



Leveraging IoT for Fanimation's DIY Customers

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Customer Profile



Hugh Lenzi

- A 39 year old dad with an interest in smart home technology
- Looking to update home appliances to make his house more comfortable
- Prioritizes convenience



Lowe's

A lot of smart home devices! Great Fans!

Yeah
Fanimation
fans!

I am excited :)



Look at the mess!!!

It's on :)

It's heavy!
Honey turn it on when I said

Wait not now!



My fault :(

Augh...
My back!

No honey don't blame
yourself see you in the other
life!!



Let's Call their customer service

Its just I think a part is missing but I tried to install anyways!





Oh that means 3 days later!

If they call 3 days later!





After 3 weeks we are
all set :)

Alexa turn on
dining room
fan?



Which device fan or Alexa?

Let's call customer service

Waiting for 3 more weeks no way!
You know what I knew from start its a bad idea, I am too old for this. We return it I'm done with the whole smart home idea :(



Hello,
I am calling to return my
fan...
Why?
I just no longer need it



“Does human error cause accidents? Yes, but we need to know what led to the error”

— Don Norman

Fanimation Solution?



Value Proposition

fanSync + Thermostat
Integration



FANIMATION®
CEILING FANS

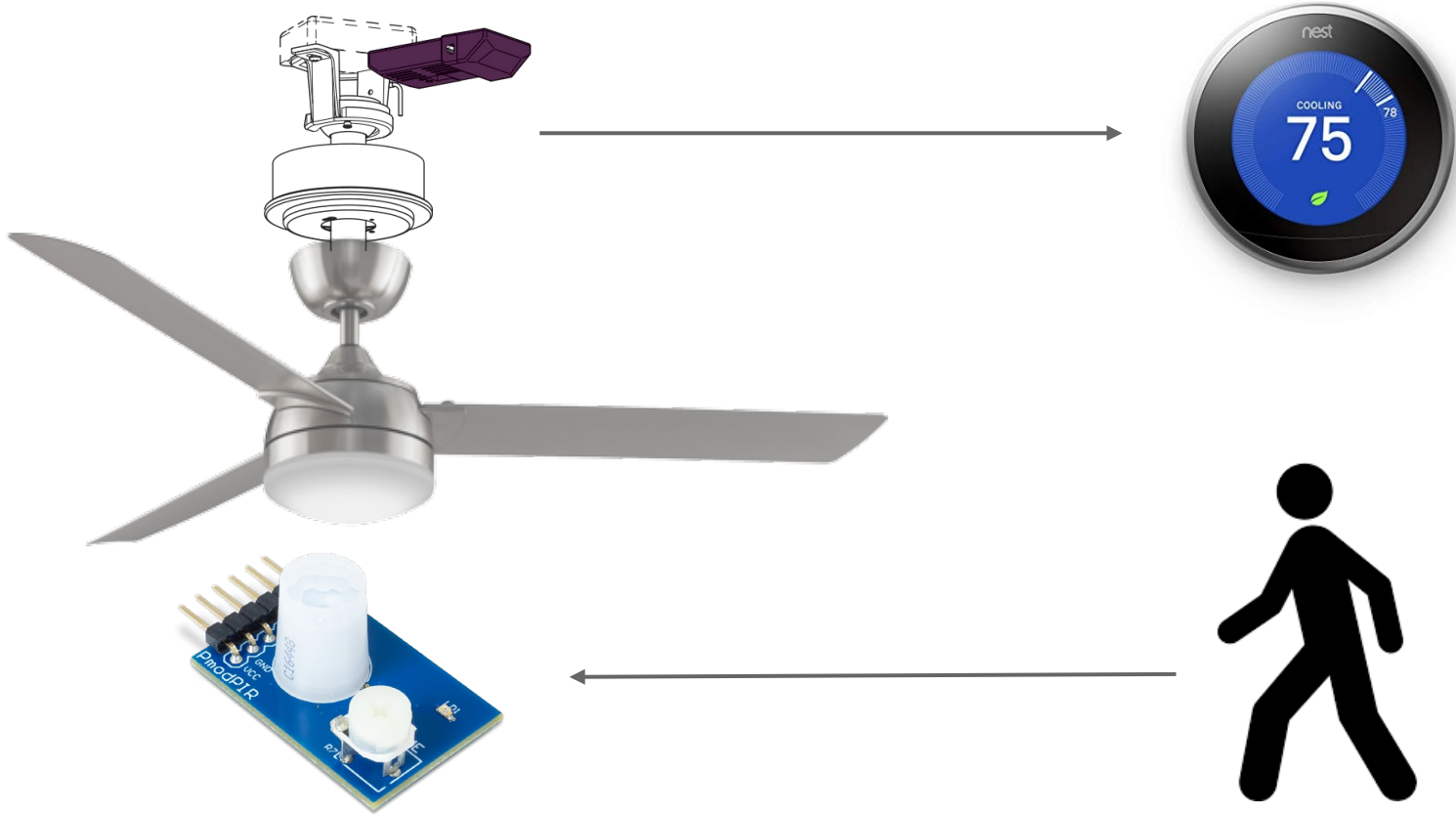


Smart Fan Value Proposition



- ❑ Automated connection between Ceiling fan and thermostat
- ❑ Comfortable indoor temperature while saving on energy costs
- ❑ Mobile app integration to monitor energy control

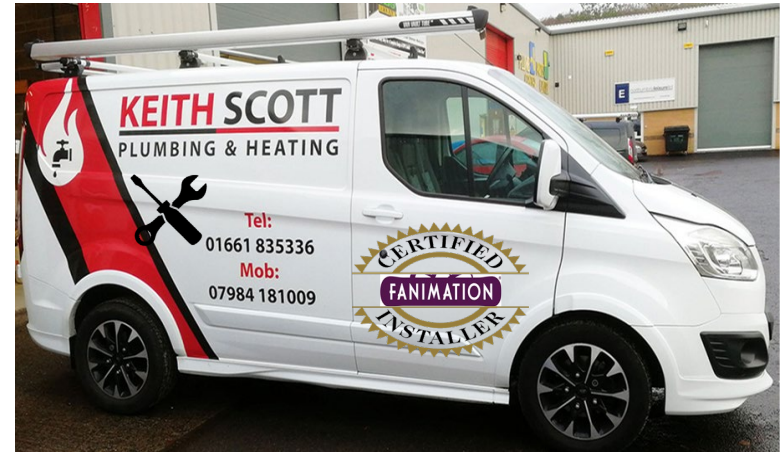
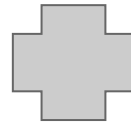
fanSync Thermo-fan



Fanimation Package



Smart Fan With motion sensor & pair with any smart thermostat



