



It's not ~~LIKE~~ a Personal Cloud

*It is **YOUR** Cloud*

Business Plan



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The background is a solid blue color with several white, stylized cloud shapes scattered across it. A large white rectangle is centered on the page, containing the text '01 Business Overview'.

01

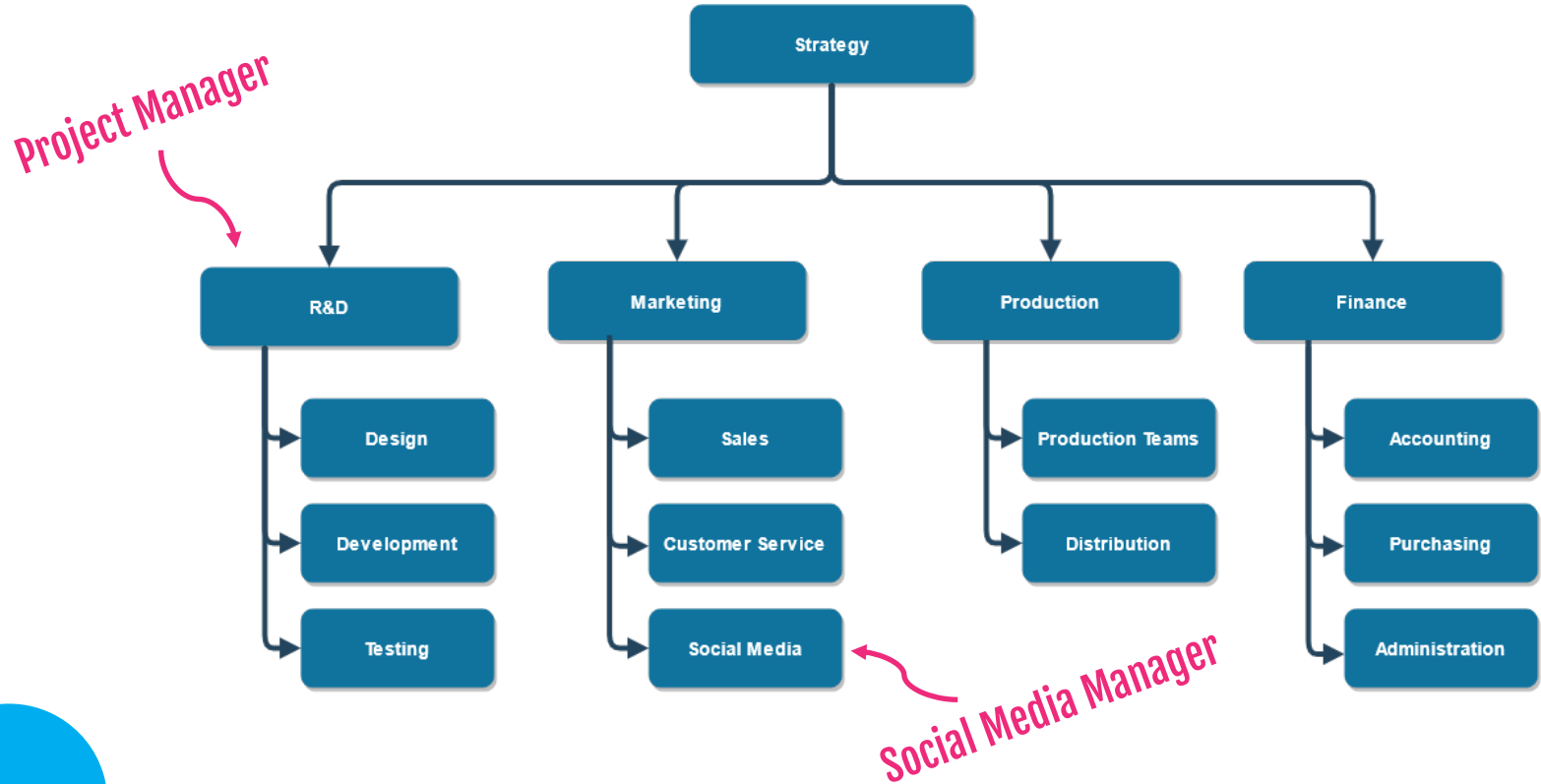
Business Overview

Our Company



HNS (Hungry Nerds Solutions) is an innovative startup in the field of **personal cloud devices**, with the aim of helping people manage and secure their personal data

Organizational Structure



Problem

Traditional cloud storage services have a long history of **violating user privacy**, and due to their centralized nature, a violation can affect millions of users.

These services involve signing up for a **subscription** and offer little **storage capacity**

Solution

CLOE (CLOUD at h0me Experience) allows the users to take advantage of **all the benefits of a Cloud in the security of their home**. It gives to the users a **complete control** over their data. The data will be **accessible anywhere in the world**, quickly and safely. It has **unlimited expandable storage capacity**.



02

Strategy Outlook

PESTEL ANALYSIS



Political

- Too much bureaucracy
- IT is the fourth largest industrial sector
- Incentives for startups are increasing, mainly in the technological field



Economic

- High level of taxation
- The personal cloud market size in the world is projected to reach \$161.39 billion by 2027
- Currency Exchange Rates for Chinese, Indian and Japanese suppliers.



Socio-cultural

- Age
- Level of education
- Digital divide
- People are afraid that their personal data can be seen by others
- People want to easily manage their data



Technological

- Investments in IT sector are increasing
- The use of cloud services is increasing
- The speed of the internet connection in Italy is low



Ecological

- Disposal of electronic waste is one of the key problems of technological progress
- Italy is a leader in the recycling and recovery of waste
- Need of environmentally friendly package for Data Storage devices



Legal

- Data protection and privacy regulations are stringent in Europe
- GDPR and GDPD for personal data rights
- Personal cloud storage devices guarantee greater data privacy.
- CE mark

