

# Levitating Mouse

Making Future Technology Possible!



# Hello from NexTech

Started by two young tech enthusiasts from the small town of Palakonda in Andhra Pradesh, who spent most of their time learning about and building interactive electronic objects, NexTech is the next logical step to pursue our passion of innovation in technology. Building on the confidence gained in solving real-world problems from successfully participating in national and international tech competitions like Google Code To Learn 2017, Google Science Fair 2018, INSPIRE Awards – MANAK, and Happy Cities Hackathon, at NexTech we aspire to arrive at innovative solutions by leveraging technology. Learning from prototyping and failing quickly has helped us develop a growth mindset for Nextech.

## Our Mission

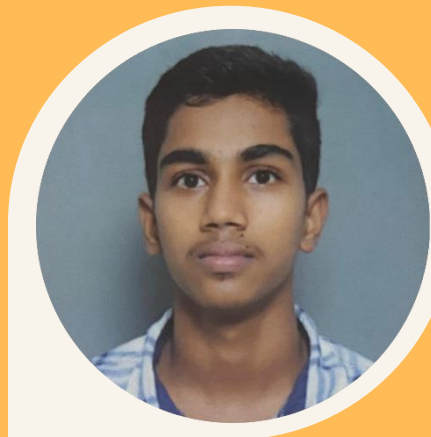
We are a technology innovation company that aspires to innovate, demonstrate, sell and beyond, while also providing meaningful work experience to young talent (18-25 yrs) in India.

# The Team



## Uday Kiran

15-years old Uday is a student at Career Point College in Visakhapatnam. He participated in Google science fair in (2018), is a member of Millennium Tech, participated in CODE IT (2018) and is a programmer, software and hardware expert. His interests include e-Gaming (pc and consoles), programming (includes C & C# languages - double certificate holder), software development, and football.



## Karthikeya

16-year-old Karthikeya is a student at Sri Chaitanya High School in Rajam. He won the Happy Cities Hackathon in 2018, emerged as the state-level winner and National's finalist of Inspire Awards – MANAK & participated in the Google Code to Learn 2017. When he is not innovating in electronics or working on software development, he likes to play badminton and do photography



# Trends in 2021

This is 2021 and people are looking for creative & cool tech products. Have they found their cool products? Maybe they found. But we, humans, are never satisfied.

In 2020, **Kickstarter** platform helped Tech Startups to raise \$801.73 Million in funding during pandemic. It's not just because people love technology, these tech companies launched creative and useful tech products that people would love. People are irresistible for tech products in recent years.

