**SenseGiz**

*Set no limits...*

### Condition Monitoring
Maintain the quality of your products by monitoring the environmental conditions like temperature and humidy.

### Predictive Maintenance
Predict in advance the failure of your machines and motors to avoid a major breakdown and losses.

### Perimeter Security
Secure your perimeter to get real time alerts in case of illegal intrusion.

### Real time Asset tracking
Increase asset utilization by real time indoor tracking of your vehicles, goods, assets and raw materials.

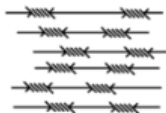### Real time People tracking
Improve safety and efficiency of your workforce with proper organizing and real time tracking.

### Social distancing and Contact tracing
Maintain Social distancing and get immediate audible alerts on violation. Avoid complete shutdown of industries by doing contact tracing quarantining only the suspected individuals.

# Finding out the problem statement

"If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than five minutes."

**Albert Einstein**
Theoretical Physicist
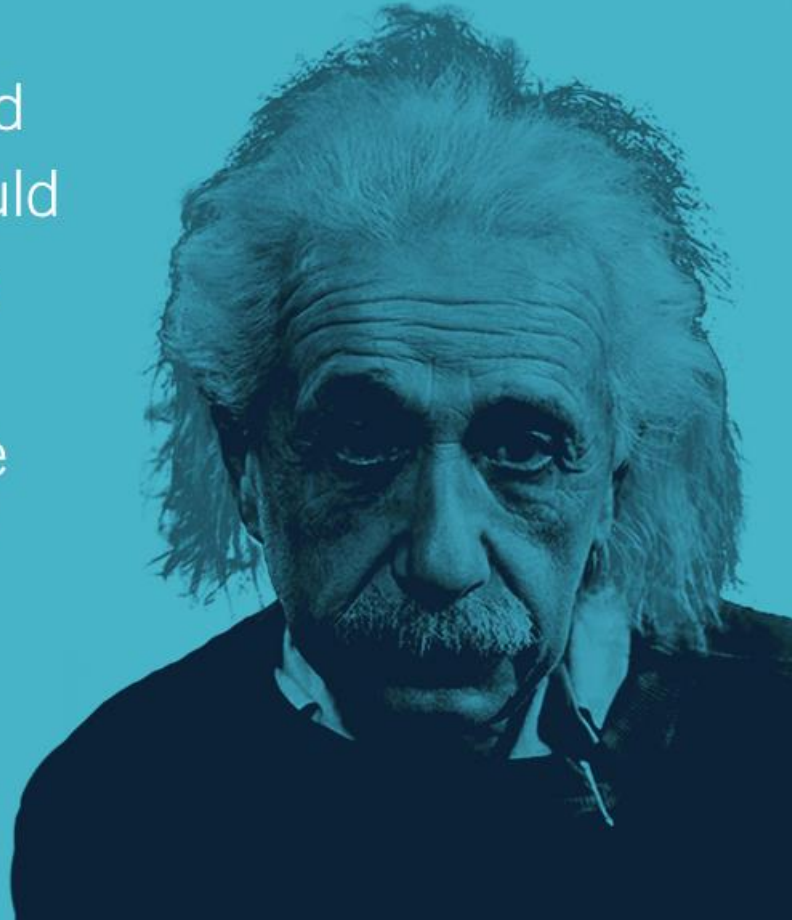
# Figuring out the needs vs wants

*"The golden rule for every business person is this: 'Put yourself in your customer's place." – Orison Swett Marden*

- If you are running a business, then everything about your customers becomes 'your business'. This would include their feelings, emotions, and understanding what every customer needs and wants.
- The fact about customer needs and wants is that often customers are unaware of what they need. They focus on what they want because of emotional and or social reasons.
- As a product/service provider fulfilling 'WANTS' gives you entry/lead/deal and a sustainable relationship with customers
- But, journey from product/service provider to a reliable technology partner starts with creating the 'NEEDs', making them understand the importance of those Needs and fulfilling those needs with the sustainable solutions and services.
- Our solution and strategy

# Finding out where exactly technology can help

*Technology does not decide the success of your product, you have to position your product rightly, Sometime a simple technique can add value*

