

SMART GATE

BUSINESS PLAN

I. EXECUTIVE SUMMARY

SMART GATE is a smart portal that allows an individual access to an institution only if authorized. This portal will allow in the institution in which it will be installed an automated management of the input-output flow. The need for SMART GATE stems from the need for institutions that host large numbers of people to facilitate authentication, a task that would be tedious as commonly done with custodians. SMART GATE adapts to the constraints of the different institutions in which it is installed. Originally designed for students and implemented in CAMEROON at the INSTITUTE UNIVERITAIRE DE LA CÔTE in the city of DOUALA, the SMART GATE can among other things help the flow management in a stadium (football, basketball and other disciplines), for the access to a movie theater and even an intentional unit such as a business.

The SMART GATE project is supported by a team of 3 qualified young people in embedded electronics, telecommunications, hardware design and mechanical design. It will cover the entire continent of Africa and take the form of a Startup.

The launch of the project will require a global investment of **16 210 €**. The SMART GATE will be charged at an average price of **5497 €** and **0.42 €** for an RFID card.

II. MISSIONS

The project has two (2) main missions:

- Assist institutional units and public buildings that wish to automate access within them.
- Vulgarize the technology of control of the rights of access and in turn the use of turnstile.

For a start, the proposed service will cover TUNISIA, then the service will be extended throughout the continent of AFRICA.

III. DEMARCHE

1. Offer-Demand

Institutional units and public buildings are made up of many individuals who enter and leave. Depending on the size, we can distinguish between companies, small and medium-sized companies, intermediaries and large companies. With regard to public buildings, there are schools (university campuses, colleges, etc.), movie theater that are increasingly popular and now require a considerable number of places or stadiums (football, basketball and other disciplines). In a specific way in Africa, globalization involves the creation of new buildings or the extension of existing ones. Bypassing the system put in place is the goal of many individuals. In every type of institutions listed, the access control takes part in every single entry and leaving.

On the offer side, the management of input-output in an institution is usually carried out by custodians or concierges, this is due to the fact that it is a conventional solution commonly adopted by the institutions in the field. continent. Even the most optimal solution generally used is the distribution of badges (in the case of companies), access card (in schools) or tickets (in stadiums, cinemas etc.) for a Visual authentication by agents. SMART GATES, allow a quick and practical management of all that is access control, their connected aspect allows them to send back histories, rates of attendance and even help in the financial calculation in schools where teachers are paid to time. As a result, SMART GATEs are an alternative to all the paperwork commonly used to create timecards and other and all the problems related to human error and its lack of precision.

2. The competitors

From the point of view of direct competition (in TUNISIA), to our knowledge there is still no society offering this type of service to institutions. If we are interested in the whole continent of Africa, we distinguish the TURNSTAR South African company that works on all that is physical access with a multitude of platforms adapting to the type of institution in which they are installed.

3. The Target

SMART GATE targets any institution in which attendance rates is high (many staff, many employees, many students ...).

IV. WORKING OF THE PLATFORM

SMART GATE will be made available to any institution wishing to automate access control within it, we will set up a WEB platform with the necessary contacts to be able to communicate with any institution wishing to benefit from the service.

1. How it works

Once the institution concerned has contacted us, it will be up to us to go down to the field (to the institution), to do a study in order to know :

- If installing SMART GATE for access control will be possible;
- Find within the institution the strategic locations for SMART GATE installation;
- Determine the type of SMART GATE that will need to be installed in order to adapt to the conditions on the ground, depending on the entries-leavings flow.

2. Billing and settlement

Firstly, we will only make large portals available which we will market including the study and installation fees.

Once the study is favorable (possibility to install the SMART GATE), it will be up to the institution to pay the necessary amount (determined by BPS on an invoice) in a bank account whose details will be provided, then the company will make a copy of the receipt of the payment and send it to us after which we will come back to the field but this time for the installation of the portals and RFID cards selling.

V. INVESTEMENT AND FINANCIAL PLAN

The launch of the project will require a global investment of **16 210 €**. The SMART GATE will be charged at an average price of **5497 €** and **0.42 €** for an RFID card like listed below.

Start-up Expenses	
<i>Fixed Costs</i>	
Travel	€1 500
Water and electricity	€240
Insurance	€1 572
Office Equipment	€1 100
Marketing	€1 550
Post and telecom	€650
Tools	€2 250
Accounting fees	€1 284
Total Fixed Costs	€10 146
<i>Average Monthly Costs</i>	
Rent	€110
Salaries / Wages	€2 672
Other	€250
Total Average Monthly Costs	€3 032
x Number of Months:	2
Total Monthly Costs	€6 064
Total Startup Expenses	€16 210

ANNEXES

Highlight Charts



X-Axis Label	Sales	Costs	Net Profit
Year 1	€527 712	€302 400	€225 312
Year 2	€1 055 424	€576 000	€479 424
Year 3	€1 236 825	€652 500	€584 325

