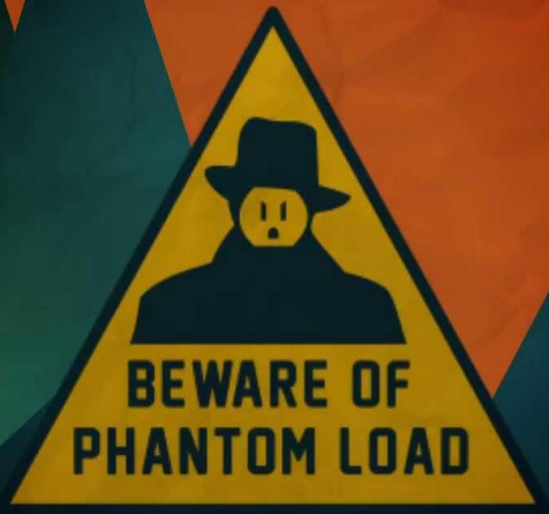




# **SMARTlet**

**Daniel Ricketts, Dylan Hanser, Kevin Myers,  
and Caitlyn Bell**

# THE PROBLEM



# THE PITCH

**SPREAD  
SUSTAINABLE  
HABITS**

**MINIMIZE  
ENERGY  
USAGE**

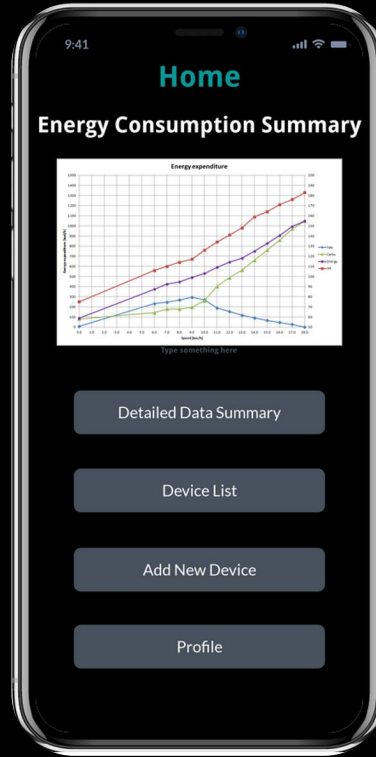
**ENCOURAGE  
ENERGY  
AWARENESS**

# THE PRODUCT



# THE PROGRAM

- ☐ Usage statistics
- ☐ Saving Tips
- ☐ Pre-programmed timers
- ☐ Remote control



The smartphone screen displays a list of device energy usage statistics. The time is 9:41. The title 'Phone Charger 1' is in teal. Each device entry shows 'Hours of Usage' and 'Power Used' in white text.

| Device          | Hours of Usage | Power Used |
|-----------------|----------------|------------|
| Phone Charger 1 | 9              | 1 kWh      |
| Coffee Maker    | 20             | 5 kWh      |
| Computer        | 10             | 4 kWh      |
| XBox            | 3              | 4 kWh      |
| Phone Charger 2 | 2              | .5 kWh     |



# THE PRICE

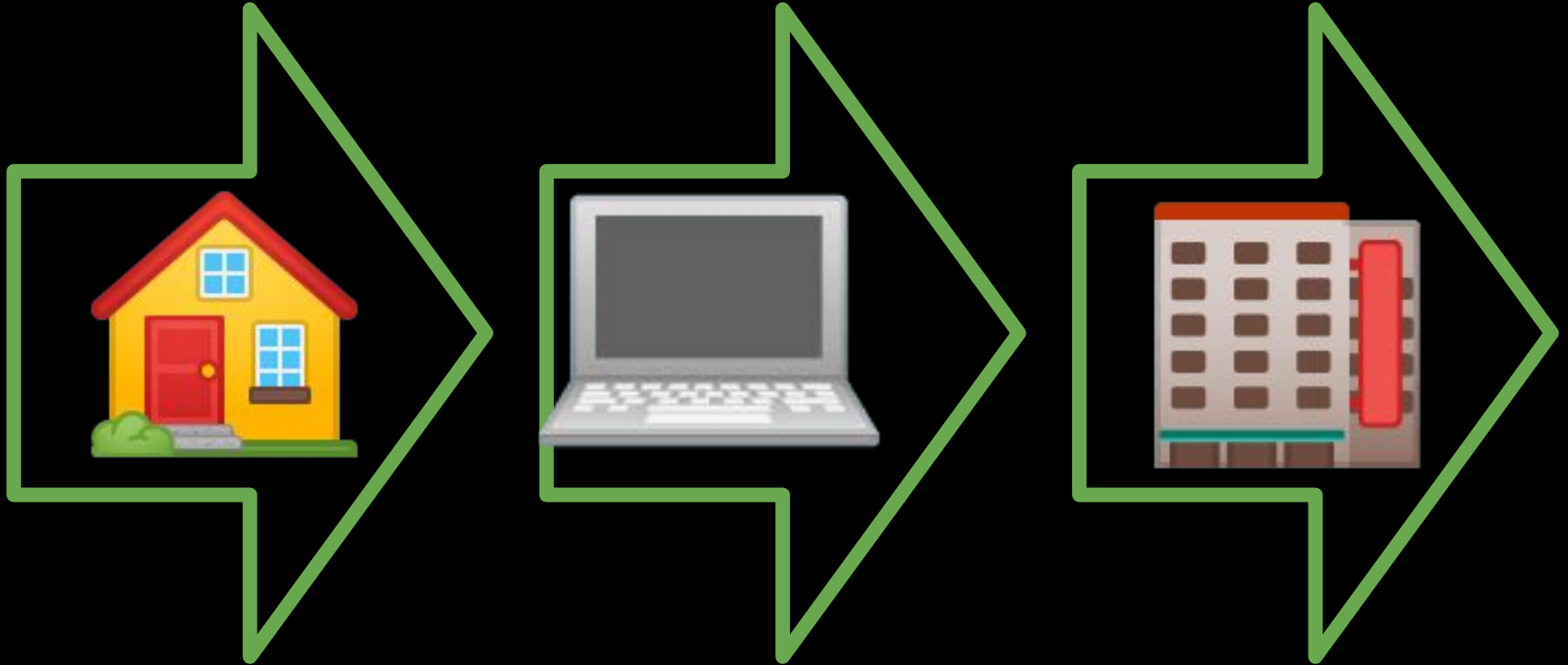
Materials:

- Wifi Module
- 512 MB RAM
- Ammeter + Voltmeter
- Adapter

Cost for Initial Prototype\*: \$20-\$25

\*estimated

# THE PROCESS



# THE PEOPLE

- ❑ Our target audience is sustainability-oriented minds
- ❑ We will utilize primarily social media and word of mouth for advertisement







# THE PARTNERS

- ❑ NCSU Office of Research Commercialization
- ❑ Wolfpack Investor Network (WIN)
- ❑ Daugherty Endowment
- ❑ Private investors

# THE PROJECTION

**13 to 20**  
**billion kWh**

**in national annual**  
**savings**

Average American  
Household:  
10,399 kWh/year

Phantom Load:  
10-15% of electricity  
used

# of American  
Households:  
127.59 million

# THE POINT

**11** SUSTAINABLE CITIES  
AND COMMUNITIES



Encourage sustainable lifestyles

**12** RESPONSIBLE CONSUMPTION  
AND PRODUCTION



Combat phantom load

**13** CLIMATE  
ACTION



Decrease overall energy usage

**QUESTIONS?**

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