Service & Installation Partners

Value for both customers and Fanimation

Purchasing a fanSync Thermo-fan

- ❑ Lower price point relative to non-smart fans
- ❑ Sell installation service bundled with fan purchase

Purchasing the Fanimation Smart Home Installation

- ❑ Price based on amount and complexity of devices
- ❑ Offer a discounted Thermo-fan with purchase



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What is that?

Let's see what do we
have in here.

Congrats on your new fan!

We know you must be excited to get your Fanimation smart fan up and running. We would love to help make this process as easy as possible for you, so we're offering you a **20% discount on our Fanimation certified Smart Home Setup service.** Simply use the QR code below to get started, indicate the devices you need installed, and we will match you with a partnered technician in your area to schedule the installation. Thank you for your continued support!



<https://fanimation.com/smart-setup>





Sounds like a great opportunity, we will save time and money right??

Yeah let me scan it!



Thank you for your purchase!

We're excited to help you install and setup your brand new smart fan. You'll be guided through a few easy steps to be set up with your new fan.

Fanimation Smart Service would like to use your location.

[Don't Allow](#)

[Allow](#)

Submit

Thank you for your purchase!

We're excited to help you install and setup your brand new smart fan. You'll be guided through a few easy steps to be matched with a service provider in your area.

Please enter your ZIP code:

Submit



Use your camera to scan the barcode of the Fanimation product you would like installed, or use one of the options below.

