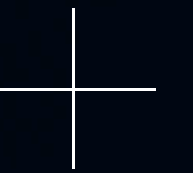


Throttle X

Experience the thrill !



Problem Statement

150+ traditional go karting centres in india fail to deliver the thrill and exhilaration of Formula One racing.

This leaves a significant gap in this huge industry of **400 Crores**

There is a critical need for a solution that combines advanced technology and physical elements to create a driving experience that genuinely replicates the thrill of professional racing, addressing the shortcomings of traditional go-karting.

Our Team



Aayush Jhavar
Chief Executive Officer



Jyotsna Arya
Chief Technical Officer



Kruti Marthak
Chief Financial Officer



Divyansh
Chief Marketing Officer



Aditya Singh
Chief Operations Officer



Product

Steering Force
Feedback

Seat belt G-force
system

Racing
Simulator
Transducer

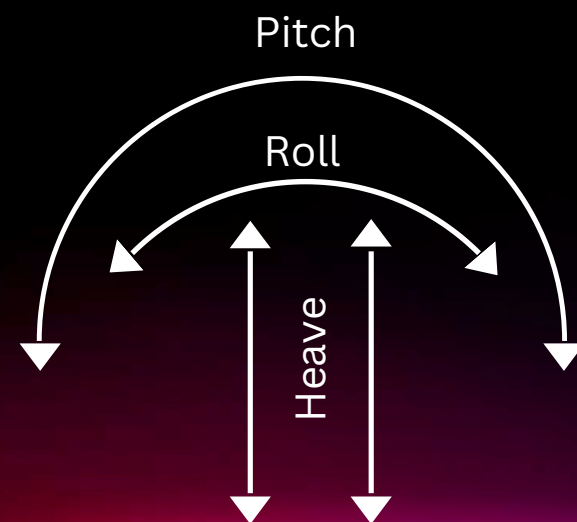
3DOF Motion
Platform

Key Features



Haptics	VR-System
Max G-Force = 1G	2560x1440 Resolution
Steering Torque = 11Nm	80Hz Refresh rate
0.5G Heave	90° FOV

- **Advanced functional dashboard** with real-time telemetry.
- **Adjustable** pedal system for ergonomic control.
- **G-force** seat belt and force-feedback steering
- **3DOF** motion platform with $\pm 15^\circ/\text{s}$ pitch and roll rate.
- Premium 7.1 surround sound system for immersive audio.
- Simple installation with 3 standard power outlets



Market Size



₹55,000 Cr

With **38.3% CAGR**

India is home to **31.1 million** passionate Formula 1 enthusiasts.

Over **53.28 million** gamers in India actively invest in racing games.

Annually, over **15 million** people in India frequently visit arcades, with an expenditure of **₹900-₹1200** per visit.

