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# SUMMER INTERNSHIP REPORT

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SUBMITTED TO  
DR SHAHIR BHATT

SUBMITTED BY  
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<b>Date of Report</b>	12 <sup>th</sup> July 2021
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## Acknowledgements

I want to thank Mr. Arun Karna, Managing Director at AT&T India, and my mentor at the company, for taking me under his wing despite his busy schedule and for guiding me throughout the internship.

I would like to convey my sincere gratitude to my institute mentor Dr. Shahir Bhatt, Without whose guidance and assistance, this report would not have seen the light of day. I would also like to thank the Institute of Management, Nirma University for providing me the opportunity to embark on this project.

This internship experience represents a significant achievement in my professional development. I will strive to make the best use of acquired abilities and information, and I will continue to work on their advancement, in order to achieve desired professional objectives.

Shreya Narang

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MBA FT 2020-22

## Declaration

I, Shreya Narang, hereby declare that this project titled “Summer Internship 2021 for AT&T” is written and submitted by me to Nirma University, Ahmedabad, in the partial fulfilment of the requirement for the award of degree of Masters of Business Administration. This is my original work and the conclusions drawn therein are based on the material collected by me.

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## Executive Summary

AT&T Inc. is a Delaware-registered American multinational conglomerate holding company headquartered in Downtown Dallas, Texas. It is the world's largest telecommunications company and the second largest mobile phone service provider. With \$181 billion in revenue in 2020, AT&T was ranked 9th on the Fortune 500 list of the largest corporations in the United States.

With multiple AT&T-owned nodes and Network to Network Interconnect (NNI) partners across India, including providing deep country-wide coverage from tier-1 to tier-3 cities, AT&T has a strong presence in the India region and is distinctively positioned to deliver the service required by today's enterprises.

As a part of my **Summer Internship**, I interned with AT&T Global Network Services India Pvt. Ltd. – where in I reported directly to the Managing Director, Mr. Arun Karna. Under his guidance I worked **on Basic grounding in IOT** technologies and their use cases, Assessing the market potential of certain IOT solutions/technologies & Building a marketing plan for IOT offerings.

In this report I have added the research done, the sources used, the IoT product & marketing pitch plan that was created and also a thorough detailing of the industry of IoT.

## PART A

### Profile of the Organisation

**Name of the Organization:** AT&T Global Network Services India Pvt. Ltd.

**Sector:** Telecommunications

Headquartered in Dallas, TX, AT&T Inc. is the world's biggest telecommunications company, the biggest supplier of versatile phone administrations, and the biggest supplier of settled phone administrations within the USA. It is positioned #9 on the Fortune 500 list. Career areas incorporate call center operations, corporate, government support, retail, sales and IT. Your work gets remunerated with competitive recompense and benefits, counting paid time off, educational cost help, protections choices, reduced get to AT&T items and administrations, retirement investment funds arrange, and more. Preparing and improvement programs offer assistance to move your career forward inside the company.

AT&T gladly champions differences: 26.8% of its 2018 budget was given to differing qualities initiatives. For more than 140 years, AT&T has been changing the way people live, work, and play as the first truly modern media company. It all began with Alexander Graham Bell's invention of the telephone. Since then, they have left a legacy of innovation that includes the invention of the transistor – the foundation of today's digital world – as well as the solar cell, communications satellites, and machine learning.

AT&T has reinvented itself numerous times throughout its history, most recently by acquiring WarnerMedia to reshape the worlds of technology, media, and telecommunications. These two companies have a long history of making history together. AT&T developed the technology to add audio to motion pictures in the 1920s, which Warner Bros. used to create the first talking picture.

WarnerMedia and its family of companies have been redefining how viewers across the globe consume media and entertainment for nearly a century. It launched HBO, the world's first premium network, and CNN, the world's first 24-hour all-news network.

**Services:** With AT&T Business Solutions, you'll connect your trade to the world. You'll use their worldwide IP network and IT foundation, portability & application arrangements to unleash the efficiency of IT foundation and applications that offer the worldwide reach, scale, unwavering quality, security & execution that ventures have developed to anticipate from AT&T. Their arrangements proceed to advance to meet the changing commerce and operational needs of our clients. As more endeavors look for to make strides their adaptability and nimbleness whereas controlling costs, we are creating arrangements that offer assistance them advance and enhance their organize technique with a unused demonstrate based on applications within the cloud. AT&T provides the following Services :

- Mobility Services
- Network Services
- Internet of Things (IoT)
- Voice Services
- Network Security
- Cloud Services
- Unified Communications

On July 6, 2021 - AT&T and Google Cloud have announced new solutions across the AT&T 5G and Google Cloud edge computing portfolios, including AT&T's on-premises Multi-access Edge Compute (MEC) solution and AT&T Network Edge capabilities via LTE, 5G, and wireline.

AT&T and Google Cloud have been working on edge solutions for the enterprise for over a year. Now, both the companies are taking the next step toward delivering transformative capabilities that help businesses drive real value and build industry-changing experiences in retail, healthcare, manufacturing, entertainment, and other industries — with the ability to use



Google Maps, Android, Pixel, augmented reality (AR), virtual reality (VR), and other Google solutions for more immersive customer experiences.

For Instance,

- Providing video analytics services to assist businesses in a variety of industries with fraud prevention, crisis management, and queue prediction and management.
- In retail, this includes streamlining and automating inventory control, as well as connecting brick-and-mortar, digital solutions, and backend systems for near actual time visibility into business operation.
- In healthcare, expanding access to services such as telemedicine services therapy, as well as using Virtual reality for remote care from patients' residences or an onsite facility.
- In manufacturing, remote support and quality control checks at production sites help to speed up operational activities, while streaming video on the edge rather than on-device optimises bandwidth usage.
- In entertainment, solutions ranging from immersive AR and VR experiences, smart parking and ticketless entry, to contactless food and souvenir payment, are being used to improve in-venue experiences for concerts and sporting events.