Enter product no.

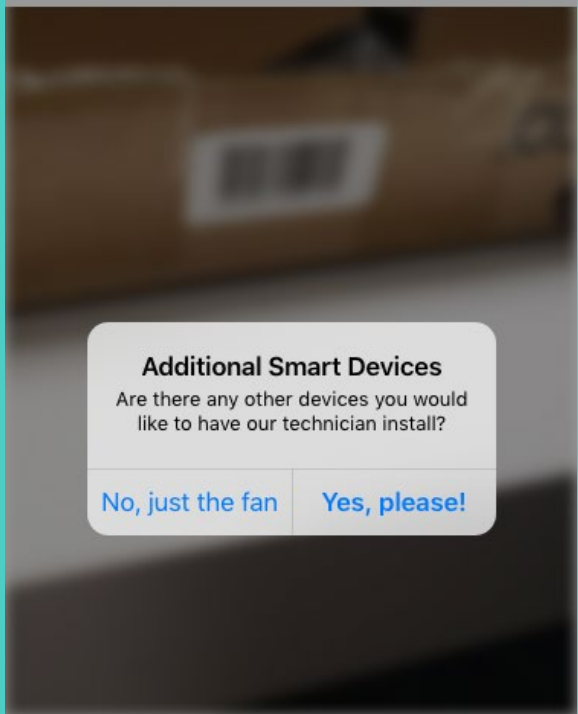
Search for product



Fanimation Studio Collection
Aire Drop 52-in Brushed
Nickel LED Indoor Ceiling
Fan with Light Kit and
Remote (5-Blade)

Go back

That's right!



Additional Smart Devices

Are there any other devices you would like to have our technician install?

No, just the fan

Yes, please!

Use your camera to scan the barcode of the Fanimation product you would like installed, or use one of the options below.

Enter product no.

Search for product



Use your camera to scan the barcode of the smart device you would like installed, or use one of the options below.

Enter product no.

Search for product



Amazon Echo Plus (2nd Gen)

Go back

That's right!



Use your camera to scan the barcode of the smart device you would like installed, or use one of the options below.

Enter product no.

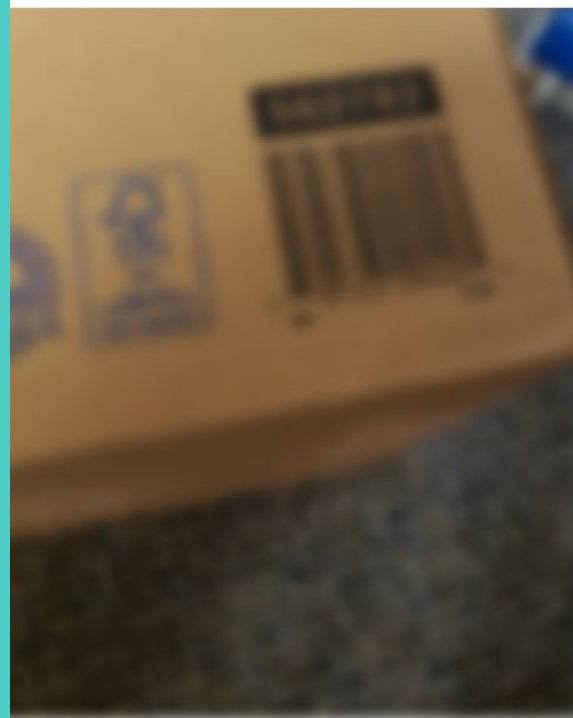
Search for product



Google Nest Learning
Thermostat - 3rd Generation

Go back

That's right!



Use your camera to scan the barcode of the smart device you would like installed, or use one of the options below.

Enter product no.

