



Team: Paper Bag

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Key Facts and Features

Patented product

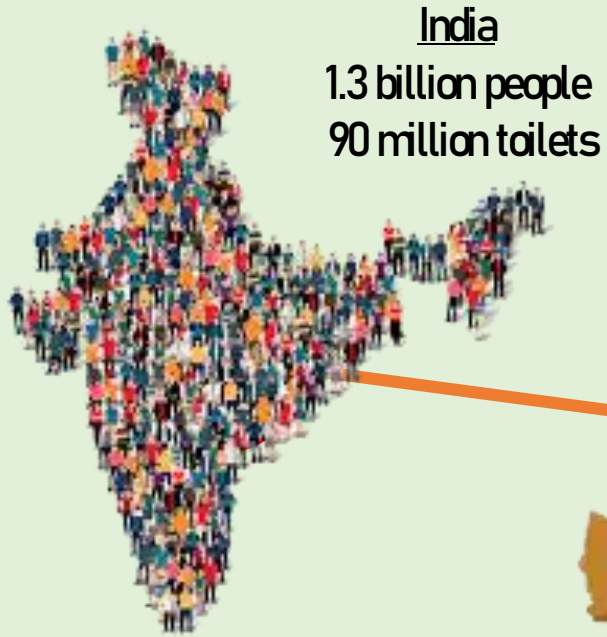
'Hygienator' make any flush
toilet foul odour free,
perpetually

Available in 6 variants
Manual to Intelligent IoT
compatible

Considers CapEx,
Reduces OpEx

Highly Versatile,
Great potential in Market

DIPP approved



INR 10.2 trillion allotted
for repair and
infrastructural
upgradation for 2020-25



Mumbai



Regional Segmentation

2nd Highest Population
(34.5% urban Population)

Mumbai > Delhi > WB
(Highest population and
Highest corporate presence)

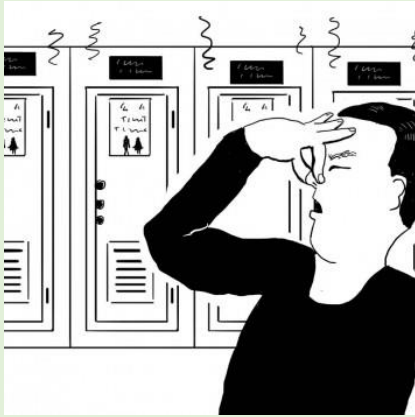
Govt. activeness in providing
sanitation facilities

- Mass population should be targeted, as the problem is of masses.
- Main target will be the Urban Middle class (28%) and high class audience (10%)
- Metropolitan cities provide the maximum exposure to accessible urban population, further-on, toilets where our product can be installed
- Govt. offices should also be targeted in the areas.
- COVID has accelerated improvement and repair work in infrastructure, so right now is the ideal time to approach the authorities with the proposal

Market Segmentation



Corporate Offices are the best place to tap urban audience



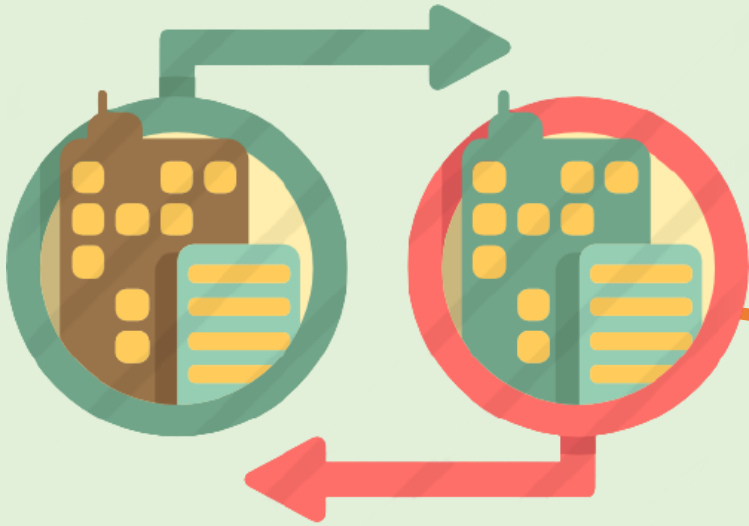
Schools and Colleges provide high exposure to younger audience



Railways and other public toilets will provide the best exposure children and women

- Corporates and hotels have highest usage as well as number of washrooms.
- Private schools and colleges should be targeted first, then government schools can be targeted later as private schools will be willing to pay the amount for smart washroom accessories.
- Females and children will increase the usage of railway washrooms, and that can give a good exposure.

B2B



Business Model

Beginning with B2B strategy will give a better exposure to target audience

Addition of B2B2C strategy to be done at later stage

Reference for B2B2C can be taken from 3 or 5 star rating electronic model

- Going for B2B model, will give us higher sales and will help in developing higher number of connections.
- This can also increase publicity among individuals through word-of-mouth, if marketed properly.
- Later, when the demand increases, the model can be shifted to B2B2C.
- Here it can be sold along with flushes by charging a premium price like the rating electronic gadgets did.



B2B2C



Pricing Strategy

Adoption of moderate pricing strategy to be done

Aggressive pricing can be adopted in future when monopoly is built

Lesser Investment of Indians in buying Smart Washroom accessories

- Adoption of moderate pricing would be the best strategy as of now, because people are not using the product directly and so they would be reluctant towards aggressive price of it, specially in India.
- If the monopoly prevails in future, along with higher individual demand, aggressive pricing can be adopted.
- Indians have their own "jugaad" or arrangement of getting rid of odour through a window rather than a HVAC duct for ventilation.



Competition, Collaboration

Doo Drops can be a potential competitor when foreign expansion is considered

Tie up with govt. to build new smart washrooms, for mass exposure

Bill and Melinda gates foundation has donated to build odour free toilets in India

- Pricing in moderate way in better as there are indirect competitors in India as well as foreign like Doo drops.
- Tying up with govt. to build new smart public toilets can also build better relations with government and increase our exposure.
- Higher prices can be charged which will give faster ROI to govt. Later very public toilet can be transformed.
- Bill and Melinda gates foundation's steps can also be a threat in this move of building new toilets.



Investor Dynamics

Scope of product in different markets to be shown along with demand

Addressing the problem scope i.e. it is everywhere, therefore higher future scope

Specifying product benefits like patent, usage, benefits

- Investors should be provided with each and every possible information in mentioned sequence.
- Market scope in India (11.6 bn) and abroad (5-6 times of India) along with probable demand.
- Pricing model and Strategy (Moderate pricing and probable future aggressive pricing)
- Product differentiators like patented design, easy to use, various benefits (green toilet, saves energy, etc.)



Distributor and Customer Dynamics



Leverage:

- Pradhan Mantri Awas Yojna
- 100 Smart City Programme
- Housing for All by 2022



Distributor to be specified with demand and scope of product

Luring the distributors by communicating their benefits like higher commission | Better network

Information if features, variants, convenience and price to be communicated to the customers

- Demand of product i.e. scope of product and therefore future opportunities
- Higher chances are there that his network will increase due to higher demand and tie up with government
- Fixed commission as well as variable commission on certain amount of sales
- Customers can be lured by stating the convenience of fitting it, different variants, benefits of using the product and environment safety.
+ RETURN ON INVESTMENT

THANK YOU

WE ARE OPEN TO QUESTIONS