Competitors



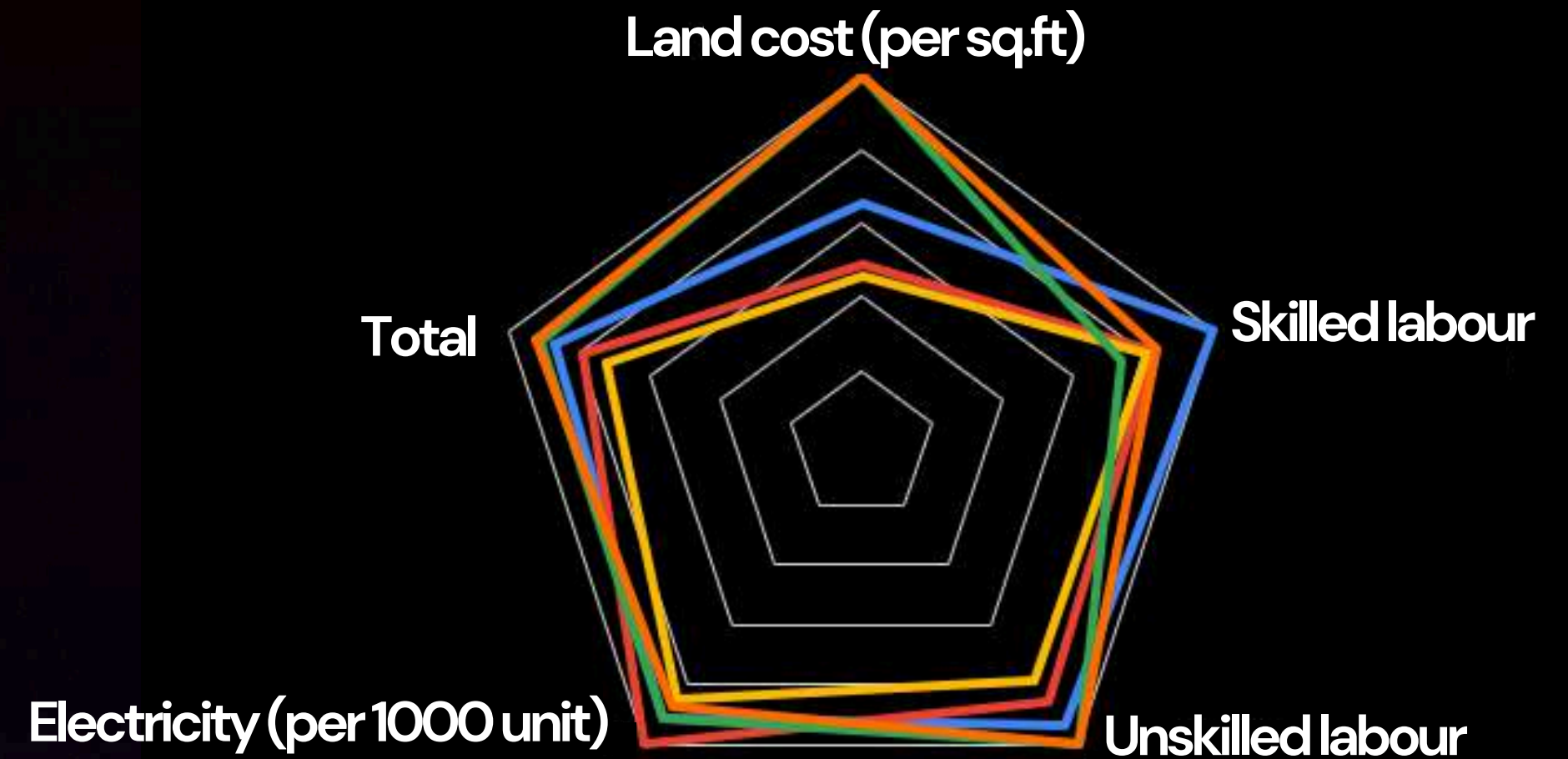
*Based on survey of 100+ potential customers of various age segment in India

