

1

Problem

Which problem or pain did you discover?

Sudden long power cuts



2

User segment (# users)

Almost everybody in an underdeveloped country can relate to this pain point. The market is huge for our project, so is the demand. It includes a market of millions of house hold. Let's say our market segment constitutes 50million people.

3

Frequency (# times/user)

This is experienced very often from households especially in summers when everyone uses air conditioner to keep their house cool. Let's say users face this problem 30 times per year.

4

Severity (\$/time)

Users currently spending a mammoth amount of money to solve this problem by installing Batteries and UPS, etc. Spending in this cause is like avoiding future expenditures. According to our survey 10\$ should be the optimal amount spend by the household for this cause.

5

Evolution: Boosters

Currently the world leaders are looking for a cleaner and a renewable source of energy. Our work will work as a catalyst for accelerating and transitioning source of energy. The growth is huge as it's the current need for people.

6

Evolution: Setbacks

As the growth is so high, so are the stakes for risks like government oversights and regulations. The fast transition will reduce our growth a slow and early model of transfer of energy source will give us high growth and more profits.

= 15,000 Million (Annual problem size)