Search for product



Providers in your area

Templin Heating & Cooling LLC

4.6 ★★★★★ (14) · HVAC contractor

9033 Rockland St

Open · Closes 6PM · (313) 618-0647

Schedule

Call

Household Heating & Cooling

3.8 ★★★★★ (18) · Air conditioning contractor

8908 Telegraph Rd

Open 24 hours · (313) 543-2300

Schedule

Call

Duffy's Heating & Air Conditioning

5.0 ★★★★★ (6) · HVAC contractor

25510 Plymouth Rd

(248) 600-5070

Schedule

Call



Templin Heating & Cooling LLC

Fanimation Studio Collection

Aire Drop 52-in ...

Amazon Echo Plus (2nd Gen)

Google Nest Learning

Thermostat - 3rd Generation

Subtotal: \$159.99

Schedule Service

Date

12/21/2019



Time

3:30 p.m.



Next



Templin Heating & Cooling LLC

Name

Hugh Lenzi

Street Address

7270 Elizabeth Ave

City

Redford

State

MI

Phone

3135550179

Email

hugh.lenzi@gmail.com

Next



Templin Heating & Cooling LLC

Select Payment Method

PayPal

Continue to PayPal



Templin Heating & Cooling LLC

Order Summary

Fanimation Studio Collection

Aire Drop 52-in ...

Amazon Echo Plus (2nd Gen)

Google Nest Learning

Thermostat - 3rd Generation

Service Date: 12/21/19

Service Time: 3:30 p.m.

Payment method: PayPal

Subtotal: \$159.99

Tax: \$9.60

Total: \$169.59

Contact Information

Hugh Lenzi

7270 Elizabeth Ave

Redford, MI 48239

(313) 555-0179

hugh.lenzi@gmail.com

Confirm Order



FANIMATION®
CEILING FANS

Thank you for your order!

We're looking forward to working with you, Hugh!

Order Summary




Fanimation Studio Collection Aire Drop 52-
in Brushed Nickel LED Indoor Ceiling Fan
with Light Kit and Remote (5-Blade)



Amazon Echo Plus (2nd Gen)