Factory Setup



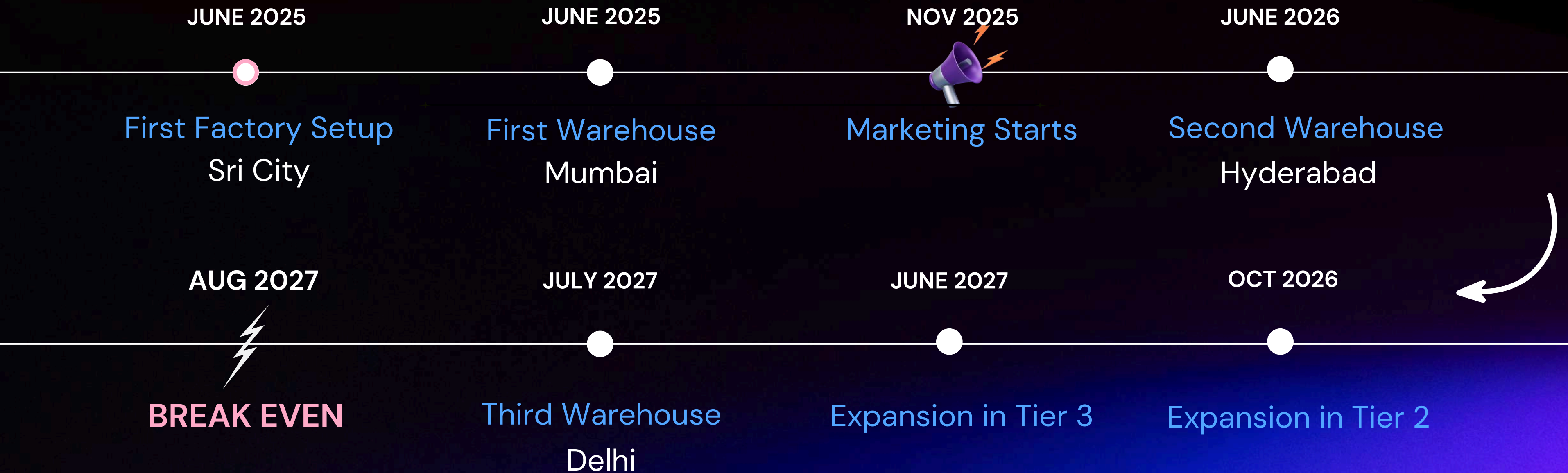
SRI CITY

— Wallajahabad(Chennai) — Chakaan(Pune)
— Bidadi(Bangalore) — Zahirabad(Hyderabad)
— Sri city(Andhra Pradesh)



- Andhra Pradesh ranks **2nd** in India for Ease of Doing Business.

Timeline



Revenue Model

We take **16%** average commission and average leasing fee of **₹52,000** per product. Our model is completely based on a B2C structure.



Deep Dive: Technology Integration

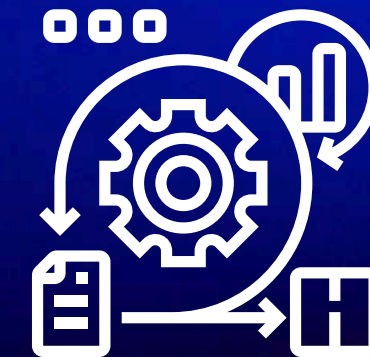


DRIVER MODELLING

AI Modelling using telemetry and replication of unique driver style and strategies.

REAL LIFE F1 STRATEGIES

Pit Stop Timing
Fuel Conservation
Time Management

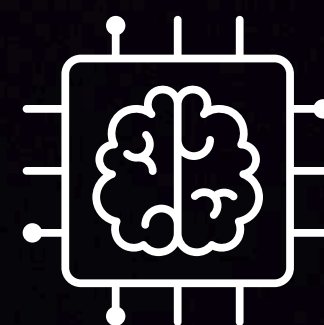


REAL TIME FEEDBACK

Real-time feedback on your performance, suggesting improvements for braking points, cornering, or throttle control.