Design is concerned with how things work, how they are controlled, and the nature of the interaction between people and technology. When done well, the results are brilliant, pleasurable products.
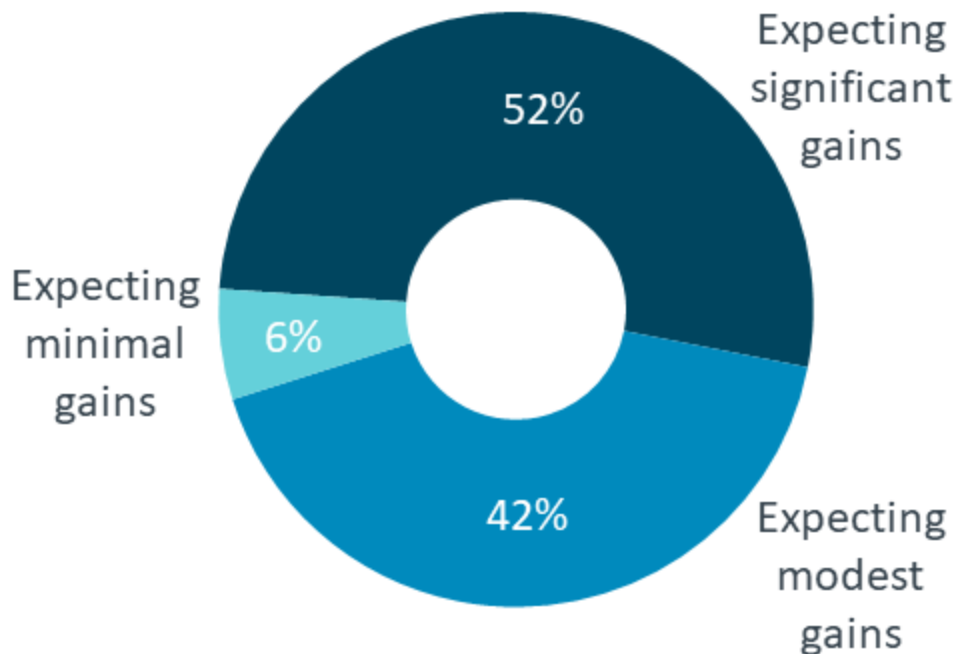
DON NORMAN

**Robotic Bartender** - A hitech product, which apparently failed!

**Fully mechanical liquid dispenser** - A Fairly low cost product with Instant huge success

# Channel Firms Expecting Big Things from Emerging Tech



**52%** Expecting significant gains

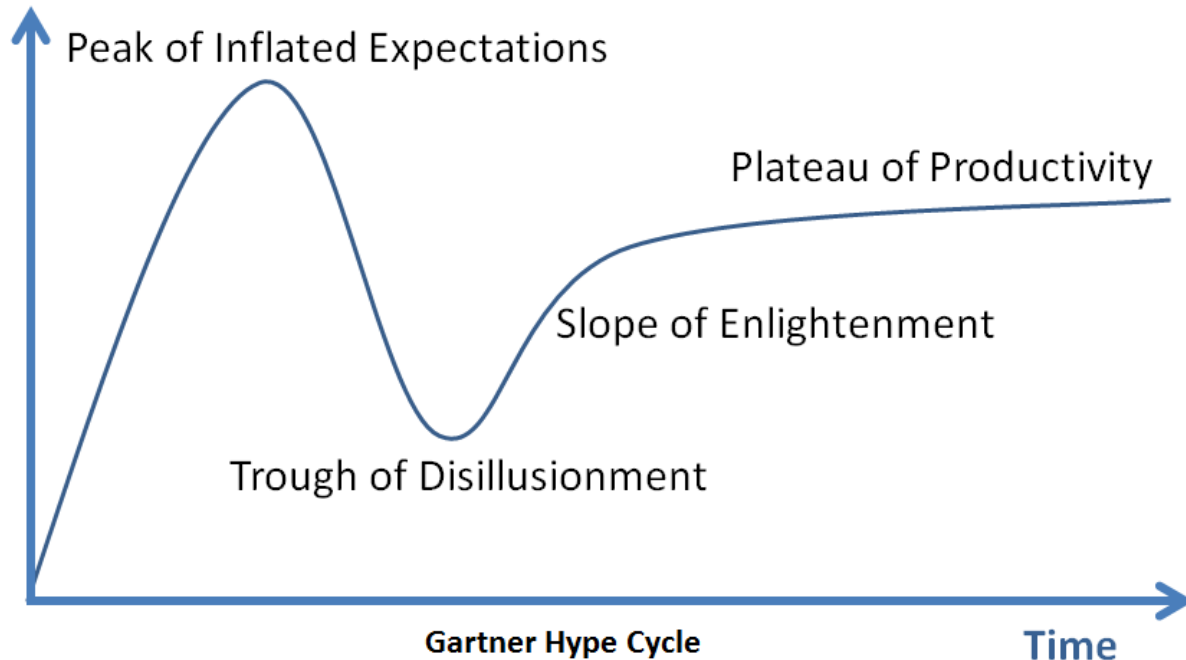**42%** Expecting modest gains

**6%** Expecting minimal gains

**Trends with the most hype**
From a channel perspective

- 5G
- Artificial intelligence
- Internet of things
- Virtual reality
- Biometrics
- Quantum computing
- Robotic process automation
- 3D printing
- Edge computing