SWOT

S

Strong background in IT

Cooperative culture

No competitors in Italy

Much focus on product quality

W

Strong dependence on hardware manufacturers

We need some highly educated employees, and so high salary load

Some of our competitors can guarantee a high storage capacity at low price

O

People tend not to trust large IT companies in handling personal data

Data is the new gold

More and more data are produced

Some cloud storage services are increasingly decreasing the free offer

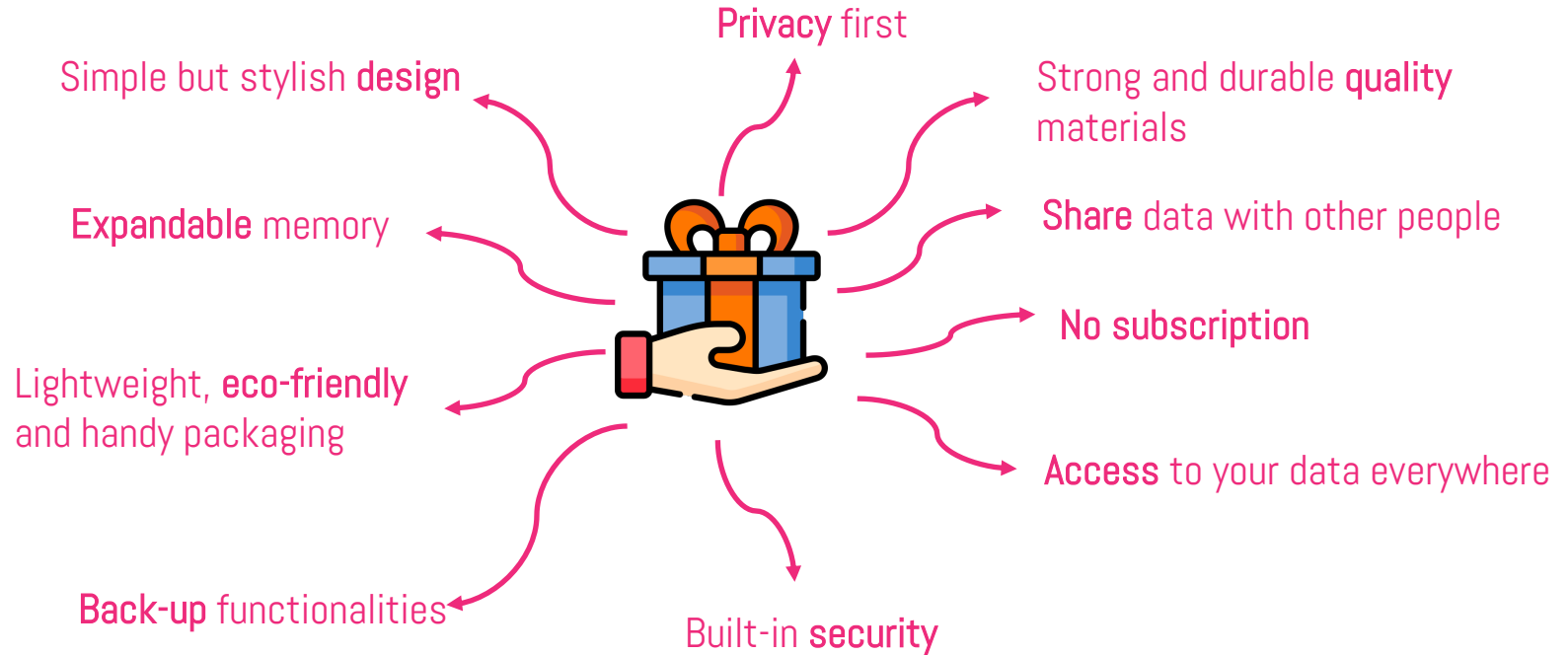
T

Privacy rules are increasingly restrictive

Our product can quickly become obsolete

Legal and political regulation

Value Proposition

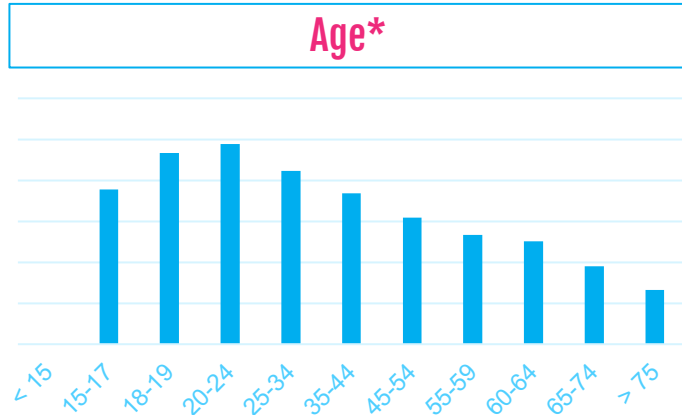
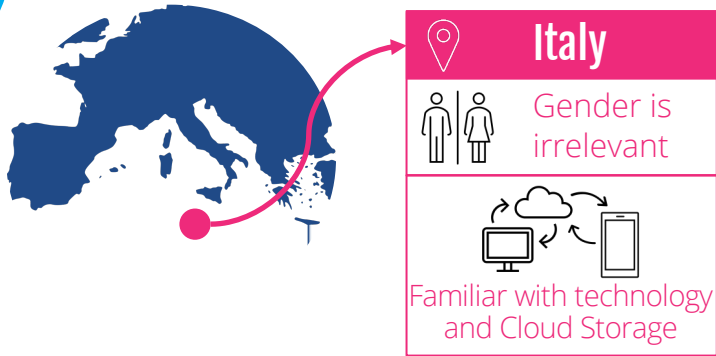


The background is a solid blue color. There are several white cloud shapes: a large one in the top left, a smaller one in the top right, and another in the bottom left. On the right side, there is a large white circle. In the center, there is a white rectangular box with a thin blue border. The box is divided into two parts: a blue square on the left containing the number '03' in white, and a white rectangle on the right containing the text 'Strategic Marketing Plan' in pink.







03

Strategic Marketing Plan

Target



Segments

1°	2°
Self-employed and freelancers	People who would buy the product for personal, everyday use
Heavy usage 	 Lighter usage
Large storage space needed 	 Not so much storage space
Specific file formats 	 Possibility of sharing files

* Istat (2019), *Italians who use Cloud Storage services to save documents, images, videos or other files*

Positioning

Indirect competitors



Direct competitors

INDIRECT

- ❑ Subscription fee
- ❑ Susceptible to hacker attacks
- ❑ Additional space is costly

Them

- ❑ Either too expensive or do not offer software support
- ❑ Unattractive design
- ❑ Intended for experts in the field

DIRECT

Us

- | | |
|------------------------------|-----------------------------|
| ✓ One-time purchase | ✓ Affordable |
| ✓ Secure Data Privacy | ✓ Pleasant design |
| ✓ Unlimited additional space | ✓ Easy and intuitive to use |