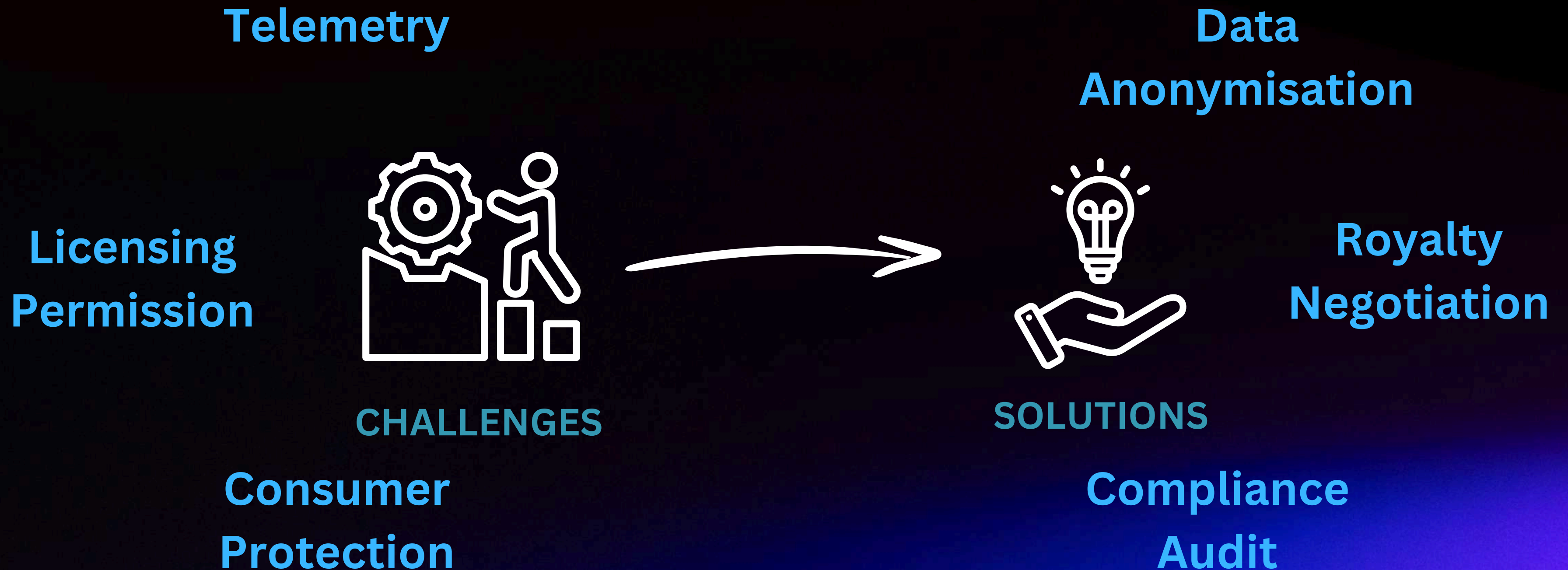
Performance
adjustment

ADAPTIVE AI



Split second
decisions

Deep Dive: Regulatory Compliance



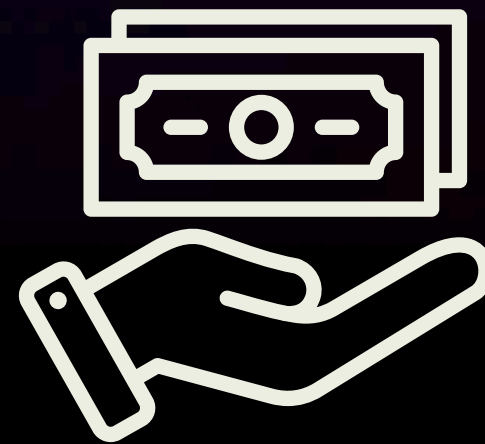
Deep Dive: Strategic Alignment

Software-Driven Upgrades



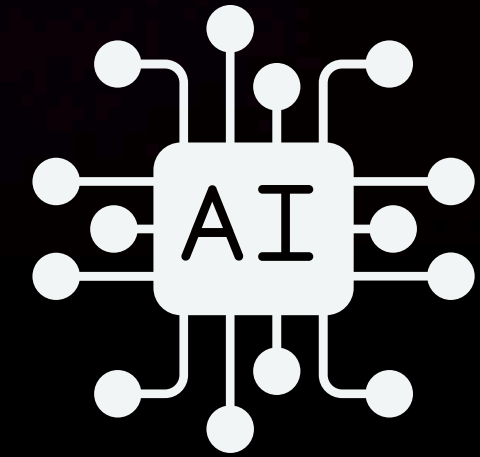
The updates can be easily installed without any disturbance to the hardware.

Cost-Effective Scalability



Software updates cut hardware costs and ease global expansion.

Flexible AI Evolution



AI can be continuously improved by analyzing new telemetry data.

