access Point
- ⑥ UPS Unit



H.E.L.P.
Halo Emergency Logistic Provisions



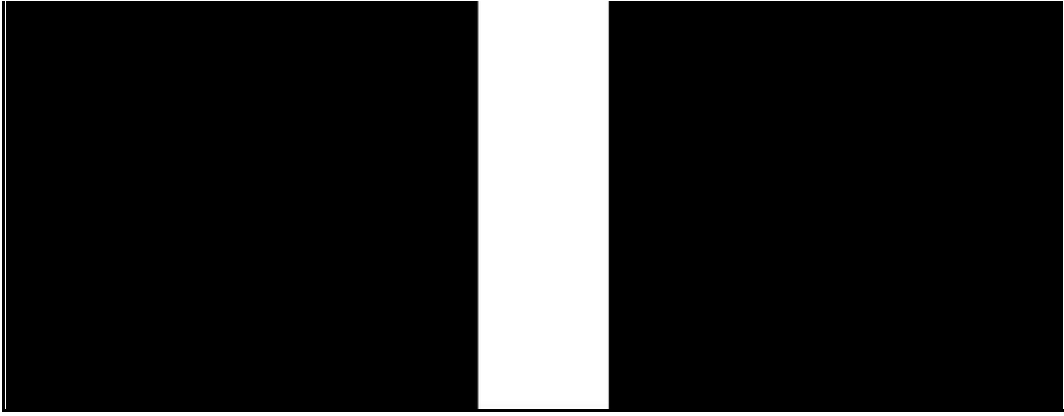
-UNIQUE SELLING POINT (USP)-

disasters are a global phenomenon that will always plague humanity so there will always be a demand for the product. The product is bespoke and relevant for its intended purpose. The product is aimed at Governments and Aid agencies who have disaster relief budgets, so sales of the product would not be affected. The product would make a massive difference within humanitarian relief and response times in the aftermath of a natural disaster that would save lives. The product is a unique industry that does not have any market competitors.

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HALO^{v1.0}

-PROMOTIONAL IMAGE-



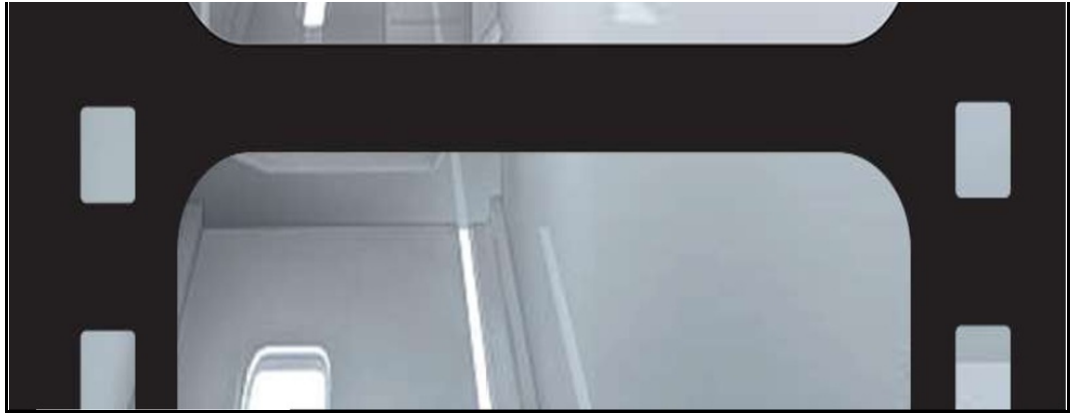
HALO

V1.0



H.E.L.P.

Halo Emergency Logistic Provisions



-H.E.L.P. SLOGAN-

*...ver logistical support and communications to
ote areas, anywhere in the world where traditional
methods fail'*