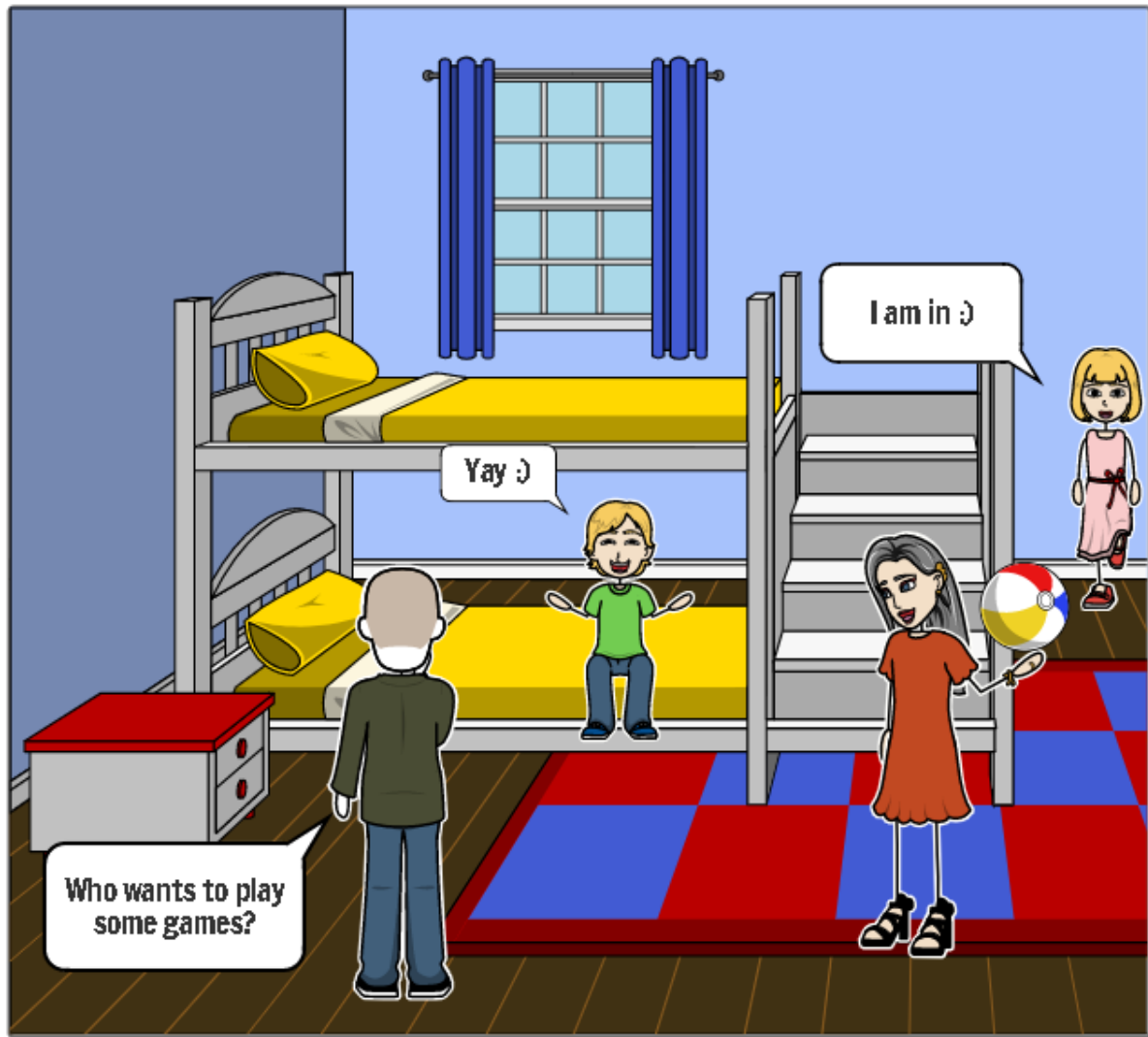
4 Days Later



It'll take 2 hours and we are all set, No trouble, I'll clean after myself :)

Awsome :)

Thank you!

