

Croft Smart Homes

croftsmarthomes.co.uk

Mark Francis

Founder

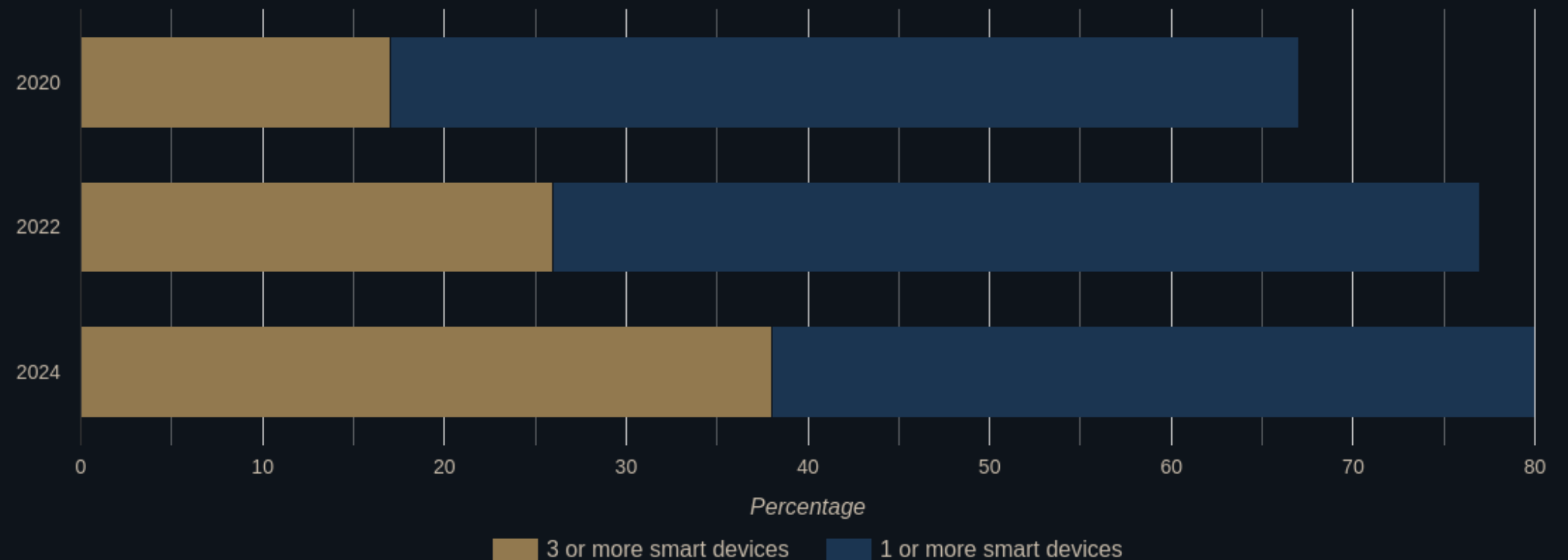
These slides are hosted at <https://smart-home-pitch.croftsmarthomes.co.uk>
A PDF version of these slides: <https://smart-home-pitch.croftsmarthomes.co.uk/pdf>

About Me

- I'm Mark - Systems Engineer & builder
- I've felt the pain of smart homes firsthand
- I want to make them simple for everyone

Smart Device Market Adoption

- 80% of UK consumers own at least 1 smart product
- 40% own 3 or more (especially under-35s)
- UK smart home market: £7.4B (2024) → £13.4B (2030), ~10% CAGR

