



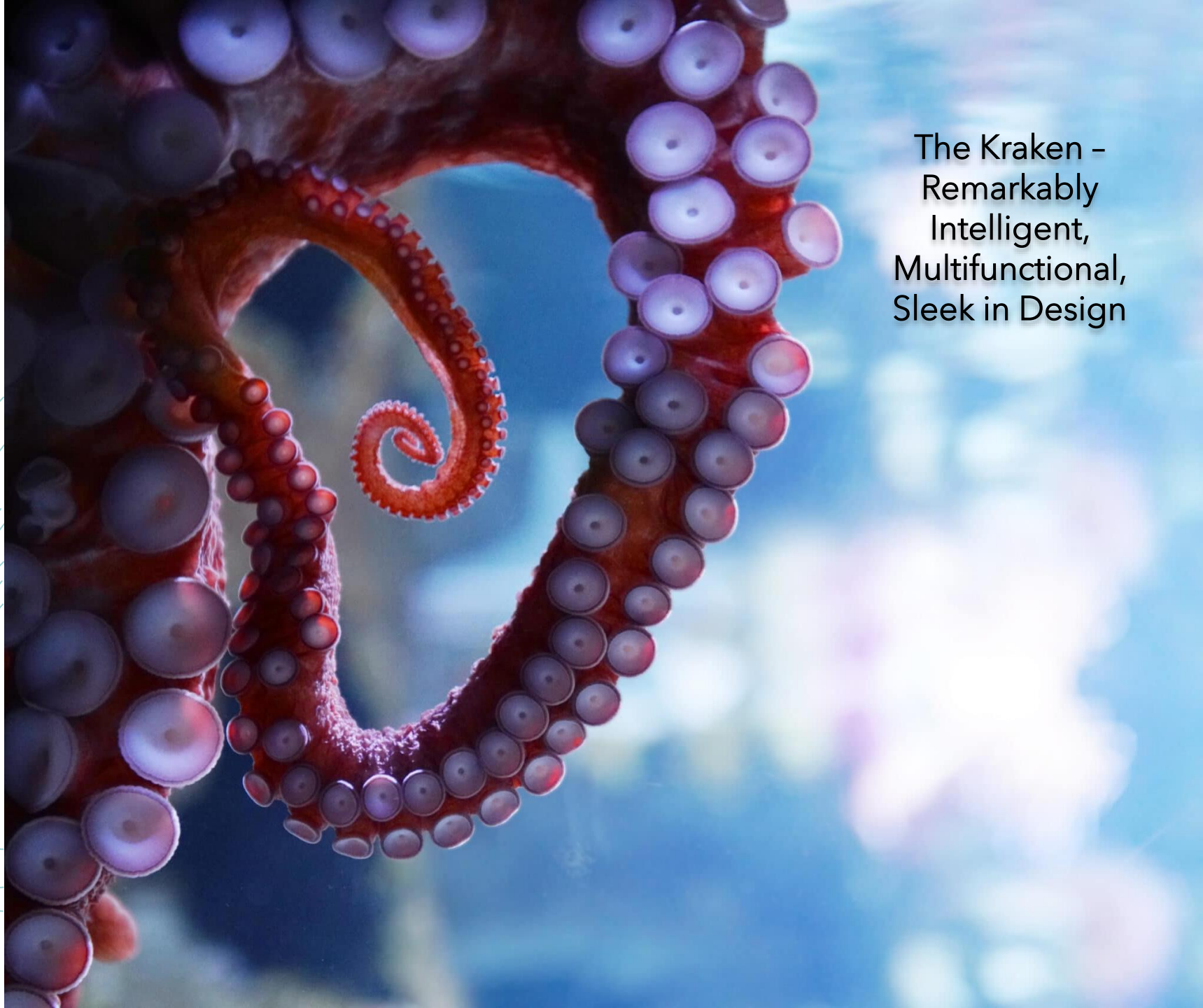
LEVIOTHAN THE KRAKEN SMART AQUARIUM MONITORING SOLUTION

Met CS 782 Assignment 3

ABOUT US

LevloThan offers a smart aquarium monitoring solution - The Kraken - enabling consumers to monitor aquarium parameters, automatically clean, view the inside of their tanks and take pictures, automatically dose chemicals, and feed so that aquarium hobbyists & enthusiasts can have more time to enjoy their tanks, with a piece of mind from anywhere they are.