04

Operational Marketing Plan



300,000 sales

over the life cycle of CLOE



Sales and Distribution



www.cloe.com



Customers



Production Plant



Retailers



Customers

Retailers



~ 1500 Points of Sale

1 POS every 200 km²



Advertising and Promotion



FIRST STRATEGY: Create Awareness



1° year of production



Make ~100,000 people know about CLOE



SECOND STRATEGY: Expansion



2°-3° years of production



Increase sales volume by 300%



THIRD STRATEGY: Maintaining the Engagement



4°-5° years of production



Keep # of sales (nearly) constant



IMC approach



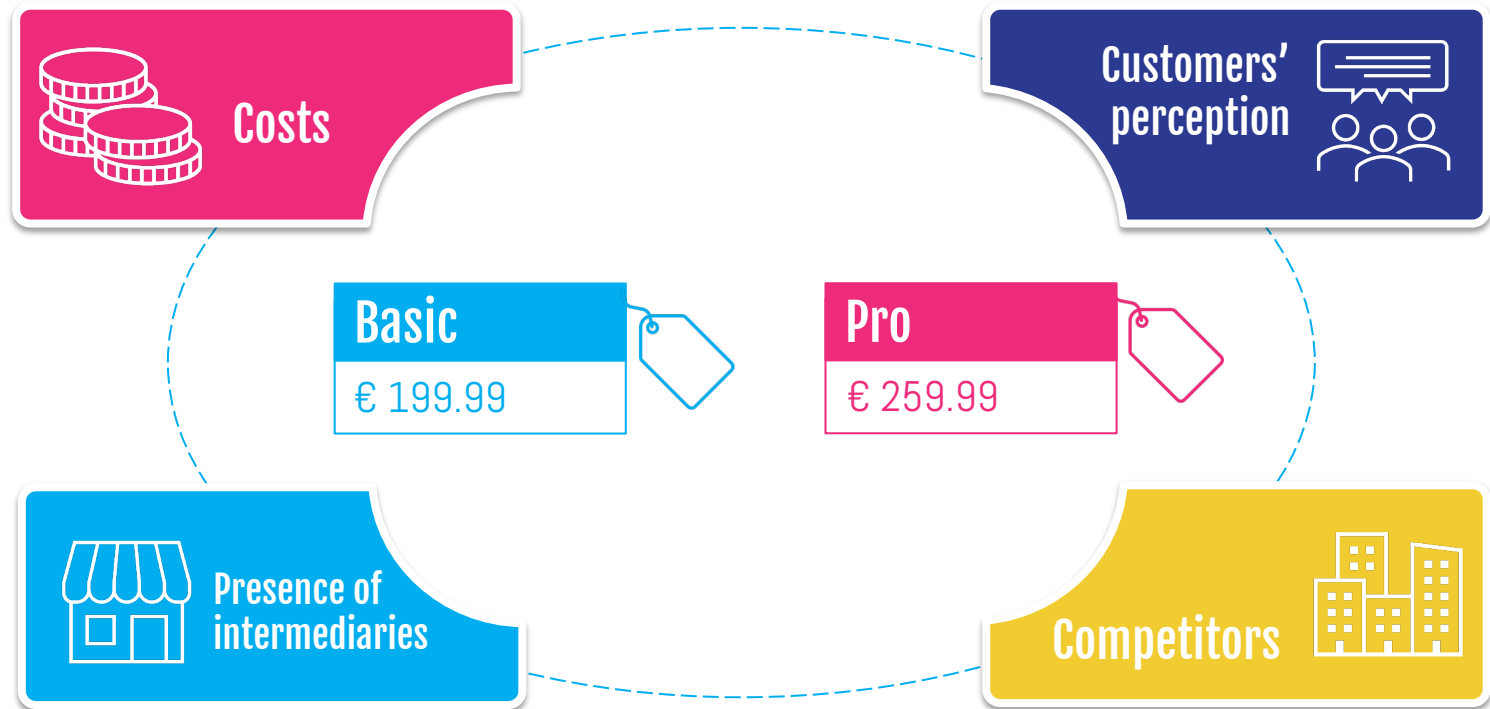
Online Communication Techniques



Use of KPIs for each campaign



Pricing



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05

Operations Plan



Product and processes physical description

- To understand how physically we implement our ideas.
- To show the needed production or development processes
- To study requirements and constraint of each process
 - To answer to “what if” questions
- PRODUCTION WILL START AFTER A YEAR OF ESTABLISHMENT

Factory Layout

INITIAL PERIOD
(from year 1 of production):

FULLY OPERATIONAL PERIOD
(from year 3 of production):

INITIAL PERIOD	FULLY OPERATIONAL
Unreliable forecasts	Reliable forecasts
Large demand fluctuations	Small demand fluctuations
Risky to finalize investment	Need for the maximum capacity
FLEXIBILITY	EFFICIENCY

Initial layout

BATCH
MANUFACTURING

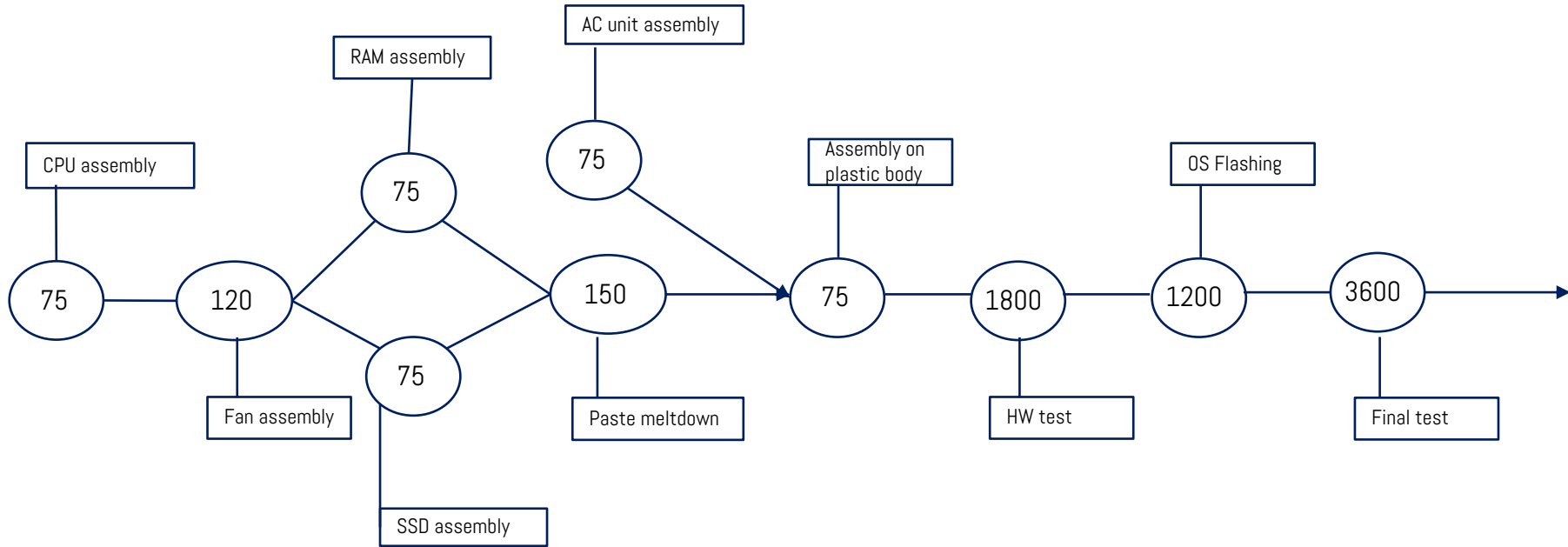
MAINLY MANUAL
WORK

SMALL-MID LOTS

PROFESSIONAL
SERVICES

CELL LAYOUT

Takt time: initial period



$$takt_{time} = \frac{available_{time}}{daily_{output}} = \frac{28800s}{33} = 872.72s$$

Idle time

9.32%

CONSIDERATION:

Considering the learning phase, it will be hard to go beyond 80-85% of efficiency

