

BUSINESS PLAN

Team: تحدي الإرادة

[Ahmed Nabil Ahmed]

[Mohamed Abdo]

[Mohammed Abo Samaha]

[Ahmed Nasser]

[Abdallah Magdy]

Table of Contents

Section	Page
1.0 Executive Summary	3
Product and service	
Market target	
Company founders	
Competitive Advantages	
2.0 General Company Description	3
Company description	
Goals & Objectives	
Company industry	
Company strengths	
3.0 Products and Services	4
Product/ service description	
Factors of the competitive advantage	
Pricing	
Business model	
4.0 project milestones	6
Project milestones	
5.0 Marketing Plan	6
Market Research	
Target Market	
Entry barriers	
Competitors	
Competition matrix	
6.0 Management Team	7
Management Team Members	
Management Team Gaps	
7.0 Financials	8
Funding requirement	
Financial plan	
Risks	
Key Assumptions	

1.0 Executive Summary

Our project is set to revolutionize mobility solutions in Egypt with an innovative electric wheelchair featuring advanced control options: face direction, eye direction, voice commands, and a mobile application. Targeting Egypt's estimated 2.5 million mobility-impaired individuals (derived from CAPMAS 2022 data, population 103 million), our product offers customizable, affordable, and locally produced solutions to enhance independence. Our team combines expertise in engineering, healthcare, and business to address an underserved market.

We seek 1.5 million in seed funding—250,000 for manufacturing, 100,000 for marketing, 150,000 for R&D, and 100,000 for operations—to launch this venture. With a tiered pricing model (Basic: 25,000, Advanced: 35000, Premium: 40000), we aim to sell 85 units in year one, generating 2.8 million in revenue. Our competitive edge lies in innovative design, local production, and strategic partnerships, positioning us to lead Egypt's growing assistive technology sector.

2.0 General Company Description

2.1 business domain :

The project operates in the assistive technology and medical devices domain. We will design, manufacture, and distribute electric wheelchairs with advanced control features, catering to Egypt's diverse mobility needs across urban and rural settings.

2.2 Company's Goals & Objectives:

- **Goals:** To become Egypt's top electric wheelchair provider within five years, improving quality of life for mobility-impaired individuals.
- **Objectives:** Achieve 85 unit sales in year one, scale to 500 units by year three, and expand regionally by year five.

2.3 The industry:

The assistive technology industry in Egypt is a growth sector, fueled by a 103 million population (CAPMAS 2022) and an estimated 2.5 million mobility-impaired individuals. Short-term, government inclusion policies will boost demand; long-term, urbanization and tech advancements will expand the market. Our company is well-positioned with affordable, innovative wheelchairs tailored to local needs.

2.4 Strengths and core competencies:

Our strengths include local market insight, cutting-edge technology, and healthcare partnerships. Success hinges on cost-effective production and customer-centric design. with [e.g., engineering or business experience]. We prioritize sustainability with eco-friendly materials and aim to foster disability inclusion through community engagement.

3.0 Products and Services

3.1 Product to be developed during the incubation period:

Our electric wheelchair is a lightweight, durable mobility solution with a 20 km battery range and advanced controls:

- **Face Direction:** Steers via head movements using facial recognition.
- **Eye Direction:** Navigates through eye-tracking technology.
- **Voice Commands:** Operates with simple spoken instructions.
- **Mobile App:** Offers remote control and customization.

These modular features cater to diverse impairments, from limited hand mobility to severe paralysis.


3.2 Advantages or disadvantages?

- **Advantages:** Unique controls, affordability, and local adaptability.
- **Disadvantages:** Higher R&D costs and potential user learning curve

3.3 The pricing of the product?

- **Basic (25k LE):** Joystick control.
- **Advanced (35k LE):** Voice commands and app.
- **Premium (40k LE):** All features combined.

