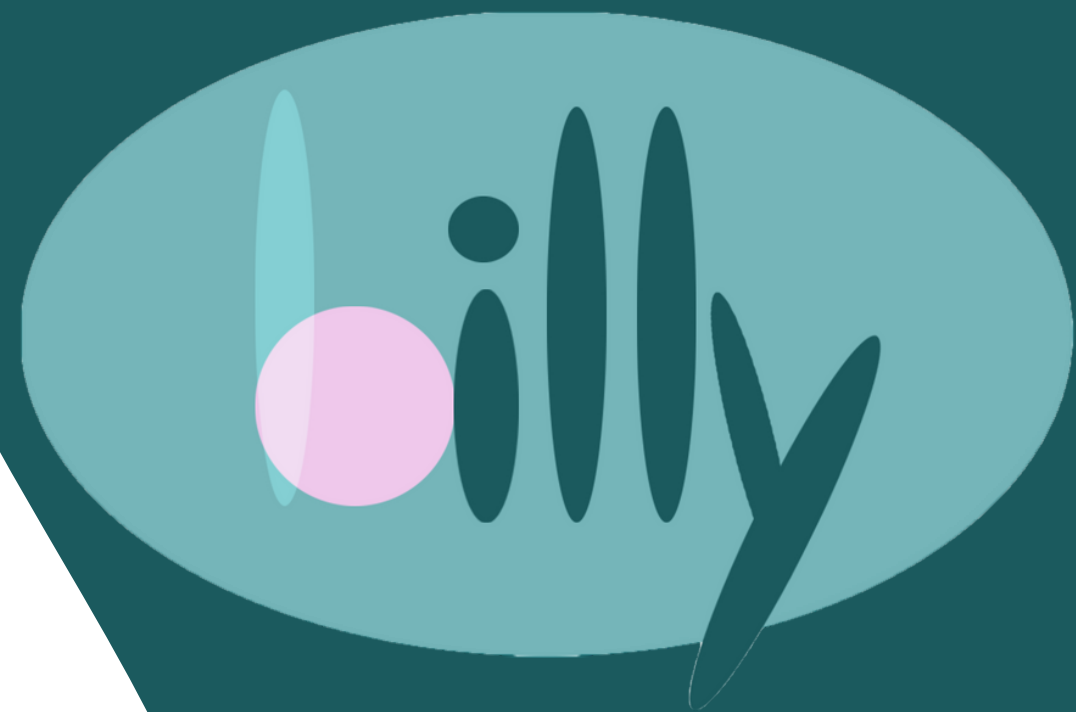


INTERIM

Report

Group 2



Agenda

01

The Problem

02

State of the Art

03

Project Management

04

Marketing

05

Ethics & Deontology

06

Sustainability

07

Project Development

The Problem Statement

Parents struggle
with their kids
taking medicines



State of the Art

Withings Body Scan



Scales that perform health checks