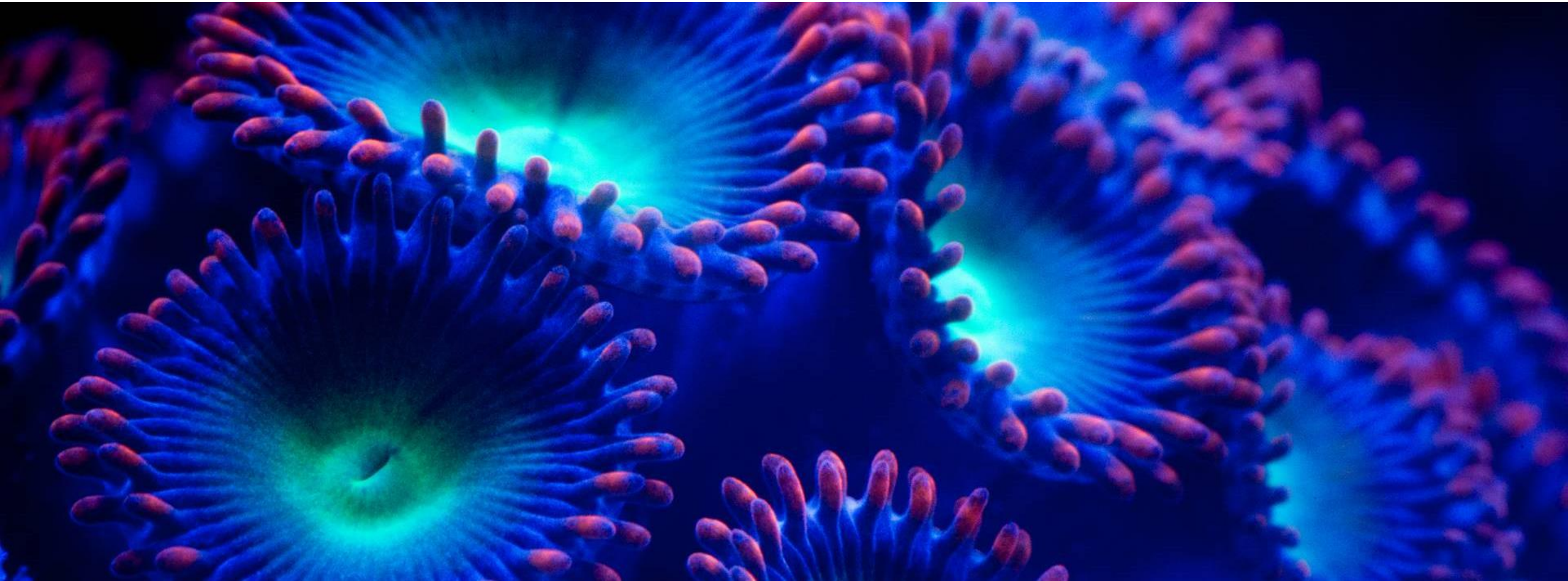
The Kraken -
Remarkably
Intelligent,
Multifunctional,
Sleek in Design



STRATEGIC DIRECTION

First Mover Advantage – Alliance & Innovation Strategies

Create Significant Advantage in the Market by Offering Unique Features & Solutions for Both Aquarium Hobbyists & Businesses that want to Manage their Tanks More Efficiently



CURRENT WORKFLOW ANALYSIS – SAND HOLES

THERE IS NO CLEAR GUIDANCE ON THE
DEPTH AT WHICH THESE HOLES CAN
BECOME HAZARDOUS



- Product Delivery: e-commerce
 - No Optimization
 - Inventory Misalignment
- Mobile Application: Delivery
 - Technical/Performance Issues
 - User friendliness - 😞
- Competition Approach: Decision Making
 - Lack of Data
 - Market & Customer Segmentation
- Communication & Collaboration: Customers, Suppliers, & Partners
 - High-end product should = outstanding customer service
 - Supplier Efficiency & Performance Data