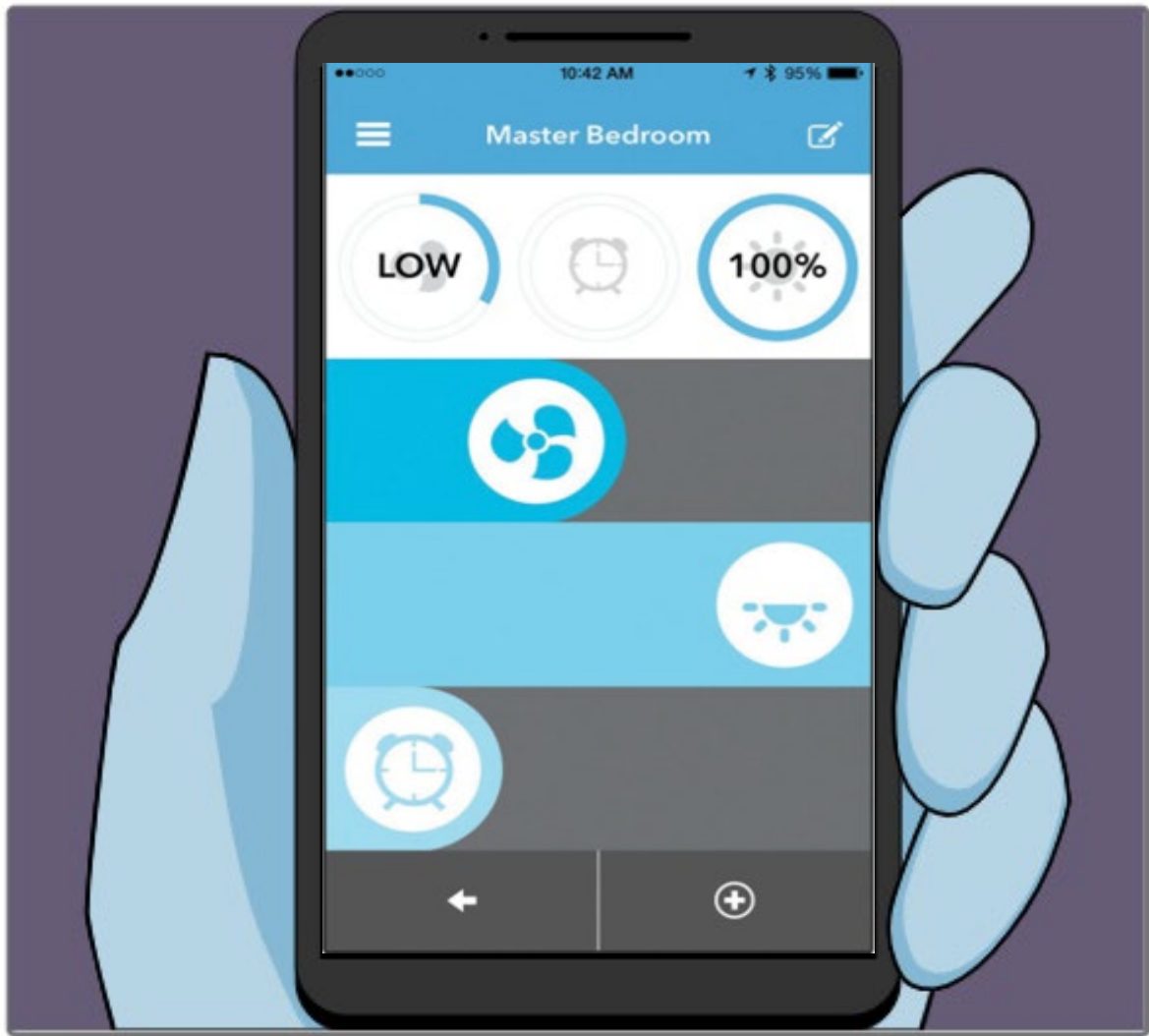




All set. There will be no tough manual controlling from now on :)

Alexa turn on the Fan :)

Awsome Thanks :)





Thanks Dad :)

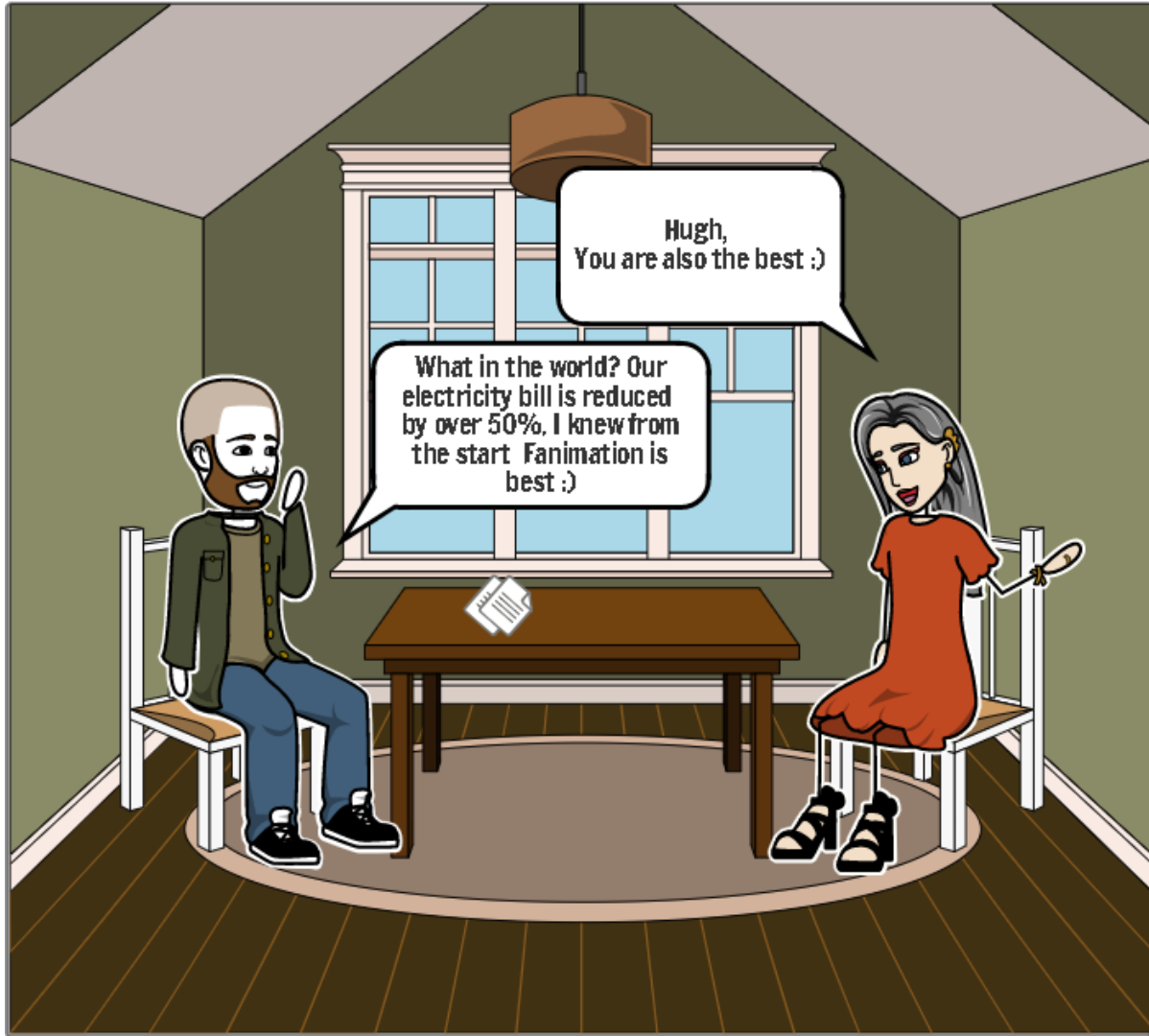
Alexa Play Birthday song :)

