Problem sizing

Problem Which problem or pain did you discover?

Sudden long power cuts



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.



Frequency (# times/user)

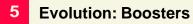
This is experienced very often from households especially in summers when everyone uses air conditioner to keep their house cool. Let's say users face this problem 30 times per year.



Severity (\$/time)

X

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.



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.

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)