Final layout



PRODUCTION LINE

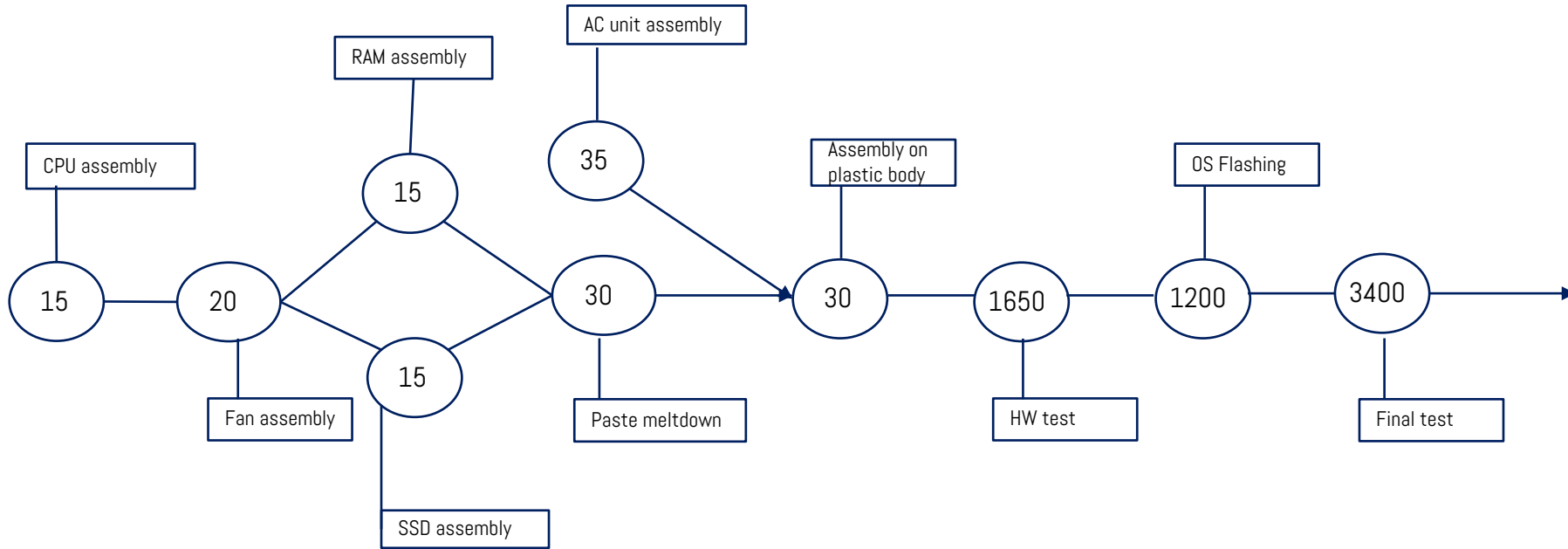
AUTOMATED WORK

MID-LARGE LOTS

MASS SERVICES

PRODUCT-BASED
LAYOUT

Takt time: final layout



$$takt_{time} = \frac{available_{time}}{daily_{output}} = \frac{28800s}{178} = 161.72s$$

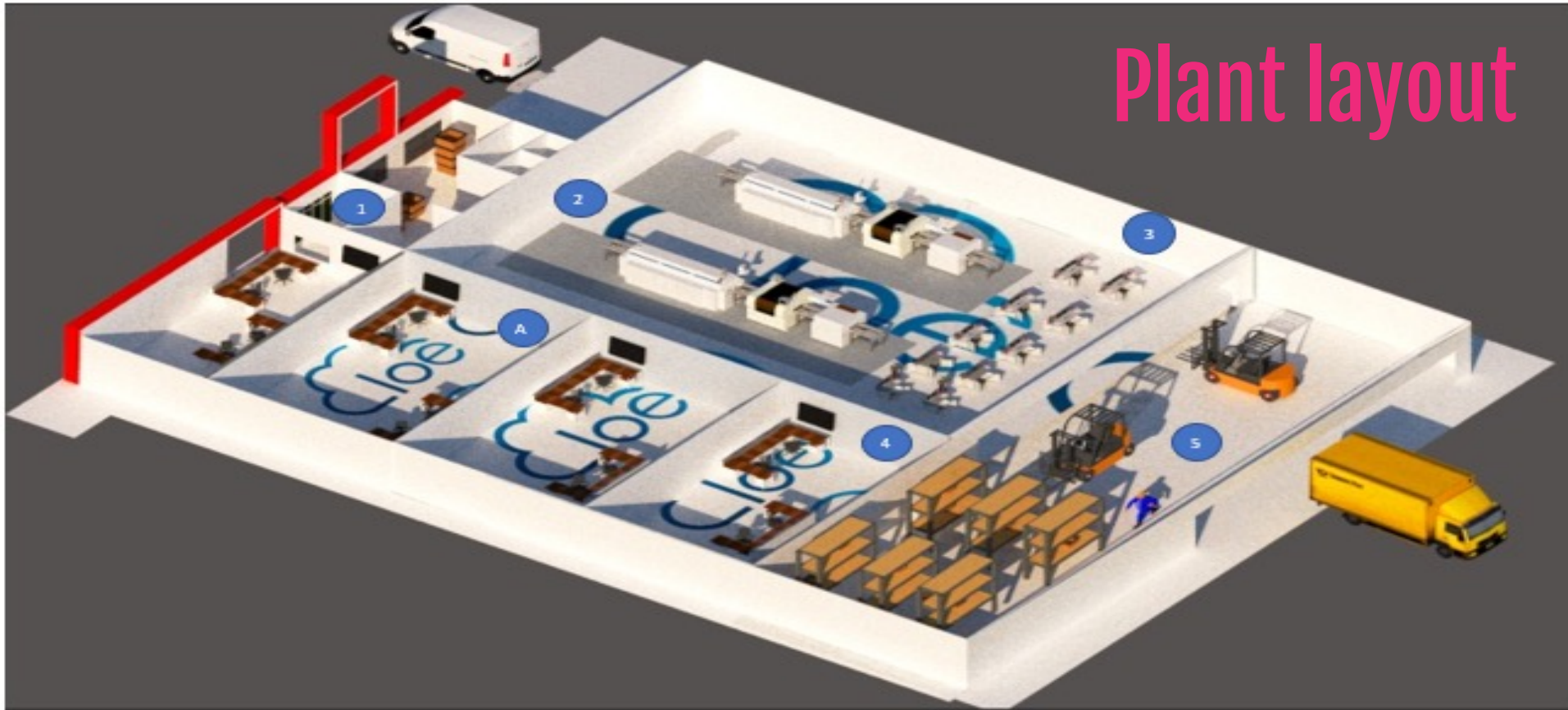
Idle time

4.84%

CONSIDERATION:

Breakdown of a workstation has dramatic consequences: continuous preventing monitoring of machines is crucial

Plant layout



1. Inventory of raw components
2. Assembly line
3. HW testing and OS flashing

4. Final Testing
5. Inventory of final products and delivery
- A. Administration and control

Demand strategies

First period

Fully operational period

REACTIVE
APPROACH

LITTLE USE OF
INVENTORY

CHASE
STRATEGY

NO
SUBCONTRACTING

HIGH FLEXIBILITY

PROACTIVE
APPROACH

USE OF
INVENTORY

LEVEL
STRATEGY

NO
SUBCONTRACTING

LOW FLEXIBILITY

Aggregate planning

[illegible]