## PART B

### Project Work

**Project Title:** Marketing Summer Intern

**Area of Work:** B2B Marketing Plan for IoT Solutions

**Project Description:** The project assigned by the organization entails the analysis of the market for certain IoT Solutions and Technologies, and further to create a Marketing & Business Plan for IoT Offerings in addition to a Pitch directed towards the Prospective Investors. As part of the Internship Program, intern will learn directly from a company that's leading the way for innovation. This Internship program offers instructor-led, web-based training – all designed to help the intern gain new experiences and transform their skills.

Interns will also work with AT&T's advanced technology, learn how to prospect for new business, solve business problems, provide excellent market analysis and Business pitch.

**Project Tasks:** The project entails the following tasks:

- Basic grounding in IOT technologies and their use cases
- Assessing the market potential of certain IOT solutions/technologies
- Building a marketing plan for IOT offerings
- Building a business plan for the same
- Building a pitch directed at prospective investors

# Learning from the Summer Training Project

## Introduction

An IoT platform is a comprehensive software framework. It is the glue that connects information from sensors, devices, networks, and software to produce valuable, actionable data. A platform should be able to:

- manage devices;
- allow wireless connection to all relevant objects or devices;
- collect and manage data and assist you in defining business rules;
- enable analytics and visualisation; and
- integrate with IT and cloud hosting.

The platform is critical in an enterprise's IoT solution development journey to enable value for the business and its customers..

Prominent IoT Cloud Platforms are -

- Google Cloud IoT
- Cisco IoT Cloud Connect
- Salesforce IoT Cloud
- IRI Voracity
- Particle
- IBM Watson IoT
- ThingWorx

- Amazon AWS IoT Core
- Microsoft Azure IoT Hub
- Oracle IoT

The digital space has undergone significant transformations in recent years and, according to industry experts, will continue to evolve. The Internet of Things is the most recent entrant into the digital space (IoT). IoT can also be defined as the interaction of the software, telecommunications, and electronic hardware industries, and it promises to provide tremendous opportunities for many industries.

The Internet of Things (IoT), fed by sensors that will soon number in the trillions, working with artificial intelligence in the billions, and involving millions of applications, will drive new consumer and business behaviour that will demand intelligent technology industry solutions. This will eventually drive more and more businesses to adapt to IoT solutions, Big Data & AI to be instilled in all businesses over sectors spanning from hospitality to FMCG to healthcare.

In 2011, the number of Internet-connected devices (12.5 billion) surpassed the number of humans (7 billion), and by 2020, the number of Internet-connected devices is expected to range between 26 billion and 50 billion globally.

The Indian government's plan to build 100 smart cities across the country, for which Rs. 7,060 crores have been allocated in the current budget, could result in a massive and rapid expansion of IoT in the country. In addition, the government's Digital India Program, which aims to "transform India into a digitally empowered society and knowledge economy," will provide the necessary impetus for the development of the country's IoT industry.

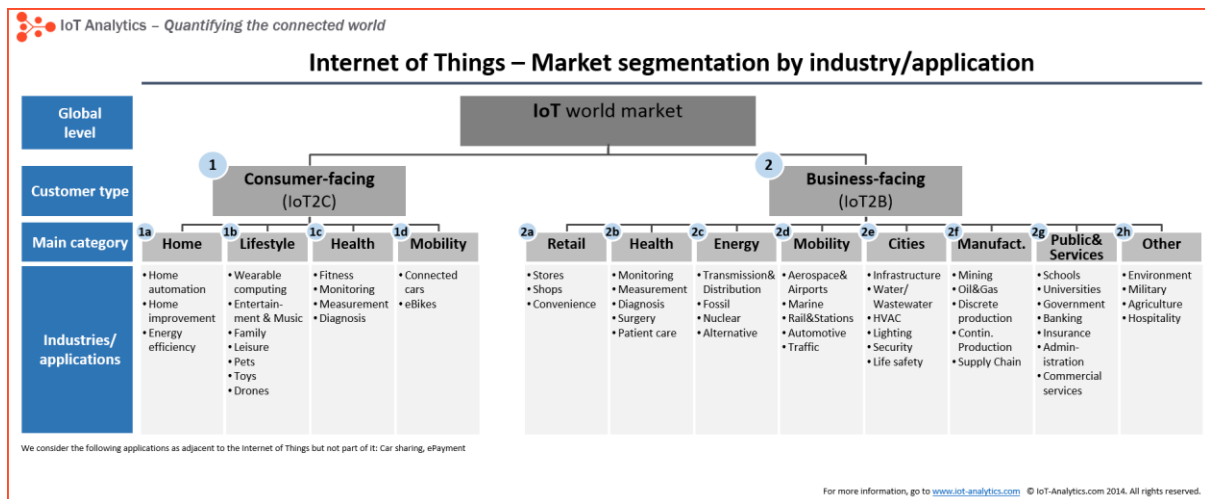
This possibility has never been more noteworthy, as an increasing number of businesses find themselves in desperate need of (re)engaging with consumers and remaining relevant. In an increasingly cut-throat market where brand loyalty is at an all-time low, businesses are

looking for innovative ways to reconnect with their customers and influence purchasing decisions at the point of sale.

Companies that have lost revenue as a result of the Coronavirus lockdowns will be looking for more ways to drive innovation just to save money. Internet of Things (IoT) implementations involving digital twins are proving to be cost-effective.

These innovations have been used by businesses to improve situation awareness and automate business responses to changing conditions.

There are two different industries within IoT that use IoT Products.



