

DL Final Pitch

by Dawid Lagwa

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TIME SUBMITTED	09-MAY-2019 10:29AM (UTC+0100)	WORD COUNT	980
SUBMISSION ID	106732229	CHARACTER COUNT	4832

The background of the page is a light gray. On the left and right sides, there are abstract, overlapping geometric shapes in various shades of green, ranging from a bright lime green to a dark forest green. These shapes are composed of triangles and polygons, creating a modern, layered effect.

WESTI

By Dawid Lagwa

Disclaimer

Initially WESTI was a unified company but due to major disagreement, the company was split. Each of previous management kept their portion of work, and carried on their development.

About Myself

- ▶ Name: Dawid Lagwa
- ▶ Age:23
- ▶ Nationality: Polish
- ▶ Role & Responsibility: Everything
- ▶ Education: Level 2 BTEC IT, Level 2 & 3 **Electrical & Electronic Engineering BTEC**
- ▶ Experience: EESW (Unofficially), App Design Competition



About the Company

- ▶ Name: Weather & Environmental Systems Technology International “WESTI”
- ▶ Slogan: Eco-friendly Solutions for Modern Problems
- ▶ Legal Classification: Private Hybrid LLC
- ▶ Target Audience: Educational-Hobby-Scientific



Mission Statement



- To design and build reliable eco friendly products and contribute towards preservation of nature.

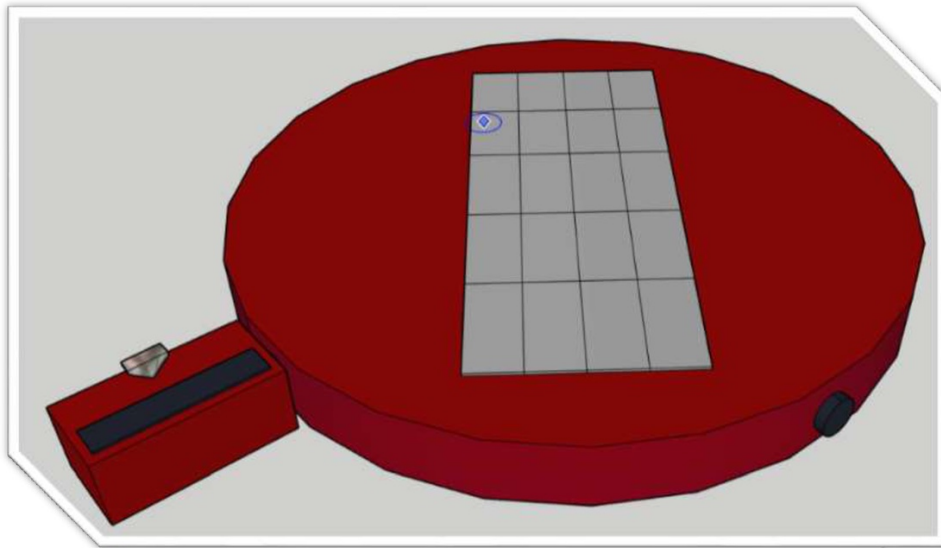
Objectives

- ▶ Provide Best Possible User Experience
- ▶ Continuously Research and Develop New Technologies
- ▶ Improve working Infrastructure to make employees happy and productive
- ▶ To make our products reliable and efficient.
- ▶ To increase return on capital investment

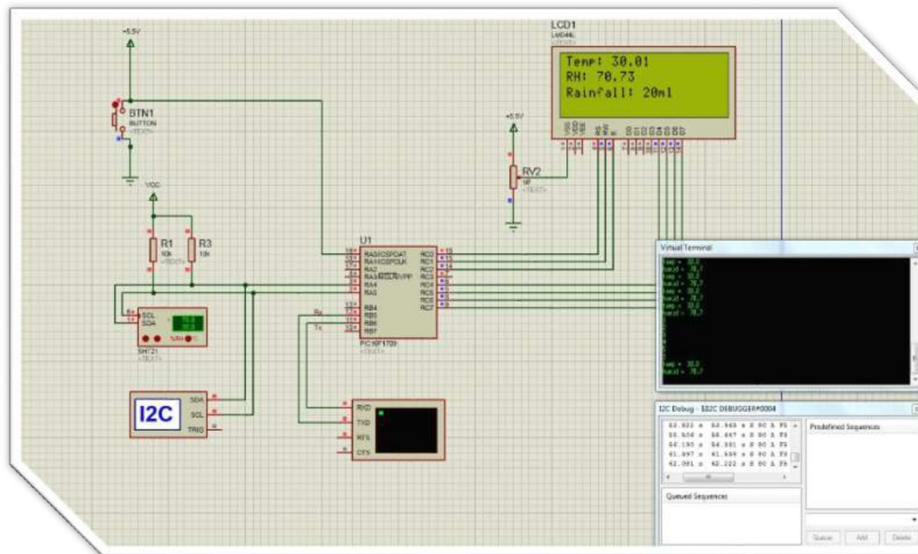
The Main Product: Modular Weather Station

- ▶ Modular Weather Station is a simple but tested and proven concept of weather monitoring system, with number of modifications that make it quite unique.
- ▶ Most important being ability to pick and switch sensor modules at will, at a reasonable price, easily fitting into mid-range weather stations.
- ▶ This product will come in two variations Educational & Scientific. Difference between the two is simple.
- ▶ Educational version will come with detailed instructions and necessary components to construct it.
- ▶ Scientific version will simply be pre-assembled and with one additional module.