- Product Delivery: e-commerce
 - Smooth Sailing: Business Intelligence
 - Inventory Management System
- Mobile Application: Delivery
 - DevOps for the Win!
 - User friendliness - AI/ML = 😊
- Competition Approach: Decision Making
 - Lack of Data
 - Market & Customer Segmentation
- Communication & Collaboration: Customers, Suppliers, & Partners
 - Customer Relationship Management System (CRMs)
 - Supply Chain Management System (SCMS)

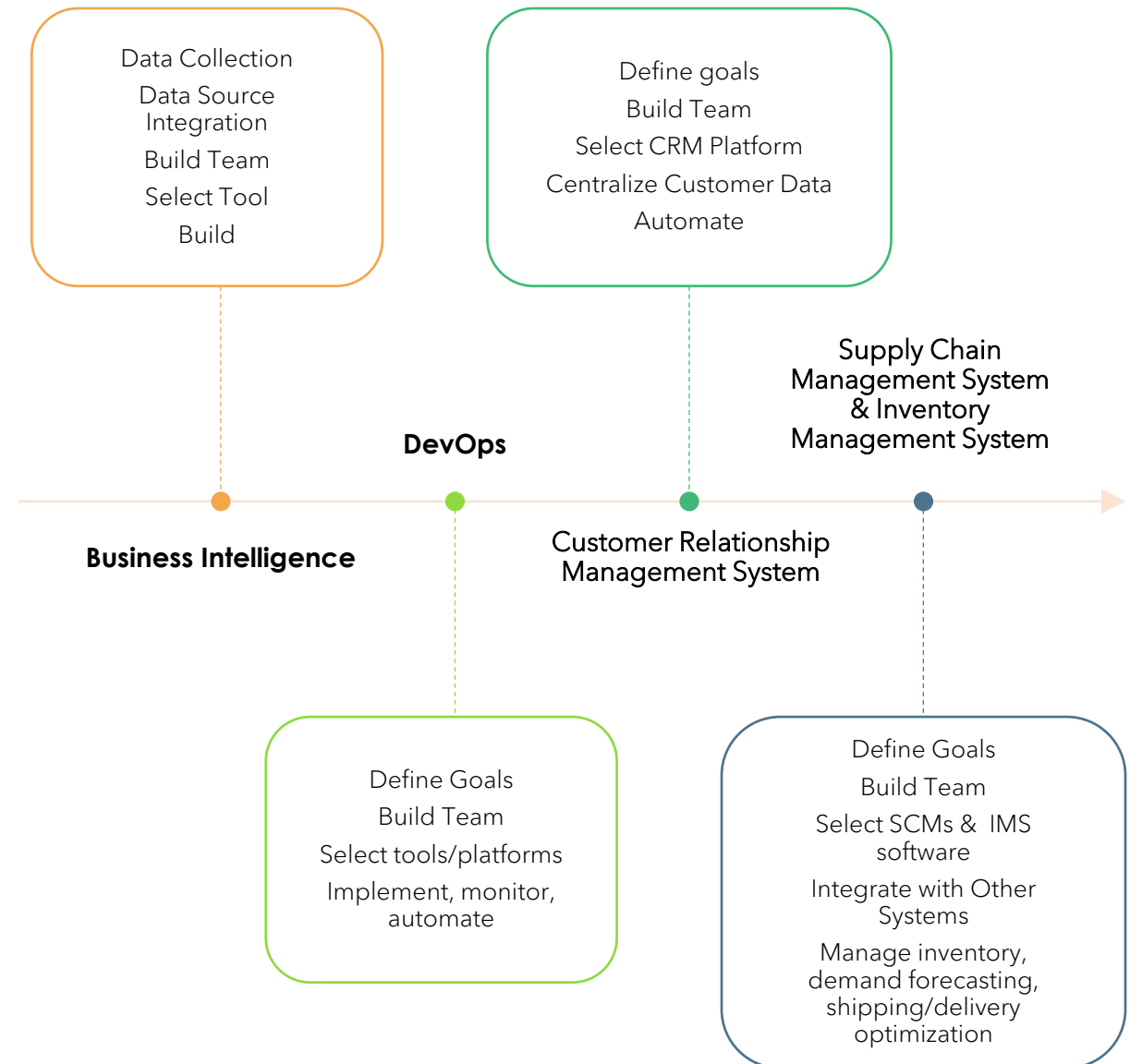
FUTURE WORKFLOW – SOLID SAND

FORMATION ORIGINATES FROM A
BREAKDOWN OF MATERIALS
FORMING A SOLID FOUNDATION, IT IS
A DYNAMIC SYSTEM CONSTANTLY
CHANGING



ACTIONS – LET'S MAKE WAVES

- BI Implementation
- DevOps Implementation
- CRMs Implementation
- SCMs Implementation

