

Smart Storage INC.

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Smart Storage Inc.

Identity

We are mainly focusing on providing our customers with advanced budget database storage with more unique features and prospects. We offer better security, more cloud space than ever and data account storage can be shared. Moreover, we have our own portals for data separation and users get a free data editor with our system.

Problem

People are looking for reliable and cheap storage plans. They are also concerned about their privacy. People are also looking for enough data storage systems.

Our solution

We have provided enough storage systems, different updates along with much more advanced features like full-text search and archive downloads for enhanced cybersecurity, advanced software which nowadays is appreciated by most of the people. We are offering the power of public cloud computing, but on servers that an enterprise IT team can fully manage. Unlimited cloud storage, backup and content management service for personal, business and enterprise use as attraction. We provide the best customer value with 24/7 services for customer enquiries and instant social media responses. Along with that, we are also providing free trials and product survey opportunities. Our product has a lifetime warranty, and it has a reasonable pricing with high end product distribution.

Target market

The target audiences for smart storage are final year students who are reluctant into working at a company and do 9 to 9 jobs rather we want to set their own start up. But the majority of the time their budget is quite low so Smart Storage Inc. provides them with a low-cost cloud storage facility and lower their costs. Then we have small budget firms, since they are always on a tight budget and have a fear of crossing their budget but at the same time, they need storage for storing their data. Through smart storage's facilities they can enjoy both low cost and high performance. Photographers and videographers use this storage for getting a chance to store their long-loved masterpiece in these cloud storage systems without having to think about losing them because Smart Storage is a very secure platform. Nonetheless, the typical cloud storage facilities only provide a few gigabytes of free storage and then they must spend money on storage every month and low budget photographers get into trouble. But our product provides 4 free full resolution storage which is way much more than the typical storage services and after that fills up we charge very low for our storage service.

The competition

Smart storage Inc. is a part of the database market. Large companies include Google, Dropbox and Apple, which sell internationally. Our next goal is to reach everyone internationally so that we can compete with the bigger companies. Besides, in our market the demand is ever-increasing. So everyday new storage systems and features are being added to our market. Our plan is to compete with them as well to get to the top level.

Revenue streams

Smart Storage Inc will try to sell its contents online since it is a cloud service provider. We'll charge our customers for using our premium service.

<p>Marketing activities</p> <p>Smart Storage Inc. will communicate with its customers by :</p> <ol style="list-style-type: none"> 1. Meeting with local managers within targeted companies · 2. By using social media such as Twitter, YouTube, Facebook, and LinkedIn. 3.By Providing contact information on the company website. 4.Through Planning and arrangement of press conferences. 5.Professional handling, arrangement, and scheduling of interviews and features with relevant media · 6.Writing, publication, and dissemination of press releases, information notes, and product development 	<p>Expenses</p> <p>We provide different packages and people can buy it according to their needs. We provide 100 GB of free internet at first and after that we offer different packages:</p> <ul style="list-style-type: none"> · Family sharing (3 people can share with different emails) - \$10 per 100 GB once in 2 months · Companies - \$15 per 200 GB once in every 2 months · Student package - \$ 5 per 40 GB once in every 2 months · High end package - \$60 per 1000GB once in every 2 months
<p>Team and key roles</p> <p>Adib Bin Morshed -Chief Executive Officer (CEO)</p> <p>Toya lazmi khan -Chief Technology Officer (CTO)</p> <p>Adnan Shafi -Board of Directors & Vice president</p> <p>Nurul Huda-Chief Operation Officer (COO) & President</p> <p>Aaraf Islam -Chief Finance Officer (CFO) & Revenue Officer</p>	<p>Milestones</p> <p>As business grows, Smart Storage Inc. will look into expanding their business into much more database sectors. So that we can reach more audiences than before by improving our marketing tactic goals. We also plan on expanding our business and reach a financial target large enough to take our business among different nationalities.</p>

Link of our pitching video: <https://youtu.be/wOWSFs9yAcg>