**We are in  
2021.  
We need  
Innovations.**

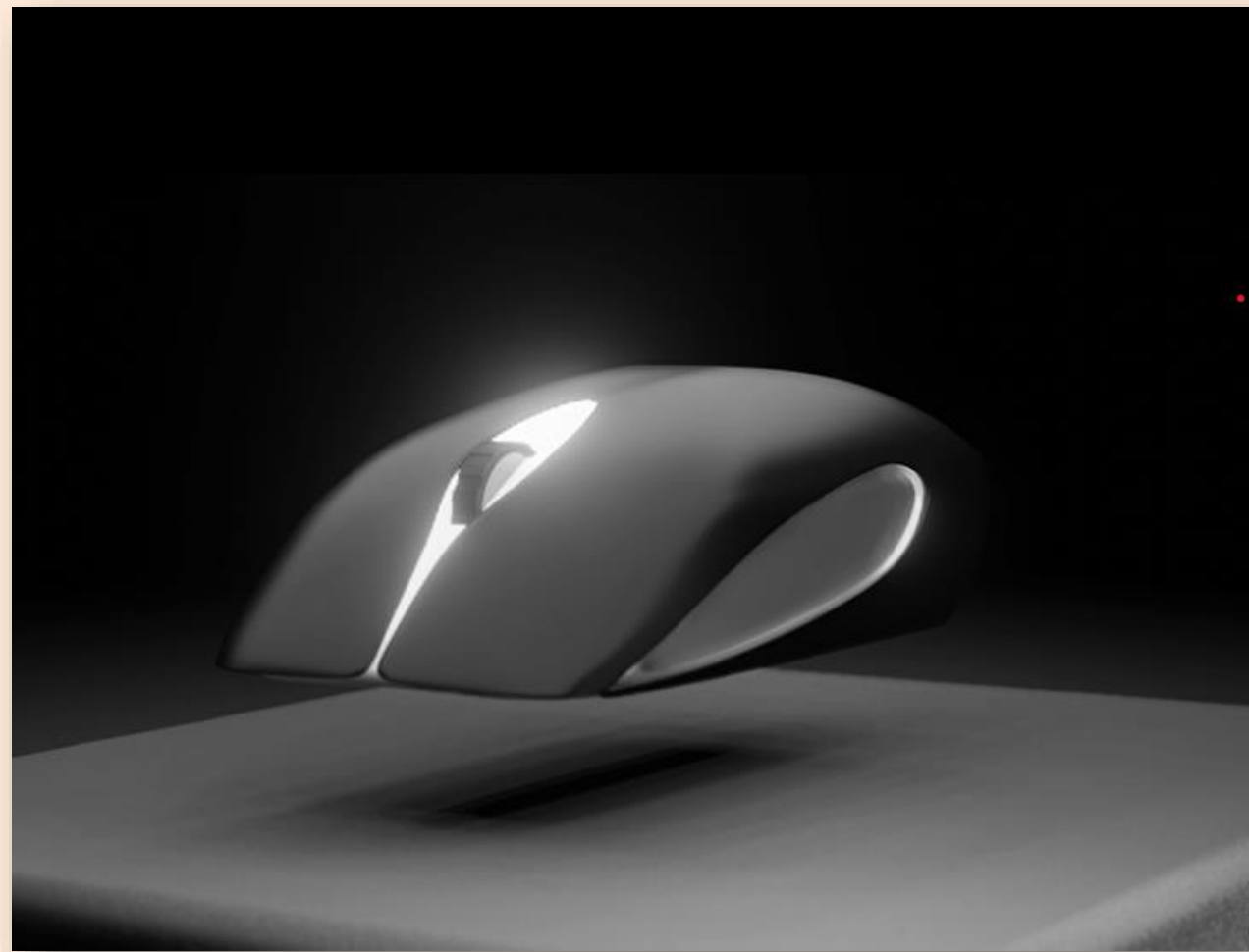




# Levitating Mouse

The idea of using the mouse in the midair above the desk has always been a dream for many people. In the currently available systems, it is nearly impossible to provide a sufficient Lifting Force to act against gravity and to provide Stability such that the system or object does not slide, slip or vibrate when the force is removed.