Mixed strategy

Mainly chase, is the one that minimizes costs

Inventory usage

Low inventory to enhance flexibility

Overtimes

Needed but reduced w.r.t. pure chase to avoid burnout

Master Production Scheduling

Disaggregation process

To schedule the first 3 months of production

Lot-4-lot strategy

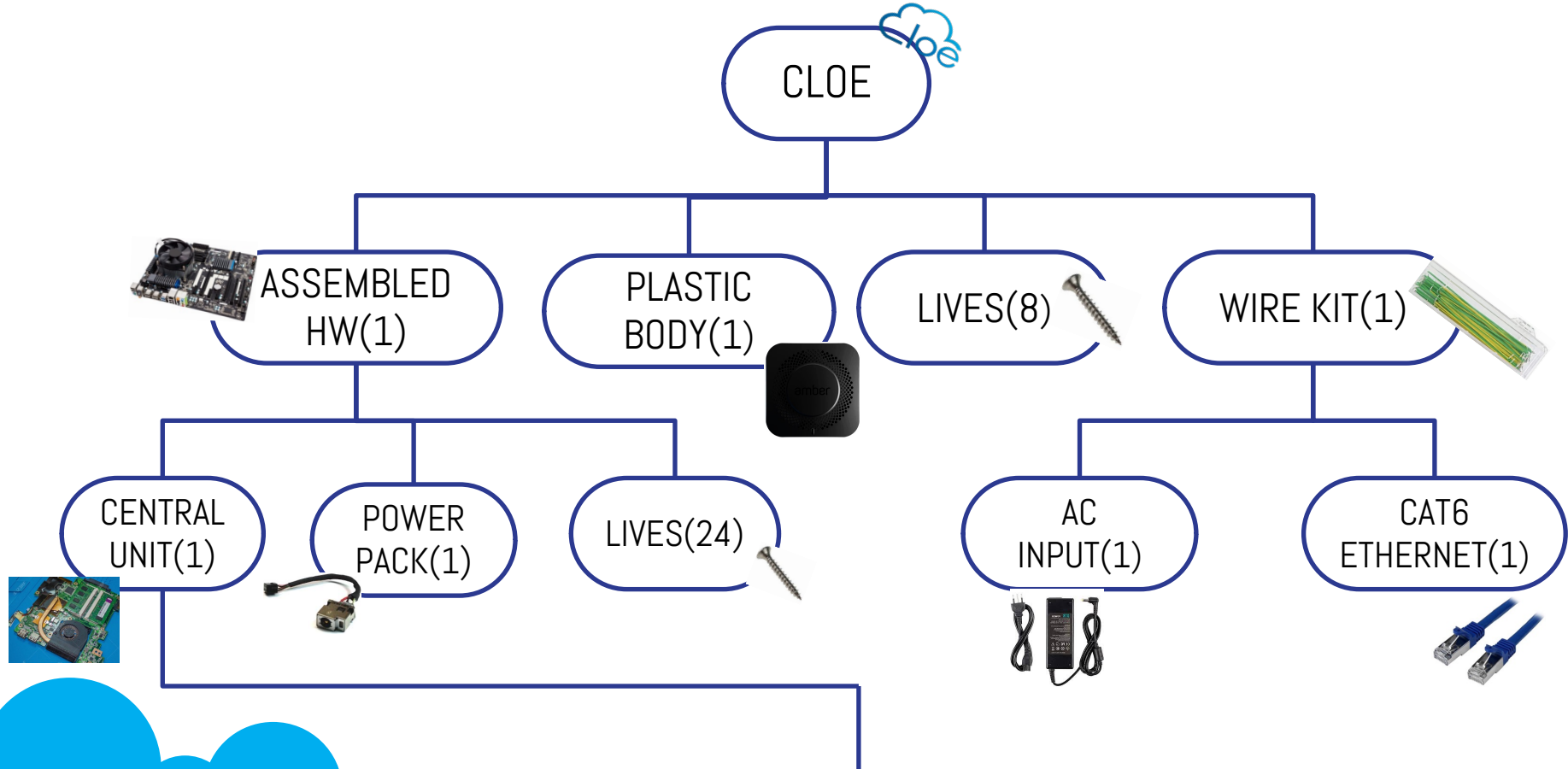
JIT approach, maximum flexibility

Demand fluctuations

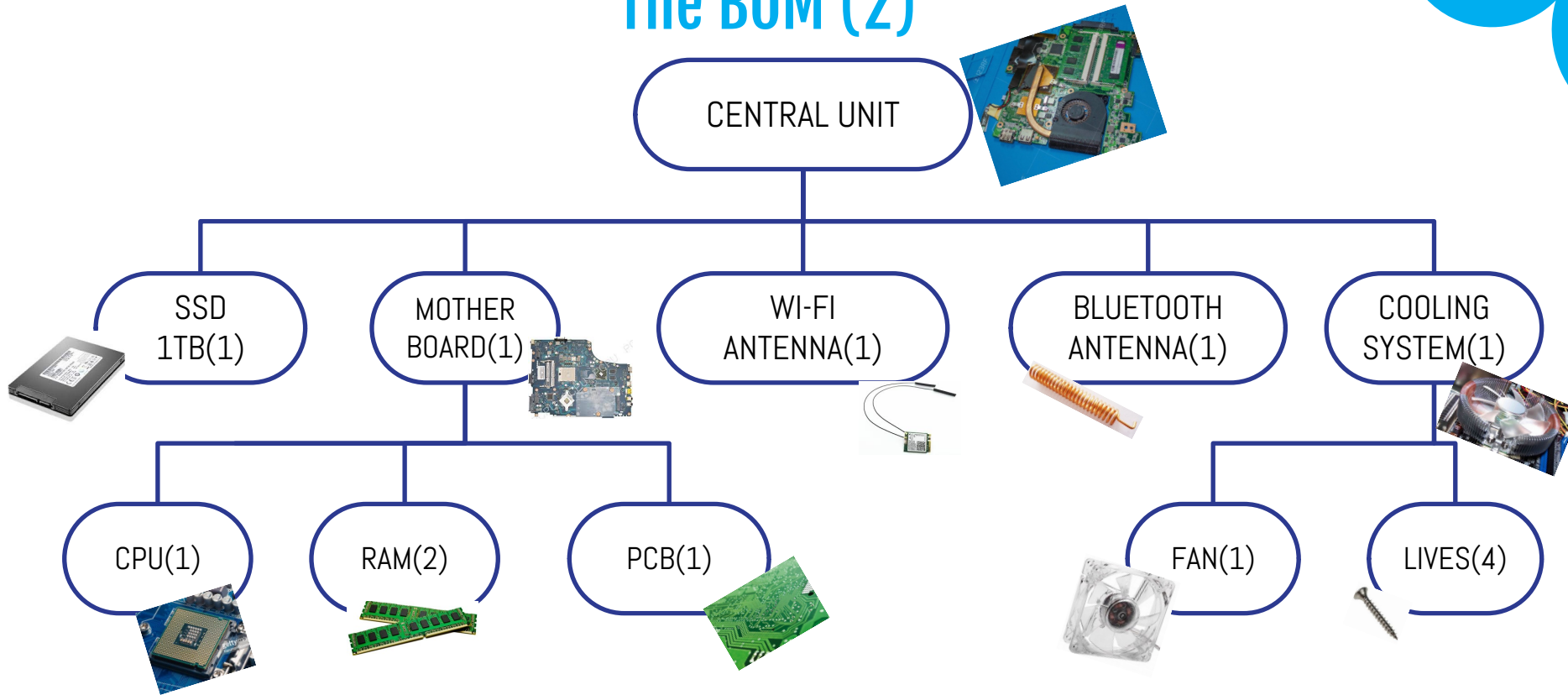
Can be faced since the planned production is within capacity