Dyson PH04



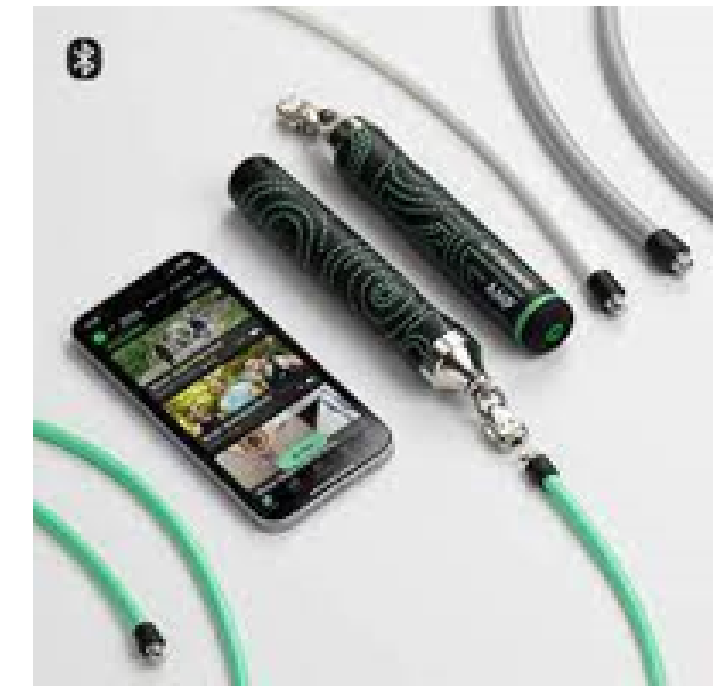
Air purifier

Pillo health



Automatic pill dispenser

Crossrope jump rope



Connected sport equipment

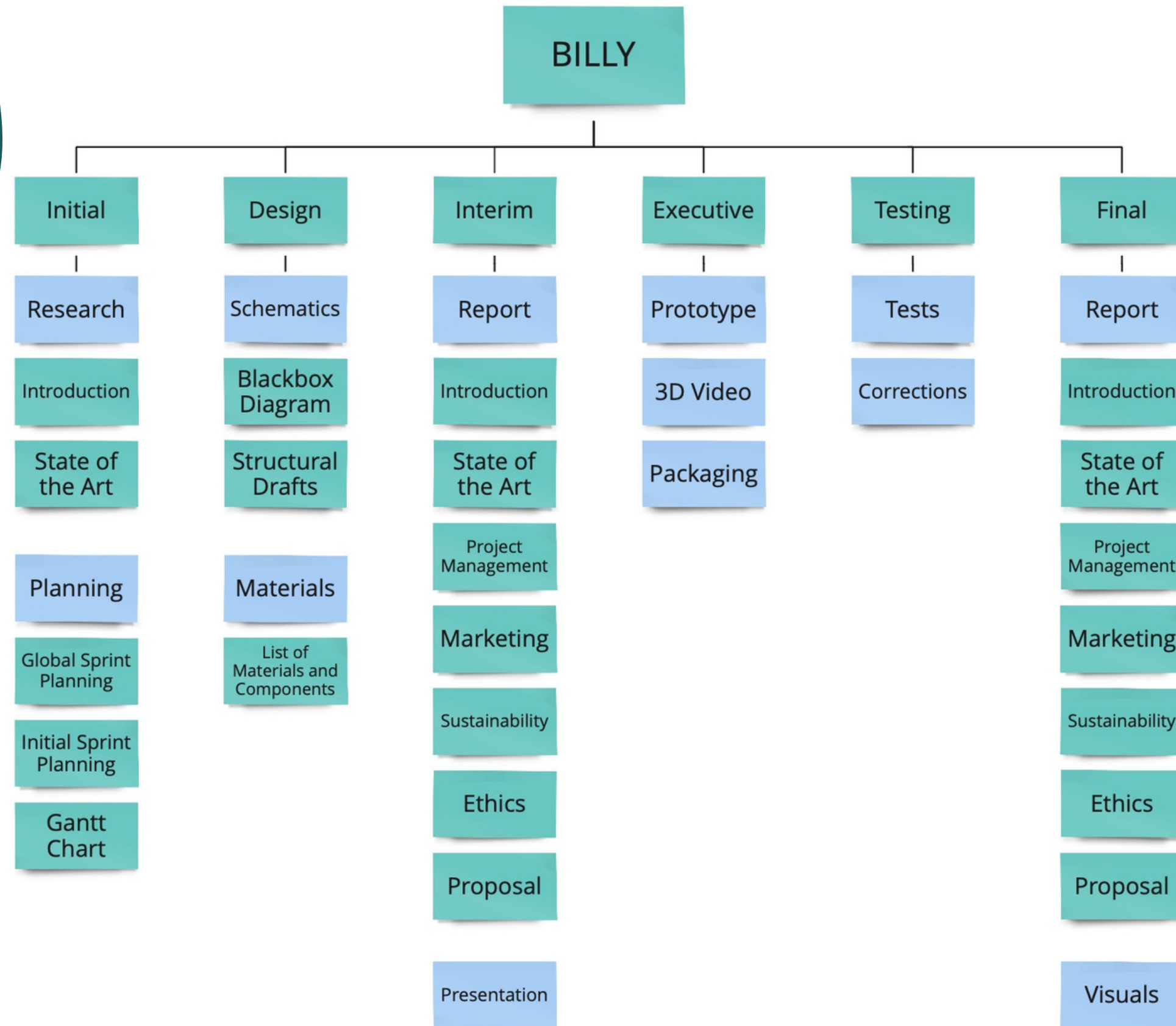
Smart Health Products

State of the Art

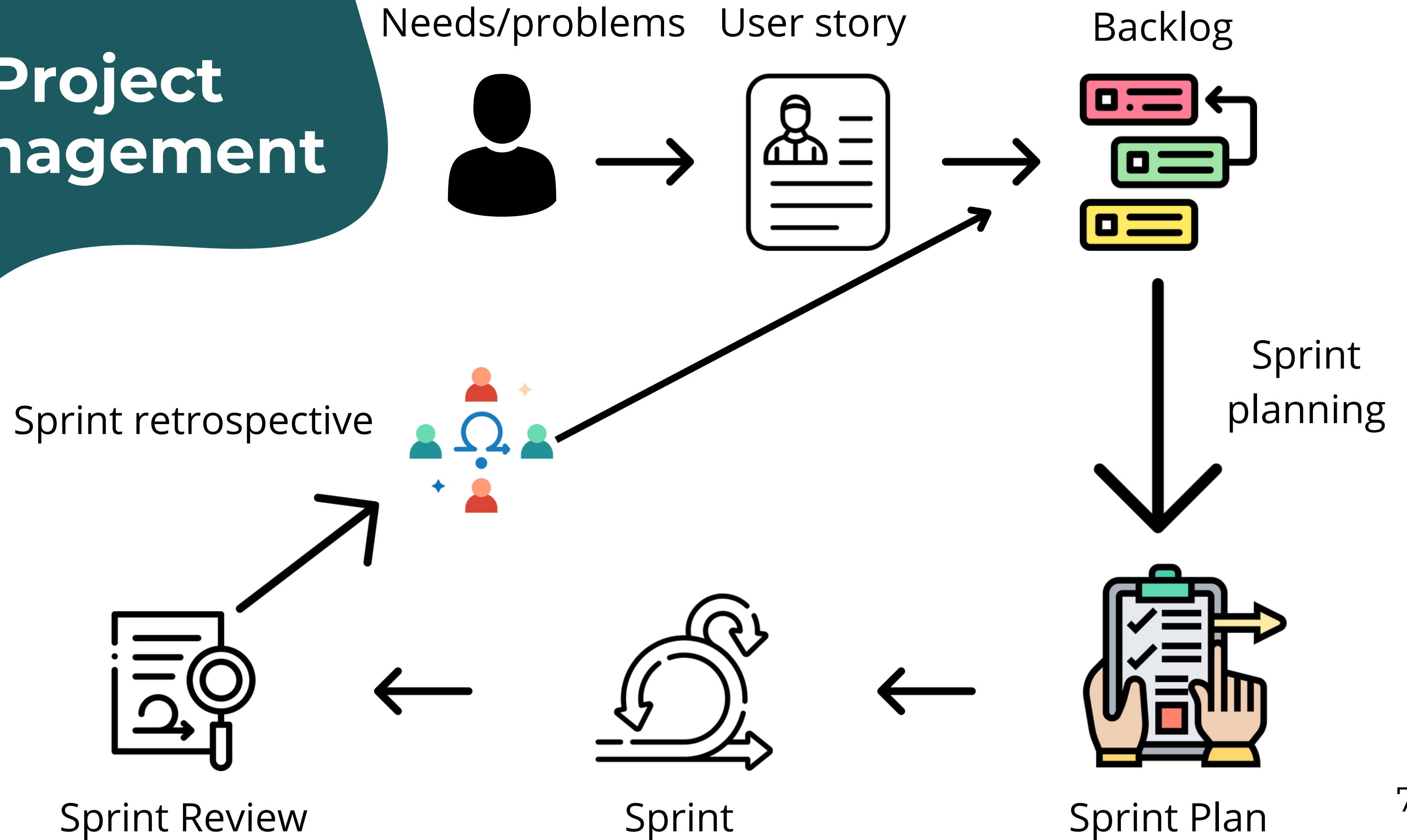


Pill Dispensers

Project Management



Project Management