Illustration: Modular Weather Station



The Main Product: Modular Weather Station-Circuit



Modular Weather Station: USP

- ▶ Modular
- ▶ Affordable
- ▶ Middle Range
- ▶ Reliable
- ▶ Good Verity of Sensors
- ▶ Suitable for All Ages
- ▶ Educational
- ▶ Fun



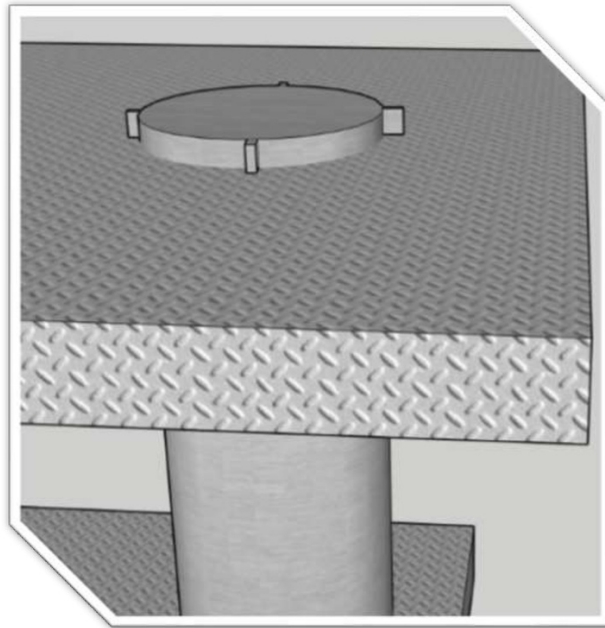
Modular Weather Station: Market & Competitors.

- ▶ Currently on the market there is a number of weather stations, both pre-assembled and electronics kit format, but they fit into two categories:
- ▶ Low end with maximum of 2 sensors but at low price or high end with 4-5 sensors but at high prices.
- ▶ This product plugs the gap between the two and gives versatility and more importantly customer choice, all at reasonable price: £70 for the hub with 2 sensors and £30 per each new module.
- ▶ Biggest competitor is a Oregon & Ultrameter as they have a wide variety of products in this market and they have already well established customer base.

Concept: Magnetic Levitation Stairs

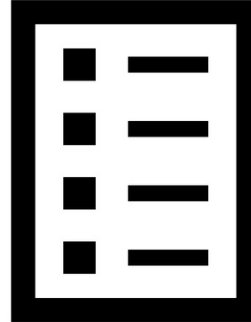
- ▶ Currently the idea is only a concept. The idea revolves around designing a staircase suspended in air by nothing else expect of a magnetic field.
- ▶ 3.5 billion pine trees are being cut down yearly in order to make staircases and many other products requiring wood. Aim of this project is to reduce the volume in which pine trees being cut down.
- ▶ There are few safety consideration that need to be made, in order to ensure the product is safe for use. Following measures will be taken:
 - ▶ Safety Railing
 - ▶ Metal Bar Under Each Step
 - ▶ Emergency Locking Mechanism

Magnetic Levitation Stairs: Illustration



Magnetic Levitation Stairs: USP

- ▶ Unique
- ▶ Contributes to Scientific Research
- ▶ Preserves Pine Tree Forests
- ▶ Preserves Natural Habitats of Animals
- ▶ Eco Friendly
- ▶ Compact
- ▶ Easy to Install



Magnetic Levitation Stairs: Market & Competitors.

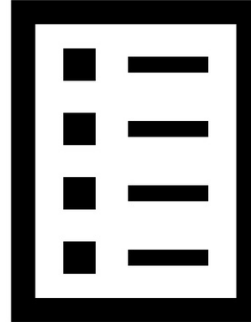
- ▶ The research has discovered that closet product to this is a Floating Staircase. Floating staircase only creates optic illusion of steps being suspended in the air.
- ▶ Prices for a floating staircase range from £230-£3400+ depending on costumers design needs.
- ▶ This means that there's a high likelihood that Magnetic Levitation Stairs will reach similar if not higher prices and will likely be popular with people with disposable income.