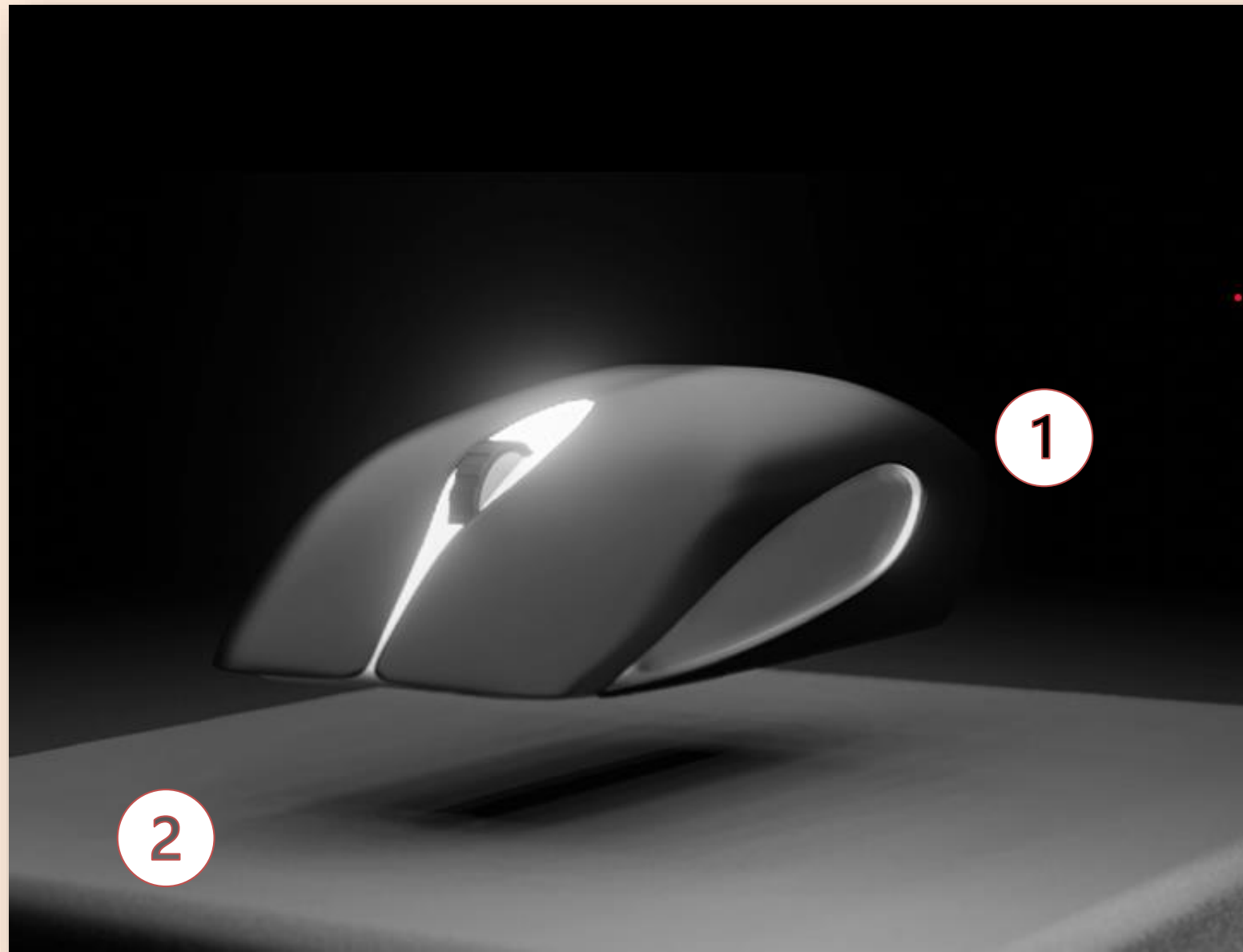




## HOW IT WORKS?

- The mouse levitates in the mid-air with the principle of magnetic levitation.
- The mouse will be equipped with 6 axis gyroscope and a gravity sensor.
- Our product consists of two parts. They are MagLev Board and Levitating Mouse.
- MagLev Board consists of electromagnets which the mouse to levitate in the mid air.
- Levitating mouse is the mouse module that levitates above the MagLev board.





## Product Visualization:

- 1. Mouse Module
- 2. Maglev Board Module



# TIMING

## Reason 1

In the current market, the levitating technology is limited, and its full potential must be tapped. With our levitating mouse, we expect to add some more real-life uses for levitating technology. We believe that we are acting at the right moment to build our product.

## Reason 2

Ever increasing demand for new and creative technologies is one of the aspects that makes our product to stand out in the crowd. The crowdfunding sites such as Kickstarter and Indiegogo proved to be great boon for new technology products in 2021.





# TARGET MARKET

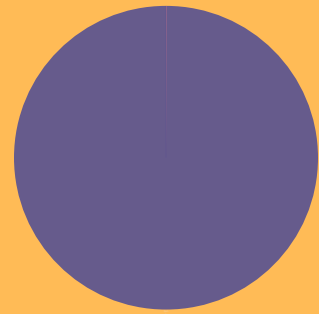
## Target Market 1

Our preferred target market would be tech enthusiastic community where people always look for something creative and modern. With our levitating technology, we believe to add value to the creative lifestyle of modern world.

## Target Market 2

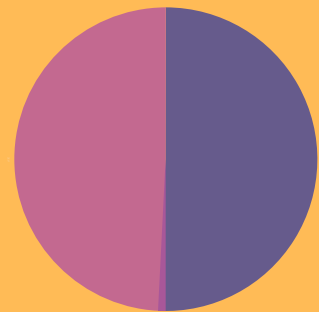
Our preferred target market would be gaming segment and similar others. By introducing the never experienced levitating technology, we expect to enhance the gaming experience and play a vital role in upcoming technologies.





