END USER CENTRICITY IS CRUCIAL
84 out of 100 consumers in a survey of homeowners said they were open to doing home automation but didn’t know where to start.

*Survey of 100 urban households across major cities in India*
BUILDING A SMART HOME ISN’T EASY
Vijay wants:

- Safety for my family when I am away
- Energy Savings
- Convenience in household chores

<table>
<thead>
<tr>
<th>DISCOVERY</th>
<th>RESEARCH</th>
<th>VALIDATION</th>
<th>EXPERIENCE</th>
<th>ADOPTION</th>
<th>SUPPORT</th>
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<td>What are the devices that can solve my smart home challenges?</td>
<td>What brand is best for me? And why?</td>
<td>How does this work in practice and how do I validate its genuineness?</td>
<td>Can I experience it in my home or in-store somewhere?</td>
<td>How do I install this? Is there professional help available?</td>
<td>Is there technical support available if something stops working or if I move?</td>
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</table>
WE ARE SIMPLIFYING THE PROCESS OF SMART HOME ADOPTION
Smart Homes. Simplified.

We help you discover & install the best technology for your home.

Book a Consultation  Ideas And Inspirations

We help find the best solutions that suit your lifestyle
Here’s how we do it:

**IDEAS & INSPIRATION**
A content repository that inspires users about the benefits and application of home technology in a simple to understand manner.

**A CURATED MARKETPLACE**
A gateway for consumers to directly find solutions for their home from some of the best brands - all in one place.

**INDUSTRY CONNECT**
Industry news, interviews and forums so that brands, distributors and start-ups in the Smart home industry can cope up with the ever evolving landscape.

**VIRTUAL HOME PROFILES**
Enabling the next generation of home users to get personalised recommendations to live better directly from our partners.

**GTM PLATFORM**
Superpowers for our partners to help them launch new products and services to consumers. Leverage our platform’s content, audience and data to help grow your business.
BUT THERE ARE INHERENT INDUSTRY CHALLENGES
ADDITIONAL INDUSTRY CHALLENGES:

➜ Lack of Standardization
➜ Lack of brand loyalty in an immature market
➜ Product Development in absence of familiarity and lack of benchmarks
➜ Sales Force Capability a key challenge for OEMs
➜ Baseline problems remain to be solved:
  ○ Interoperability
  ○ Privacy
  ○ Security
OPPORTUNITIES FOR KEY STAKEHOLDERS

Platforms / Ecosystems

Opportunity to gain consumer behaviour insights right within their home across the entire ecosystem. For example, personalizing the ad-serving experience further from search query insights on Google Home.

Device / Appliance Manufacturers

Opportunity to integrate core business proposition within the device. For example, Alexa integrates with Amazon store to allow purchases made by voice - making it easier for consumers to buy from their platform.

Software / Apps

Opportunity to provide value added services. For example, in case of security: cloud storage for CCTV footage recordings. For example, in case of entertainment: Spotify premium subscription for Spotify-enabled speakers at home.

LEARN

INTEGRATE WITH SERVICES

DO MORE ON THE CLOUD
THE IDEAL SMART HOME: A LOCAL BLOCKCHAIN FOR VIJAY

SOLVE THE PRIVACY PROBLEM

SOURCE: https://www.slideshare.net/BiagioBotticelli/blockchain-for-iot-smart-home/44
INTEGRATING WITH EMERGING INTERFACES:

Source: https://searchengineland.com/survey-smart-speaker-ownership-steals-time-smartphones-tv-radio-289916
BUT HOW DO WE INNOVATE WHEN WE DON’T KNOW OUR CUSTOMER WELL?
The Smart Living Consumer Study Of India

Real Market Insights To Help Accelerate Smart Home Adoption In India
We are inviting industry stakeholders to collaborate with us on this initiative to get real market insights of the Indian consumer.

<table>
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<th>Real Market Insights</th>
<th>Consumer Personas</th>
<th>Go-To Market Strategy</th>
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<td>![Target Icon]</td>
<td>![Network Icon]</td>
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WE ARE LOOKING FOR

Home Automation and Smart Home Brands

Consumer Electronics Manufacturers

Consumer Appliances Companies

Home IoT Start-ups
Let’s take a customer-centric & objective approach towards innovation.

www.SmartConsumerOfIndia.com