

Cost - One Time		Assumptions
Hardware - Rpi (with case, charger)	5000	Complete raspberry pi cost with kit
Wearable (Wrist-Band with charger)	3500	Current Hexiwear single watch cost without Development Kit
Optional USB Dongle	2000	If the customer doesn't have WiFi
Product Development	200	200000 for 1000 users
Total One Time Cost	8700	Without Dongle
Cost - Recurring	Per Month	
Cloud Hosting Charges (AWS)	20	1000 users in the 1st year with 50 requests per day (a request every 15 mins over a 12hr period)
Optional Data Plan (with Dongle)	200	
Voice Call	5	Per month 5 calls, each call at Rs.5
Customer Tech Support	60	2 people handling 50 calls a day based on 1000 users with a salary of 60k
Product Support (Bug Fixes)	42	6000 per day for 7 days across 1000 users
Field Support	150	1 field visit per month per customer across 1000 users, 1000 visits per month, 33 visits per day, 6 people for 5-6 visits a day, 25000 per person
Warranty cost	29	5% failure
Total Recurring Costs	506	
Total Recurring Cost with Margin	759	