Marketing Strategy

BUDGET DIVIDED USING **"TOFU MOFU BOFU"** SALES FUNNEL STRATEGY

Gaming
Auto **18%** Tech
SOCIAL MEDIA INFLUENCERS

Blogs
Engaging videos **25%** Social media
CONTENT CREATION

Pop-up demos
AR/VR Events **11.8%** Brand partnerships
EXPERIENTIAL MARKETING

Marketing Strategy

BUDGET DIVIDED USING "TOFU MOFU BOFU" SALES FUNNEL STRATEGY

Implement SEO

Targeted
Ads

27.8%

Content
Marketing

DIGITAL MARKETING

Billboards

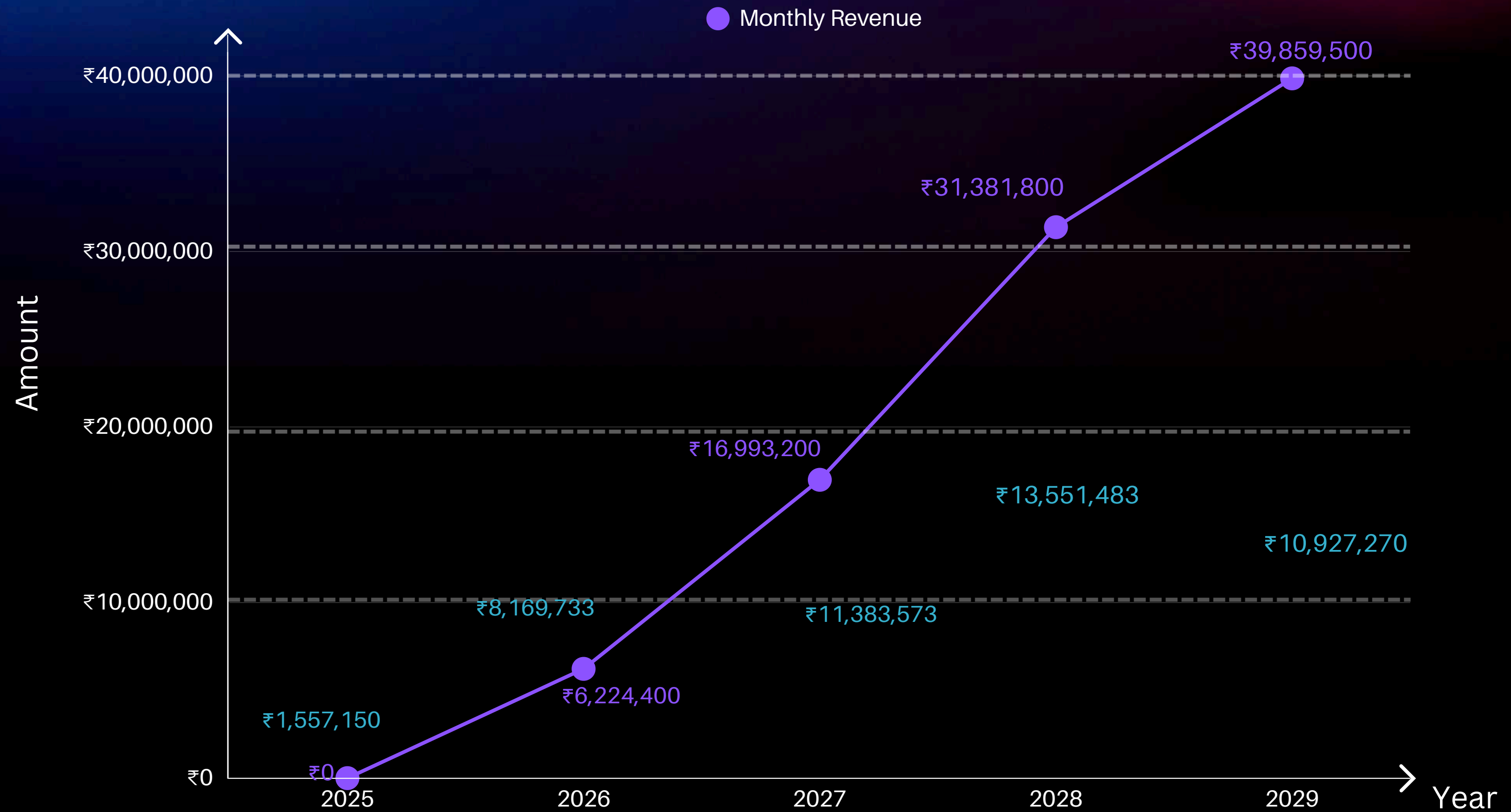
Flyers

17.4%

Local
media

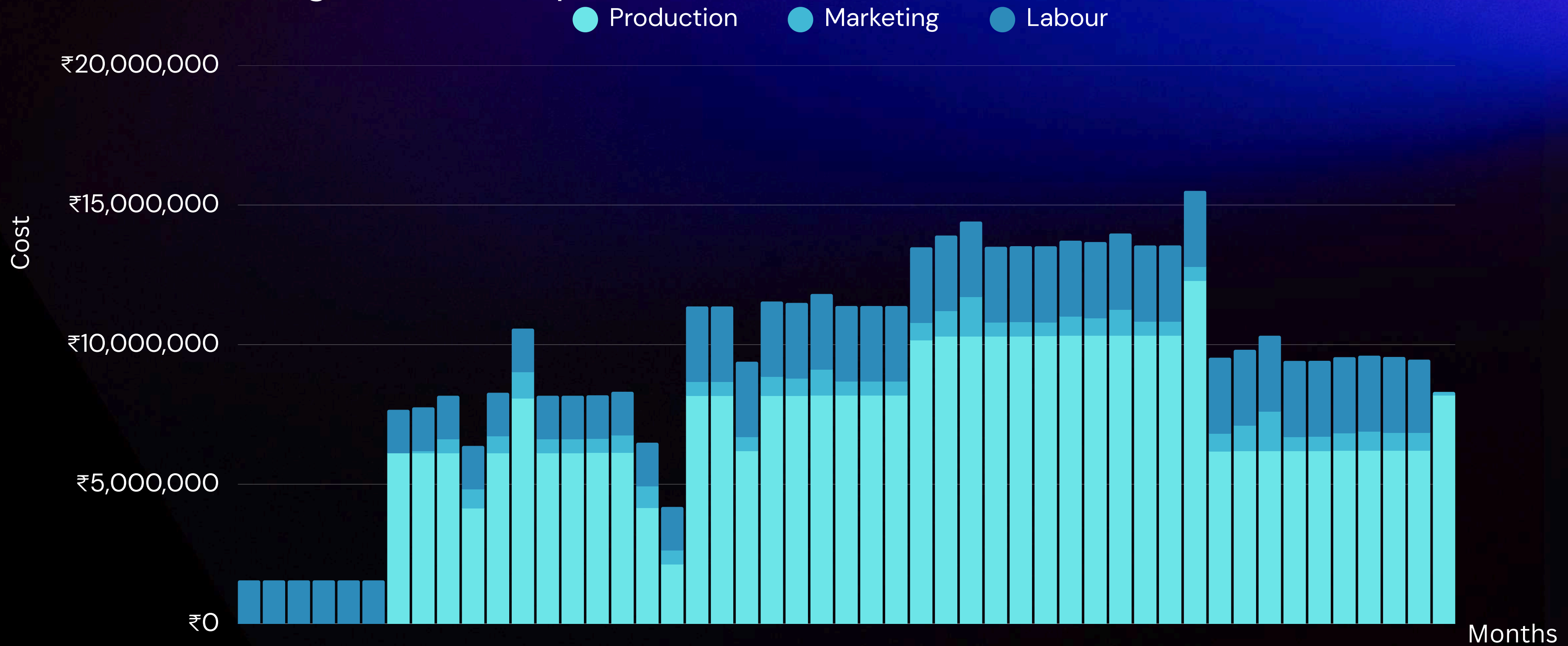