Some Facts :

- The IoT potential in **business** applications is larger than in **consumer** applications (~55% vs. 45%)
- **Manufacturing** will supposedly be the largest segment of IoT (potentially more than ¼ of the total IoT market).
- **Healthcare** will be another important area (potentially between 5% and 15% of the total IoT market)
- There are vastly different opinions about the potential of **public** and **commercial services**

**About B2B IoT :**

Consistently, **energy**, **mobility**, and **manufacturing** are leading the way in IoT adoption/investments

The latest Cisco survey highlights **Oil&Gas** as a key industry within “Manufacturing” that is currently strongly increasing IoT investments

**Retail** as well as **cities**, the **public sector** and **commercial services** such as “financial services” are lagging behind in IoT investments and adoption.

The view on **healthcare** as well as **metals&mining** IoT market segments is very divergent: While the Economist rates the business index in **healthcare** as rather advanced, PWC sees little sensor investment in this area. And while PWC is measuring the highest sensor investment rate in **metals&mining**, Cisco is measuring the second lowest investment activity, compared to other industries.

Several sectors will benefit from the IoT revolution – manufacturing, transportation, banks, agriculture, retail, logistics, utilities, oil and gas, defense, healthcare, to name a few. It is also believed that the IoT will give the highest number of business opportunities in the coming years. Market drivers such as expanded and low cost internet connectivity, high mobile adoption, low cost sensors, and large investments are catalysts for the quick adoption and growth of IoT.

Looking at such revolutionary potential of IoT in India, it seems a fair chance to explore the opportunities available in India to expand business in. But for that, we need a clear data on how the market is currently doing, who are the big players in the market and how much is to be done in each sector.

#### b. Objectives of the study

Assessing the market potential of certain IOT solutions/technologies in India in different Industries – Industrial & Commercial.

#### c. Utility of the study

The study will be used to evaluate whether India's landscape is ready for IoT Solutions' launch in the B2B Segment, and if yes, then which product/service has the highest demand. We will also be working on creating a marketing pitch for an IoT Solution / Product with our team.

## Methodology

### Approach (quantitative vs. qualitative)

**Embedded** : Given that both qualitative and quantitative market research provide vital ingredients of the understanding what we are looking for, combining them should deliver significant benefits, enabling us to compare and contrast results and gain much deeper insights.

Sources of data (primary and secondary)

Only secondary Data has been used from Gartner, Deloitte, TCS, FICCI and NASSCOM.

Method of data collection (survey, informal interviews, focused group discussion, etc.)

No surveys were taken for data collection, only secondary data was used.

Size of samples and method of sampling

Secondary data has been used, however the reports state this sample :

Method of data analysis

Secondary data analysis was used by doing content and narrative analysis of available reports.

### (3) Context of Industry Problem

Problem : Do B2B IoT SAAS or Product in the B2B segment have a scope in India?

Context :

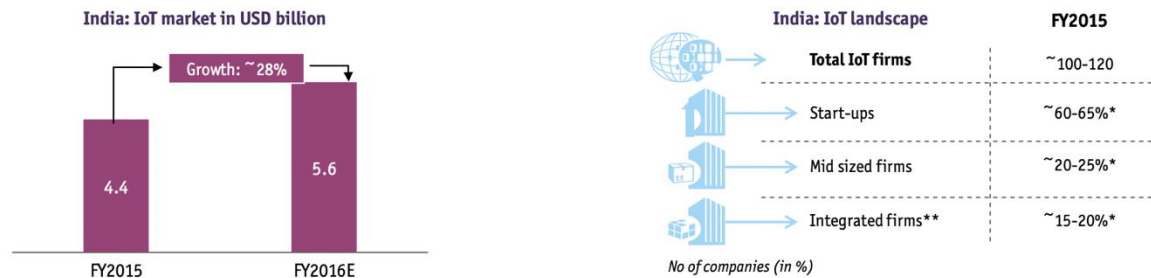
The Indian Market is considered one of the fastest growing markets for IoT in both Industrial and Commercial sectors and yet it has been constantly observed that the industry players seem to be resisting the fast paced growth. Indian agriculture system, for instance, is considered to be one of the **most potential markets** to be revolutionised by IoT and yet not most markets have shown a positive response towards most of the new launches.

We need to evaluate how much investments should be made and in which sector particularly as per the growth and the adoption rate. Covid-19 has indeed made things more complex than they were, as there are rumours about 5G having played a role in increased diseases- 5G is the backbone of IoT and will play a major role in industrialisation.



## (4) Presentations of Data

# Indian IoT market - poised to be a USD 15 billion opportunity by 2020



Potential opportunities in next 5 years - Timeline to turn into opportunities				
Verticals		1-2 years	2- 5 years	More than 5 years
Industrial	Buildings	●	●	●
	Public Services		●	●
	Transportation	●	●	●
Energy & Utilities	Healthcare		●	●
	Smart Grid		●	●
	Home Energy Management		●	●
Customer Oriented	Home Automation		●	●

