buildit
ACCELERATOR OF THINGS

SVOD
EUROPE

# THE ADVANTAGES OF HARDWARE

www.builditaccelerator.com

# What is?

## • THE HARDWARE REVOLUTION •

**hard·ware rev·o·lu·tion**
/ˈhärdˌwe(ə)r/ /ˌrevəˈlooSHən/

**Noun**
A resurgence in the consumer popularity of independently and startup designed hardware devices, for example: smartphones, fitness trackers, wearable devices, internet-connected devices, aerial drones and 3D printers.

**Synonyms**
Hardware Renaissance – Internet of Things – Maker Movement – The New Industrial Revolution

**↑ 55 %**
more hardware startups were started in 2013 than in 2012 in North America.

**↑ 117 %**
more hardware funding to startups in 2013 than in 2012 in North America.

TECHNOLOGY ADOPTION LIFECYCLE

you are here!

**STORE**
Pre-sales overtake post-sales, a dominant marketplace emerges.

**FACTORY**
Scalable on-demand product manufacturing becomes possible.

**WORKSHOP**
Sophisticated overnight product prototyping becomes possible.

100 MORE APPLES WILL EXIST

**80 BILLION**
Internet connected devices by 2020. That's an average of 10 per human

*Gartner – 2013

THALMIC
formlabs
Lockitron
electric imp
OUYA
dropcam
nest
fitbit
pebble
KICK STARTER
meraki
ARDUINO

INNOVATORS | EARLY ADOPTERS | EARLY MAJORITY | LATE MAJORITY | LAGGARDS

2005 2013 2016 2019 2022 2025

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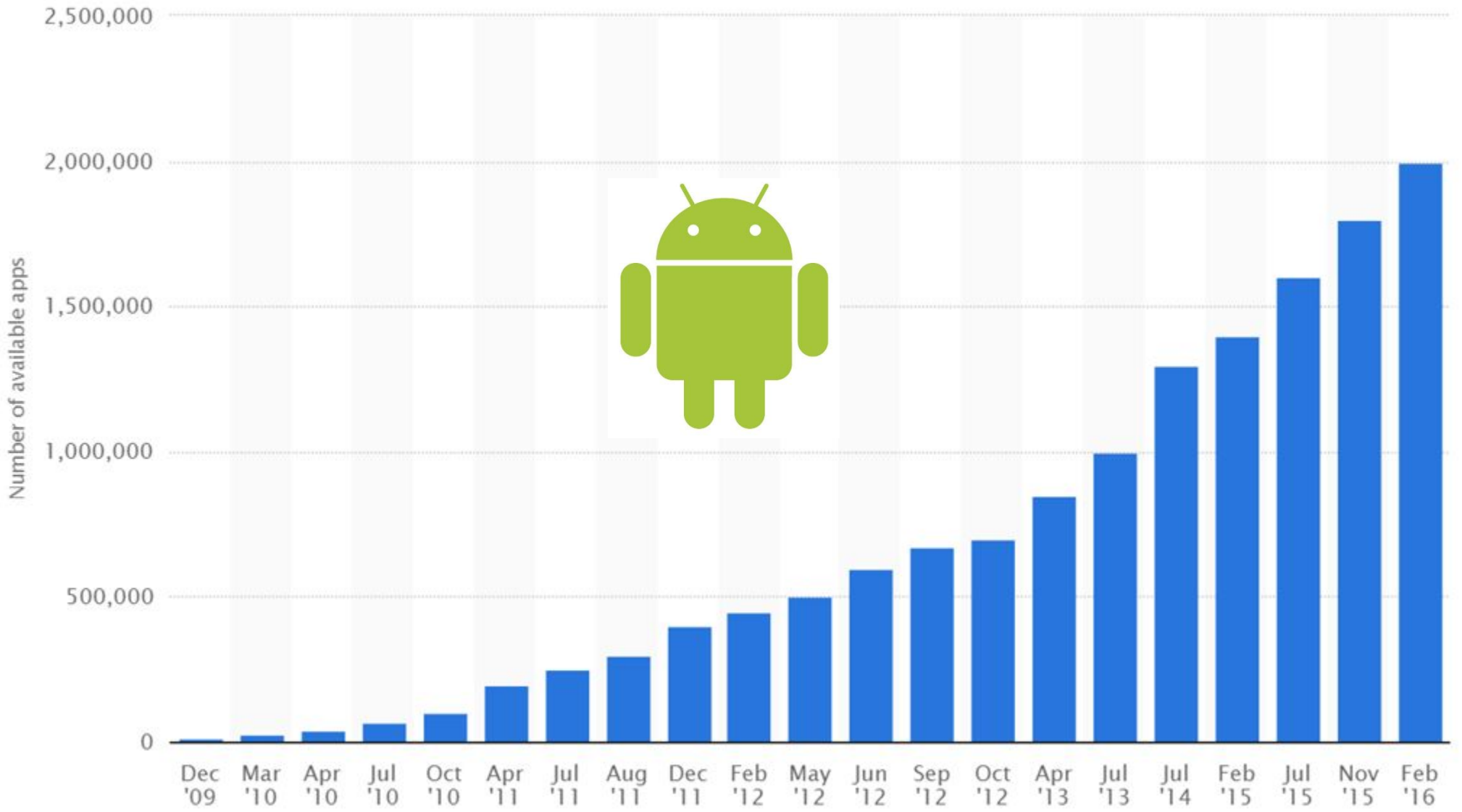
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0
Number of available apps
Dec '09
Mar '10
Apr '10
Jul '10
Oct '10
Apr '11
Jul '11
Aug '11
Dec '11
Feb '12
May '12
Jun '12
Sep '12
Oct '12
Apr '13
Jul '13
Jul '14
Feb '15
Jul '15
Nov '15
Feb '16
© Statista 2016