TRADITIONAL MARKETING

Financials



Financials

Manufacturing cost of one product: ₹ 6.58 Lakhs



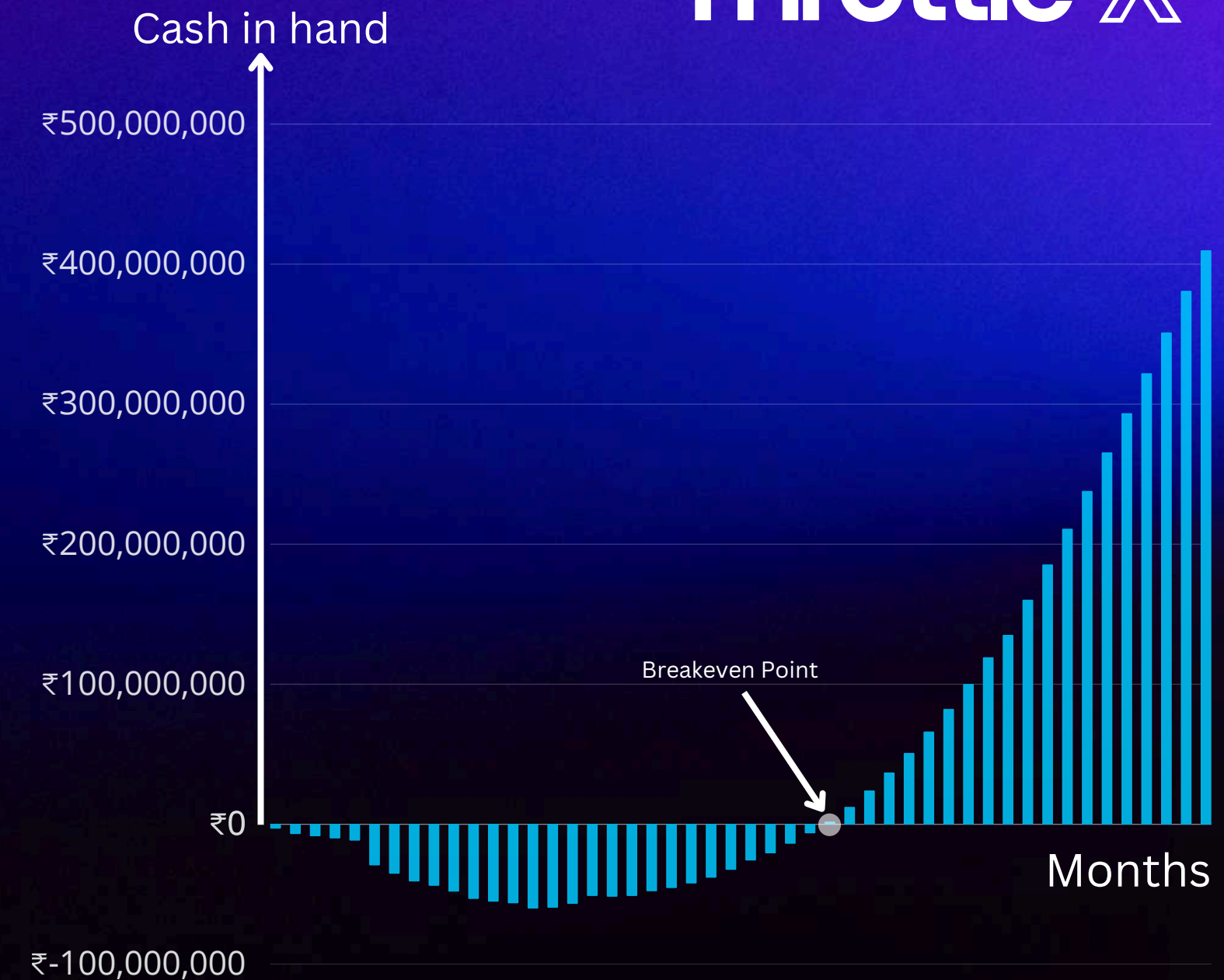
Our Ask

₹11Cr 17.45% Equity

Seed Stage

ROI after 5 years

98.7%



Predicted Break Even
29 Months

Thank You!