Marketing

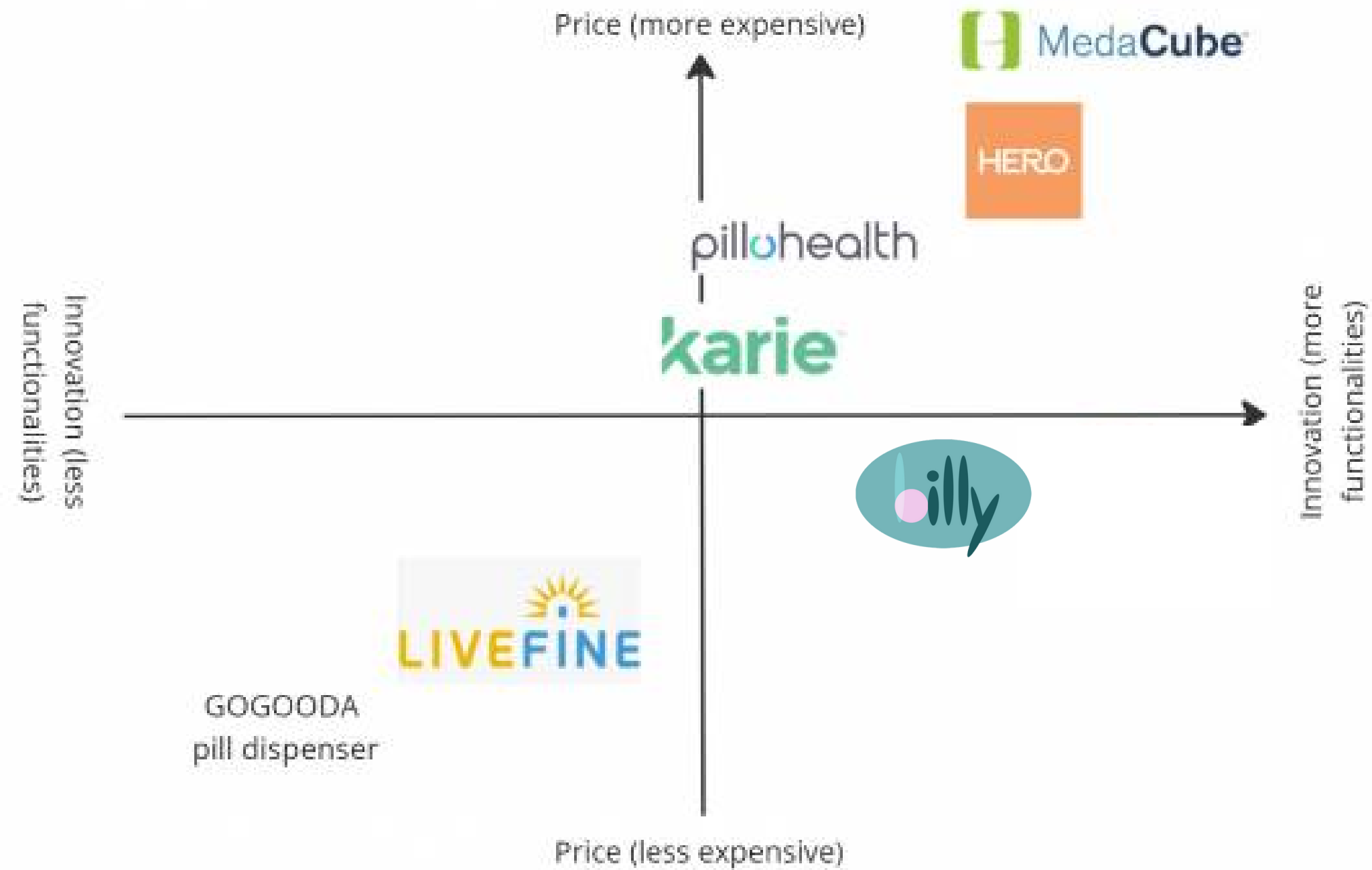
Value Proposition - Elevator Pitch



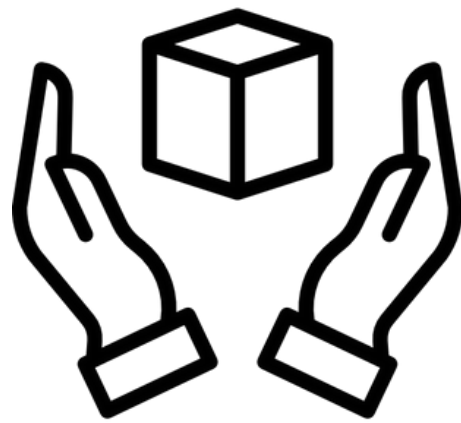
For	sick children who have to
who	take medication
the	Billy
is a	pill dispenser
that	secures and monitors the
	children's pill intake
unlike	other pill dispensers
our	product offers pill intake in a
	fun and playful way



Positioning