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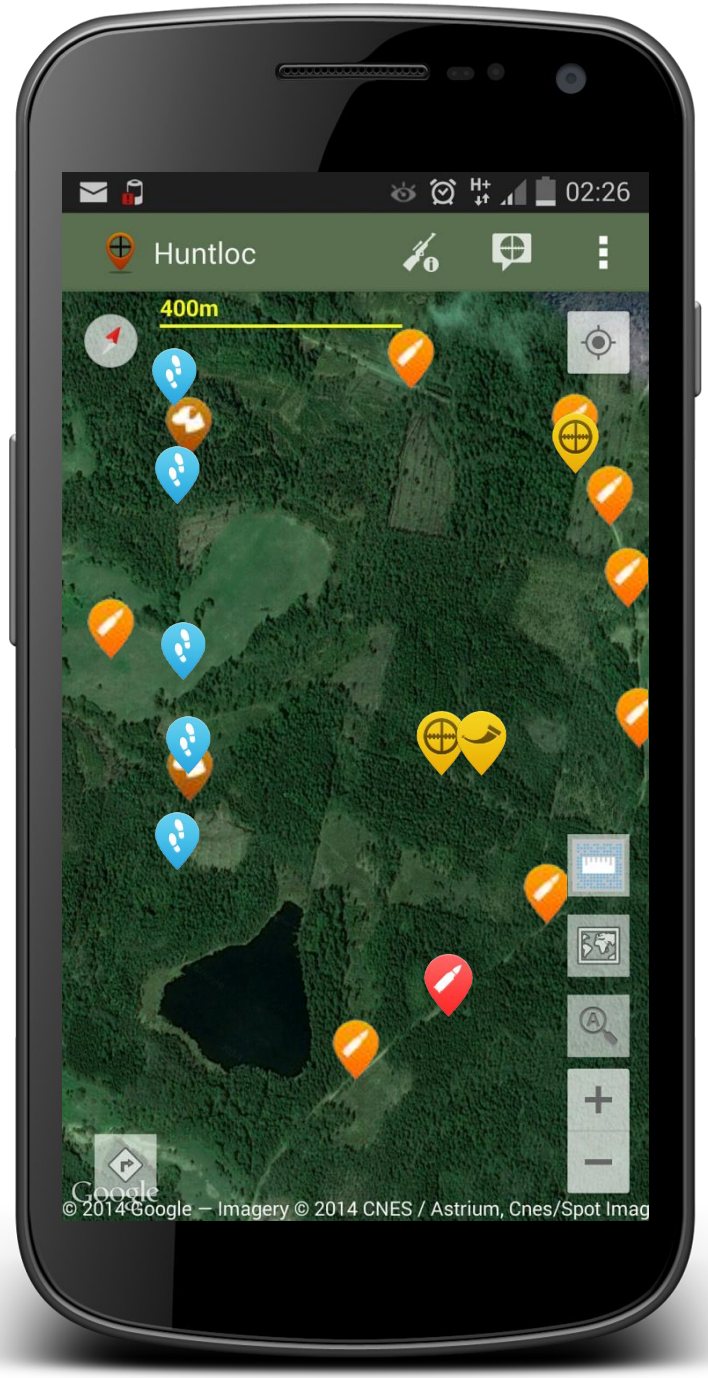
