



Industrya



Application deck **ALOE E CELL**



aloeecell.com

PRODUCT VALUE PROPOSITION

OUR **UNIQUE VALUE PROPOSITIONS** ARE IN TERMS OF



MONEY SAVED

IT IS 10% MORE ECONOMICAL THAN THE EXISTING



TIME INCREASED

LASTS 1.5X MORE TIMES THAN THE EXISTING AA ZINC CARBON BATTERIES



PAIN RELIEVED

LIGHT WEIGHT, SAFE, RELIABLE, NON EXPLOSIVE, NO HEALTH HAZARDS



ENJOYMENT

JOY OF USING WORLD'S FIRST 100% ECO-FRIENDLY & LONG LASTING ENERGY

OUR TEAM



CO-FOUNDER
NIMISHA VARMA

B.Tech 2019 -RTU,Kota, Rajasthan
PG Specialisation 2019 -IIIT Bangalore,
Karnataka

Research and Product Development
Strategic Planner

50% Equity Full Time on Startup
Past Startup - BigStreetMart,
SecretEye,Doc-On-Door



CO-FOUNDER
NAVEEN SUMAN

B.Tech 2019 RTU, Kota
PRODUCT ARCHITECT & DESIGNER
Creative & Technical Development
Market Analyst

50% Equity Full Time on Startup
Past Startup - BigStreetMart,
LappyGarage



ERIK AZULAY (MENTOR)
PhD in commercialization & innovation
research



KAILASH SUMAN (TECHNICAL DIR.)
ELECTRIC ENG. PROFESSOR



TUSHAR JOSHI (MENTOR)
Schneider Digital & Global Marketing

PROBLEM DEFINITION



97% of the materials used in the batteries are imported



Batteries are removed when 20-30% of its energy left which can explode



Batteries end up in landfills Release **toxic materials** causing soil, water & air pollution.



India generates **2 Million** Metric tonnes of waste every year. accounting to **82%** of E-Waste as reported by 'India Today'.



In India, chronic kidney disease is the **seventh** leading cause of death with over **100,000** patients.



Around **10 lakh** patients of liver cirrhosis are newly diagnosed every year in India.



Chronic Obstructive Pulmonary Disease (COPD) was the **second highest cause of death** in India

69% of these are adjacent to Landfill areas.



SOLUTION

WASTE DISPOSAL EFFICIENTLY
OR
THE SAFE ALTERNATIVE TO LEGACY BATTERIES



ALOE E-CELL

Aloe E-cell are created using aloe vera gel processing with natural extracts. The Aloe E-cells are completely different from traditional batteries that contains dangerous chemicals and have toxic waste disposal issues.

1.5 V

Aloe E-cell gives 1.5 volts of potential which can replace the dry cell and alkaline batteries of AA & AAA size and can be used for low to high drain devices

ECO-FRIENDLY

No hazardous metals like Mercury, Lead, Magnesium etc are used so even after decay does not cause soil/water/air pollution or any disease. Safe for human health & hazards free.

NON-EXPLOSIVE

No explosive electrolyte like Potassium Hydroxide is present in the cell which makes it safe for human use and non explosive as the primary constituent i.e. ALOE Vera is non explosive.



MARKET SIZE & FACTS

CONSUMPTION OF 1.5V BATTERIES

INDIA-5.8B units annually

Global-89B units annually

COST

INDIA-RS.10

GLOBAL-\$0.70~

PURPOSE USED

Domestic-79%

Industrial-8.2%

Commercial-12.8%



Indian Dry Cell Batteries Market is Projected to Grow at a CAGR of Over 35% During 2017-2023 and shoot upto USD 29.8 billion by 2024