# The Gartner Hype cycle

# Technology Scouting

**Technology scouting** is an element of technology management in which
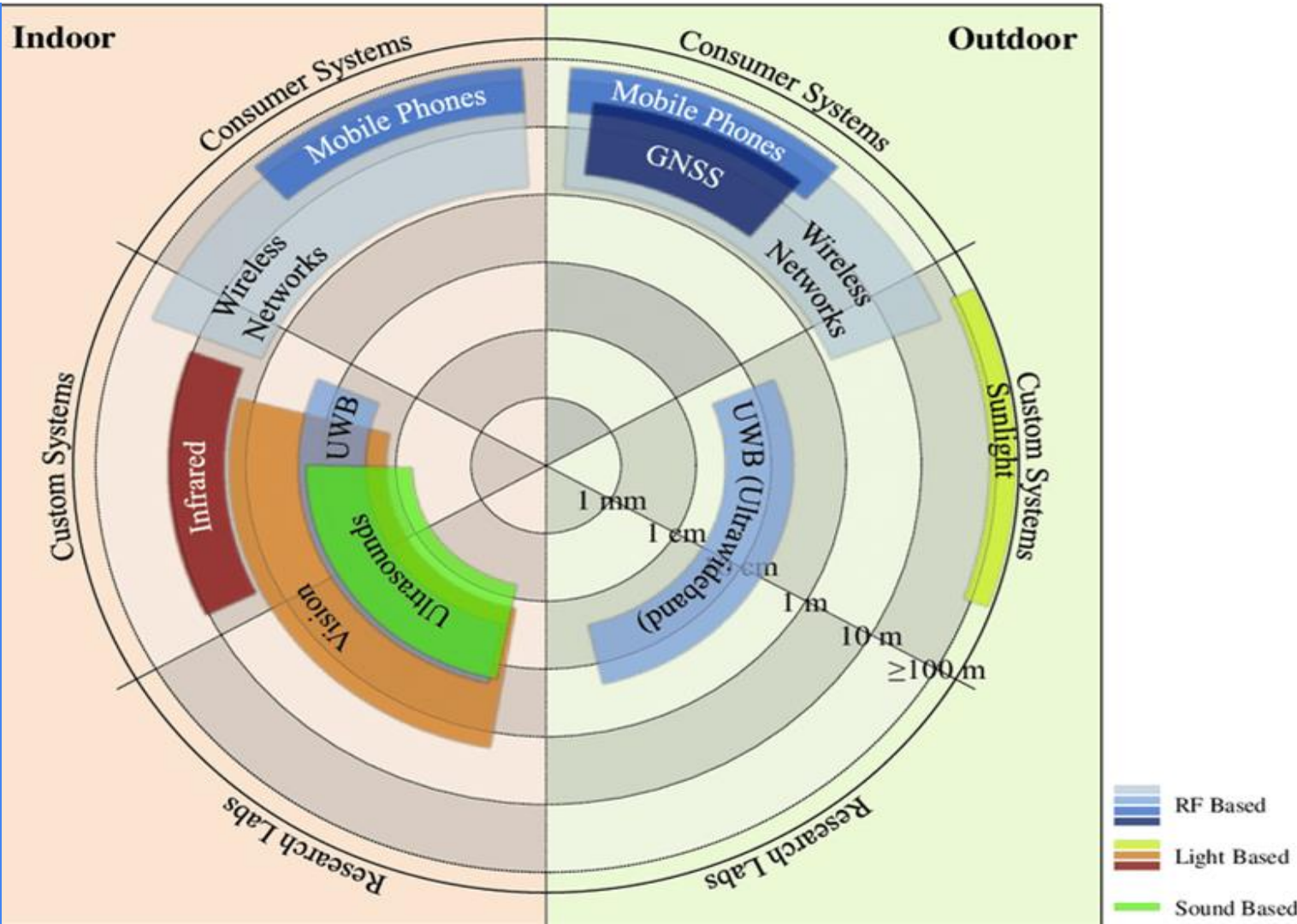
- Emerging technologies are identified
- Technology related information is channeled into an organization
- Supports the acquisition of technologies