Start-up Assets

Owner Funding

Owner 1 Cash	€1 000
Owner 2 Cash	€1 000
Other	€0
Total Owner Funding	€2 000

Loans

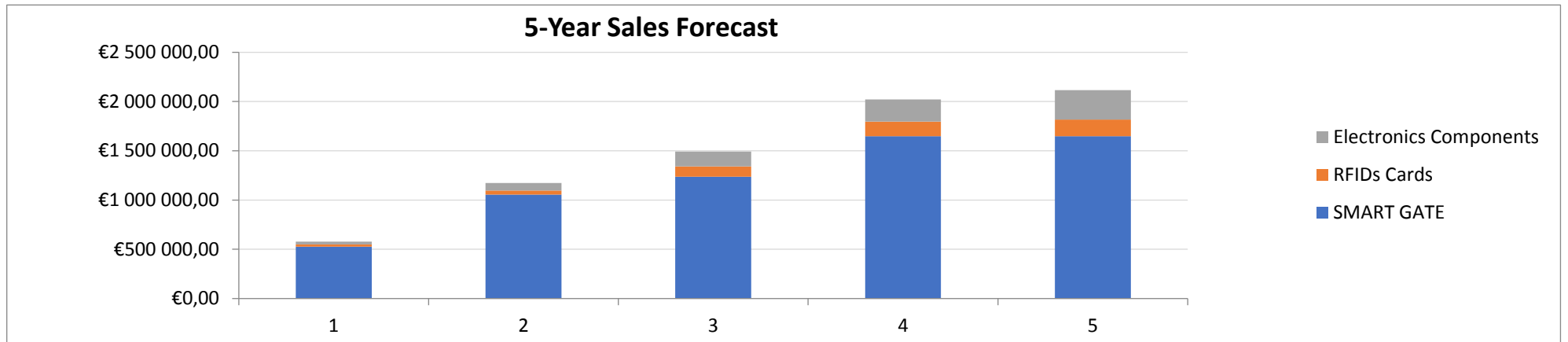
Bank Loan 1	€0
Other	€0
Total Loans	€0

Other

Grant 1	€0
Other	€0
Total Other Funding	€0

Total Start-up Assets	€2 000
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5-Year Sales Forecast



Number of Sales	Year 1	Year 2	Year 3	Year 4	Year 5
SMART GATE	96	192	225	300	300
RFIDs Cards	50 000	100 000	250 000	350 000	400 000
Electronics Components	1 000	2 500	5 000	7 500	10 000
Total	51 096	102 692	255 225	357 800	410 300

Unit Price	Year 1	Year 2	Year 3	Year 4	Year 5
SMART GATE	€5 497,00	€5 497,00	€5 497,00	€5 497,00	€5 497,00
RFIDs Cards	€0,42	€0,42	€0,42	€0,42	€0,42
Electronics Components	€30,00	€30,00	€30,00	€30,00	€30,00
Total	€5 527,42	€5 527,42	€5 527,42	€5 527,42	€5 527,42

Unit Cost of Sales	Year 1	Year 2	Year 3	Year 4	Year 5
SMART GATE	€3 150,00	€3 000,00	€2 900,00	€2 900,00	€2 900,00
RFIDs Cards	€0,10	€0,10	€0,10	€0,10	€0,10
Electronics Components	€12,00	€12,00	€12,00	€12,00	€12,00
Total	€3 162,10	€3 012,10	€2 912,10	€2 912,10	€2 912,10

Total Sales	Year 1	Year 2	Year 3	Year 4	Year 5
SMART GATE	€527 712,00	€1 055 424,00	€1 236 825,00	€1 649 100,00	€1 649 100,00
RFIDs Cards	€21 000,00	€42 000,00	€105 000,00	€147 000,00	€168 000,00
Electronics Components	€30 000,00	€75 000,00	€150 000,00	€225 000,00	€300 000,00
Total	€578 712,00	€1 172 424,00	€1 491 825,00	€2 021 100,00	€2 117 100,00

Total Costs	Year 1	Year 2	Year 3	Year 4	Year 5
SMART GATE	€302 400,00	€576 000,00	€652 500,00	€870 000,00	€870 000,00
RFIDs Cards	€5 000,00	€10 000,00	€25 000,00	€35 000,00	€40 000,00
Electronics Components	€12 000,00	€30 000,00	€60 000,00	€90 000,00	€120 000,00
Total	€319 400,00	€616 000,00	€737 500,00	€995 000,00	€1 030 000,00

TOTAL NET SALES	Year 1	Year 2	Year 3	Year 4	Year 5
SMART GATE	€225 312,00	€479 424,00	€584 325,00	€779 100,00	€779 100,00
RFIDs Cards	€16 000,00	€32 000,00	€80 000,00	€112 000,00	€128 000,00
Electronics Components	€18 000,00	€45 000,00	€90 000,00	€135 000,00	€180 000,00
Total	€259 312,00	€556 424,00	€754 325,00	€1 026 100,00	€1 087 100,00