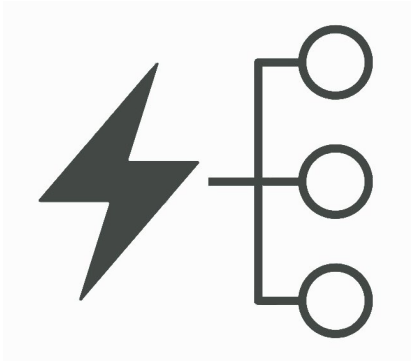
The Global Dry Cell battery market is estimated to grow from USD 37.4 billion in 2018 to USD 92.2 billion by 2022 and USD 139.36 billion by 2026, at a CAGR of 27%

The Asia Pacific region is anticipated to portray high growth rate over the forecast period

Middle East and Africa Battery Market is Projected to Reach \$4.48 Billion by 2023



We classified our market in three segments as :



Low Drain Devices

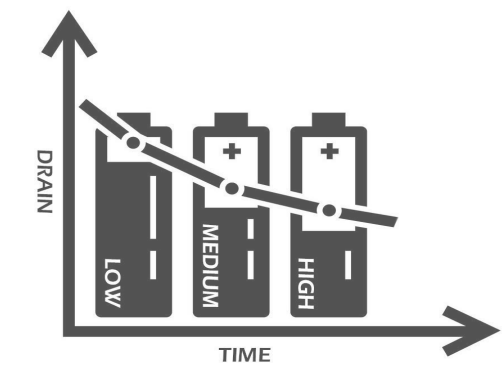
LED headlamps, LED flashlights, toys, remote control devices, clocks and radios etc.

Medium Drain Devices

Wireless mouse, bathroom scale, electric brush, flashlight, room freshener etc.

High Drain Devices

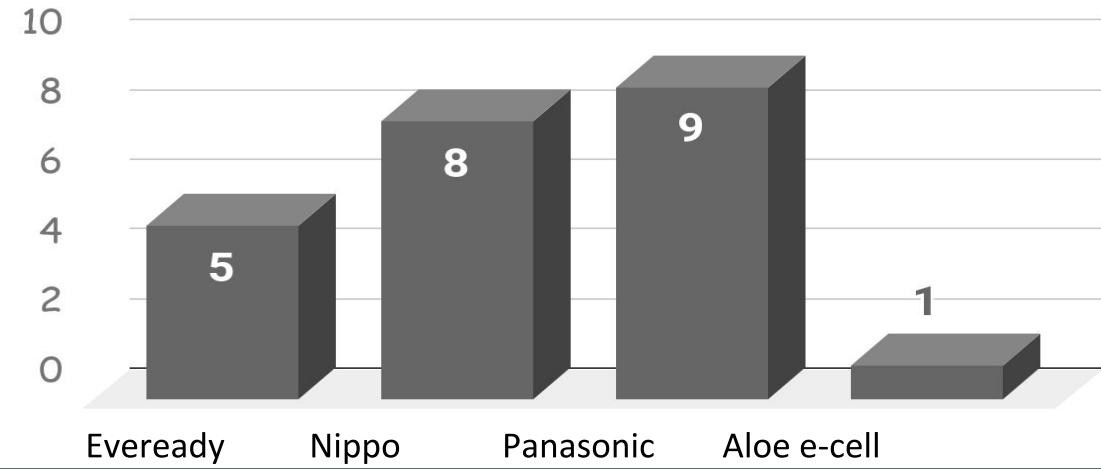
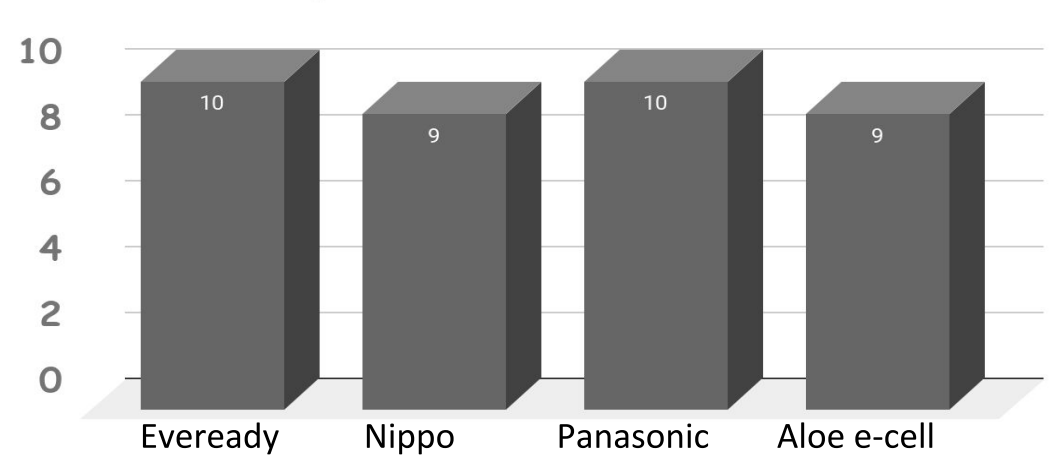
Digital still camera, electric shaver, gaming controller, frothers, mp3 player etc.