I M Lawrence – H.E.L.P. Product/Network Design Engineer



H.E.L.P.
Halo Emergency Logistical Provisions

*'To deli
disaster/rem*

Pau

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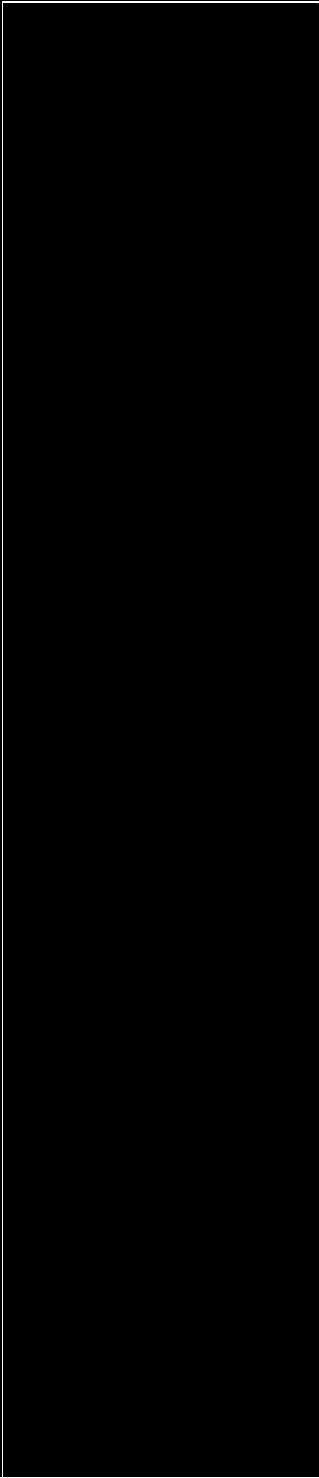
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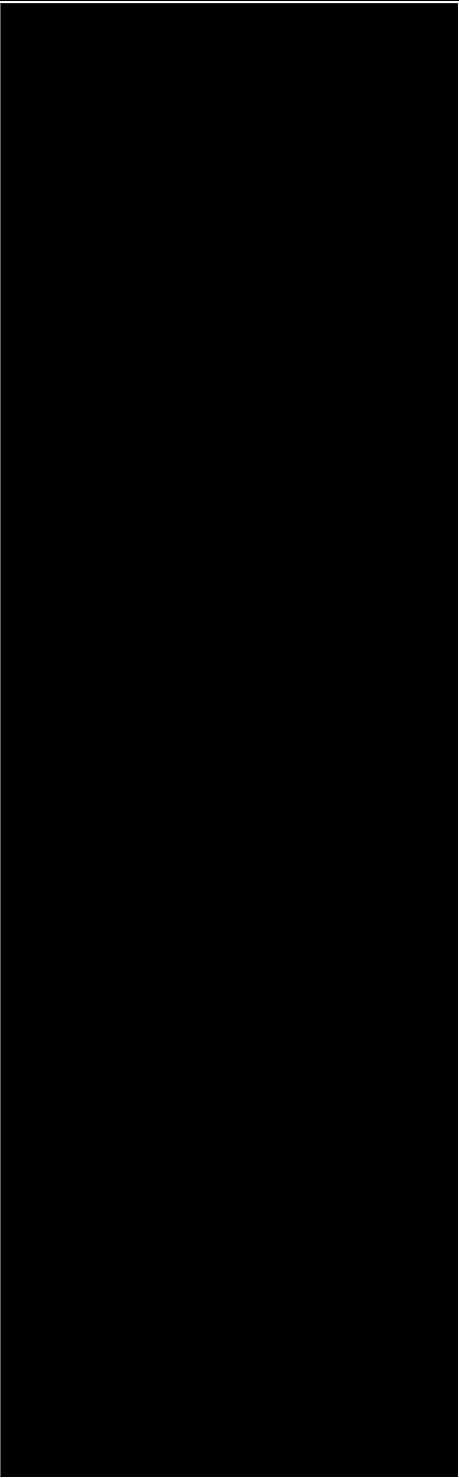
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ANY QUESTIONS?





H.A.L.O. Presentation - Business description, design and development

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

98/100

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GRADING FORM: UWTSD GRADING FORM

PAUL LAWRENCE

98

1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.



Citations //////////++ + Reference list.

20

2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.



Business description Legal classification. Clients
Funding. Objectives. SR Product design. Design
considerations. USP

20

3. ANALYSIS

*Analysis, evaluation and synthesis; logic, argument and judgement;
analytical reflection; organisation of ideas and evidence.*



Product review. Technical analysis. Objective
setting. Social considerations. Specs.

20

4. PRACTICAL APPLICATION

*Deployment of methods, materials, tools and techniques; application of
concepts; formulation of innovative and creative solutions to solve*

problems.



Mission. Business description. Values. Product design: spec, modelling. Designs. Prototype. USP.

20

5. PROFESSIONAL PRACTICE

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.



Good delivery. - Early on spoke a bit too much to the slides. + Much much better later on. Excellent. Good eye contact with audience. Good clear slides. Supporting material. Excellent answers to questions.

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