● High potential    ● Medium potential

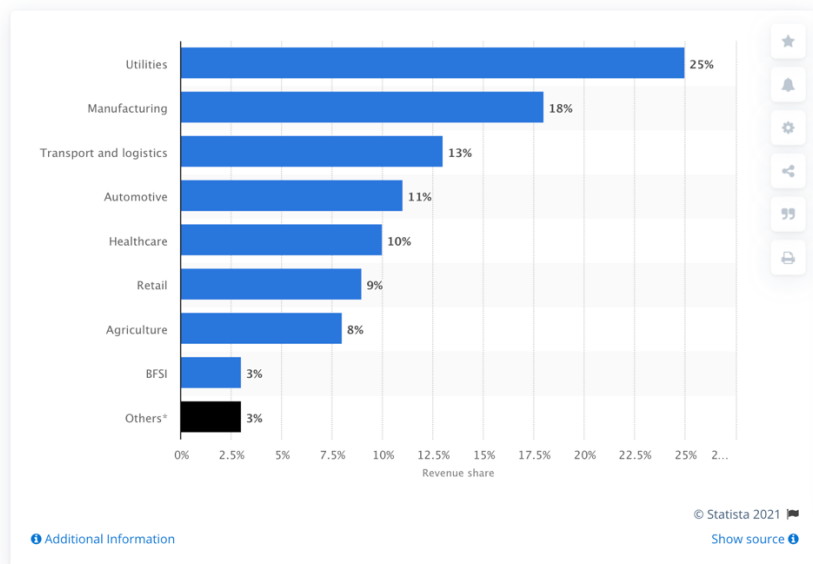
\* ~74 unique companies providing IoT solutions are evaluated

\*\* IT-BPM firms who offer IoT services and products

Source: Deloitte Analysis, Gartner, TechSciResearch, Department of Electronic and IT

Technology & Telecommunications > IT Services

## Estimated revenue share of internet of things across India in :



## (5) Analysis & Discussion

### a) Conclusions

During the COVID-19 pandemic, healthcare was one of the key sectors that prospered from IoT-inspired solutions. Wearable solutions to support for emergency services such as paramedics are among the solutions available. Although some IoT solutions are not yet developed enough to be deployed on a larger scale, they showed promise during the pandemic. This validation will help these projects evolve in the future and be confidently deployed in a broader context.

The COVID-19 virus, aka Coronavirus, which affects the respiratory system, is caused by the SARS-CoV-2 virus.

The study "Detection of Stress Using Wearable Sensors in IoT Platform" suggests a wearable strain sensor system that measures the volume and rate of respiration of the user's respiratory system. These sensors can track and monitor patients' breathing conditions via the Internet of Medical Things (IoMT) and continuously notify the doctors involved of the patient's bronchial condition. This also saves time because it allows the concerned doctors to make constructive comments from anywhere. As discussed in this review paper, the pandemic enabled emerging IoT services to be tested in a variety of application domains. Some IoT solutions (e.g., contact tracing) provided much-needed assistance in managing the COVID-19 pandemic, whilst others are stationed as pilots and experiments. Some of these technologies are clearly not advanced enough to be deployed on a large scale. Moreover, during the pandemic, some specific IoT application scenarios were identified (for instance, Triax Proximity, Kinsa, SALUTARY, and IoT-based Standard Operating Procedure).

The research is still on-going to come to concrete conclusions. Currently as per our analysis businesses should invest in the following ways in Indian Industries for IoT :

**Reducing Costs in Oil and Gas :** Because of their large portfolios of high-value assets, companies in the oil and gas industry have been relatively aggressive in adopting digital twins.

**Reducing Costs in Healthcare :** We have not yet seen aggressive adoption of digital twins across the healthcare industry, but early examples of adoption are promising and set a good precedent for diverse applications.

**Reducing Costs in Supply Chain :** Supply chains are an area where enterprises are proliferating their investments in IoT and telemetry. Implementing innovations such as digital twins within the supply chain can help companies to achieve improved business outcomes

**Reducing Costs in Rail Transportation :** We have seen numerous examples of companies using digital twins to reduce costs across several distinct types of use cases in rail transportation.

Building IoT applications which are likely to help optimize, innovate and transform consumer products as well as business processes:

- **Optimization:** IoT helps reduce costs by efficient product usage while increasing efficient use of assets across business processes
- **Innovation:** IoT applications help create differentiated products/services and improved operations, eventually leading to better customer service
- **Transformation:** IoT is blurring industry boundaries by enabling disruptive business models. For example, telematics involves both automotive and insurance industries IoT is expected to add value to business processes and take value creation for industrial applications to the next level, specifically in the case of Manufacturing.
- IoT is perhaps the most crucial element of Industry 4.0, which refers to the digital transformation of the processes and systems in the Manufacturing sector
- Various connected technologies IoT Volumes and Revenues by industry such as high-quality sensors, more reliable and powerful networks, high- performance computing, robotics, artificial intelligence and cognitive technologies, and augmented reality are changing manufacturing in profound ways

**As a part of the internship I, along with 3 of my colleagues who are also interns, had to create an IoT Product/Solution, and develop its 7Ps and its Marketing Plan.**

To decide whether we needed to pick an IoT Product or solution, and whether it will do good or not, we did the following research and considered the following points :

### **1. Cost**

The reality is that IoT gadgets run 24/7 which implies that they're more costly for suppliers to form than other products. Not only do companies have to fabricate their items, but they must run servers and feed data back and forward. They must also continuously work to move forward the device's program, releasing modern bug patches and updates. This implies companies have to think a lot in unexpected ways when it comes to financing and charging clients.

An IoT supplier can't survive by charging clients a one-time expense. Instead, they ought to work on a special premium membership business demonstration. Repeating installments give the consistent source of income vital to back an item that's continuously up and running.

### **2. Target market**

When numerous individuals think of IoT items, they envision buyer gadgets like cars, fridges and indoor regulators. In any case, American online media company Business Insider anticipated businesses and governments will be the two greatest buyers of this innovation.

Enterprises in specific industries accept the fact that contributing in IoT will lead to expanded efficiency whereas decreasing overhead costs. With this intel, all technologically progressive companies are trusting to enter the advertise much hyped industry, although they ought to consider which bunch of products and solutions will be best to invest in. IoT arrangements for business and actual life saving purposes aren't the flashiest concept, but they might have a more noteworthy affect within the long run than an internet-connected coffee maker.