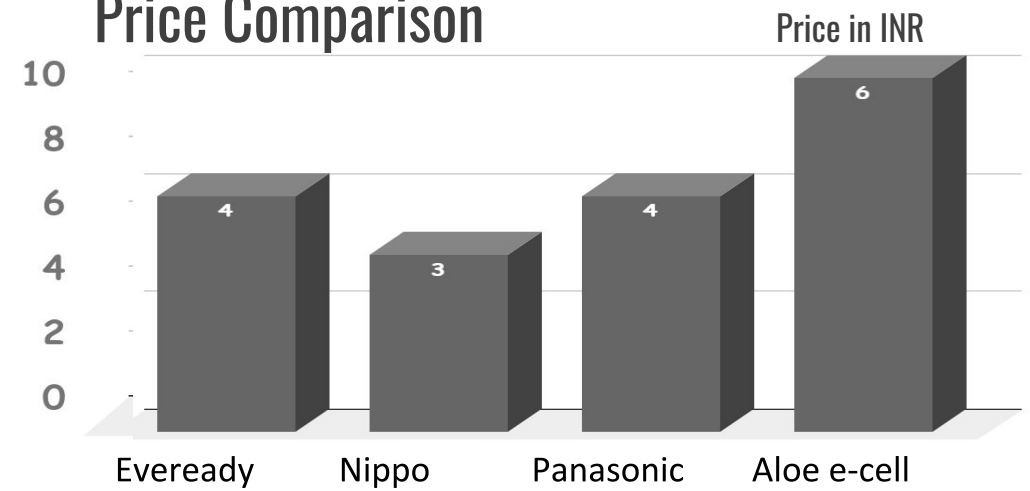
Market Segment	LOW DRAIN DEVICES	MEDIUM DRAIN	HIGH DRAIN
Buyer	4	4	2
Buying reason?	4	3	2
Accessible?	5	5	5
Cost of cutomer acquistion	5	4	2
life time value	5	5	4
Competition?	4	3	1
Total Score	27	24	16

