

# A New Wearable Experience for Kids

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## **User Need**

**Parents' need for communication increases  
as kids start being mobile without adult supervision.**

# Problems

## **Potential harm of smartphone outweighs the potential benefits**

71% of parents think that potential harm of giving kids younger than 12 years old a smartphone outweighs the potential benefits.<sup>1</sup>

This belief is common across major demographic groups and plays a fundamental role in purchasing decisions.

## **Kids want to have targeted yet complete feature set**

Kid-targeted devices are usually designed with toy-like qualities. They fail to create a “first personal electronics device” experience, lack quality, comfort, reliability, and durability.

Toy-like design fails to attract children beyond the curiosity and exploration phase.

# Market Opportunity

## → Increase in Smartwatch Adoption

Smartwatches are becoming a staple of consumers' device portfolio. More than 40% of households own smartwatches or health trackers.<sup>2</sup>

Opportunity for targeting niche groups with unique LTE device offerings

## → Growth with Low Development Cost

Niche markets offer great growth opportunities to extend product offerings with minimal development costs.

## → Emerging Competition in the Market

Apple has recently announced product plans on extending Apple Watch to kids and elderly.<sup>3</sup>

Samsung needs to take steps to address the emerging competition.

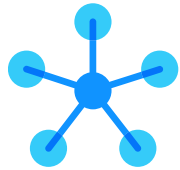
2. Statista. Wearable Devices Ownership in Selected Countries

3. Apple Press Release. Apple extends Apple Watch Experience to the entire family

# **Our Approach**

**Building a software based kids' wearable experience that offers unique connectivity, entertainment, and education features based on existing hardware**

# Feature Set



## Connectivity

- ☐ Live Location Tracking
- ☐ Parental Control via Smartphone
- ☐ Whitelisting Contacts
- ☐ School Mode



## Entertainment

- ☐ Gesture-based Content Control
- ☐ Gesture-based IoT Control
- ☐ Instant Talk
- ☐ Activity Tracking



## Education

- ☐ Access to Location-based Content
- ☐ Gamified Learning Experiences in Museums, Parks, Attractions

# Why?

## ▣ Market Development Strategy

Low-risk growth opportunity for Samsung by addressing a new market with an existing product

Development required on design, software, marketing

No need for R&D and hardware development efforts

## ▣ Unique Value Proposition for LTE

Addressing existing user needs of staying connected without giving kids smartphones

Meaningful use case for the LTE-based wearable technology

## ▣ Extending Product Reach

New demographic group that can offer other product development opportunities

Could increase smartwatch market share by ~1-2%

## ▣ Fruitful Partnerships with MNOs

Opportunity for stronger partnerships with MNOs for the distribution of LTE devices

Installment plans offered by MNOs