### **3. Security and privacy**

As the internet developer community "Site Point" claimed, when it comes to IoT items, security, and protection mean exceptionally distinctive things. When making an IoT gadget, businesses must consider the results of poor information security, particularly what seem to happen to clients if the device gets hacked. This is often distinctive than when a retailer endures a security breach and card data is compromised. Poor IoT security can have coordinated, quick results. Consider a keen indoor regulator contaminated with ransomware. A programmer might tap into the

framework of an elderly lady and turn up the heat until she paid an emancipate, and she seem to endure a serious ailment as a result. Such an assault might indeed be dangerous within the summer. That's why security ought to be the best priority especially when a brand new gadget is indeed created. In addition, companies ought to decide whether the gadget in address needs information that might possibly damage the security of their clients.

#### 4. Support

No matter how flawlessly you plan a item, clients will continuously have questions around it. Businesses got to make beyond any doubt that they're prepared to handle the convergence of questions related to a specific gadget as soon as it dispatches. On the off chance that support amid this significant time is subpar, numerous clients will be disturbed and cancel their benefit as a result.

As the Harvard Business Review has said, entering the world of IoT is more demanding than numerous officials realize. It requires a point by point plan and cautious thought of potential markets, how the item will run and what commerce demonstrate will best back it.

There are diff kinds of IoT Businesses.

**Things:** Things can be dumb or smart on their own and store most of their data on board. Things can also be self-sufficient and communicate to the internet for only centralized coordination and analysis.

**Gateways:** Gateways may house the application logic, store data and communicate with the internet for the things that are connected to it. Things don't have to be as smart, because the gateway can provide these resources.

**Mobile devices:** Smartphones (or any mobile device) may house the application logic, store data and communicate with the internet on behalf of things that are connected to it. Things don't have to be as smart, because the mobile device provides these abilities.

**The cloud:** The cloud can act as the central connection hub, power analytics and provision data storage. Things don't have to be as smart, because the cloud will provide these resources.

**The enterprise:** This architectural role is focused on keeping connected machines, application logic, and analytics and data storage on-premises — that is, behind the enterprise firewall.

We created a Brand called "DeltaCheck".



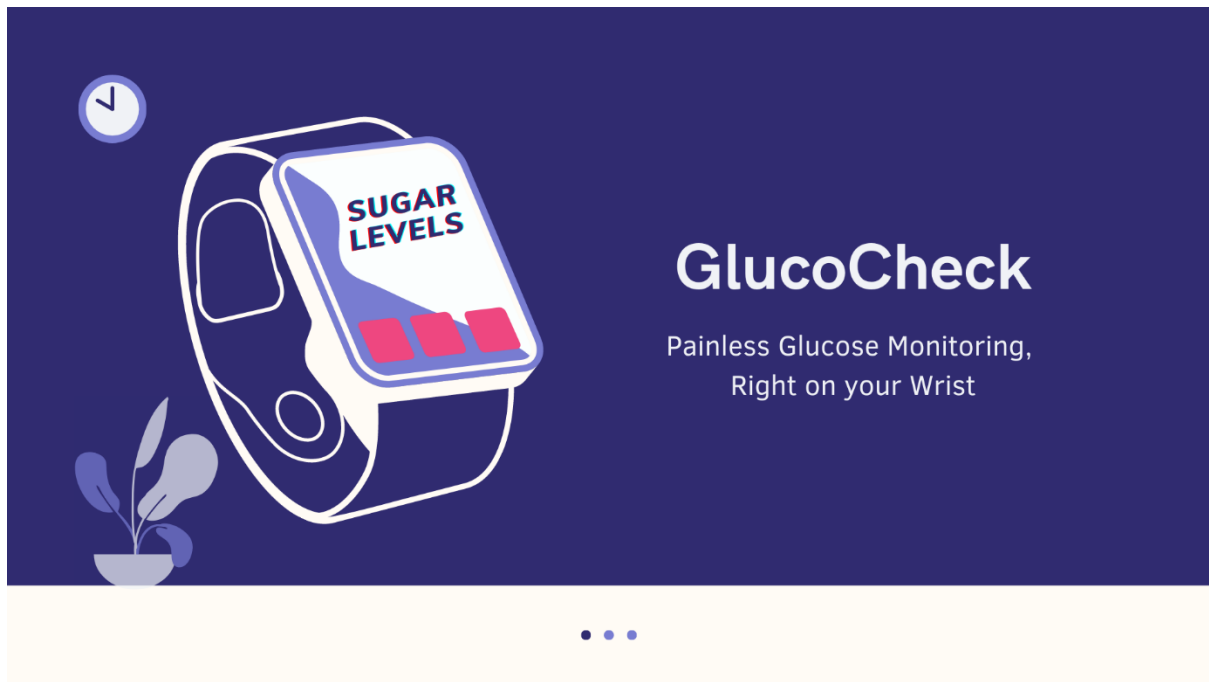
## Introductory Thoughts

India has an estimated 77 million people with diabetes, which makes it the second most affected in the world, after China. One in six people (17%) in the world with diabetes is from India.

Although preventable, more and more young adults have been suffering from the disease due to poor lifestyle choices and habits.

Based on The ADA Journal Diabetes Care, type 2 cases in young adults could rise by 49% by 2050.

We created a Product called “GlucoCheck”.



It is a **smart watch** which comes with an app. One can download the app on a smartphone and turn on Bluetooth, they can then synchronize the watch with the phone. The smartwatch has a built-in sugar level sensor through which the watch measures daily activities and blood glucose levels. This includes measuring glucose levels through the skin using micro points and biosensors, counting the number of steps, and stairs.

When a fitness wristband, for example, is tethered, much of the “smartness” (the application logic) is not fully embedded in the wearable. There is some embedded application logic on the wearable, but most is in the smartphone app. At the same time, some of the applications useful to the owner are in the cloud so that the user can share fitness metrics results with friends or a healthcare provider.