BEGINNING INVENTORY=0	MONTH 1				MONTH 2				MONTH 3			
	1	2	3	4	1	2	3	4	1	2	3	4
WEEK												
FORECAST	50	50	50	50	50	50	50	50	75	75	75	75
CUSTOMER ORDERS	0	0	0	0	0	0	0	0	0	0	0	0
PROJECTED ON-HAND INVENTORY	50	0	50	0	50	0	50	0	100	25	125	50
MPS	100											
AVAILABLE-TO-PROMISE INVENTORY	100		100		100		100		175		175	

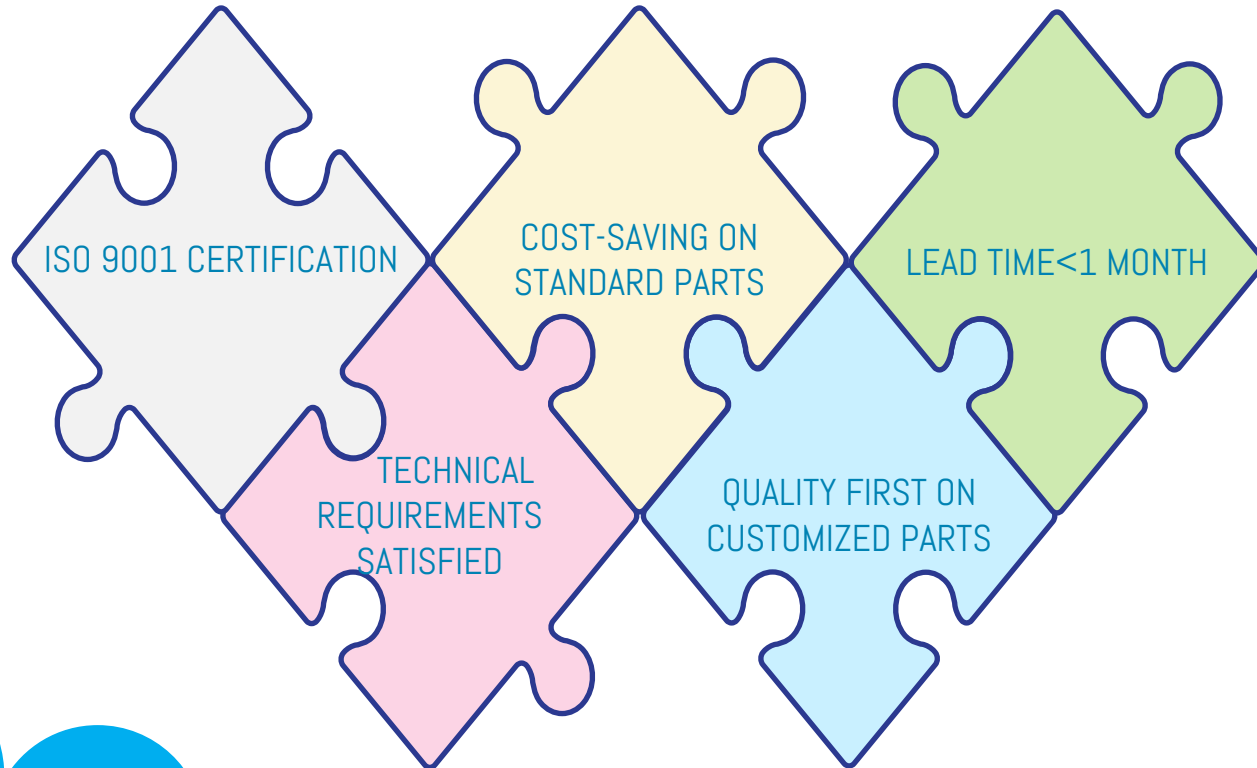
The BOM



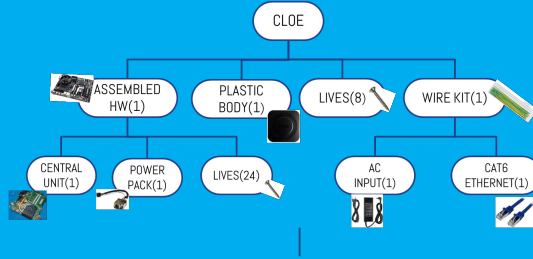
The BOM (2)



Supplier Management



BOM



MPS

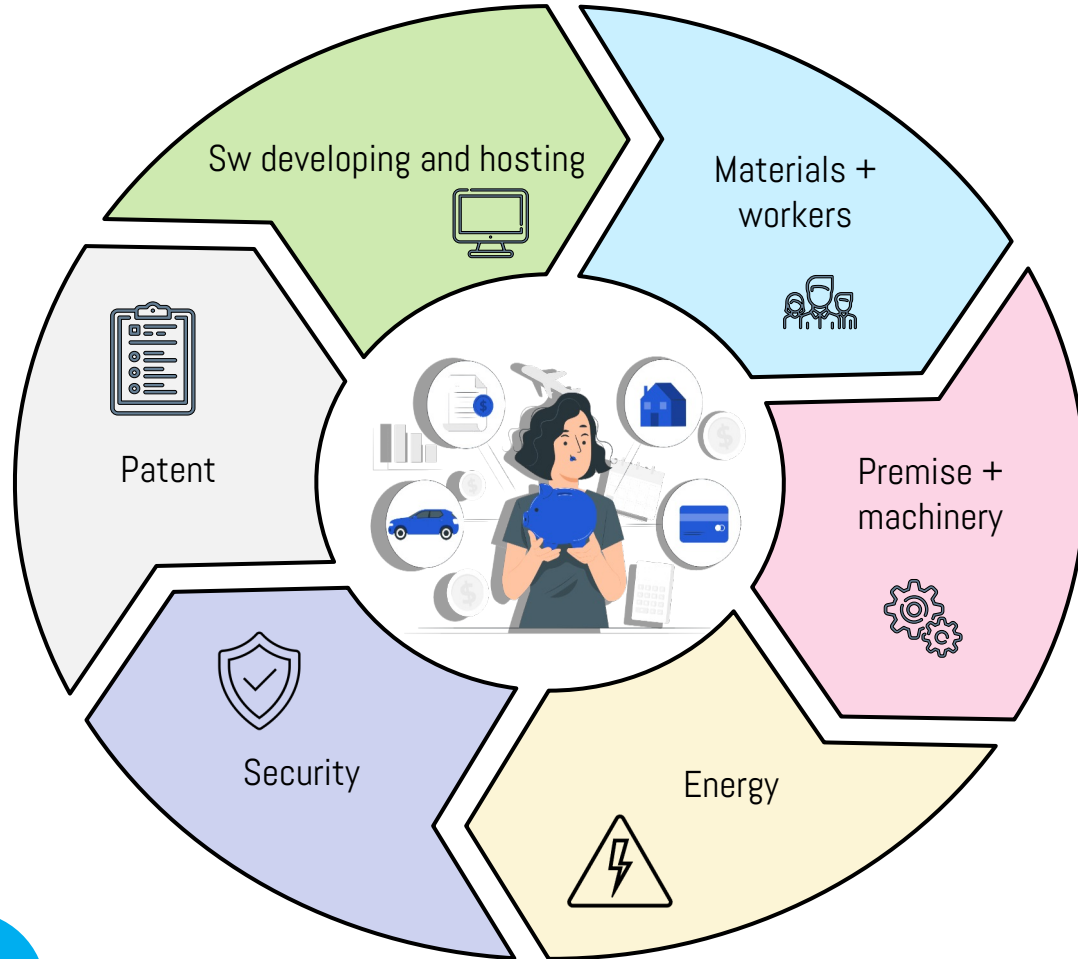
BEGINNING INVENTORY+)	MONTH 1				MONTH 2				MONTH 3			
WEEK	1	2	3	4	1	2	3	4	1	2	3	4
FORECAST	50	50	50	50	50	50	50	50	75	75	75	75
CUSTOMER ORDERS	0	0	0	0	0	0	0	0				
PREDICTED ON-HAND INVENTORY	50	0	50	0	50	0	50	0	100	25	125	50
MPS	100		100		100		100		175		175	
AVAILABLE-TO-PROMISE INVENTORY									175		175	