Marketing - mix



Product



Price



Place



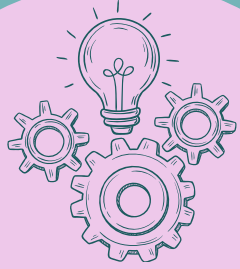
Promotion

Ethics & Deontology



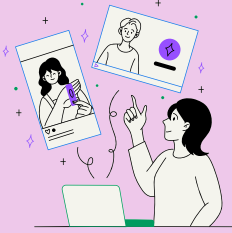
What is right and what is wrong?

Ethics & Deontology



Engineering

- Safety, health & public welfare
- Area of competence
- Truthfulness
- Faithfulness



Sales & Marketing

- Honesty
- Respect
- Responsibility



Environmental

- Materials
- Contribution
- Re-cycling



Liability

- RED
- LVD
- EMC
- Protection of natural people

Sustainability



Social

- SDGs Goal 3 Health and well- being
- renting
- affordability



Environment

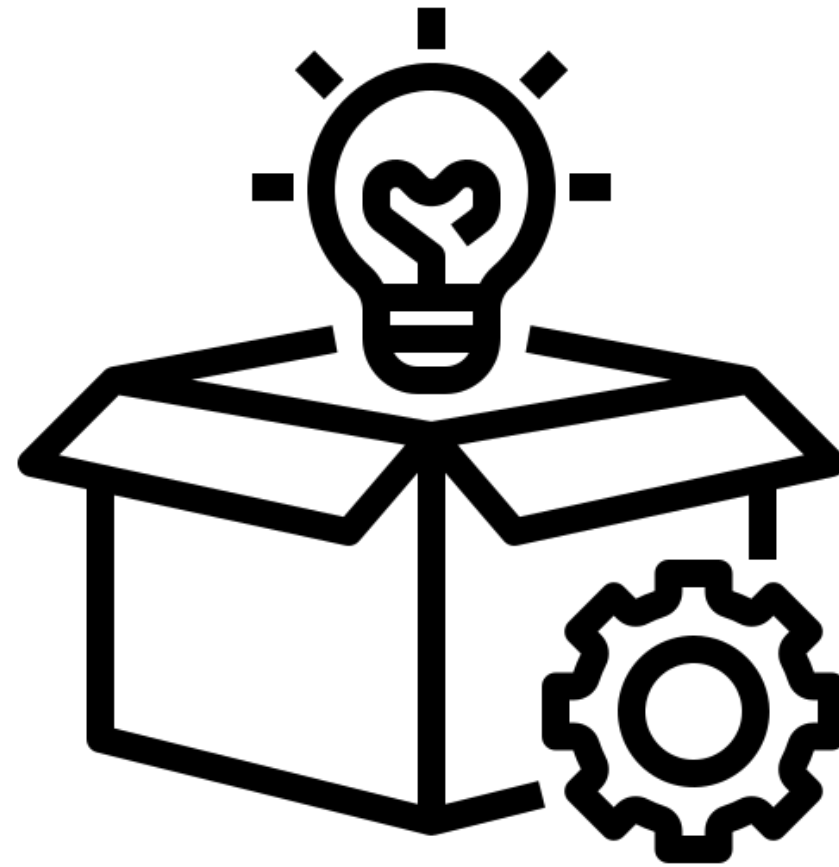
- raw materials from local sellers
- recycable plastics
- packaging



