

Repair (Tek-Fix)

- Repair
 - See <http://www.quickmobilefix.com> which is the best explanation of a centralised service; they say they processed 13,000 phones in their first year which isn't as much as it sounds. About A\$90 to replace a battery. Another UK operator has 10 regional centres affiliated with Carphone Warehouse to enable phones to be handed in at any of their stores – obviously promotes store footfall. In the USA there is a franchise operation for phone repair for about \$100,000 (<http://www.cellphonerepair.com/franchise/>). Franchising has some merit, given there is a need for a comprehensive knowledge base and access to parts if the service is to extend beyond just repairing screens.
- Other devices (fitbit, watches, VR)
 - Lots of new electronics coming online which are expensive and will ultimately break and need fixing
- Courier rules
 - Lithium-ion batteries are prone to overheating and in some cases bursting into flames. Hence there are increasingly strict prohibitions on sending by airmail, so need to ship by ground.
- Courtesy phone
 - Revenue from providing a temporary replacement phone – varying quality and prices.
- Tryout phone
 - Offering 'test-drive' of new phone types. Possibly manufacturers might help fund availability of such phones to entice updating instead of repairing.
- Bespoke phone
 - Upgrading old-style phones or customizing new ones. There are fancy covers but maybe there is a possibility of 'phone tattooing' or painting to personalise.
- Upgrade firmware
 - Manufacturers typically offer uploads of new operating systems for 3-6 months after a phone is released. This incentivises upgrading the handset but is frustrating for older phones. Upgrading on those is possible but technically complex. Possible service to upgrade for a fee.
- Remove bloatware
 - Many phones come with hard-coded apps which are not wanted by the user. They take up storage, and possibly affect operation and battery. Removing bloatware is complex but could be offered for a fee.
- Security
 - Security review on phones
- Reconditioned phones
 - <http://www.smartfonestore.com> sells used smartphones with a parallel purchaser at <http://www.fonebank.com>. The markup appears to be about 50% on the amount offered for an A grade used phone. Fonebank Recycling Ltd, an international mobile phone recycling business with head office in London. The company was established in 2003, and has affiliates in Australia, Croatia, France, Germany, Greece, Spain and Sweden. They process 95,000 phones per month!
- Database of users by brand
 - Facilitates building a list of owners by brand.

Database (Tek-Wiki)

- Who fixes what
 - Database of tech sorted by brand and model within country, region, city. For each type, data on who can fix what (screen, water damage, battery, switches). Free listing for sellers.
- International
 - The database is intended to be global in reach
- Ratings
 - Tripadvisor style ratings listings. Free responses by registered sellers.
- Forum
 - Wiki style knowledge base for common problems. Forum communication for specialist questions.
- Phone selector
 - Plenty of reviews online, but no evidence of an 'I want' style of selector to narrow choice options for new phones. The variations are many depending on country if grey imports are included.
- Accessory selector
 - Listing of accessories by phone model.
- App selector
 - Recommended apps and root apps by phone model, including o/s upgrades
- Sign up database with offers phone specific
 - Signup option for offers and advice. To build customer database by phone brand and model for direct marketing.
- Monetise
 - Adsense, and direct ad listing by manufacturers, telcos, insurance, app providers. Also as affiliates of sellers of phones and grey imports per the phone choice section above.