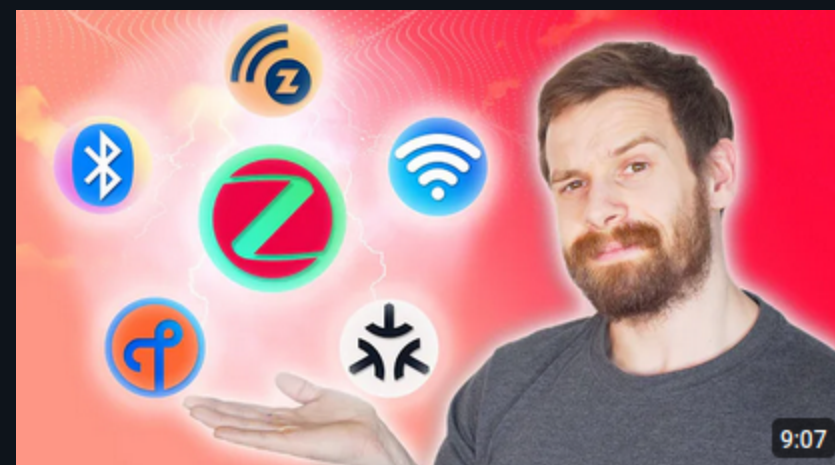




yoyoTech, YouTube



6 Months Later, YouTube



Everything Smart Home, YouTube



Michael Leen, YouTube

The Problem

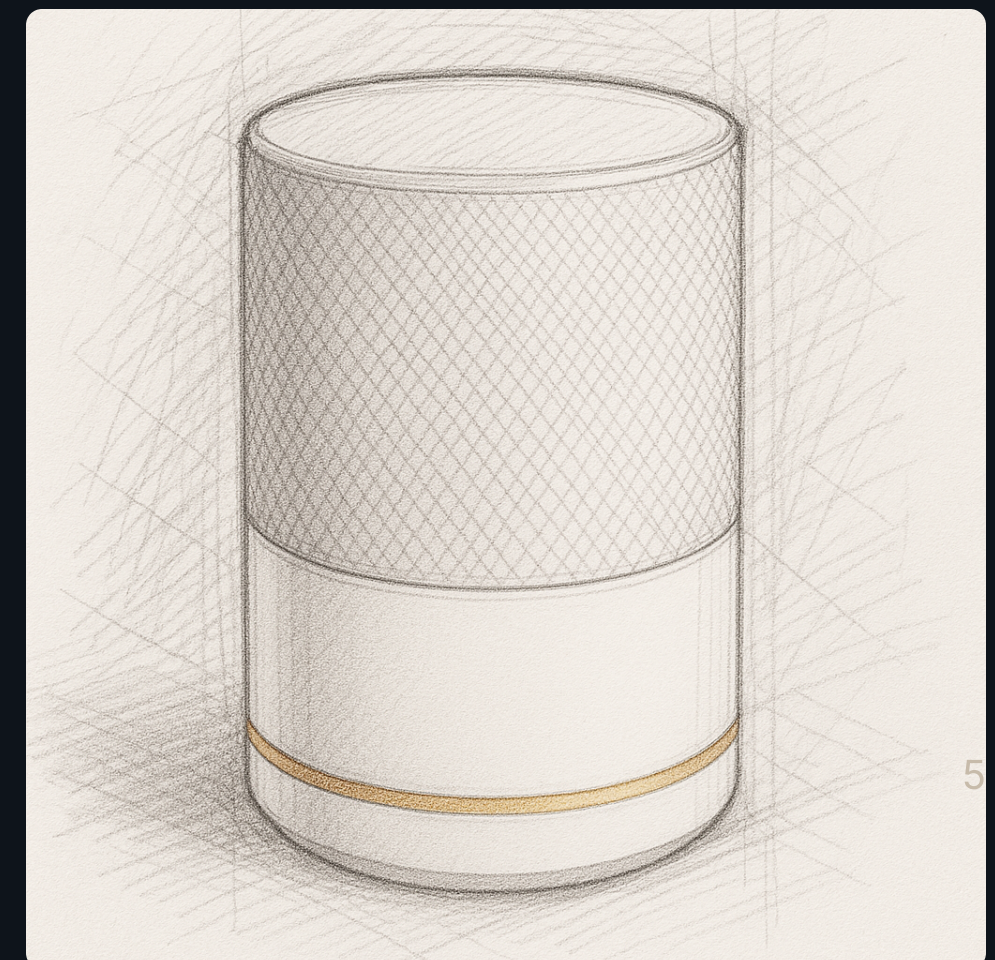
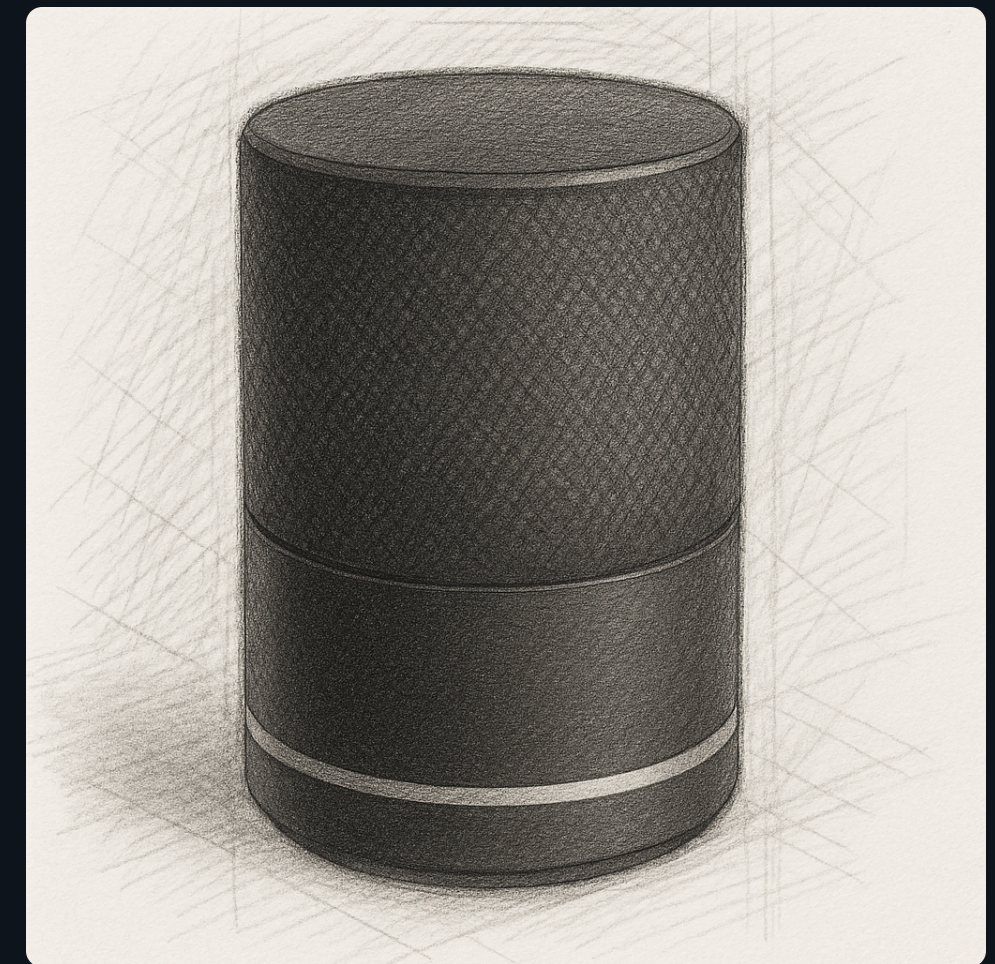
Smart homes today are broken