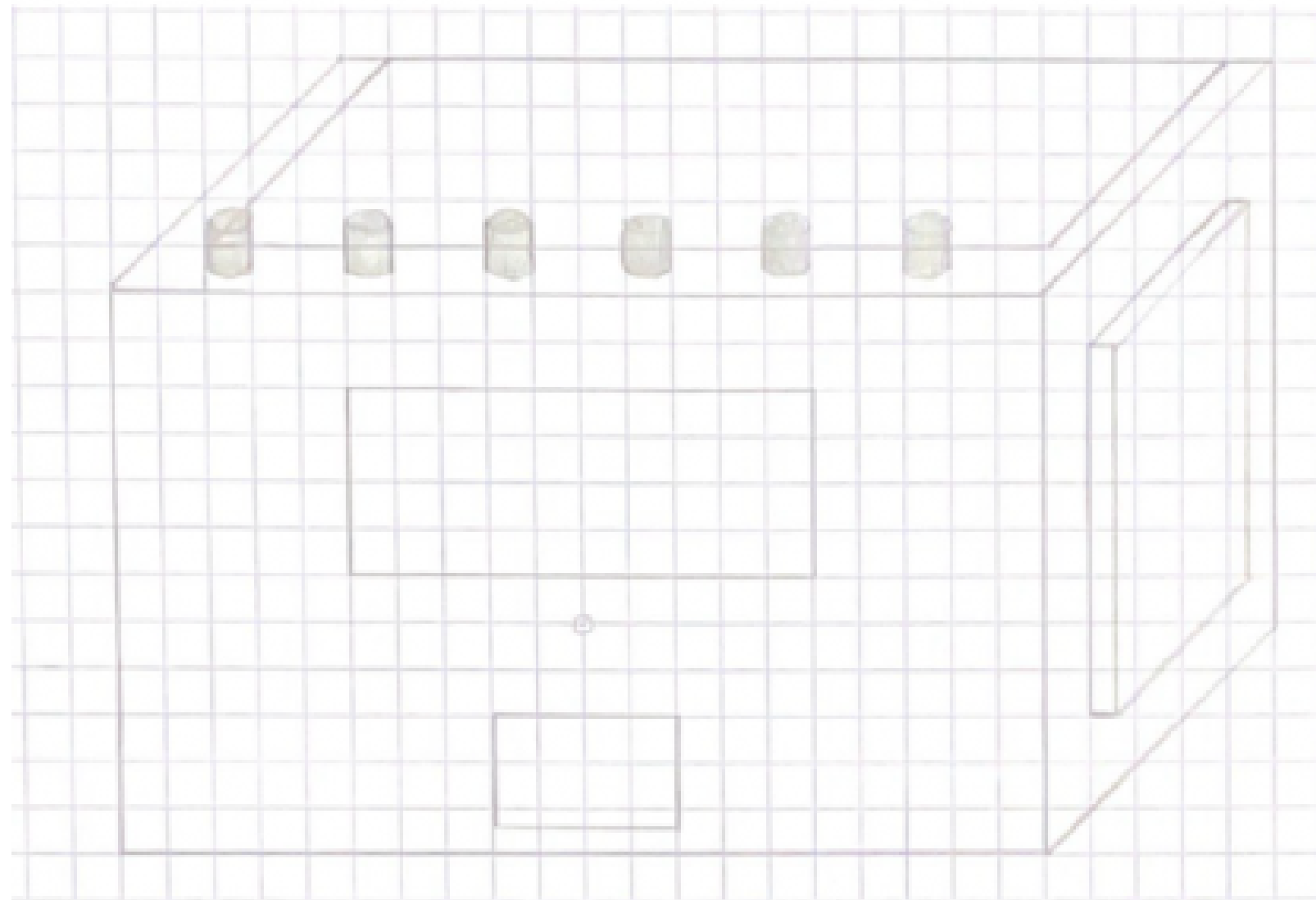
Economics

- renting
- affordable for most people
- packaging

Product development



