intelliShower

2.009 Final Presentation
Team Yellow

December 10, 2007
Conservation

Average shower
20-50 gallons

intelliShower Savings
2.5 gallons/shower
300 kWh/year
The User Experience

Flow automatically cut by 50% when soap or shampoo removed

Features:

- Easily installable in any home shower
- Low-power analog electronic control system
- Safe, integrated waterproof packaging
- Conveniently rechargeable in 6 hrs
Product Demonstration
Design Features
Laser Light
Sensors
Design Features
Servo-Motor, Valve, and Housing

servo
valve
showerhead
Design Features

High Flow
Manual Button

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Design Features

Low Battery Indicator

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Market Analysis

• Target Market
  – 10MM Environmentally conscious US homeowners
  – Growth rate >15%¹
  – Sell 70,000 units in 3 yrs.

• Marketing Strategy
  – Sell through retail locations (Sharper Image, etc.)
  – Reliance on customer trials, demonstrations, and testimonials

• Potential future sales in Europe

Note: (1) Value obtained from hybrid car sales growth. Assume similar target market.

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Financials

• Initial Retail Price: $200
• Initial Manufacturing Cost: $88
Acknowledgements

- Prof. Wallace and our lab instructors, Professor Magee and Professor Sclavounos
- Professor Leeb
- Ben Powers and Lydia Volaitis
- 2.009 teaching assistants
- 2.009 technical staff
- Janet Liberman and Z Corporation
- All of our brave shower testers!
Questions?

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Cost Breakdown

- Sensors: $20
- Servo Motor: $12
- Electronic Components: $3.50
- Raw Materials: $2.50

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