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# Silver Dynamos



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**Multitasking is  
hard.**

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# Value Proposition

**The Ultimate Phone Case** is designed to *provide everyday convenience for college students and young adults* who want a phone case that is not overly expensive yet multifunctional and slick.

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# The Ultimate Phone Case

- ❖ Removable wallet and stand case
- ❖ Nanosuction backing sticks to almost any surface



# THE ULTIMATE PHONE CASE



HOME

ABOUT

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Introducing the  
Ultimate Phone  
Case. Brought to you  
by Phoneix for  
**\$29.99.**

The Ultimate Phone Case.  
Multifunctional, yet  
beautifully simple -  
Remarkably thin, yet  
protective.

The nanosuction surface on the back of the case sticks to walls, mirrors, dashboards, you name it. The removable wallet feature provides an extra layer of protection around the surface of the case, prevents the nanosuction surface from wearing out when not in use, and conveniently folds into a phone stand.

The Ultimate Case



[www.phoneix.co](http://www.phoneix.co)

PREORDER NOW

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“Awesome design!  
Would definitely  
buy this.”

“I wish this product  
was ready! It would  
be so convenient, I  
would spend money  
on this even though  
I already have a  
wallet phone case”

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## Successes

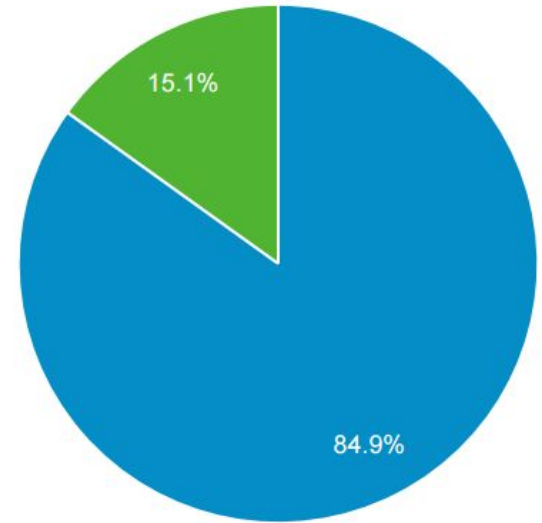
Evidence of Product Market Fit:

- ❖ 1300 total visitors
- ❖ 195 returning visitors
- ❖ 285 visitors clicked on the PREORDER NOW link
- ❖ 2 messages left on pre-order page

Team Unity

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■ New Visitor ■ Returning Visitor



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# Lesson: Communication



- ❖ Recognized that all people communicate differently
  - ❖ Encouraged sharing and dialogue
  - ❖ Employed the right tools to maintain organization
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# Lesson: Action has a creative power distinct from thinking.

Overthinking will not get you anywhere, but what you can do is put yourself out there. Meet people, learn new perspectives, brainstorm designs, build prototypes, get feedback.







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## Lesson: Learn from each pivot and it won't have been a waste of time

*Often for entrepreneurs, the first, second, or even third idea is not the real opportunity. Just watch for why the idea sucks and be willing to adapt.*

*Phase 1 : Identifying the Target Market*

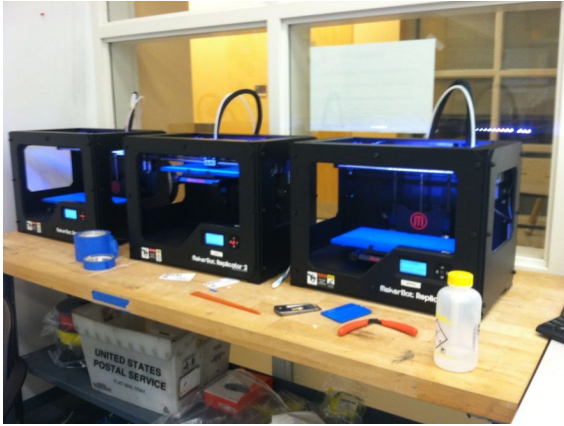
*Phase 2 : Prototyping & Feedbacks*

*Phase 3 : Stat Analysis & Gauging Product-Market Fit*

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# Lesson: Use our resources and skills to our advantage



- ❖ Resources available at Olin
  - ❖ Problem solving skills
  - ❖ Network of college students
  - ❖ Technical skills
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**Thank you for your time!**

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# Customer/Stakeholder Engagement

- ❖ Survey spread through social media: (51 responses)
  - ❖ Landing page - responses measured in page views, video views, pre-orders, and messages
  - ❖ In person interaction with prototypes: 9
  - ❖ In person conversations with:
    - Small Shop Owners (Merchants)
    - Olin & Babson students (Users)
    - North Hill residents (Buyers)
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# Final Income and Expenses

- ❖ Advertising: \$140
  - ❖ Product and prototypes: \$87.98
  - ❖ Other expenses: \$96.80
  - ❖ Money earned: \$0
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