

OPEN THE GATES TO A BETTER FUTURE

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EXECUTIVE SUMMARY

Obex - production, installation and servicing of devices for automatic / remote door / gate opening.

Through growth and good business, we want to ensure the company's profit and continue to expand to foreign markets.

We offer tailor-made products and smart solutions that solve real customer problems.

In Montenegro, there aren't any companies specializing in manufacturing these sorts of devices. A large number of companies and individuals buy the finished product on various sites (Aliexpress, Alibaba, e-bay, amazon..), and install the said product, at a very high price. Our idea is based on the fact that we can create and adapt our product to customer needs, all while keeping it cheap.

The company consists of three sectors:

- * Production sector, which is responsible for the **procurement of raw materials, production, installation, and servicing of devices, as well as constant improvements of the product.**
- * **Creative sector, which is responsible for product design and constant researches.**
- * Marketing and Finance sector, in charge of **creating and maintaining the site, managing social networks as well as contracting jobs logo, flyer, and business card design.**

COMPANY OVERVIEW

In the first year of work, the only workers would be us (founders, owners). For a start, we need **3,000€** to purchase raw materials (electronic components) for assembling electronic boards (50 copies). We already have fixed assets (computer, programmer, soldering iron, small tools - value 300€).

We can manufacture and sell our products at a minimum price of 260€. As for a business space, a start would be a small workshop (the space we own would be enough until we become more financially stable). As we have already mentioned, in addition to production, we provide installation and other related services. In the last few months we have been working on a mobile app, that would replace the remote controller that we are currently using and add new functionalities to our product. On top of that, we are working on new solutions to everyday problems our customers would encounter, such as a **facial recognition system, license plate scanner, and many more.**



MISSION

With a knowledgeable and motivated crew, we want to make the best for our customers with high-quality products. With good business in mind, we want to secure a profit for our company and expand into the foreign market.

VISION

Our vision is to become synonymous with a company that sets higher standards in the field with technology regarding automated systems for gate opening.

TIMELINE

15. December Founding Obex & crafting a business idea → 01. Jan. - 30. Jan. Making a business model → 15. Jan. - 10. April Building website from scratch & mockup design → 08. May - 09. May Wining a national competition → 09. May First collaboration offer → 23. May - 24. May Visiting Serbian national competition → 01. June - 12. July Preparing with Prof. Vujadinović



SOLUTIONS

A Brief Story About The Solutions

PROBLEMS

A Brief Story About The Problems

In many cases, we have encountered a problem, which is not being able to open the gate/door manually. We often have to leave our vehicle due to various weather conditions in order to be able to enter the yard or garage. Each of us has found ourselves in a situation where we do not have the keys with us or that someone has taken our parking space. Many places are inaccessible to people with special needs due to less automation. Farmers have to sacrifice their entire day, from morning to evening, because they do everything by hand without anything to do the job for them.



Precisely because of these and similar problems, we came up with the idea to make "Obex" which makes everyday life easier.

The essence of our business is creative devise, design, and production of smart solutions, customized so every Obex smart solution is created to meet different user requirements, and is based on an electronic unit that can control the operation of gates, doors, windows, and other inputs/outputs at various open and closed building units. Opening/closing windows during any weather conditions as an example.

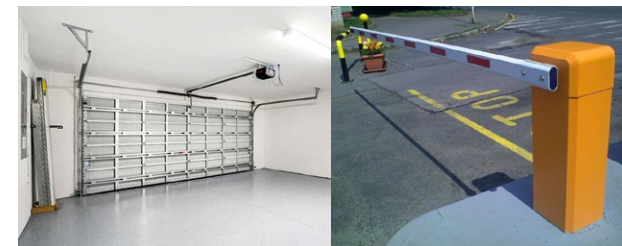
Our goal is the constant improvement of the system (alarm system, fire protection system, manual control, face and license plate recognition, a motion sensor with the camera...). We plan to invest 70% of the actual profit in the first year in the R&D of the product and our company.

