

Feature	Current market offering	Customer needs	Gap	Proposed solution
Capacity	5000 to 10000 mah	15000 to 20000 mah	Insufficient power	Offer 18000 mah capacity
Weight	300 to 500 g	Lightweight 200 g	Portability	Reduce weight to 180 g
Charging speed	5V/2A	Fast charging (PD/QC 3.0)	Slow charging	Implement (PC/QC 3.0 Fast charging
Ports	1 – 2 USB ports	Multiple ports (USB – C Wireless)	Limited connectivity	Add USB - C wireless charging
Durability	Plastic casting	Rugged water resistant design	Fragility	Use durable materials IP67 rating
Price	\$50-\$100	Affordable \$40	Expensive	Offer competitive pricing (\$35)
Safety features	Basic protection	Advanced protection (overcharge, overheating)	Safety safety concerns	Enhance safety features