

MSME IDEA HACKATHON 4.0

- **Title of proposed idea/innovation:**

Rain resist hanger

- **Briefly explain newness/uniqueness of the innovation**

Unmet Need:

- Clothes often get wet and damaged during rain when dried outdoors.
- Current solutions lack effective rain protection.

Uniqueness :

- Integrated rain-resistant cover.
- Lightweight and durable materials.
- Provides protection in outdoor spaces during rainy conditions.

Novelty :

- First of its kind to incorporate a rainproof cover into the hanger.
- Allows clothes to dry outside without worrying about rain.
- Lightweight yet sturdy materials for long-lasting use.

Product Developed :

Variant 1 : Standard hanger with rainproof cover.

Variant 2: Hanger with additional UV protection for sunny weather.

- **Concept & Objective**

Concept :

- A hanger with a built-in, rainproof fabric cover.
- Portable, easy to use, and durable design.

Objectives :

- To protect clothes from rain and moisture..
- To offer a solution for drying clothes outdoors even in rainy weather.
- Provide foldable, easy-to-store hangers.

- **Specify the potential areas of application in industry/market in brief.**

User Survey:

Discussed about your solution with Target Customers - **Yes**

- Conducted with potential customers who frequently dry clothes outdoors.
- Number of Participants: Over 25 people provided feedback.
- Problem: Most participants face issues with drying clothes outdoors during rainy seasons.
- Feedback: Majority expressed interest in a product that could protect clothes from rain while being easy to use.

opportunity :

- Traditional hangers do not provide rain protection.
- High demand in regions with frequent rainy weather.
- Huge market potential for a rain-resistant drying solution.

Value Proportion :

- Integrated rainproof cover for full protection.
- Easy to fold, store, and transport.
- Lightweight, durable, and long-lasting design.
- Protects clothes from rain, reducing mildew and odor.
- Convenient for outdoor drying even during wet weather.

- **Briefly provide the market potential of idea/innovation.**

- Millions of households in regions with frequent rain and limited indoor drying space.
- As urbanization increases and living spaces become smaller, the need for innovative outdoor drying solutions is growing.
- The outdoor home product market is expanding, and rain-resistant products are in high demand.
- No existing hangers offer built-in rain protection, making this product unique and appealing to consumers in rainy areas. The Rain Resist Hanger can tap into this unserved market.

- **Block diagram / Flow chart**