* rated on scale of 5

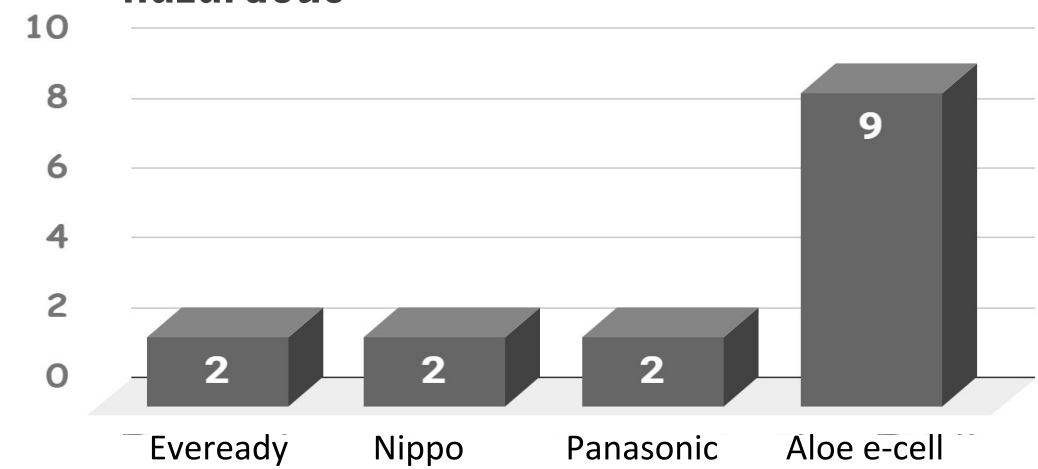
COMPETITIVE LANDSCAPE



Price Comparison



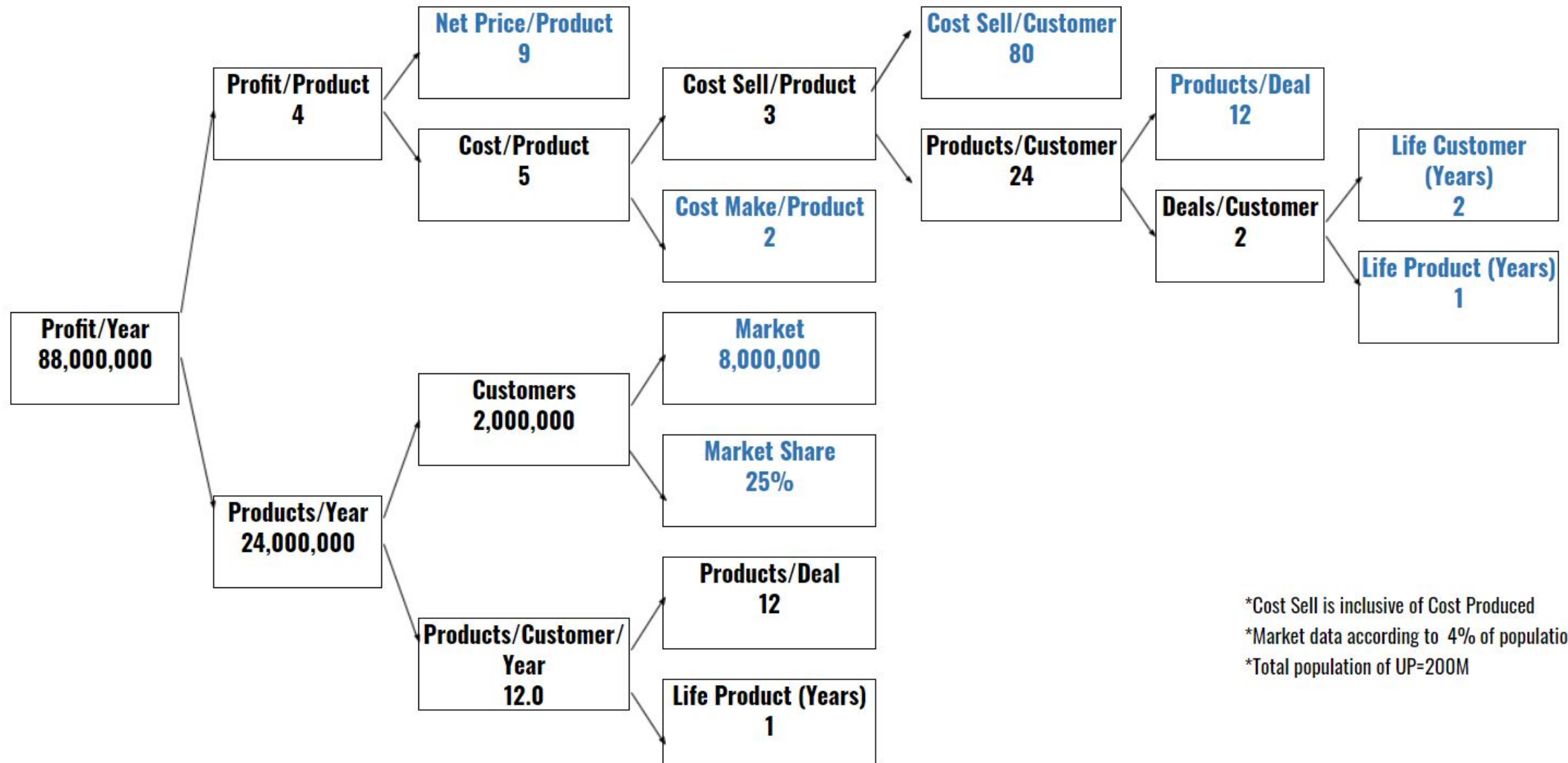
hazardous



Durability Comparison

Eco-friendly

ECONOMIC MODEL / INCOME MODEL



*Cost Sell is inclusive of Cost Produced

*Market data according to 4% of population of UP, India

*Total population of UP=200M

MARKETING/COMMUNICATION ACQUISITION STRATEGY

Aloe Ecell batteries are designed in a way that the customer are offered benefit in each and every ways.
we are focussing on positioning of our product according to the need of the target market.

Our USP lies in-

1. 10% lesser cost positioned for lower and middle class people (according to the income)
2. 1.5X durability positioned for middle and lower middle class people
3. 100% eco-friendliness positioned for upper class people

Moreover, we have subscription and discount schemes for customers who will be returning the used batteries. This process will help us in retention of our existing customers. Moreover, it will be our contribution to the environment.

Also, It will help us improve our unit economics and will boost our financial model.

SALES CHANNELS

1. What are your sales channels (direct, indirect, online)

we will be following the B2B (Bricks & Mortar Model) for selling our product which will be including a channel of Wholesalers, distributors and retailers to serve our end consumers.

2. Do you know the costs (distributor margin, sales forces, etc.) of your distribution channels?

distributor margin-10-15%

sales force- we have dedicated team of 5 members.

