

Z-WAVE>ME
builds the smart home

Smart house
Solutions for landlords

Assignment



Website: <https://landlords.z-wave.me>

Company description:

Z-Wave.Me is a leading company in Z-Wave development.

Z-Wave is a wireless smart home automation protocol. It can be compared to WiFi or Bluetooth standards. It has less bandwidth than WiFi, but consumes less power. It enables the creation of Z-Wave devices with 2-3 years of battery life. There are over 700 device manufacturers follow the standard. The total amount of existing devices is more than 2 700.

Since 2009 we create Z-Wave devices and a software both as OEM and under own brand. Our portfolio consists of gateways, end-customer devices and smartification modules to make any device smart.

Nowdays we are creating a product for daily rent landlords.

The product:

A smart home kit for a daily rental apartment.

Sub-products are:

- **Remote lock and intercom management**
Enables remote check-in and check-out. No more adjusting to guest's schedule.
- **Utilities management**
Remote meter reading and independent bill calculation.
- **Water leak management**
Prevents water damage.
- **Smoke & fire management**
Stale smoke won't be an unpleasant surprise.
- **Noise management**
Loud noise warning will reach you before a call of an angry neighbor.
- **Party tracker**
Warns of tenant parties in your apartments. Tenant parties cause the maximum damage for your property. Party Tracker saves you from such a nightmare.

Target audience:

Daily rental owners. AirBnb, Booking.com clients.

Distribution channels:

- AirBnB partnership
- Booking partnership
- Digital advertisement
- Local AirBnB-like services partnership

Pricing policy: in Russia it's ~ 3 500 RUR/month per solution. In EU should be higher.

Contract/ terms etc.: Equipment is our property for initial 2 years and should be returned after the contract cancellation.

Hardware: We produce Z-Wave gateway with pre-installed software for the given solution. Most of equipment are manufactured in China/Taiwan and flashed with our firmware. We have partners in EU who can assemble the final sets of devices.

Installation: In Russia we have partners who make installations. In EU we can use Z-Wave alliance to make installations.

Service/ maintenance: Mostly service is a battery change and change of a malfunctioning device.

Contract termination: If a client terminates in the first 2years he/she returns the equipment.

Current project status:

- Prototype is going to be assembled in Sep.- Oct. 2018
- The landing page is presented to Booking.com product manager.
We settled preliminary agreement to launch a pilot with Booking.com apartments.
- Settled an agreement to make a pilot with GlavBook.ru, the first daily rental CRM in Russia.

Research questions to student teams

- Analyze potential markets in EU (1-2 countries) including competitors, target audience, pricing policy etc.
- Identify market potential in EU (1-2 countries)
- Formulate the most appropriate distribution channels in EU ((1-2 countries)