A Brief Story About The Product

Our product is materialized in the form of an electronic unit that controls the doors and gates, that is, allows them to open and close them. The services we offer are installation and servicing of the already mentioned product. We are in line with the development of the IT sector and the electronics sector because it integrates them with all the necessary electronics (microcontroller, motherboard, end sensors, radio frequency transmitter and receiver, MOSFET transistor) to connect the program, ie code, which allows control.

We will form the price of the product/services based on the purchase value of parts (material costs), overhead costs, labor costs, and the installation price as an additional option, 50€ increased by the price of fuel to the installation location.

A Brief Story About The Portfolio

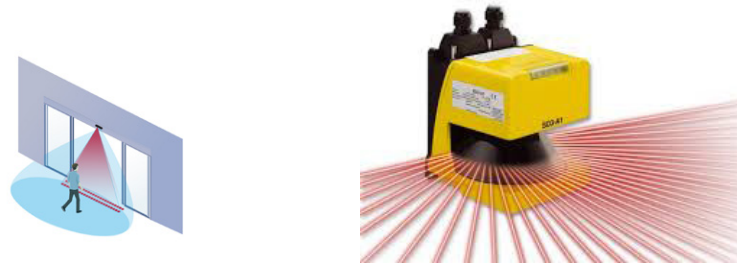


Some of our basic qualities are creativity, great motivation as well as great knowledge at our disposal. We are ready to offer a smart solution and immediate services and assistance whenever our client needs it. Our principles are different because we are dedicated to every customer individually. We are able to meet all customer requirements and improve our products.

There is a variety of uses for our solutions. In architecture, our product can be used in every building for opening doors/windows/garage doors, parking slots and barriers.

In agriculture, we would be able to find smart solutions for farmers' problems like automatically opening and closing doors for sheep, cows, chickens, and other animals which will make every farmer's life easier.

WE COMBINE TECHNOLOGY AND TRADITION TO HELP PEOPLE AND MAKE OUR PRODUCT MORE HUMAN.



Our product contributes to the safety of employees because it is enriched with a lot of different sensors that will stop the potential attacks or sneaking into buildings.

WE ARE CURRENTLY DEVELOPING A 3D MODEL OF OUR SMART SOLUTIONS AND PRODUCTS.

Using all of our technological knowledge, we are ready to make smart solutions to many real-world problems and take on all challenges. These are only some of the solutions that we came up with. Others include: opening doors for the handicapped, opening doors for pets, making parking spot gates, and many more!

GLOBAL MARKET AND MARKETING STRATEGY

Our target group is all persons and companies in the territory of Montenegro who need a device that will perform automatic/remote opening and closing of gates / doors and input/output systems.



Our product and services are available throughout Montenegro. Our current business is based in Montenegro, but we are planning to open up franchises in many European countries.

The global gate openers market is projected to grow from \$2.49 billion in 2021 to \$3.43 billion in 2028 at a CAGR of 4.6% in the forecast period 2021-2028. In a lot of European countries usage of automatic gate openers is growing.

We would constantly monitor the world's achievements like the gate that emerges from the ground, a gate that shrinks, a gate going up to the ceiling and others while potential customers could find a survey on our website, Instagram, and Facebook page that would help us see their needs.

The main goal of our team for marketing and finance is to introduce as many people as possible to our product using social networks, e-commerce sites, and other advertising material.

SALES / PROMOTION

01 Innovation

**"We are tailors,
not duplicators"**

We are unique because we make tailor-made smart solutions that solve problems in many fields.

02 Responsibility

The essence of our business is the development of smart solutions that fully meet the challenges that the customer is facing, unlike mass-produced devices.

03 Marketing

We will present services and products to potential customers through platforms, and social networks, and target groups are construction companies, IT companies, agricultural associations, public institutions, and other individuals and companies that want to have safe and efficient business in their environment.

04 Sales

We will sign a strategic partnership with the companies that visited us at the stands (**Coinis, MikroMont**) as well as with ICT Cortex and other companies, with whom we will produce smart solutions and constantly expand the market and sales.

MANAGEMENT

Our development team is in charge of production, the creative team is there to research and design our product and the team for marketing and finance is related to sales, and strategic partnerships.