You have a lot of friends :)

Happy Birthday to you :)



One Month Later



Hugh,
You are also the best :)

What in the world? Our
electricity bill is reduced
by over 50%. I knew from
the start Fanimation is
best :)

Distribution Channels - Hardware

Online



In Store



Key Partners

Local electricians, HVAC installers

Installation contractor companies



Online Visibility

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Online Visibility

 **FANIMATION CERTIFIED** | HVAC pros nearby

Sponsored 

24-7 Plumbing

5.0 ★★★★★ · See reviews

Serves Indianapolis

Open 24/7

(317) 676-8704

One Hour Heating & Ai...

4.7 ★★★★★ · See reviews

Serves Indianapolis

Open 24/7

(317) 647-8629

Venti Heating and Coo...

5.0 ★★★★★ · See reviews

Serves Indianapolis

Open now

(317) 676-8751



[More HVAC pros](#)

Key Activities

Key Activities

- ❑ Adding thermostat integration to fanSync Wi-fi
- ❑ Connecting PIR sensors to fans
- ❑ Marketing smart home services
- ❑ Training and certifying installation team
- ❑ Development of mobile app features



Costs and Revenue



Costs

- ❑ Additional hardware - PIR sensors
- ❑ Development of mobile app
- ❑ Marketing



Revenue Streams

- ❑ Service model for providing installation
- ❑ Package deals with Fanimation products
- ❑ More fan sales due to desirability of energy savings