One can receive alerts and notifications on all the devices connected.

The underneath of the dial will consist of an array of micro-points and biosensors that will measure glucose painlessly through the skin. They will then send the acquired data to the IOT cloud, which is analysed and show on the watch or other synchnd devices.

The data collected through sensors are processed in the IOT cloud, Machine learning and Datascience techniques are used to analyse it using different parameters, find anamolous values and send alerts in case of highs and lows.

## SWOT Analysis

A SWOT analysis maps out your company's path towards your goals by identifying strengths and weaknesses (internal attributes) and opportunities and threats (external conditions). Uncover your company's competitive position with these guiding questions. Use the blank framework on the next page to start filling out your own SWOT analysis.

### **STRENGTH**

One of a Kind Product with no Direct Competitor in India The product's need is felt across both - Millennials & Baby Boomers

### **WEAKNESS**

The Brand is fairly new & will take time to build trust Fitness-only trackers can be seen as a novelty, meaning limited continued value.

### **OPPORTUNITY**

GlucFit can soon incorporate newer features to compete in the smart-watch league

### **THREAT**

Companies like Fitbit & Apple will be quick to evolve their product to include this feature if they sniff competition.



<p><b>Problem</b></p> <ul style="list-style-type: none"> <li>- Inability to regulate type 1 and type 2 diabetes at right age, specially millennials.</li> <li>- For diabetics, it is difficult to monitor the effect of medications, diet, and exercise affect blood sugar levels.</li> </ul> <p><b>Existing Alternatives</b></p> <ol style="list-style-type: none"> <li>1. Traditional home glucose monitoring which uses pricked finger blood through the lancet to display blood sugar level.</li> <li>2. Continuous glucose monitoring sytems using insulin pumps.</li> </ol>	<p><b>Solution</b></p> <p>With the introduction of our key product, realtime glucose monitoring watch, one will have continuous glucose level monitoring. The trends and history graphs will help monitor glucose levels and regulate drastic highs and lows.</p> <p><b>Key Metrics</b></p> <ul style="list-style-type: none"> <li>- Market Share</li> <li>- No. of watches sold</li> <li>- No. of App Downloads</li> </ul>	<p><b>Unique Value Proposition</b></p> <p>Don't let negligence of today, be the suffering for tomorrow.</p> <p><b>High Level Concept</b></p> <p>How does your product or service fit into the grandscheme of things?</p> <p>We use IOT</p>	<p><b>Unfair Advantage</b></p> <p>Easy and continuous glucose level tracking by just glancing at the watch with alerts at lows and highs. It will also track fitness, medication and diet for better access to data and monitoring.</p> <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• Direct marketing</li> <li>• Ads</li> <li>• PR</li> <li>• Social Media</li> <li>• Email</li> <li>• Search Engine</li> </ul>	<p><b>Customer Segments</b></p> <ol style="list-style-type: none"> <li>1. Busy business men with diabetes, who don't get time to check their glucose levels regularly.</li> <li>2. A person with diabetic history who wants to keep a track of his/her glucose levels as a precaution.</li> <li>3. Working professional : Have the responsibility of working + taking care of family + wants to stay fit and healthy</li> </ol> <p><b>Early Adopters</b></p> <p>Middle aged, diabetic or having history of family diabetes.</p>
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>-Hiring employees.</li> <li>-Production</li> <li>-Marketing</li> </ul>		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>- Sales</li> <li>- Subcriptions</li> <li>- Stocks</li> </ul>		

## Positioning

Affordable wellness at your fingertips, anytime.

## Product

- Wearable GlucoCheck with an App
- Different Strap Colors & Sizes available
- Features Include - Glucose Data Analytics within the App, Reminder, and alerts for low glucose level, SOS Message to contact of choice on extremely low/high glucose level.
- Basic App

## Price

- Affordable price with a downpayment option
- Priced at just INR 12,999/-
- Costs less than the yearly at home glucose-checking setup
- 1 Year Warranty

## Promotion

- GlucoCheck will have corporate profiles on all social media websites and portals and will use its social media presence to directly, engage with consumers
- Will have a campus ambassador program for its customers.
- Will make use of community influencers as its on-ground promotional efforts by providing these brand ambassadors and community influencers with its product range and invites them to use it themselves to see benefits

## Place

- Firstly we will list our product at kickstarter, wherein we can target investors to invest in our start-up.
- GlucoCheck will be conveniently available on one big e-commerce website wherein we will have a deal such that with every product which sells, the site gets a profit of 10/15% and it promotes our product. Flipkart is one feasible option for us.
- We will display our product in trade fairs to take preorders and attract new segments of customers
- Display on Instagram, Facebook, and other social media

## People

- Flat Hierarchy, i.e. CEO to Employees
- Special Brand Ambassadors with influencers to build Brand Loyalty and exclusivity.
- Using the Ritz-Carlton Strategy for training employees on the principle of enriching lives, which is seen as more important than selling a product.
- Treating Vendors like family, collaborating with small new vendors so as to get a good bonding and cost less.

## Process

- To ensure a smooth Process, and no trouble to the consumer we need to register our product only on one single e-commerce platform. In our case it would be Flipkart since it charges a slightly lower commission than Amazon and has easy exclusive collaborations.
- We can afford a mailing facility for customer service, and twitter account specifically for complaints.
- Since we are not opening a brick and mortar store we will not be needing a POS System to track stock.
- We will use Free version of Zoho CRM for the first month for tracking sales.
- For internal process - We will have weekly inter-departmental meetings & brainstorming sessions for the whole team. The Marketing & Sales team needs to be in

sync with tech & Design for our product to improve. We will also do cost-cutting by running our operations mostly from home and booking coworking seats whenever required.