Source: Wikipedia

### Product Life Cycle

Sales

Product extension

Maturity

Decline

Growth

Introduction

Time
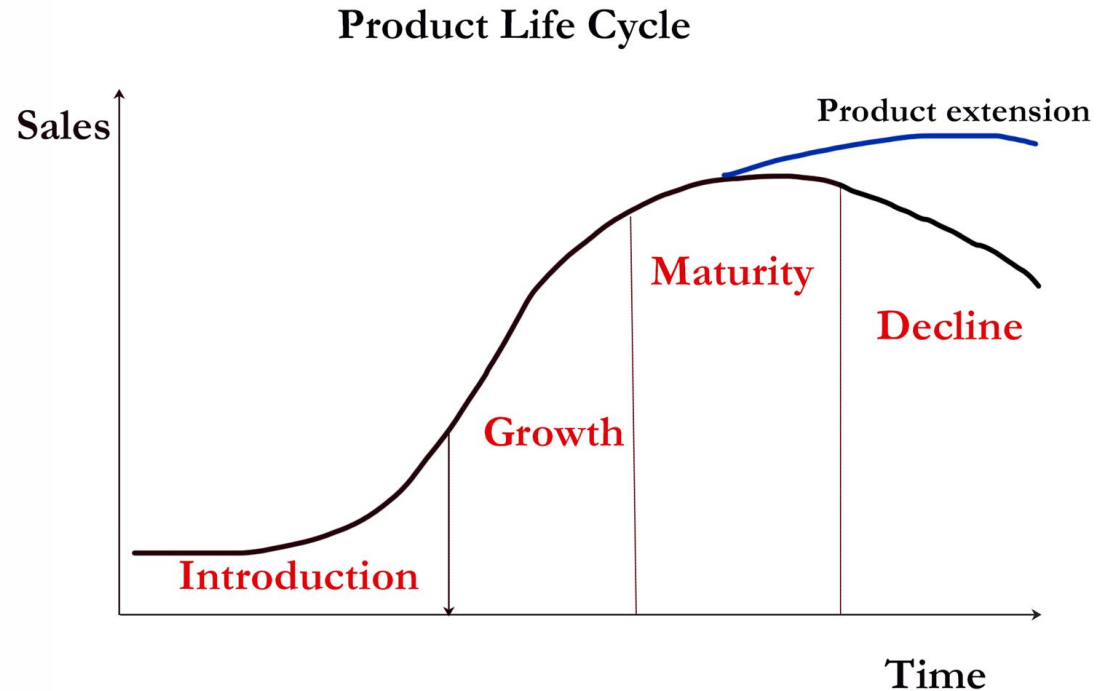
**COMPARING SIMILAR TECHNOLOGIES**

# Be ready to handle the limitations

Every technology comes with a limitation, There is no technology without a limitation and it will only be absurd when someone comes to you and sells a product which they claim as " The product doesn't have any limitation"

