

Project 1 To give the mobile along with power of PC,a screen matching size of PC monitor

What?

- **What is the idea and the need?**
- **What could be the possible plan to build the product or implementing the service?**
- **What is the market that is addressed?**

The idea is whole about developing a mini-projector of dimensions to fit in one's pocket & which can be attached with the mobile and project it on a flat surface which can be anything a wall, blackboard or even white tablecloth. Need- We have been adding on mobile's power but have thought less about on its screen and display abilities. We can surf net on mobile but we can't see the entire webpage at once or can't enjoy fun of surfing constraint being the small size of mobile's screen. The Plan is clear we need to create a powerful light source to be used to project the display, high quality small sized lens to keep the display crystal clear and a battery source that would surely be separate for the mini-projector and it won't drain the battery of mobile. Three essential components to be packed in compact size and minimizing the price could be the motive as it is for any electronic good. Ever growing mobile Market is targeted at as companies are searching for features which they can add to their mobiles, thus add their revenues and profits and they can cut through competition with innovative feat

Who?

- **Who are the customers?**
- **Who is the competition?**

Customers:- People for whom carrying laptop is too heavy, for gaming maniacs who want to enjoy the display along with sounds features of a 3d game on the mobile itself and for business corporates who carry the presentation with them always but also want to project it large so that they could convey message loud and clear, people who want to use their mobiles for surfing net and rich people who want to flaunt their riches and attach it with features are forever invited for such goods. Competition :- Mobile companies are facing tough competition from pocket PCs and also among themselves as they are providing similar features at similar prices but whichever company could encompass such innovation in

their mobiles could cut the competition as cutting through prices is being painful and almost impossibility in some of the cases. So any leading mobile company can accept such a idea.

Why?

- **Why does the opportunity seem attractive?**
- **Why would the customer choose the product/service?**

Opportunity: - Opportunity seems attractive because features which this idea will add to mobiles would solve problems which are really faced by its targeted customers.

And with this growing mobile industry such ideas would be really helpful for both the companies and mobile customers.

Reason to choice :- The people who enjoy surfing net, playing 3d games on mobiles, project data and presentations and people who want to enjoy videos on mobiles in great size will surely like this product not only because it is new but it is really beneficial.

How?

- **How big is the market and how fast it can grow?**
- **How would the idea be taken to its potential customer?**

Market size: - Though it may seem the initial market size is small but actually the market size is huge as it encompasses customers of all kind of mobiles ranges particularly, business , entertainment and gaming and the no. of people going for specific mobile according to their requirement is rising and such a product actually can be associated with all types of mobile especially the three categories specified above. And in mobile market copying features is trend so such a features would actually prevail thorough all mobiles (above 8000 rs.) and all mobile companies.

With subsequent reduction in prize such a idea's market can be really very huge and today it is too difficult to imagine its size. Presentation of idea- The tagline "Mobile with 15" screen - the largest mobile screen ever in history" is idea which will really tickle to everybody's mind. Ads which artistically describe people suffering through genuine greivances due to small mobile screen and then presentation of such a mobile can do a great deal popularizing such an idea. For eg; - A MNC manager forgot to carry laptop on important BOD meeting so no presentation although there is projector in the room. But manager impress