- We will also have a monthly investor meet with interested investors / accelerator program managers to show them our progress.
- To reduce cost spent on vendor acquisition process we will use our personal network of fellow colleagues and ex-classmates to collab with known businesses.

## Physical Evidence

- We will not be using a physical store so our physical evidence will be mostly on our digital presence and in our packaging. Will use packaging that is simple and minimalist, so to give customers an experience even when opening their purchase
- We will be using the colors Purple, Lavender and Grey since they have not been owned up by our competitors.
- We will use different, easily recognizable color package on Fests and Trade Fairs, and use the same colors for our website / logo / influencer campaigns and social media campaigns.
- our website design will also be simple and easy to use.
- having customer friendly user interface allowing easy navigation and understanding of our product.

## Revenue Model

1. The main source of Income would be via the sales of GlucoCheck wearable & app.
2. A secondary source would be by promoting ads on the GlucoCheck App - which are relevant for Diabetics.
3. Yet another source of income would be the Premium package of the App through which more analytics can be done by the user.

## Mission

We exist to help the Diabetic People live life as normally as they can, while keeping a check on their health without having to spend a fortune.

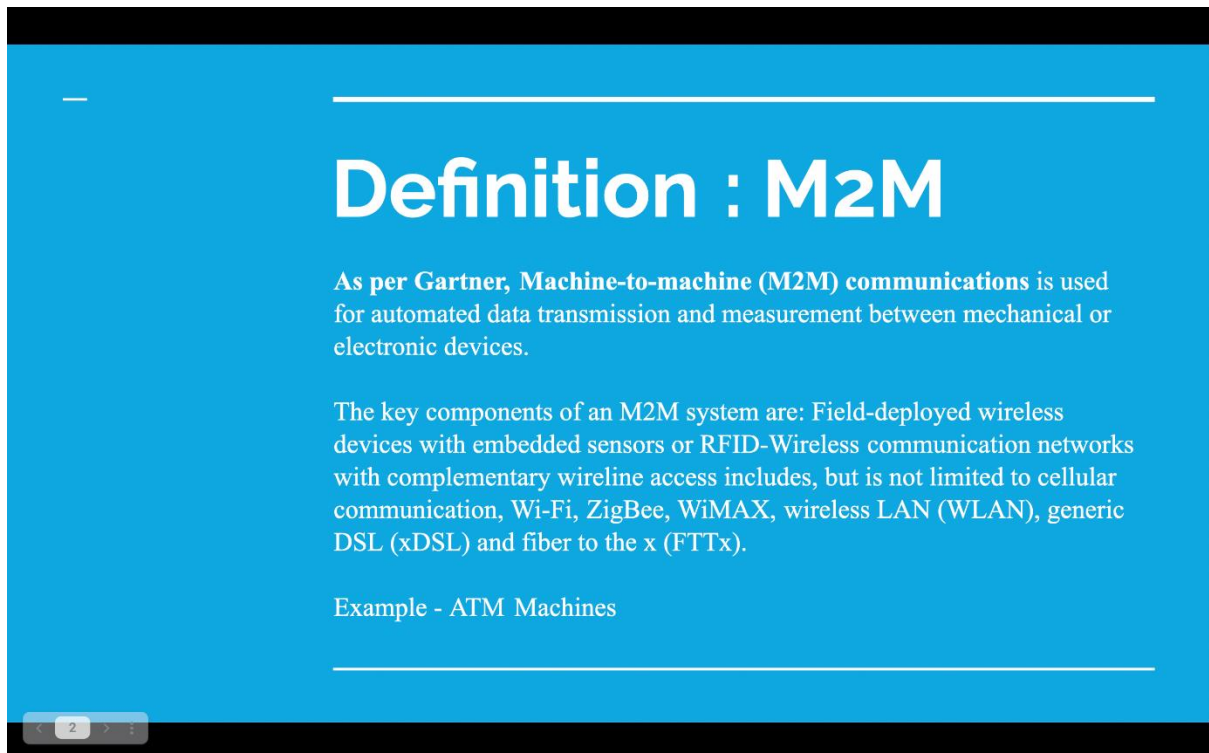
## Vision

We want to become India's most trusted & affordable wearable Glucose Measurement Product, we want "GlucoCheck" to become synonymous with "Diabetes Checking Machine".

## Values

We want to focus on IMPACT. If we want to have the biggest impact, the best way to do this is to make sure we always focus on solving the most important problems.

## Attaching Presentation Screenshots of the Presentation :



The screenshot shows a presentation slide with a blue background and white text. The title is 'Definition : M2M'. Below the title, there is a paragraph defining M2M as per Gartner, followed by a paragraph describing the key components of an M2M system, and finally an example of ATM machines. A navigation bar at the bottom left shows a slide number '2'.