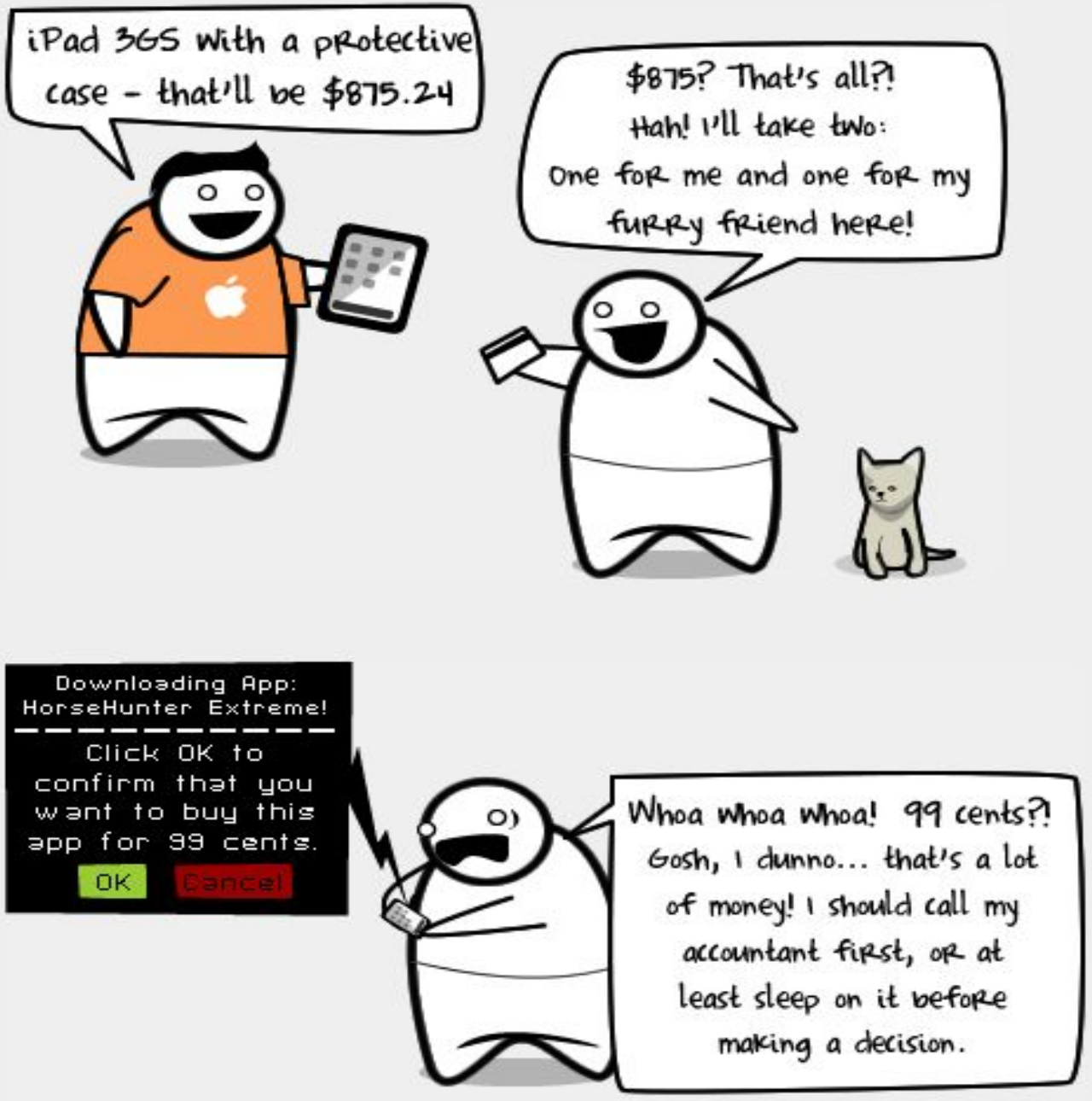
# New business models