**There are 3 types of limits**

- Natural limits
- Economical limits
- Ethical limits

CREATIVITY IS INVENTING,
EXPERIMENTING, GROWING,
TAKING RISKS, BREAKING
RULES, MAKING MISTAKES,
AND HAVING FUN

~ Mary Lou Cook

# GIST

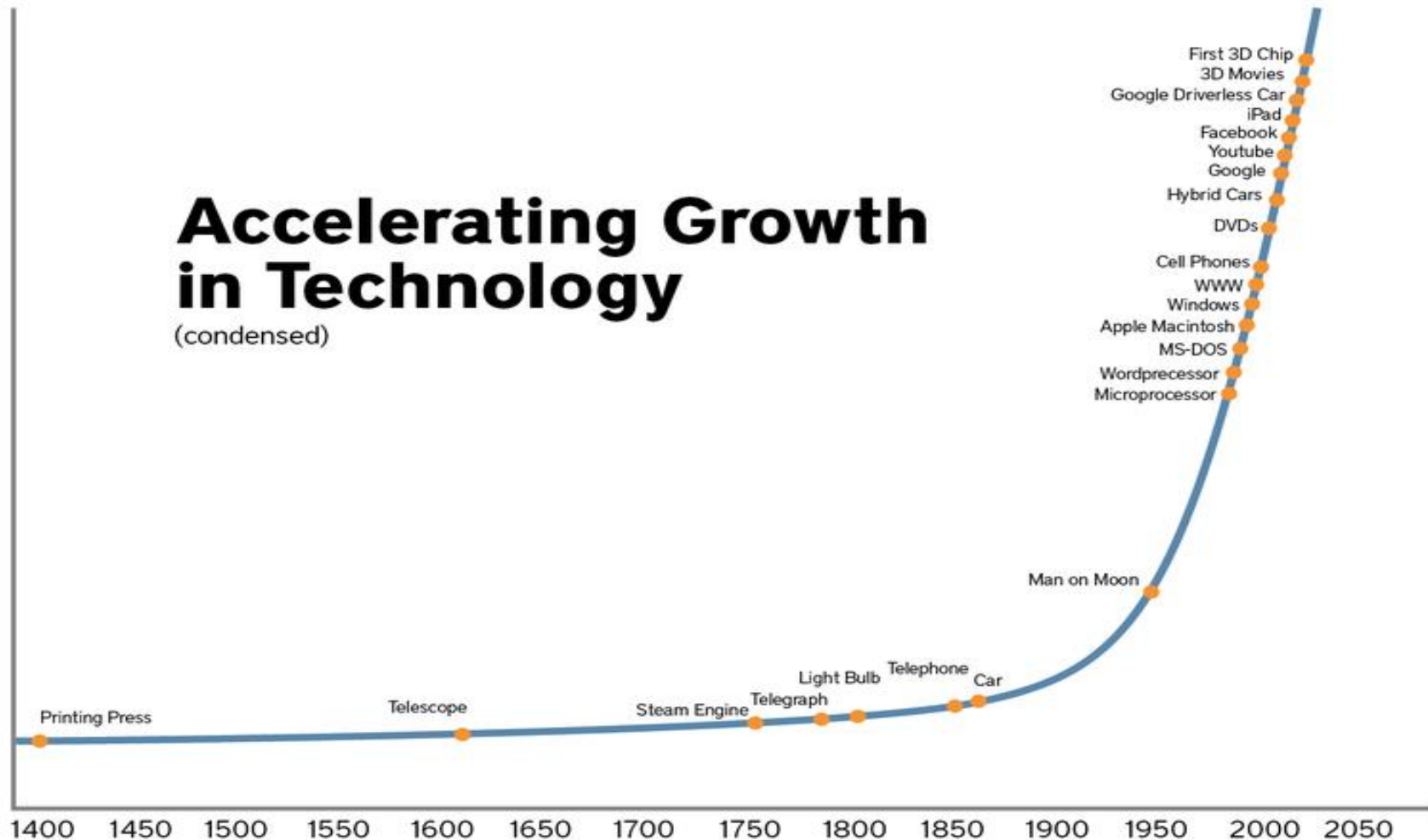| | | |
|---|---|---|
| **Goals** | Goal 1 | |

| | | |
|---|---|---|
| **Ideas** | Idea 1 | Idea 2 | Idea 3 |

**Steps**

Idea 1: | 1 | 2 | 3 |

Idea 2: | 1 | 2 | 3 | 4 |

Idea 3: | 1 | 2 | 3 | 4 | 5 |

**Tasks**

itamargilad.com

# Accelerating Growth in Technology

(condensed)

First 3D Chip
3D Movies
Google Driverless Car
iPad
Facebook
Youtube
Google
Hybrid Cars
DVDs
Cell Phones
WWW
Windows
Apple Macintosh
MS-DOS
Wordprecessor
Microprocessor

Man on Moon

Light Bulb
Telephone
Telegraph
Car
Steam Engine

Telescope

Printing Press

1400  1450  1500  1550  1600  1650  1700  1750  1800  1850  1900  1950  2000  2050

# BE READY TO IMPROVISE

"The next big thing is the one
that makes the last big thing usable."

**Blake Ross**
Co-creator of Mozilla Firefox

# TAKEAWAY 1

**Make the most out of existing technology, instead of waiting for a new technology to come up and solve the problem**

# TAKEAWAY 2

A Race car is best suited to be used on a race track, not on the streets!. So first decide where you're going to drive and then select the appropriate car rather than selecting the car first and then the driveway.

# QUESTIONS ?

# Thanks!

## Contact me at

raghu@sensegiz.com

rraghuram97