

# Nokia Beyond

## The New Jersey Team

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# What is the Nokia Beyond?

- A portable dock to transform your phone into a capable desktop.
- Beyond will enhance the phone's performance for a more capable desktop.
- Connects to home monitor or TV just as a traditional desktop PC would.
- Ability to work with the phone when on the go.



**NOKIA**  
Connecting People

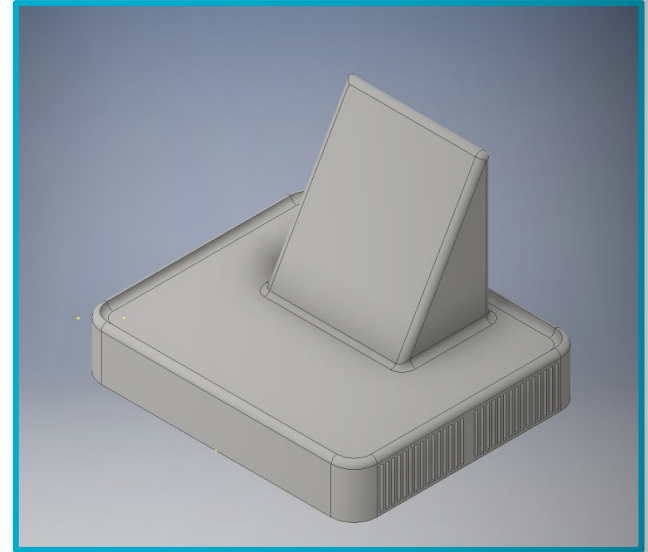
# Goals and Benefits

- Affordable
  - ◆ Compelling purchase for young adults with tight budgets.
- Portability
- Simple enough for common and tech-savvy consumers alike.
- All data will saved on the phone and accessible at any given moment through a monitor or the phone itself.



# Hardware

- Snapdragon 435 Chip
  - ◆ Audio Drivers, GPU control, and Bluetooth 5.0
- Integrated Speaker
- Headphone jack
- Multiple Fans
- Various ports for connections
  - ◆ HDMI, USB-A, USB-C, Micro USB, SD
- 2500 mAh internal battery



*Concept for the Nokia Beyond*

# Finance

## Funding and Costs

- Manufacture cost
  - ◆ About \$100 per unit
- Selling Price
  - ◆ About \$200 - \$250 per unit
- Profit
  - ◆ About \$10,000 - \$15,000 per 100 units sold

- Development of the product
  - ◆ Little to no competition
  - ◆ If produced properly, the product could be revolutionary
- Crowdfunding
- Support from other large companies that see the potential of a product like the Nokia Beyond.



# Marketing

## Target Audience

- Specifically 18-25 Year Olds.
- Young adults with little money to spend.
- College students.
- Professional workers who need a portable but powerful device.
- Consumers who desire the functionality of a desktop in the form factor of a phone dock.

## Advertising

- Collaboration with popular communications companies for more advertising.
- Showcases and tech fairs.
- Maximum exposure.
- Website-exclusive purchase promotions.

# Implementation

- Affordable hardware
- Mass produced and manufactured
- Designed for Nokia devices with compatibility with Micro USB
  - ◆ Can be adapted to USB-C or simply update via a new model.
- Compatible with any HDMI monitor, screen, or TV



Thank You for Your Time!

