

Product Concept Document:-

Market problem or opportunity	There is a growing demand for energy-efficient water heaters due to rising energy costs and government regulations aimed at reducing greenhouse gas emissions. Solar water heaters offer significant energy savings, potentially reducing heating bills by 50-80%. The market for these products is expanding, driven by environmental concerns and government incentives.
Market Segments	Residential: Homeowners and apartment residents seeking cost-effective, sustainable water heating solutions. Commercial: Businesses requiring reliable and efficient heating systems to reduce operational costs and comply with environmental regulations.
Key Financials	Cost and Benefits Defined: <ul style="list-style-type: none">● Cost: Initial investment in solar water heating systems is high, but reduced by government incentives.● Benefits: Long-term savings on energy bills, reduced carbon footprint, potential for 40% ROI in the first year. Key Financial Metrics Calculated: <ul style="list-style-type: none">● ROI (Return on Investment): 40% estimated in Year 1.● IRR (Internal Rate of Return): To be calculated based on detailed financial projections.● NPV (Net Present Value): To be calculated based on projected cash flows and discount rate.
Market Window	Launch and Delivery Milestones Outlined: <ul style="list-style-type: none">● Product Development: Completion of internal and external assessments.● Testing and Certification: Obtain necessary certifications and complete product testing.● Market Launch: Target launch date

	<p>to align with peak demand periods.</p> <p>Urgency Considerations Defined:</p> <ul style="list-style-type: none"> • Reduce customer installation waiting time by 50% to capitalize on current market demand. • Leverage high demand to establish a strong market position before new competitors enter.
Competitive Landscape	<ul style="list-style-type: none"> • List of Top Competitors Provided: <ul style="list-style-type: none"> ○ General Electric ○ Rheem Manufacturing ○ Racold ○ Sun Pad ○ Bosch • Competitor Advantages and Disadvantages Documented: <ul style="list-style-type: none"> ○ Advantages: Established brands, extensive distribution networks. ○ Disadvantages: Higher costs, less advanced technology compared to SRU's offering. • Competition Strategy Defined: <ul style="list-style-type: none"> ○ Position SRU's product based on advanced features and technology. ○ Focus on cost-effectiveness and superior efficiency compared to competitors.
Main features and functionalities	<p>MVP Concept Defined:</p> <ul style="list-style-type: none"> • Solar collectors: Choice between evacuated tube and flat plate. • Water storage options: Only solar, conventional water heater, and instant water heater. • High-efficiency technology with user-friendly features and low maintenance requirements. <p>Version Feature Schedule Documented:</p> <ul style="list-style-type: none"> • Initial Release: Basic features including solar collector options and standard storage solutions. • Subsequent Versions: Enhanced

	<p>features such as advanced technology integration and additional customization options.</p>
Key Differentiators	<p>Company Strengths and Leverage Plan Documented:</p> <ul style="list-style-type: none"> Established brand with a focus on innovation and efficiency. Groundbreaking technology, including high-efficiency, bifacial, flexible, and transparent solar panels. <p>Company Weaknesses and Mitigation Plan Documented:</p> <ul style="list-style-type: none"> High Initial Costs: Mitigated by emphasizing government incentives and long-term savings. Complex Supply Chain: Strengthen supplier relationships and optimize supply chain management.
Go to Market Logistics	<p>Delivery Options Defined:</p> <ul style="list-style-type: none"> Online sales through major platforms like Amazon, Home Depot, Lowes, Walmart, and Costco. Direct sales via SRU's website with scheduled installations. <p>Delivery Logistics Outlined:</p> <ul style="list-style-type: none"> Coordinate with distribution partners to ensure timely delivery. Streamline installation processes to reduce customer waiting time.
Business Success Measurements	<p>Key Performance Indicators (KPI) Listed:</p> <ul style="list-style-type: none"> Market share increase by 20%. Reduction in customer installation waiting time by 50%. Achievement of 40% ROI in Year 1. <p>Measurement Plan Provided:</p> <ul style="list-style-type: none"> Track sales performance and market share metrics. Monitor customer feedback and

	<p>installation time metrics.</p> <ul style="list-style-type: none">• Evaluate financial performance against ROI and other financial metrics.
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