FUNDING

FINANCING NEED

1 YEAR - 2020

FUNDING GOAL - GRANT AMOUNT - 50,000\$

MAJOR UTILIZATION : R&D, INTELLECTUAL PROPERTY, PILOT TESTING, COMPLIANCES

2 YEAR - 2021

FUNDING GOAL - GRANT / EQUITY FUNDING - 70,000 \$ - 100,000 \$

MAJOR UTILIZATION : R&D, INITIAL COMMERCIALIZATION, PRODUCTION, MARKETING

3 YEAR - 2022

FUNDING GOAL- EQUITY FUNDING - 233,000 \$

MAJOR UTILIZATION : SCALING UP & INFRASTRUCTURE, SETTING UP UNITS

CONCLUSION

MEDIUM/LONG TERM VISION

We're proud to be a company promoting eco-friendly practices. Striving to protect and sustain our environment is a given challenge at every stage of our product life cycles, from development and production to customer use and disposal.

We want to solve complex problems from our surroundings futuristic Designs making simpler solutions for the future and building a bridge between nature and technology.

Our green vision goes beyond delivering environmentally sustainable products. Helping customers sustain their businesses, classrooms, lifestyle, productivity, and passion is at the core of our mission as a green company.

▸ Why do you want to join Industrya?

to gain manufacturing support

setting up the market in Europe

Require financial support for further RnD and commercialization of current product.

PROTECTION OF INNOVATION - INTELLECTUAL PROPERTY

Have you implemented a strategy to protect your innovation?

Yes

If you use patents:

- ▶ Holders ? - **Naveen Suman & Nimisha Varma**
- ▶ What element (s) does the patent (s) relate to? - **Internal and external structure & electrolyte of batteries**