Hardware Costs for Fanimation

Fanimation Spitfire



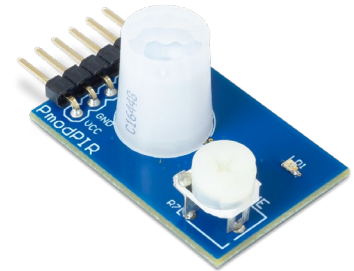
\$90

Smart Wifi Receiver with App



\$20

Motion Sensors



\$10

Customer Prices

Fanimation Spitfire



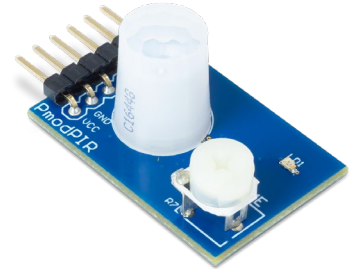
\$285

Smart Wifi Receiver with App



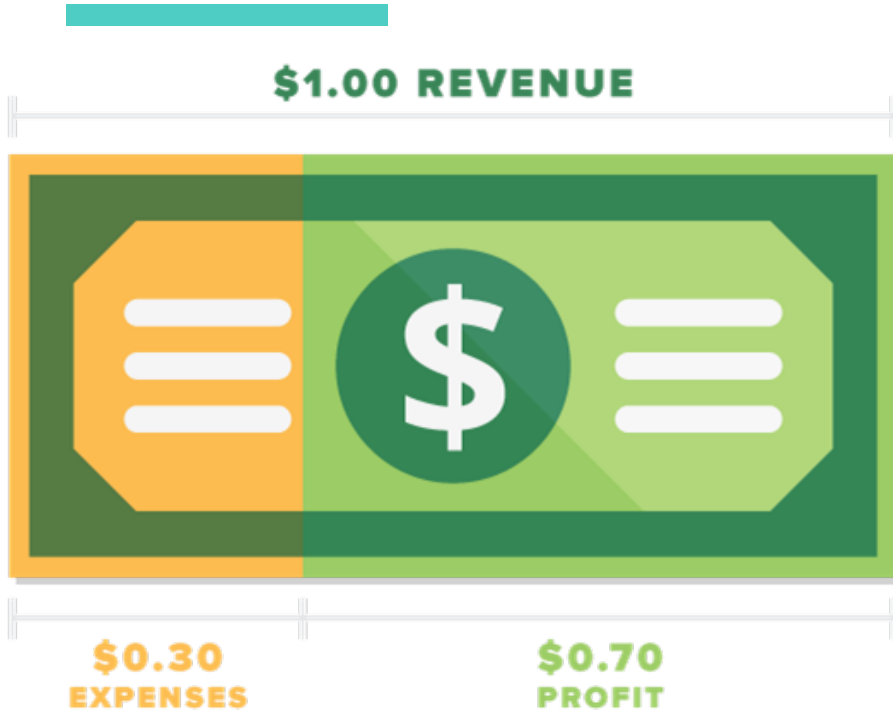
\$79

Motion Sensors



\$40

Service fee Profit sharing

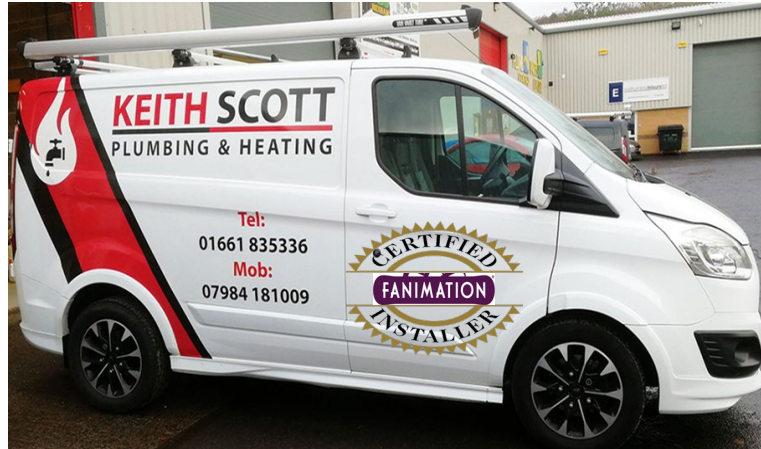


**Certified Installer
Partner**

Service Revenue

Fanimation provides leads for local servicemen

Take 10-20% cut of installation fees



Big Picture SWOT

Strengths

- Energy savings will draw in customers, can monitor through app
- fanSync Wi-fi technology already developed
- New revenue stream as well as bolstering the current revenue

Opportunities

- Bundles of service + fan sales
- Partner with thermostat manufacturers
- Development of service model

Weaknesses

- Development cost of new mobile app features
- Need to build partnerships with contract technicians

Threats

- Other fan manufacturers could implement similar technology

Overall Benefits

- \$ More desirable products
- \$ Improved customer relations
- \$ Brand new revenue stream
- \$ Become leader in smart fan products

