



BUSINESS PLAN

Next Billion Dollar Smart Watch

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Inspired by the Apple Watch's Success?

Why stop there? Take it to the next level—innovate next \$1B smartwatch, patent it, own it and turn it into a thriving business! Below, you'll find innovative improvements to make it even better. Plus, a full business plan to guide you on your exciting entrepreneurial journey.

Potential Patentable Improvements

Here are some exemplary product ideas for the next \$1B smartwatch. This should help you to structure your thoughts.

1. SenseBubble

- A wristband that projects a 3D holographic UI bubble above your wrist—allowing users to interact with notifications, maps, calls, and widgets in mid-air like sci-fi.

2. WatchSkin

- A micro-projector embedded in a smartwatch that turns your actual skin into a living screen, displaying time, messages, health stats, and animations directly on your arm.

Now it's your turn.

Step 1 - Brainstorm to come up with unique improvements – add new features or modify features listed above.

Step 2 - Claim your free patent strategy call with Patent Yogi Team. Book via this link

<https://calendly.com/patentyogi>

Business Plan:

Executive Summary

NeoWrist Technologies Inc. is a US-based wearable tech company pioneering the **next evolution of wrist-based computing**. Our flagship products eliminate the need for traditional screens, instead using **projected and ambient interfaces** to turn your wrist into the most immersive personal dashboard ever created:

- **SenseBubble:** A wristband that projects a **3D holographic UI bubble** above your wrist—allowing users to interact with notifications, maps, calls, and widgets *in mid-air* like sci-fi.
- **WatchSkin:** A **micro-projector embedded in a smartwatch** that turns your **actual skin into a living screen**, displaying time, messages, health stats, and animations directly on your arm.

These products tap into rising demand for **screenless interfaces**, **digital minimalism**, and **AR-ready wearables**, offering a glimpse of the post-phone future.

Company Overview

- **Business Name:** NeoWrist Technologies Inc.
- **Founded:** 2025
- **Location:** San Jose, CA
- **Legal Structure:** Delaware C-Corp
- **Mission:** To replace flat screens with ambient, interactive experiences that blend seamlessly into human life
- **Vision:** Become the category leader in **screenless wearable UI technology**

Market Analysis

🎯 Target Segments:

- Early adopters (tech-savvy consumers, developers, futurists)
- Wearable tech enthusiasts
- Smartwatch upgrade buyers (Apple, Garmin, Samsung users)
- Fitness and health tracking consumers
- AR/VR cross-platform audiences

Market Size:

- Global smartwatch market: \$51B+ (2024), growing at 12% CAGR
- Holographic display tech: Expected to hit \$11B by 2030
- Projected wearable AR/skin display niche: Emerging, but strong patent land grab ongoing
- US addressable market (early adopters + smartwatch users): 20–30M

Market Trends

- ✨ Demand for **immersive, 3D personal interfaces**
- 🖥️ Push for **minimalist screenless devices** (digital detox + ambient computing)
- 📏 Rapid advancement in **micro-lens arrays, pico-projectors, and gesture sensors**
- ⌚ Smartwatch fatigue—consumers want something radically different
- 🌱 Sustainable shift: **less physical materials, more light-based interfaces**

Product Description

1. SenseBubble – Holographic Display Dome

- Uses a **compact pico-projector and optical mesh** to project a floating UI bubble above your wrist
- Mid-air touch gesture detection via LIDAR + AI motion tracking
- Displays calendar, messages, health data, maps, 3D weather widgets, media controls
- No screen—just air, light, and motion
- Rechargeable via magnetic clasp or wireless pad
- SDK for 3rd-party devs to create interactive bubble widgets

2. WatchSkin – AI-Powered Digital Tattoo Display

- Uses **skin-safe micro-projection** and motion-synced sensors
- Projects info like time, messages, and health vitals **directly onto the skin**
- Animation responds to arm movement and muscle flex
- Optional haptic motor creates vibration beneath projection for immersion
- Customizable display zones + user-uploaded tattoo-style themes

Marketing & Sales Strategy

Launch Tactics:

- Tease futuristic use cases via **TikTok/Instagram Reels**

- Launch **Kickstarter campaign** with real projection demos
- Press push: *"This watch turns your arm into a screen"*
- Partner with **fitness YouTubers**, wearable tech influencers
- Showcase at **CES, SXSW, and TechCrunch Disrupt**

Sales Channels:

- D2C via branded Shopify store
- Amazon Launchpad
- Premium tech retailers (Best Buy Innovation Zone, B8ta)
- Future: carrier partnerships for data plans + embedded eSIM

Management and Organization

- **Founder & CEO** – [Your Name]
- **CTO** – Optics engineer with expertise in projection and gesture AI
- **CMO** – Viral consumer launch specialist with experience at D2C electronics startups
- **Lead Industrial Designer** – Ex-Nike, with wearable and fashion-forward UI experience
- **Advisors** – XR researcher, venture-backed hardware CEO, patent attorney

Financial Plan

Category	Year 1 Cost Estimate
R&D (hardware + optics)	\$600,000
Prototyping + testing	\$250,000
Industrial design & wearable UX	\$150,000
Marketing & influencer campaigns	\$300,000
Team salaries (founding + dev)	\$500,000
IP + regulatory (FCC/CE)	\$100,000
Launch inventory (10,000 units)	\$500,000
Total	\$2.4M

Funding Requirements

- **Seed Round Ask: \$2.75M**
- **Use of Funds:**
 - Finalize hardware + projection system integration
 - Build gesture-detection engine for SenseBubble™
 - Conduct field tests for skin-safe projection (WatchSkin™)
 - Launch beta community + SDK
 - Run high-impact product launch campaign

Revenue Streams

1. **Device Sales** – Direct purchase (\$399–\$499 MSRP)
 2. **Subscription Services** – Premium watch face marketplace, gesture packs, fitness insights
 3. **SDK Licensing** – Developers building apps for SenseBubble or WatchSkin
 4. **Brand Collaborations** – Custom WatchSkin tattoo designs (e.g., Marvel, NBA, etc.)
 5. **Enterprise/B2B** – UX integration in medical or field work environments (pilot training, industrial controls)
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Revenue Projections

Year	Units Sold	ASP (avg sale price)	Total Revenue
Y1	10,000	\$429	\$4.29M
Y2	50,000	\$439	\$21.95M
Y3	200,000	\$449	\$89.8M

Intellectual Property

- **Utility Patents:**
 - Mid-air gesture-responsive holographic display engine
 - Skin-safe projection-based UI system for wearable surfaces
 - **Design Patents:**
 - WatchSkin projection placement styles
 - SenseBubble UI dome architecture and wearable housing
 - **Trademarks:**
 - SenseBubble, WatchSkin, NeoWrist
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Milestones (Year 1)

Month	Milestone
M1	File provisional patents, finalize core concept
M2	Complete SenseBubble projection hardware prototype
M3	Develop WatchSkin motion-synced projection + safety validation
M4	Begin beta testing with early users
M5	Kickstarter launch with working demo videos
M6	Reach 10K preorders and initiate mass production
M9	Begin SDK program and dev onboarding
M12	Hit \$4M+ in revenue, prep for Series A (\$10M+ raise)

Interested in taking your idea further?

[Book a free consultation with our experts](#)