3.4 Business model in the below table:

Key Partners <ul style="list-style-type: none">Suppliers of electric wheelchair componentsAI and sensor technology providersMobile app developersRehabilitation centers & hospitalsGovernment & NGOs supporting people with disabilities Universities and research institutions for R&D collaborations	Key Activities <ul style="list-style-type: none">Research & DevelopmentPrototyping and testingManufacturing and assembly of electric wheelchairsDevelopment and maintenance of mobile app and AI-based controlsMarketing and awareness campaignsCustomer support and after-sales serviceCompliance with medical and safety regulations	Value Proposition <ul style="list-style-type: none">Multi-mode controlEnhanced accessibilityAI-powered assistanceCustomizability Companion mobile app-Long battery life	Customer Relationship  <ul style="list-style-type: none">Personalized customer support (call center, online chat, in-person service)Training sessions for users and caregiversSubscription-based software updates and maintenance plans Community engagement through online forums and disability advocacy groups	Customer Segment <ul style="list-style-type: none">Individuals with mobility impairmentsElderly individuals with limited movementRehabilitation centers and hospitalsDisability assistance organizations and NGOsInsurance providers and healthcare institutions Upper Middle
	Key Resources <ul style="list-style-type: none">Hardware: High-performance motors, sensors (eye-tracking, voice recognition), and batteriesSoftware: AI algorithms, mobile app, and multimodal control systemsSkilled workforce: Engineers, AI developers, physiotherapists, and medical expertsR&D facilities for testing and innovationManufacturing and supply chain partnerships		Channels <ul style="list-style-type: none">Online sales (website, e-commerce platforms)Medical device distributors and retailersHospitals and rehabilitation centersGovernment and NGO partnerships for funding and distribution Technology expos and medical conferences	
Cost Structure <ul style="list-style-type: none">R&D expenses for AI and sensor integrationManufacturing and material costsSoftware and mobile app developmentMarketing and distribution costsCustomer support and maintenance services Compliance and regulatory certification costs			Revenue Streams <ul style="list-style-type: none">Direct sales of electric wheelchairsSubscription-based AI and software updatesCustomization and premium add-ons (advanced AI, longer battery, smart navigation)Maintenance and repair servicesB2B sales to hospitals and rehab centers Grants and funding from disability or	

4.0 Project milestones

4.1 List your project milestones (mentioning time period)

Milestone Description	Deadline of Accomplishment
Incorporate company, secure funding	Month 1
Finalize product design	Month 4
Establish manufacturing facility	Month 7
Launch marketing, take pre-orders	Month 10
Begin production, deliver first batch	Month 12

5.0 Marketing Plan

5.1 Market research:

Secondary research (CAPMAS 2022, 103 million population) estimates 2.5 million mobility-impaired Egyptians. Primary surveys will refine preferences for control features.

5.2 The total size of the product market approximately:

- **Market Size:** ~50,000 units annually.
- **Share:** 4% (2,000 units) in year one.
- **Demand:** High, with few affordable, advanced options locally.

5.3 The growth potential and opportunity for a business of your size.

With annual growth, we aim for 500 units by year three, leveraging scalable production and rising demand.

5.4 Entry barriers:

R&D costs, regulatory approvals, and competition from global brands.

5.5 Targeted customers and their demographics:

- **Target:** Ages 15-65+ with mobility issues.
- **Demographics:** Urban (60%), middle-income, healthcare providers.

5.6 Competitors

- **Global:** Invacare, Sunrise Medical, Dr ortho
- **Local:** Manual wheelchair producers.

5.7 Comparison with compatitors:

Factor	Your Company	Strengths	Competitor A (Invacare)	Competitor B (Sunrise)	Importance to Customer
Product/Service	Advanced controls	✓	Joystick only	Joystick only	1 (Critical)
Price	25k LE - 40k LE	✓	20K LE +	25k LE+	1 (Critical)
Quality	High durability	✓	Premium quality	Premium quality	2
Local Service	On-site support	✓	Limited support	Limited support	1 (Critical)

6.0 Management Team

Management Team Members

6.1 Who will be the key members of your management team(kindly list the names and titles of the management team)? Briefly describe their background (education, working experience) and their roles of responsibilities

[Mohammed Abo Samaha]
[Ahmed Nabil Ahmed]
[Mohamed Abdo]
[Ahmed Nasser Ragab]
[Abdallah Magdy]

6.2 Needs:

- **Needs:** mechanical design Lead, Sales Team.
- **Plan:** Recruit within 6 months via industry contacts.

7.0 Financials

Funding Requirements/Use of Funds

7.1 How much money do you require to start and/or run your business? What will be the primary uses of these funds? And how do you plan to secure your required funds

- **Total:** 1.5M
- **Breakdown:** 250,000 (manufacturing), 100,000 (marketing), 150,000 (R&D), 100,000 (operations).
- **Sources:** Investors (60%), grants (40%).

7.2 Financial plan:

- **Profitability: Gross profit / Total sales:** 39.94%
- **Sales realization rate: Net profit / Total sales:** 22.31%
- **Investment in net profit / Total investments or Total assets:** 47.68%
- **Break-Even:** Month 18 (units).

7.3 The risks:

- **Risks:** R&D delays, regulatory issues, competition.
- **Plan:** Outsource tech, expedite approvals, adjust pricing.

7.4 Define your key assumptions:

- 10% market growth.
- Unit costs: 15k-25k.
- Year one sales: 85 units.