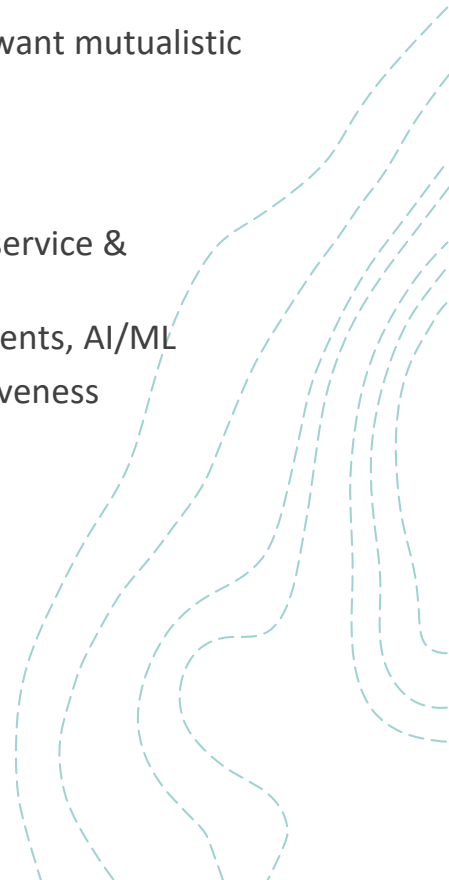




KEEP YOUR FRIENDS CLOSE, & YOUR ANEMONES CLOSER

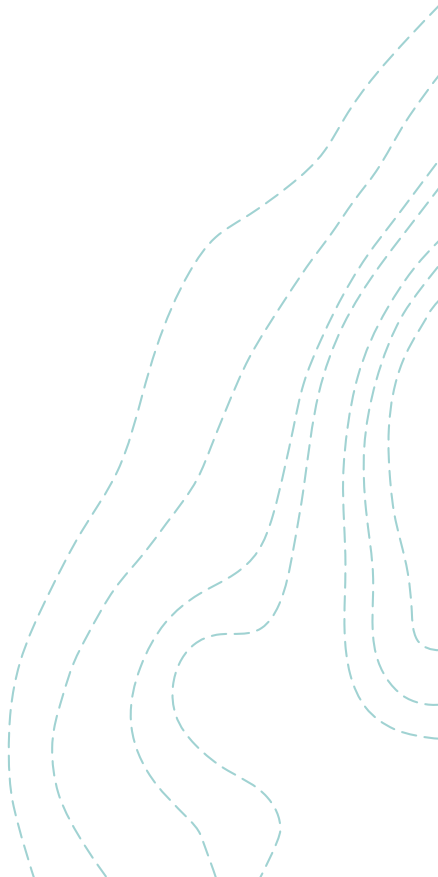
- The Kraken is a terrifying reminder of the secrets that lay under the surface, representing the unknowable and uncontrolled energies of the deep sea. We can navigate and weather the storm with our innovative products and approaches.
- The same as clownfish and anemones – we want mutualistic symbiotic relationships
 - Systems seamlessly working together
 - Outstanding mobile app
 - Gold-Torch anemone-level customer service & alliances/partnerships
 - Better data – new systems, improvements, AI/ML
 - Innovation, Differentiation, Competitiveness

Release the Kraken!





THANK YOU!



INVESTORS?



POSSIBLY YOU!