## HARDWARE AS AN EXTRA

- HAAS – hardware as service
- Hardmium
- HAAP - hardware-as-a-platform
- Hardata


02:26
Huntloc
400m
© 2014 Google – Imagery © 2014 CNES / Astrium, Cnes/Spot Imag

# Huntloc


iPad 3GS with a protective case - that'll be $875.24
$875? That's all?! Hah! I'll take two: One for me and one for my furry friend here!
Downloading App: HorseHunter Extreme!
Click OK to confirm that you want to buy this app for 99 cents.
OK
Cancel
Whoa whoa whoa! 99 cents?! Gosh, I dunno... that's a lot of money! I should call my accountant first, or at least sleep on it before making a decision.

# iPad Owners Pay More than Twice as Much for Apps as iPhone Users

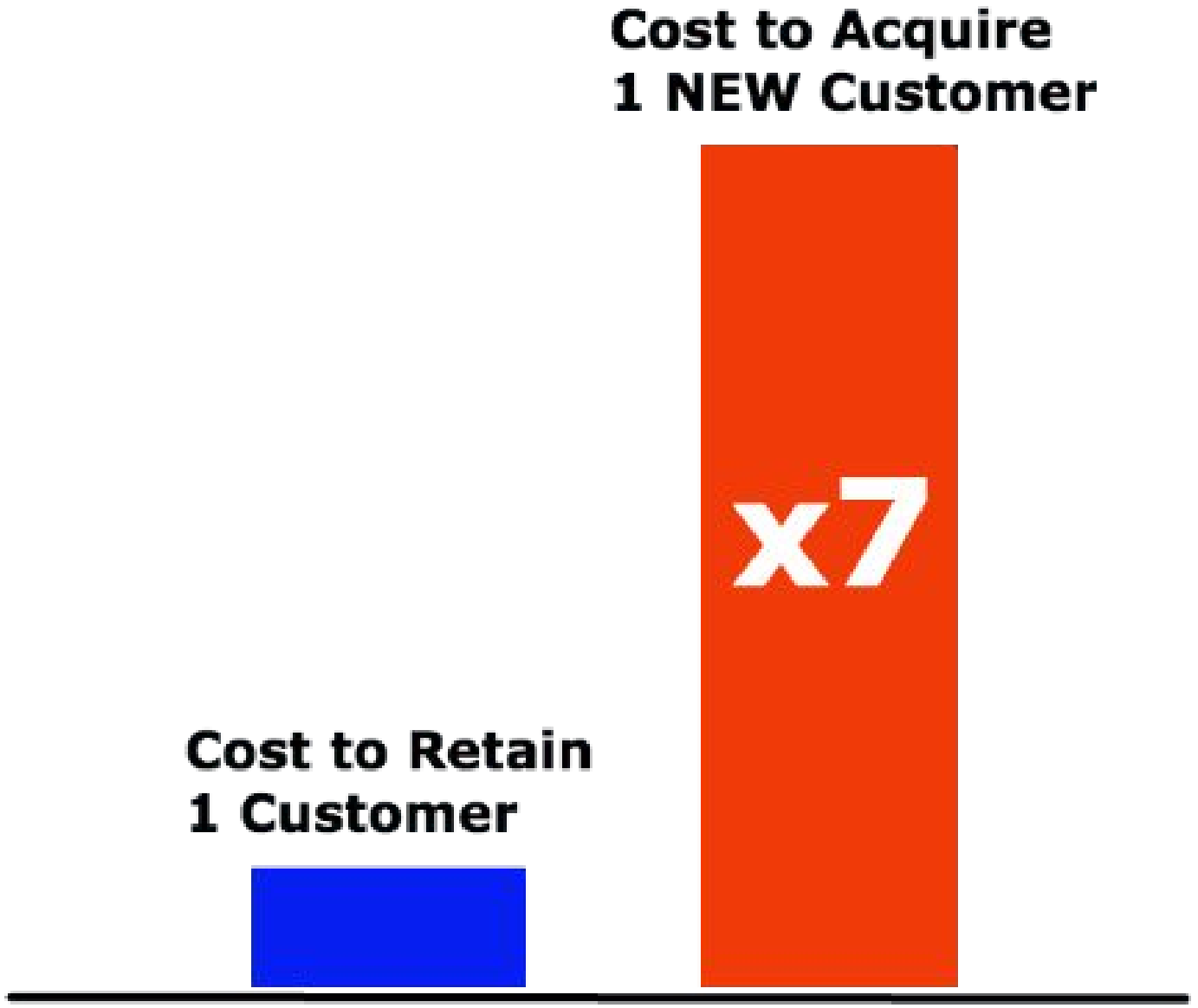
Average app prices in 2013 (U.S. dollars)

