Good afternoon everyone,

Good morning, ladies and gentlemen. Imagine this: you're out for a hike in the mountains, enjoying the fresh air and the breath-taking scenery. Suddenly, your phone buzzes with a notification that your battery is running low. You check your backpack, only to realize that your portable charger is out of juice too. Frustrating, right? Well, what if I told you there's a solution to this problem that not only ensures you never run out of battery but also helps reduce your carbon footprint? We present to you, Sunpack'd - the backpack that uses solar power to charge all your devices while you're on the go. In the next few minutes, my team and I will take you through the journey of how we came up with this innovative product and how it can change the way we look at sustainable technology. ***(JESS)***

As you all know, most of us carry multiple devices such as phones, laptops, and headphones. And we all face the same problem of running out of battery during the day, especially when we are outdoors or away from power outlets. This is where Sunpack'd comes in. ***(DEAN)***

Sunpack'd is a backpack that stores up to five devices and uses a solar panel battery to charge them. Our product uses renewable energy from the sun to provide a charging station for multiple devices. This means that you can charge your devices anytime, anywhere, as long as there is sunlight. Our product has several unique features that set it apart from traditional backpacks. Sunpack'd is waterproof, making it perfect for outdoor activities. It is also made from sustainable materials, making it a low-maintenance cost for you to invest in purchasing our bag. ***(BOSS)***

One of the key advantages of Sunpack'd is its infinite energy supply during the daytime. As long as there is sunlight, you can charge your devices without worrying about running out of battery. Our bags can store up to 30 liters, making it easy for you to carry all your devices and items in one place. ***(BOSS)***

Now, let me tell you about our marketing strategy. Our main target audience is people like you and me, who are always on the go and need to keep our devices charged. We will market our product through e-commerce as well as through our distributor channels. (NATHAN)

The market size for our product is significant, given the increasing demand for sustainable products. With Sunpack'd, we hope to reduce the usage of batteries from the electrical grid and create awareness about the benefits of solar energy. (DANNY)

**Marketing Strategy:**

To ensure that our product reaches its target audience, we have developed a strong marketing strategy. Our primary target audience includes outdoor enthusiasts, daily athletes, students, and professionals who are always on the go. We will be using e-commerce as our primary distribution channel, and we will also partner with local retailers to sell our product.

To further expand our reach, we will be using social media platforms to engage with potential customers and to build brand awareness. We will also be leveraging influencer marketing by partnering with individuals who align with our brand values and have a significant following on social media. This will help us reach a wider audience and build trust with potential customers.

**Market Size Opportunity:**

The demand for sustainable products has been on the rise in recent years, and the market for solar-powered backpacks is no exception. According to a report by Grand View Research, the global market for solar backpacks is expected to grow at a CAGR of 19.8% from 2021 to 2028.

With our product, Sunpack’d, we hope to capture a significant share of this growing market. We plan to achieve this by delivering a high-quality, sustainable product that meets the needs of our target audience.

**Desired Outcome:**

In conclusion, our aim with Sunpack’d is to provide a sustainable solution to the problem of overusing batteries from the grid. We want to reduce carbon footprint, increase sustainability awareness, and provide a convenient and practical way for people to charge their devices while on the go AND Sunpack'd is a unique and sustainable product that addresses a common problem that we all face. With our product, you can charge your devices anytime, anywhere, and contribute to making the environment a little greener. *(BOSS)*

With the growth in demand for sustainable products, we believe that Sunpack’d has the potential to become a market leader in solar backpacks. Our goal is to expand our market share and reach more people with our product, and we believe that with our strong marketing strategy and high-quality product, we can achieve this. We hope to expand our market share and reach more audiences with an investment of $$$$. Thank you for listening, and we are open to any questions you may have. ***(JESS)***

Thank you for your attention, and we look forward to bringing Sunpack’d to the market and making a positive impact on the environment. Thank you for listening, and we are open to any questions you may have. *(***JESS)**