In the future, we will need more team members who will have multidisciplinary knowledge in several fields like software engineering, web design, sensory, and creative team knowledge in economy, marketing, and design.

Most of the knowledge in these areas we have gained in our high electrotechnical school "Vaso Aligrudić".



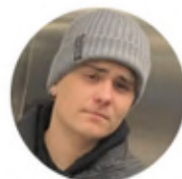
Marinković Ilija

Electronics sector



Darmanović Filip

Electronics sector



Jokić Balša

Full Stack Developer



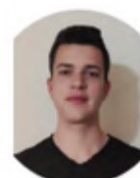
Knežević Pavle

Full Stack Developer



Ljumović Luka

Social Media Marketing



Klikovac Balša

Social Media Marketing

BUSINESS PERFORMANCE & PROFITABILITY

Our idea is extremely worthwhile. The control unit, the price of which, without installation, on the market ranges from 350€ and more according to Okov and TeleCorp, while we make at a much lower price which is 50€- 60€.

Automatic systems for gates:



VS



1200kg = 747.90€

1000kg = 535€

Swing doors/gates = 885.90€

Swing doors/gates(400kg) = 628€.

1200kg = 600€

1000kg = 500€

Swing doors/gates = 830€

Swing doors/gates(400kg) = 600€.

We will be more profitable than our competition because we are dedicated to a larger target group which distinguishes us from our competition who mass-produce one type of device, while we are offering custom and smart solutions.

FUTURE AND IMPROVEMENT

In accordance with the development of technology, we will strive to improve our product and find more solutions for customers' problems.

-We want to have 10 employees in 5 years' time, which is a 66.67% increase.

-Our goal is to sell 4 products per day by 3.5 years' time, which will provide increased profit by 14.1823%.

-We had an offer to make a partnership with Montenegrin company "Mikromont" that makes different types of gates, so this is one possible collaboration which will provide many benefits for both sides.

-Our plan is to buy a bigger and more equipped workshop which will secure our growth.

EFFECTS ON THE SURROUNDINGS AND RESPONSIBLE RELATIONSHIP WITH ECOLOGY

Ecology & Community awareness

Our product leaves a positive impact on the surroundings too. The time spent waiting for a vehicle to pass through a gate/garage door is reduced which results in less harmful gas emissions, as well as less fuel spent. Also, all damaged parts that we service are recycled.

Aside from satisfying the needs of our customers on a higher level, we reduce the contamination of our surroundings by all of the examples shown above, and we want to make our business as eco-friendly as possible.



By helping handicapped people and others with physical disabilities as well as people who don't have any health issues we are increasing our social responsibility that everyone should strive for.

FINANCE

TOTAL ANNUAL EXPENDITURE

Name of expenditure	Unit of measure	Price per unit	Annual quantity	Total expenditure
Direct costs	Parts for device	60€	720	43200€
	Electric motor	200€	300	60000€
	Gross salary	800€	72	57600€
Indirect costs	Space lease	300€	12	3600€
	Office furniture	20€	12	240€
	Phone and internet	50€	12	600€
	Electricity	70€	12	840€
	Water	10€	12	120€
	Fuel	200€	12	2400€
	Promotion	30€	12	360€
	Other costs	100€	12	1200€
Total:				170160€

Total annual income

Product name	Unit of measure	Price per unit	Annual quantity
Control unit	Unit	350€	252000€
Installation	Unit	50€	35000€
Electric motor	Unit	250€	75000€
Total:			362000€

Profit and loss

Total annual income	362000€
Total annual expenses	170160€
Total annual profit	191840€

Competition

	Okov	BFT MNE	Our price
to 400kg	349€	340€	320€
to 600kg	450€	439€	420€
to 1200kg	747.90€	720€	600€

The financial results that are shown in the table above are based on the fact that we are selling 2 products per day which is 720 control units a year, 300 electric motors, and 700 installation fees. The minimum number of products that we need to sell just to make a profit is 1.39 products a day which is 262 products a year including electric motor and installation fees as well. Anything sold above this minimum number of products would result in higher profit.