THE WALL STREET JOURNAL.

Source: Flurry Analytics

statista

http://blog.popcornmetrics.com/



LB
164.5
Withings

3G
4:20 PM
Withings
Thomas
All right! We can do this! 1.1 lb left to reach our goal of the week.
Weight
164.5 lb
today, 8:35
Fat mass
12.9 %
today, 8:35
Heart rate (weeks)
HIGH 120
102 BPM
LOW 85
today, 8:35
Air Quality (daily)
870 ppm

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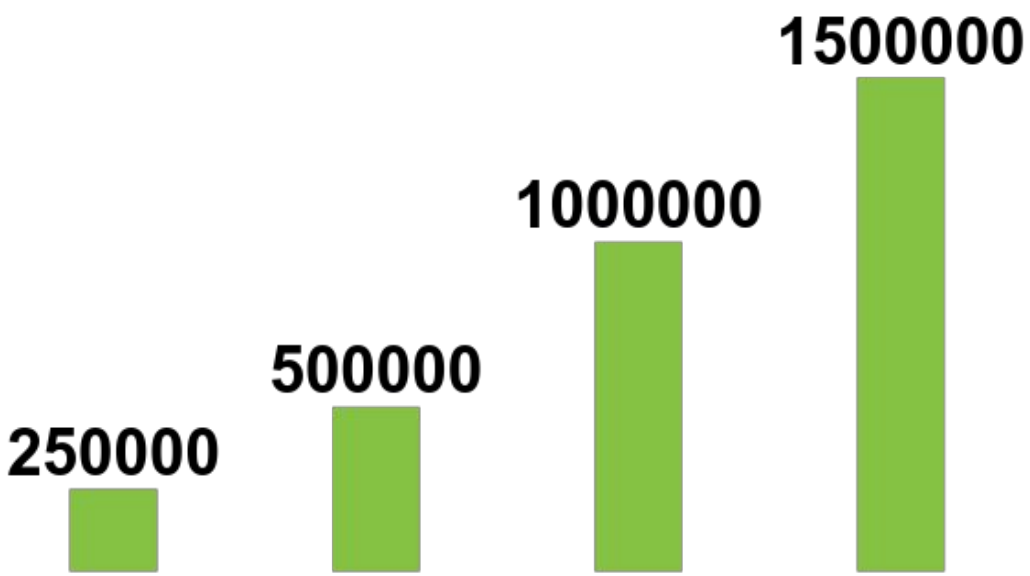
# Which is better?

