

# REALISE IT

## MyPod

### A wireless monitoring device

A planned project by **Sarkar Raj**

#### What's the idea?

People lose something all the time! We have a user friendly (connect and forget) solution. Our Idea is to **use modern wireless technology for protecting personal belongings such as mobile phone, laptops, carry bags and passports from being misplaced** while commuting by attaching a tag to these devices and special software on our mobile phone which can track these tags.

#### Who are we looking for?

1. **Technical/ Prototype Development group**; (namely RF engineering, mobile phone embedded software development, and energy harvesting technology research)
2. **Business & Market study group**; (carry out primary market research on the defined sample space of potential users, understand cultural perceptions of a loss and how to prevent it)
3. **IT and Website Development group** (developing and maintaining our website, adopting the Search Engine Optimisation (SEO) strategy channel traffic from eBay and Amazon etc.)

So far **London, Chicago, Paris** and **Munich**, has been identified as some key markets for initial launch. This is based on findings by Poneman Studies (secondary research). It would be useful to have group members who have access to these areas for carrying out primary research and field trials.

#### When will this project be realised?

**Within the next year.** Since I have done already a lot of concept work (Nov'09: Concept won the prestigious ERDF Innovation Award (with 2500.00 Euro initial funding) it is about the realising part!

#### What's the background?

The MyPod is very different from the solutions that exist in the market today. Traditionally, insurance has been the only solution to the above problem. However, insurance can only financially replace a product - NOT PROTECT IT from loss in the first place. With advances in wireless technology we propose to take a radically different approach to this problem. The problem we want to deal with is not financial protection. We want to help protect the valuable data that lies in one's laptop. **We want to save people from the pain, emotional stress and frustration associated with losing personal belongings.** Our focus is on the human factors and thus we are allocating a lot of time and money to field trial studies of user comfort and usability factors with understanding of cultural and social implications of our solution. Thanks to AAU facilities we also have a competitive advantage when it comes to using the most modern wireless technology for the MyPod device.