Concept: Magnetic Hover Car

- ▶ Currently the idea is only a concept. Idea of a hover cars has always been popular in society and often used in works of science fiction, ever since the 50s.
- ▶ The idea is to utilize Lenz's Law which states that:
- ▶ "And electric current inducted by a source such as a magnetic field, always creates a counterforce opposing the force inducting it."
- ▶ This solution has been successfully utilized by Company called Hendo on their work to create a hoverboard.

Magnetic Hover Car: USP

- ▶ Unique
- ▶ Contributes to Scientific Research
- ▶ Zero Emissions
- ▶ Does Not Use Fossils Fuels
- ▶ Eco-Friendly
- ▶ Childhood Fantasy



Magnetic Hover Car: Market & Competitors.

- ▶ Research has revealed that no product similar to this currently exists on the market, leaving a large hole in the market. Which if it could be filled would lead to a sizable profits, assuming two issues can be resolved.
- ▶ First: Is the infrastructure which composes of non ferrous metals like copper or aluminium.
- ▶ Second: Is propulsion which still has been undecided.

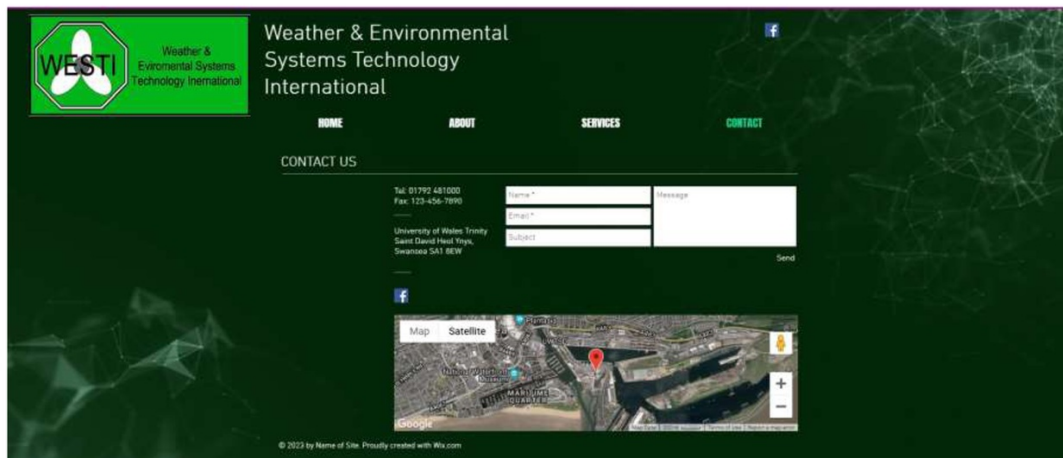
Marketing Strategy: Advertisement & Distribution

- ▶ Products created by WESTI will be primarily advertised on social media sites such as:
- ▶ Facebook
- ▶ Twitter
- ▶ YouTube
- ▶ The product sale and distribution will be handled via online storefront like Amazon, which allows for quick and safe sale of products.

Product Distribution & Pricing

- ▶ The Primary method of distribution will be done via online storefront like Amazon for couple reasons:
 - ▶ It's a trusted storefront
 - ▶ It's a reliable storefront
 - ▶ It's a well known storefront
 - ▶ Protects Customers and Merchants
- ▶ The Modular Weather station will be: £80 for the hub with two modules and £40 per new module.
- ▶ The Pricing for the two concept ideas is still to be decided and will depend on development costs.

Website



Facebook Page



Joined ▾

Notifications

More

Write post

Add photo/video

Live Video

More

 Write something...

Photo/Video

Watch Party

Tag friends

...

NEW ACTIVITY ▾

 **Dawid Lagwa** updated the description.
21 March

WESTI is a company dedicated to providing Eco-friendly solutions to modern problems and preservation of natural environment.

Dawid Lagwa

INVITE MEMBERS

+ Enter name or email address...

MEMBERS

1 member

You are the only group member.

DESCRIPTION

Edit

WESTI is a company dedicated to providing Eco-friendly solutions... See more

LOCATION

Edit

Swansea, United Kingdom

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

Questions?

Thank you for Listening

DL Final Pitch

GRADEMARK REPORT

FINAL GRADE

54/100

GENERAL COMMENTS

Instructor

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GRADING FORM: UWTSD GRADING FORM

DAWID LAGWA

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1. RESEARCH LITERATURE

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

no references list, not enough evidence of engagement with literature No in text citation



3

2. KNOWLEDGE AND UNDERSTANDING

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



knowledge of the current market and defined company objectives. Company is not defined well.

7

3. ANALYSIS

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



legal classification, company mission, selling points Not very clear explanation of the product

5

4. PRACTICAL APPLICATION

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



logo and banner – 3d model – schematic – competition analysis Not enough details on design and implementation

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5. PROFESSIONAL PRACTICE

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



consistence pace, not clear figures. Good presentation theme.

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