Structure

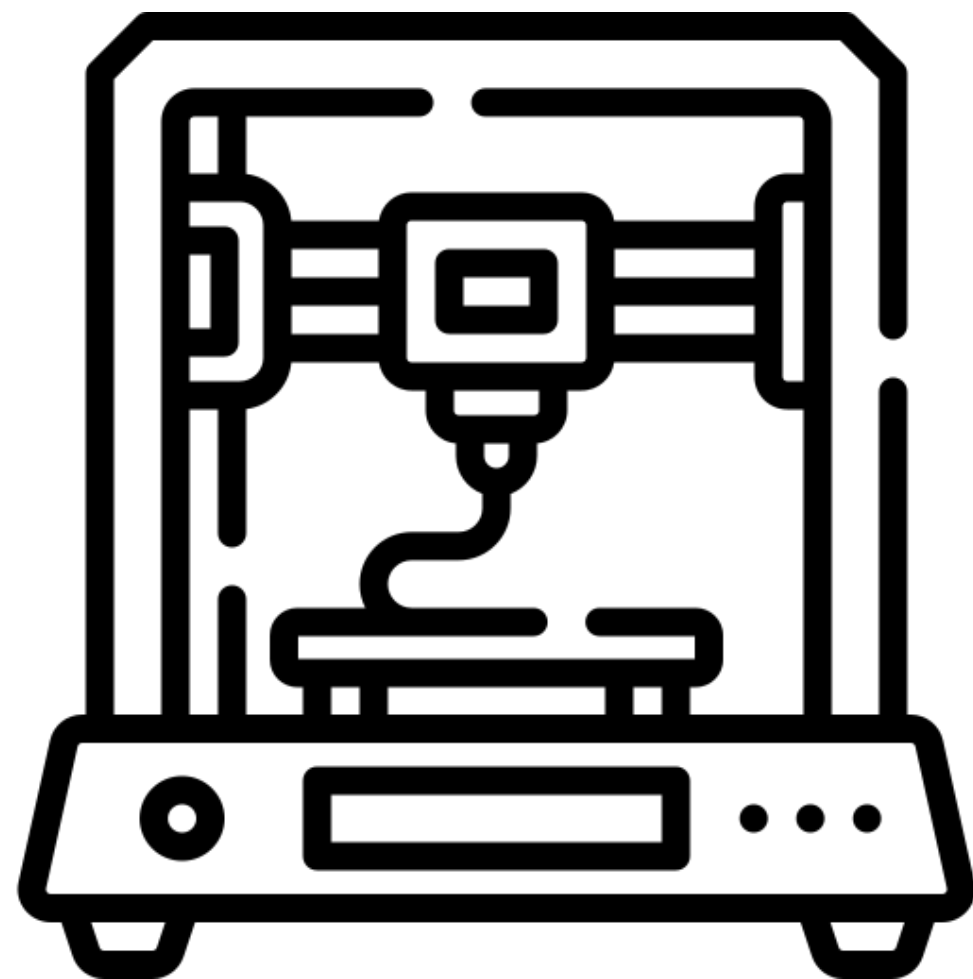


Design 1



Design 2

Materials



PLA plastic



Plexiglass



