### \*\*Application of Presentation Framework for Your Business:\*\*

#### 1. \*\*Our Team\*\*

Introduce your team members with their roles (e.g., technology, operations, finance, marketing).

#### 2. \*\*Problem Statement\*\*

Highlight issues like:

- Limited availability of high-quality tech products under one roof.

- Lack of expertise or assistance in selecting the right tech solutions.

- Overpriced electronics due to lack of market competition.

#### 3. \*\*Solution (4 Solutions):\*\*

- A \*\*comprehensive tech store\*\* offering both online and offline sales.

- \*\*Expert assistance\*\* for personalized recommendations.

- A \*\*price match guarantee\*\* and exclusive deals for customers.

- Tech workshops, repair services, and a community forum to build engagement.

#### 4. \*\*Market Opportunities\*\*

Discuss the booming electronics and tech market in India and the increasing demand for advanced, affordable products.

#### 5. \*\*Product Overview\*\*

- A mix of laptops, desktops, gaming setups, components, accessories, and repair services.

- Partnerships with top brands for exclusive products.

#### 6. \*\*Business Model\*\*

Revenue streams include:

- Product sales (both B2C and B2B).

- Subscription-based tech support services.

- Partnered brand marketing and display.

#### 7. \*\*Marketing & Sales Strategy\*\*

- Target Tier-1 and Tier-2 cities initially with flagship stores.

- Digital marketing campaigns on platforms like YouTube, Instagram, and LinkedIn.

- Collaborate with influencers and tech reviewers to spread awareness.

- Provide student discounts and loyalty programs.

#### 8. \*\*Competitor Analysis\*\*

Compare with local and international competitors like Croma, Reliance Digital, and online marketplaces like Amazon India and Flipkart. Highlight gaps such as specialized products and customer support services.

Here’s an expanded \*\*Financial Projections & Funding Ask\*\* section for your business plan:

### \*\*9. Financial Projections & Funding Ask\*\*

#### \*\*a. Initial Investment Requirement\*\*

- \*\*Store Setup Costs:\*\*

- Flagship store real estate lease or purchase: ₹2–3 crore per location.

- Interior design and infrastructure: ₹50–75 lakh.

- Inventory purchase for initial stock: ₹3–5 crore.

- \*\*Technology and Operations:\*\*

- Development of an online platform (website and mobile app): ₹50 lakh.

- IT infrastructure and CRM systems: ₹25 lakh.

- \*\*Staffing Costs:\*\*

- Hiring and training (10–15 staff per store): ₹20–30 lakh per year per store.

- \*\*Marketing Budget:\*\*

- Initial digital and local campaigns: ₹1–1.5 crore.

\*\*Total Initial Investment:\*\* ₹7–10 crore (for a single store and online operations).

#### \*\*b. Revenue Projections (3-Year Forecast)\*\*

- \*\*Year 1:\*\*

- Revenue: ₹12 crore (single store and online combined).

- Net Profit Margin: ~10% (due to high setup costs and marketing).

- \*\*Year 2:\*\*

- Revenue: ₹20 crore (adding new locations and growing online presence).

- Net Profit Margin: ~15% (reduced marketing costs).

- \*\*Year 3:\*\*

- Revenue: ₹35 crore (scaling to 3–5 stores).

- Net Profit Margin: ~20% (economies of scale).

#### \*\*c. Funding Ask\*\*

- \*\*Total Ask:\*\* ₹10–12 crore for initial capital and operational costs.

- \*\*Allocation of Funds:\*\*

- \*\*60%:\*\* Store setup, inventory, and expansion.

- \*\*20%:\*\* Technology platform development and maintenance.

- \*\*10%:\*\* Marketing and branding efforts.

- \*\*10%:\*\* Working capital for operations (staff salaries, logistics, etc.).

#### \*\*d. Investor Returns\*\*

- \*\*Equity Offered:\*\* ~15–20% depending on valuation.

- \*\*Payback Period:\*\* 3–4 years with expected ROI of 25–30%.

#### \*\*e. Long-Term Financial Goals\*\*

- Break-even within the first 18 months.

- Expand to \*\*5 cities in 5 years\*\* with projected annual revenue of ₹100+ crore.

- Diversify into related sectors like gaming lounges, training centers, or refurbished tech.

#### 10. \*\*Predicted Growth\*\*

Illustrate growth potential with market data, anticipated customer acquisition rates, and planned expansion to other cities.

#### 11. \*\*Thanks\*\*

Conclude with an invitation for investors or collaborators.

---

### \*\*Application of Design-Thinking for Business Development:\*\*

#### 1. \*\*Empathize:\*\*

- Create personas for:

- A tech-savvy gamer.

- A small business owner needing affordable setups.

- A student looking for affordable laptops or tablets.

- Map their pain points, such as product variety, affordability, or lack of technical support.

#### 2. \*\*Define:\*\*

- Problem: Difficulty accessing a one-stop solution for affordable, quality tech.

- Solution: Micro Center-like stores with a tailored Indian market approach.

#### 3. \*\*Ideate:\*\*

- Brainstorm ideas like pop-up stores for awareness, membership cards for discounts, or live tech demos.

- Use mind mapping to connect these ideas to implementation strategies.

#### 4. \*\*Prototype:\*\*

- Launch a \*\*pilot store\*\* in a tech hub city like Bangalore or Hyderabad.

- Test exclusive deals, customer support, and tech repair services.

#### 5. \*\*Test:\*\*

- Collect customer feedback and tweak the offerings.

- Have a contingency plan, like shifting more focus online, if brick-and-mortar struggles.