- **Isolated ecosystems** → Alexa, Google, Apple, Samsung, Hue, IKEA don't play well together.
- **Too complex** → multiple apps, pairing issues, troubleshooting.
- **Unreliable** → hubs crash, devices drop offline, cloud lock-in.
- **Unfriendly** → built for hobbyists, not families.
- **Unrealised potential** → 80% own devices, few achieve a truly "smart" home.

A Simplified Smart Home

"The DVD player of smart homes – Just plug it in and it works."

- Pre-configured, plug-and-play hub
- Works across ecosystems, out of the box
- Local, private, reliable
- Designed to look at home - not a DIY project
- App control from anywhere in the world



Built for long-term value

Beyond the hub, growing with the customer

- **Scalable Setup** - Add or remove devices from your system as needs change
- **Curated kits** - Lighting, Heating, Security, Energy, Entertainment — tested, designed to “just work.”
- **Optional subscription** - Bespoke automations, automatic updates, remote monitoring, secure backup, priority support

Future Growth Opportunities

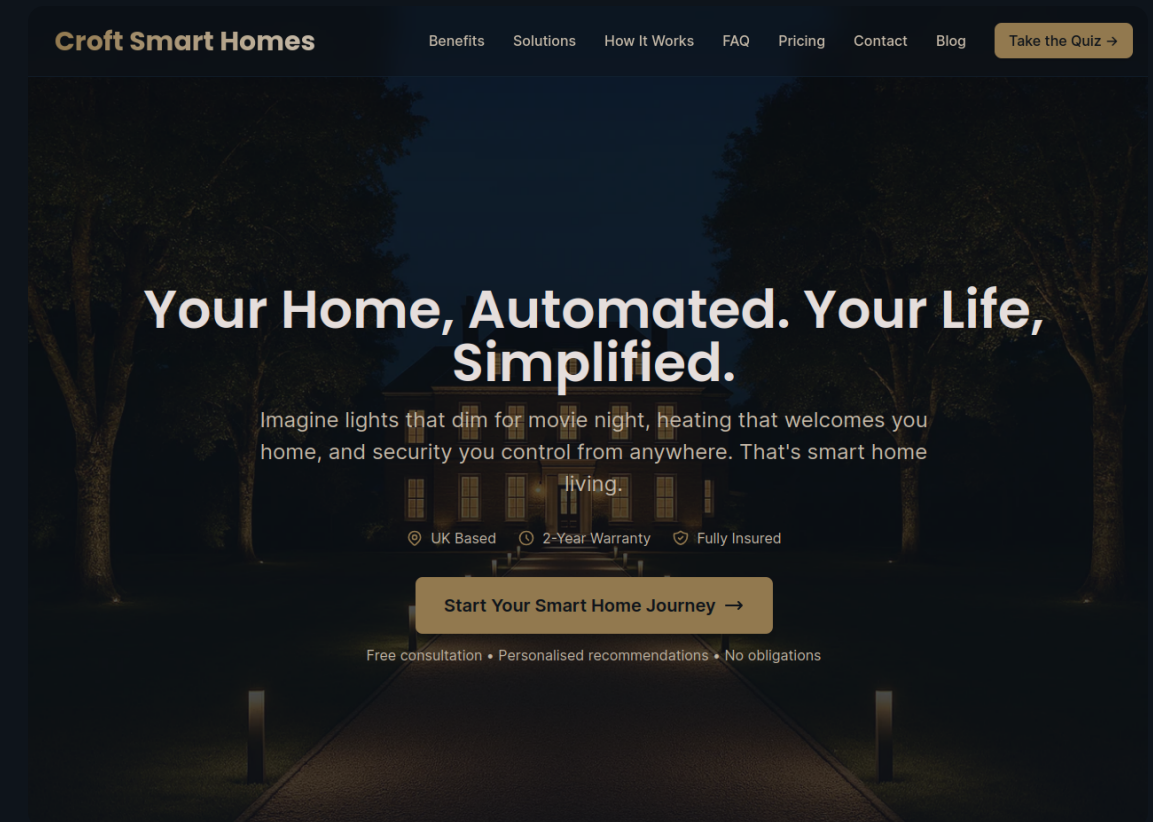
- **Home Builders & Developers** - Default appliance in new builds, white-label or co-brand
- **Electricians & Installers** - Upsell kits during renovations; training + trade discounts = referral channel
- **Property Managers & Rentals** - Smart hub resettable between tenants; energy savings + security for AirBnB and rentals
- **Energy & Utilities** - Partnerships to optimise heating, lighting, EV charging; align with net-zero goals