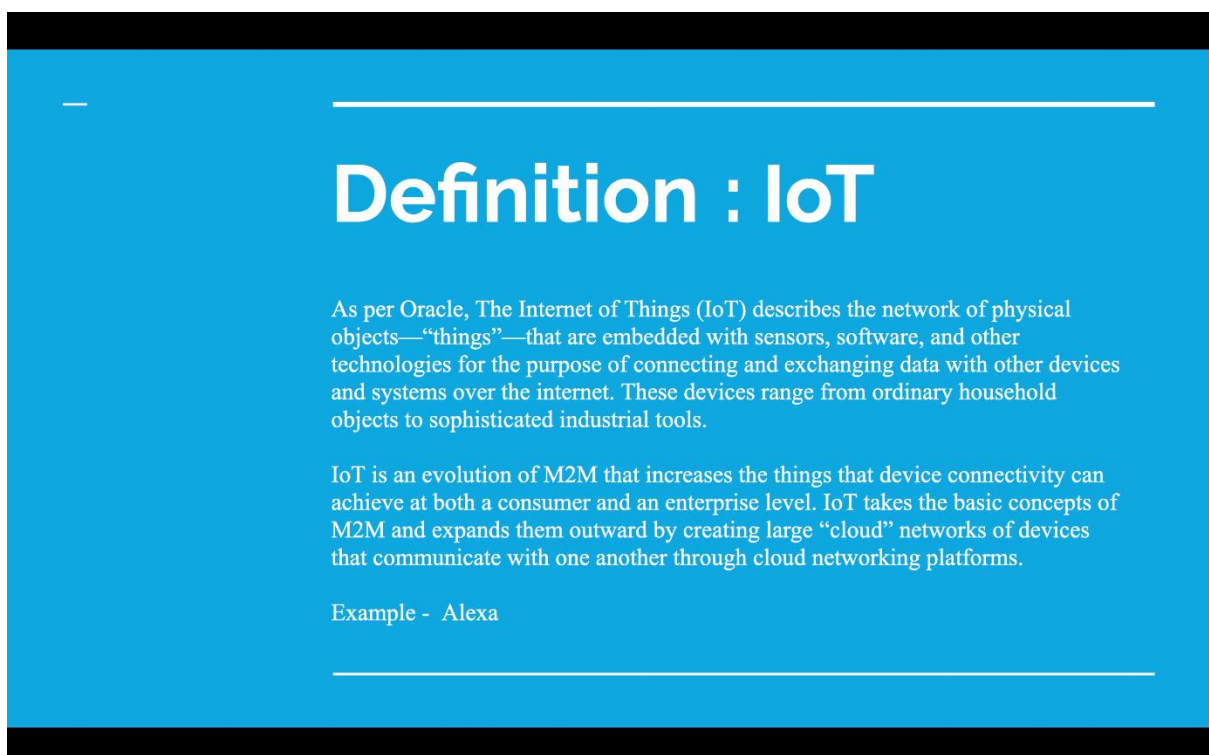
# Definition : M2M

As per Gartner, Machine-to-machine (M2M) communications is used for automated data transmission and measurement between mechanical or electronic devices.

The key components of an M2M system are: Field-deployed wireless devices with embedded sensors or RFID-Wireless communication networks with complementary wireline access includes, but is not limited to cellular communication, Wi-Fi, ZigBee, WiMAX, wireless LAN (WLAN), generic DSL (xDSL) and fiber to the x (FTTx).

Example - ATM Machines

2



The screenshot shows a presentation slide with a blue background and white text. The title is 'Definition : IoT'. Below the title, there is a paragraph defining IoT as per Oracle, followed by a paragraph describing IoT as an evolution of M2M, and finally an example of Alexa. A navigation bar at the bottom left shows a slide number '2'.

# Definition : IoT

As per Oracle, The Internet of Things (IoT) describes the network of physical objects—"things"—that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the internet. These devices range from ordinary household objects to sophisticated industrial tools.

IoT is an evolution of M2M that increases the things that device connectivity can achieve at both a consumer and an enterprise level. IoT takes the basic concepts of M2M and expands them outward by creating large "cloud" networks of devices that communicate with one another through cloud networking platforms.

Example - Alexa

2

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# Differences

IoT	M2M
Made up of multiple IoT enabled devices (things) that send or receive data to or from a central cloud.	Closed <b>point to point</b> communication <b>network</b> where the same type of devices communicate directly, without data being relayed by a third-party node, such as a central cloud, a gateway.
B2B & B2C	B2B
To address the everyday needs of humans	For monitoring and control of 1 or few infrastructure with other application
Designed to be highly scalable since devices can often be added to a network and integrated into existing systems with minimal hassle	More labor-intensive to set up and maintain, since new point-to-point connections must be created for each device.
Many devices in scope	Limited devices in scope

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# Definition : IoT Platforms

An IoT platform is an end-to-end software framework. It's the glue that pulls together information from sensors, devices, networks, and software that work together to unlock valuable, actionable data.

A platform should have the ability to:

- manage devices
  - allow remote connections to all relevant objects or devices
  - collect and manage data and help you define business rules
  - enable analytics and visualization
  - integrate with IT and cloud services. The platform plays a key role in an IoT solution development journey for enterprises to enable value for the business and its customers.
-

## PART C

### Learning from the Summer Training Project

From my Summer Training Project I learned not only technical & people skills, but also got the opportunity to work my theoretical knowledge from first year of MBA to action. My studies of Marketing, Big Data, and Business Research were put to brilliant use.

I was tasked with working closely with a diverse team of interns. I had to coordinate with my teammate on global timings as she was interning remotely from Canada. I learned to collaborate with a team of wonderful people, and this helped me work on my team spirit and inter-personal skills.

During the initial days of research on IoT Solutions, I got to use my business research's knowledge from first year of college. I had to pick between primary or secondary data sources, work on analysis and understanding of the given tasks.

Later, when working on the creation of Marketing Plans I got to use all my knowledge of the 7Ps of Marketing, in addition to learning more deeply about Positioning of the Product. My classes from Design Thinking helped me frame my ideation on paper with a great problem statement.

My mentor provided us with regular insights and material to study from the likes of McKinsey Insights, video sessions by great Marketing Leaders such as Mr. Jack Trout, and had weekly meetings with us to guide us on multiple aspects of IoT & Marketing of Products.

Coming from a non-technical background I expected this internship to be tough on me, but I got to learn way more than I expected to and am now comfortable with the topics of IoT, AI, Big Data, and smart solutions.

My summer internship journey with AT&T has given me the perfect platform to launch my career in the field of Marketing & Business Analysis. The amount of knowledge and exposure attained is pure gold and I would like to thank AT&T for providing me with such an opportunity. My time with AT&T will always be cherished!

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