Supplier prices,
Lot sizes
Lead Times

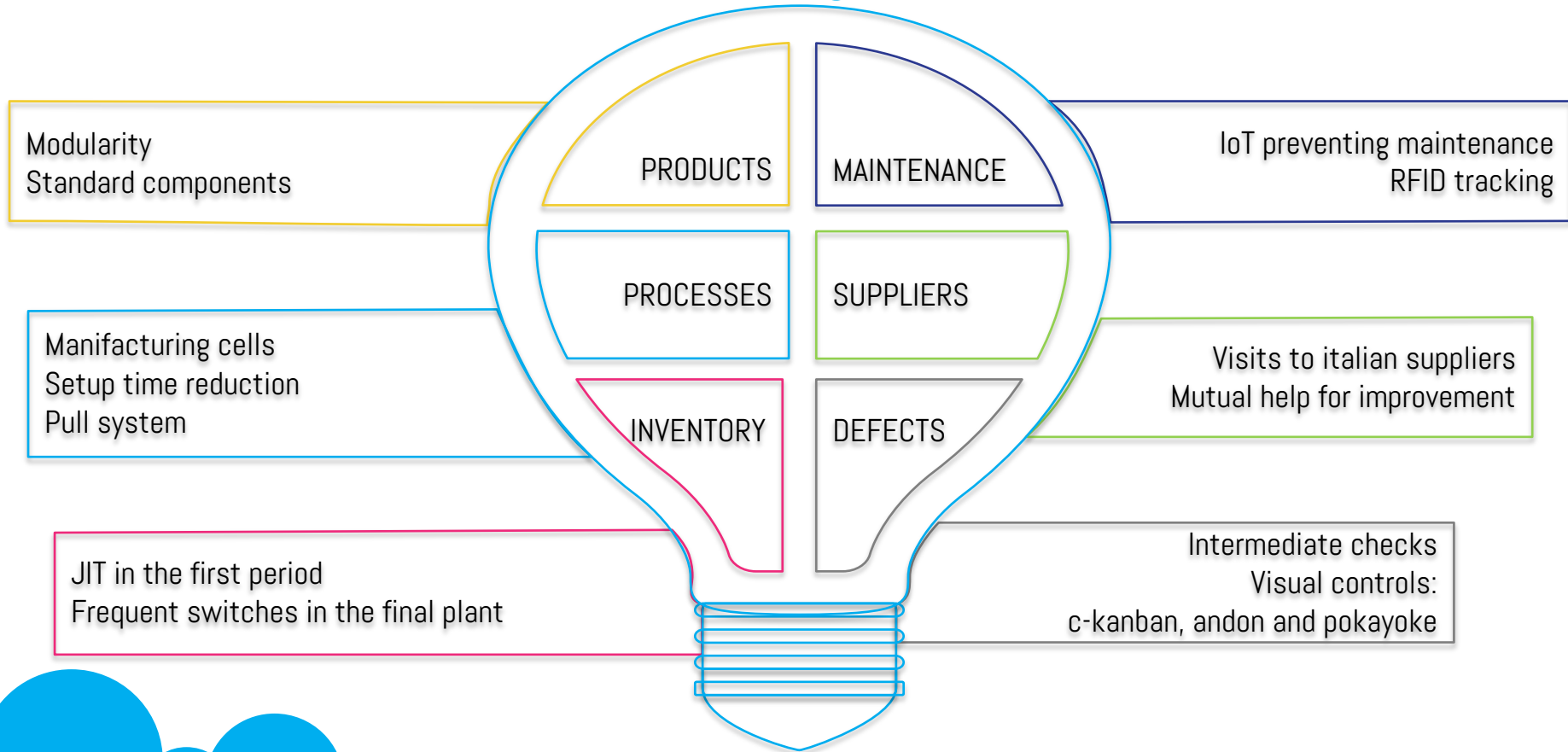


PERIOD		-4	-3	-2	-1	1	2	3	4	5	6	7	8
LIVES	GROSS REQUIREMENTS					3600		3600		3600		3600	
LT=1	SCHEDULED RECEIPTS												
36 Pieces	PROJECTED ON HAND						400	400	800	800	600	600	0
per	NET REQUIREMENTS					3600		3200		2400		3000	
CLOE	PLANNED-ORDER RECEIPTS					4000		4000		3000		3000	
	PLANNED-ORDER RELEASES					4000	4000	3000	3000				