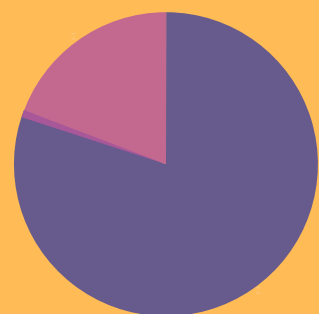
**3.5 Billion**

Total Available Market (TAM)



**1.640 Billion**

Serviceable Available Market (SAM)



**471.80 Million**

Serviceable Obtainable Market (SOM)



## Global Market Size

The global computer mouse market size accounts to about \$3.5 Billion USD while the gaming mouse segments contributes half of it which nearly 1.6 Billion USD. Meanwhile, the serviceable obtainable market size is about 471.80 Million USD.

**Note:** The mentioned stats are based on various reports available on internet.



# Direct Competitors

RAZER™

 CORSAIR

logitech

 ROCCAT®

  
steelseries

Major players in computer mouse market are Razer Inc, Logitech International S.A, Steel series, Corsair gaming Inc, Roccat GmbH, Microsoft Corp., Dell Technologies Inc, Lenovo Group Ltd, Hewlett-Packard Development Company, Apple Inc, A4TECH and Madcatz.

The growing technological advances is a major trend gaining popularity in the computer mouse market. The implementation of new technology such as the radio frequency mouse has led to an increase in the use of these devices across different industries. The mouse market is segmented by product type into wired; wireless and by distribution channel into online store; supermarket; direct store.

The rising prevalence of games using mouse for gaming is a key factor driving the growth of the mouse market. There is a growth in the number of gamers each year and with the introduction of new games, the requirement is likely to rise which in turn is expected to drive the growth of the mouse sector.

# Competitive Advantages



## Advantage 1

In the computer mouse segment, we have many competitors but still our product helps us to stand out in the market as we are the first company ever to launch the computer mouse combined with Levitating Technology.

## Advantage 2

Even though our overall budget is less than that of the competitors, we will be able to drive a lot of traffic towards our product with minimal costs.



# Drawbacks

**1.**

Since we are teenagers, we are not legally allowed to register a private limited company in India. Hence, we are not a registered entity/company.

**2.**

As of now, we lack funding to support basic prototyping of levitating mouse. Thus, we do not possess a basic prototype at this stage.

**3.**

We have technological limitations with our product. Once we have an R&D team of experts, we expect to resolve all the anticipated issues.

# What will we do right after getting investment?

1.

We register, ourselves, as a private limited company in India and will apply for certificate of startup recognition (from Ministry of commerce and industry) to avail tax benefits.

2.

We, Uday and Karthikeya, will engage in building a basic prototype (MVP) even before hiring R&D team to support our product development.

3.

We will hire a Research and Development (R&D) team to develop the product and tackle with possible issues.

4.

At this stage, we will have a complete product to launch into market. We may consider Seed Fund raising for marketing purposes.

5.

We will hire people for branding and marketing team. We will work on branding, product packaging and manual, marketing strategy. .

6.

Later, we will launch a crowdfunding campaign on Kickstarter or Indiegogo to raise funds for production.

# Business or Revenue Model

The ways our company plans to make money.

After the complete product development. We expect to launch crowdfunding campaign for our product on Kickstarter or Indiegogo. Through this campaign, we expect to sell 5,000 units at considerable price to make up for production costs.

After a successful crowdfunding campaign, we expect to launch our product on various e-commerce sites like Amazon. E-bay, etc. By listing our product on e-commerce site, we intend to sell online to build consistent income source for our company.

# What do we need?

Show the ways your company plans to make money.

## Funding

In this Pre-Seed fundraising round, we are expecting \$50,000 - \$125,000 USD for product development from investors.

## Expert Guidance

Since we don't have enough work force, It will be helpful if we can get expert guidance on product development.



# Future Roadmap

Right after we finish Pre-Seed fundraising round, we will start product development and expect to complete the product development in six months. Then, we will start fundraising to support the production through Kickstarter/Indiegogo. We expect to start the production by fourth quarter of 2022 and ready to deliver the product starting from second quarter of 2023.

1

## Prototyping

Q4 2021

2

## Kickstarter Campaign

Q2 2022

3

## Production

Q4 2022

4

## Product Delivery

Q2 2023

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# CONTACT US