Business Model

- **Appliance sales** → £250-300 upfront for the hub
- **Curated kits** → Repeat hardware revenue (Lighting, Heating, Security, Energy, Entertainment)
- **Optional subscription** → Recurring revenue (bespoke automations, updates, monitoring, support, backup)
- **Future B2B channels** → builders, electricians, property managers

Early Progress

- **Brand and website** - croftsmarthomes.co.uk
- **Working prototype** - Using off-the-shelf hardware (replaced by the custom built hub)
- **Software built for scale** - Reproducible software builds, automated onboarding, automated testing



Next 6 Months

- **MVP Hub Build** - Finalise dedicated hub hardware and build. Finalise BOM cost and supply chains
- **Shortlist hardware kits** - Finalise the hardware most likely to be in demand for launch
- **Customer Discovery** - 15–20 interviews with homeowners & renters
- **Pilot Program** - 5–10 test units deployed in real homes, measure onboarding + reliability
- **Marketing Materials** - Create marketing strategy

Competition

The big players don't solve the real problem

- Amazon Alexa / Echo
 - Strengths: cheap, popular, voice assistant.
 - Weaknesses: cloud-reliant, limited automation, weak privacy
- Google Home / Nest
 - Strengths: AI + ecosystem integration.
 - Weaknesses: fragmented, product strategy keeps shifting
- Apple HomeKit
 - Strengths: secure, privacy-focused, premium brand
 - Weaknesses: limited device compatibility, only works well for Apple households
- Samsung SmartThings / Philips Hue / IKEA
 - Strengths: good devices in niches (lighting, sensors, appliances)
 - Weaknesses: isolated ecosystems, limited cross-platform support

Our Edge

- **Appliance simplicity** - Plug-and-play, no tinkering
- **Works across ecosystems** - Zigbee, Thread, Wi-Fi, Bluetooth
- **Works across devices** - Phillips Hue, IKEA, HomeKit etc
- **Local-first & reliable** - Not cloud-dependent*
- **Curated Kits** - Tested hardware bundles that "just work"

My Ask

What we're looking for from this incubator

- **Customer Discovery Support** - Help validating product-market fit and refine our go-to-market strategy
- **Growth Marketing Expertise** - Help building repeatable customer acquisition strategy(content, digital ads, trade/installer partnerships)
- **Business Mentorship & Network** - Sharpen pricing, operations, and fundraising strategy; access to investors, advisors, and early customers

Vision

We're building more than a hub – we're building the foundation of the truly Smart Home

- **Short-term** → The *appliance layer* for smart homes: plug-and-play reliability and curated kits of devices
- **Mid-term** → Expansion with trade partnerships and property builder integrations.
- **Long-term** →
 - Become the *default standard* for smart home infrastructure.
 - Enable *self-sufficient, automated homes* (energy, water, security, comfort).
 - Build a *platform* that empowers homeowners, renters, and builders to live smarter and more sustainably.