## USER BASE vs PAYING CUSTOMERS

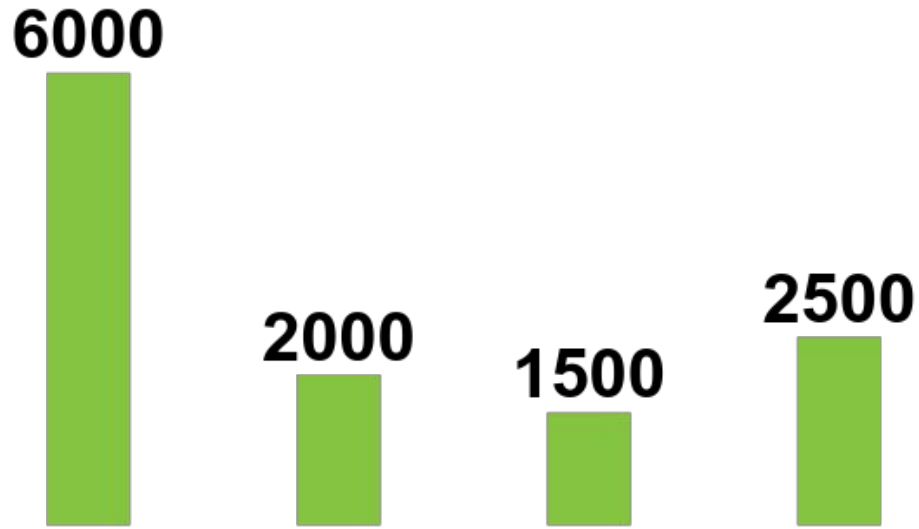
SOFT LTD




1MM users, 4% conversion @ $10/year

$400K / YEAR

HARD LTD

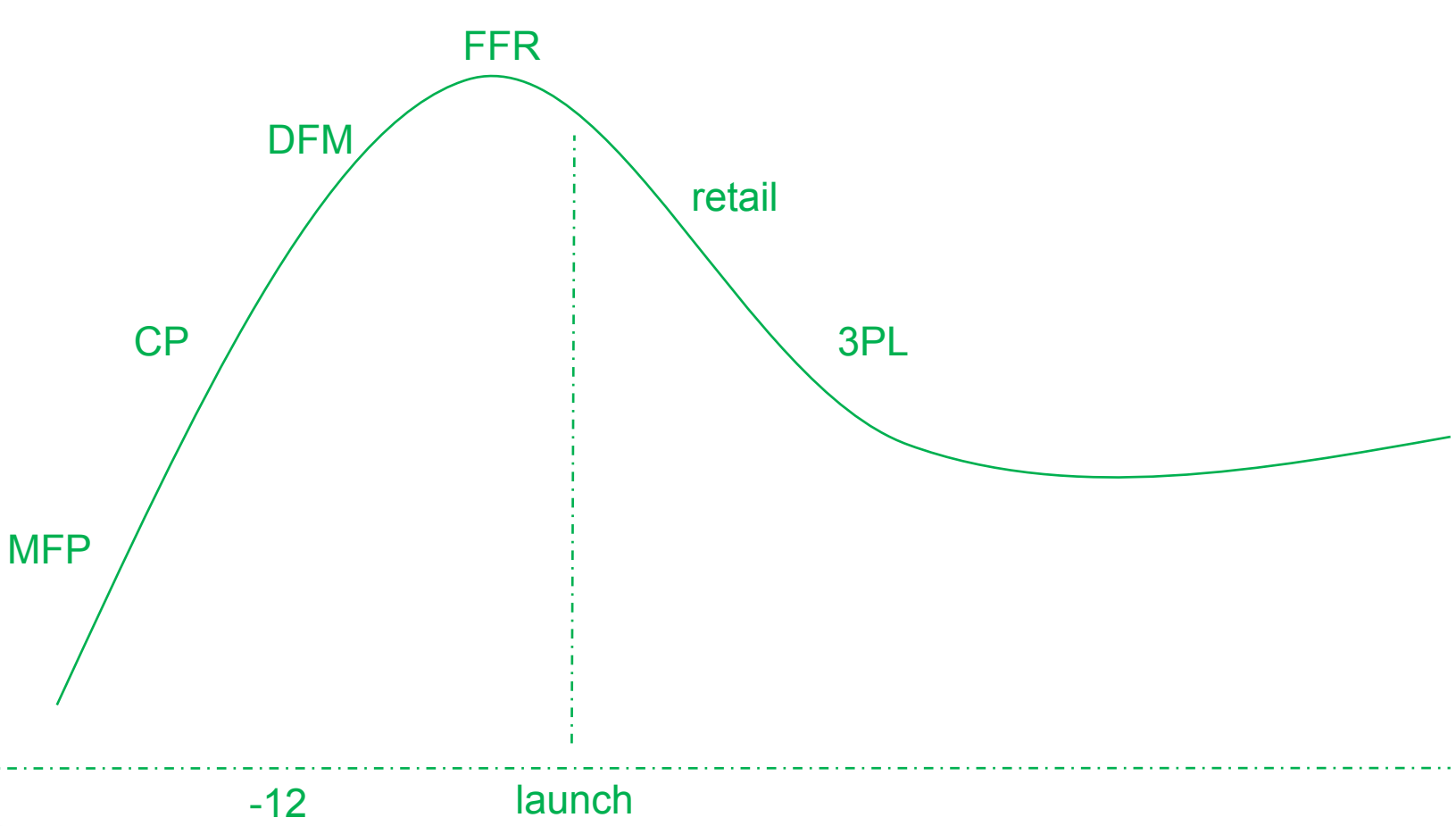


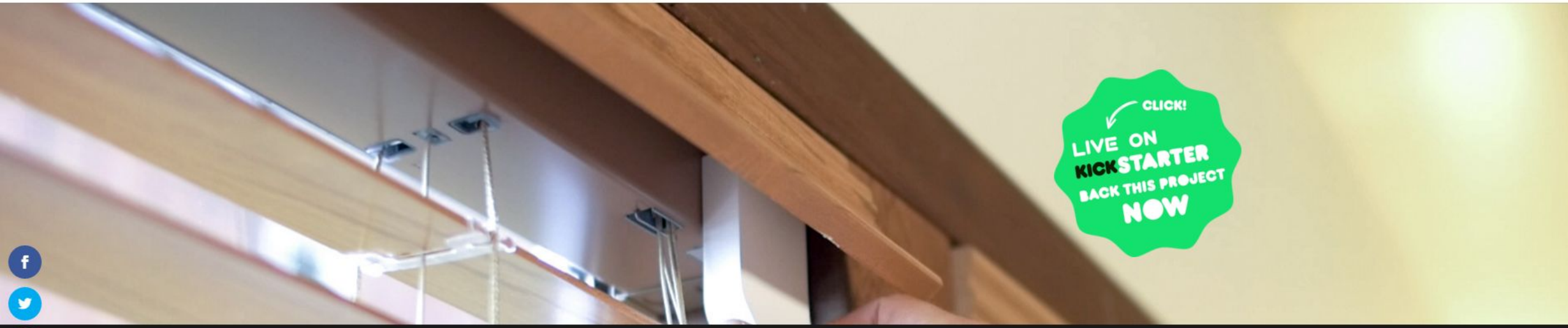

12.000 units/year, @ $100, 30% margin

$400K IN MARGIN

# Phases of Hardware Startup

## ENTRY BARRIERS






# Automate Your Window Blinds with FlipFlic

### Easy to Install
Installed on existing window blinds in one click and with no tools.

### Solar-Powered
Built-in battery is recharged with the solar panel.

### Wireless Integration
FlipFlic integrates with BLE and ZigBee hubs, adding blinds to your smart home scenes.

pepsi

WAL★MART

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# APPLY AT WWW.BUILDIT.EE

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