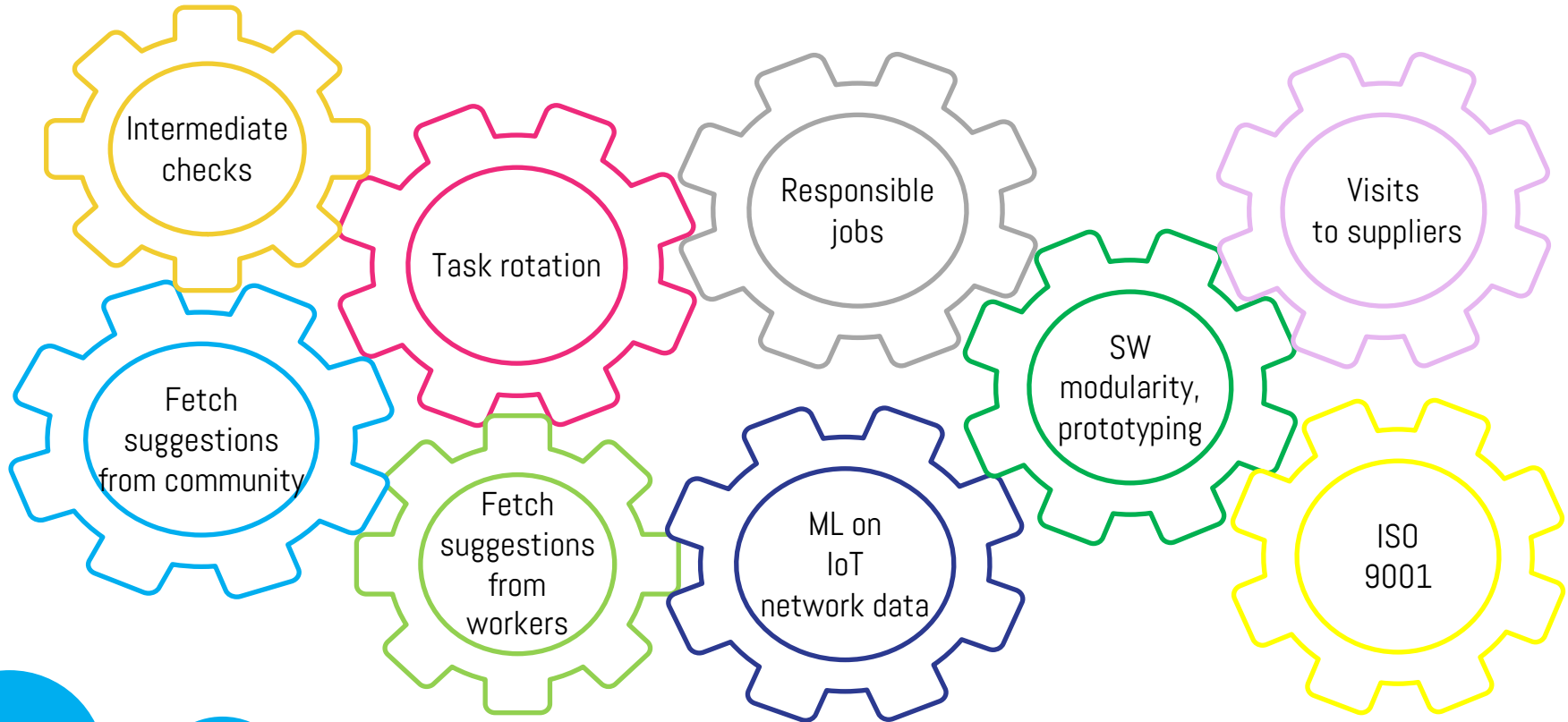
Industrial costs



Lean Management



Quality Management and Continuous Improvement





06

Finance Plan

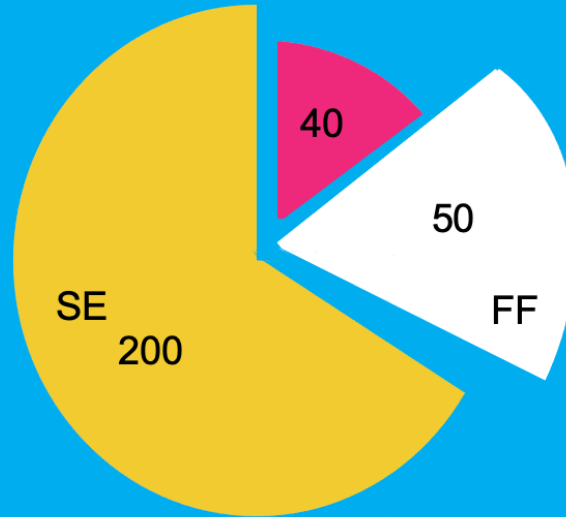




Funding – Our Shared Capital



StartEngine



Us Founders

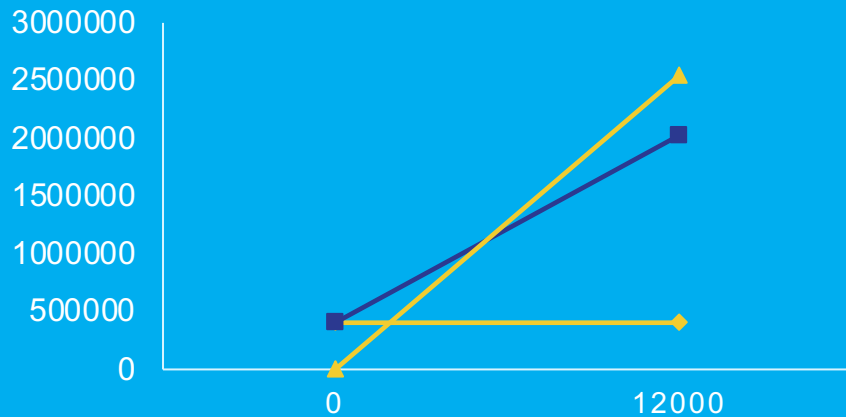


Our Family and Friends



Second Year CVP

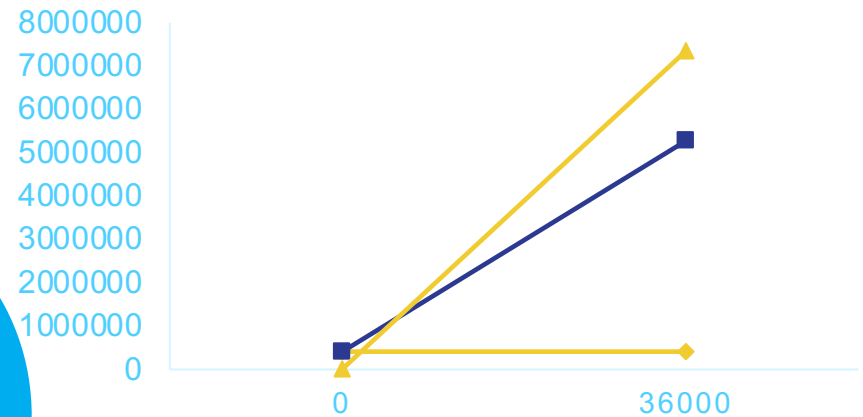
Fixed Cost Total Cost Revenues



Break-even point: 5269th sale

Third Year CVP

Fixed Cost Total Cost Revenues




Break-even point: 5947th sale



Financial and Economic Ratios

		
ROE 2	Quick Ratio 2	Equity Ratio 2
0.16	Infinity	2.16

		
ROE 3	Quick Ratio 3	Equity Ratio 3
1.05	2.8	0.32

RISK ASSESSMENT AND RISK MANAGEMENT



Failure of some suppliers

Need of backup
suppliers

**Increase of the price per
unit of a certain δ**



**Inability to find a premise
in the city chosen**

A lot of premises on
sales everywhere

**No additional
costs**



**Underestimate the
difficulty of implementing
CLOE OS**

More workers or more
specialized ones

**Need of more
money**

RISK ASSESSMENT AND RISK MANAGEMENT



Unsatisfactory results with StartEngine

Make use of
Kickstarter/Indiegogo/VC

**Need of more
money**



Failure of retailers

Lots of them, no problem
with our sales

Doubtful debts

LONG TERM PLANS



Thank you



Project and Strategy Manager – Daniele Cioffo

Marketing Manager – Federica Baldi

Operations Manager – Mirco Ramo

Finance Manager – Edoardo Fazzari

