

Stanford University

Technology Entrepreneurship Part 2

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New Review

Submission

NAVEXP-OXIZEN

Unique selling proposition (USP): Automated Emergency Alerts to Emergency Response teams and Quick communication to family members.

Solution: Install a simple monitoring device connected to a monitoring centre will Provide Missing links for emergency response for increasing car accidents, with increasing cars, India is a great market place.

The total market size in the Jharkhand, westbengal, Karnataka and Andra Pradesh is about 12 million cars.

New Delhi 2011-12 the car population is 7,5 Millon cars and annual growth rate 7%

1	Based on the survey are interested clients market size	4 million cars
2	The client is willing to pay for the product.	Rs5000 - 10000 INR(\$80)-10000(\$150)
3	Total cars population in India as of 2012	142 m cars

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