



The Solar-Powered Backpack for All Your Charging Needs

THE PROBLEM

Many people struggle to find reliable power sources
whether it's for

- ▶ Travel
- ▶ Outdoor adventures



Outdoor Activity
Limitations



Environmental
Concerns



Limited Access to
Power Sources

THE SOLUTION

Introducing Sunstride ,a solar powered backpacks for all your charging needs.

- Sustainable Power
- Convenient Charging
Charge devices anywhere, anytime.
- Outdoor Freedom
Explore without limitations.
- Dual-source charging
Piezoelectric Technology



WHY NOW?



Growing Demand for Portable Power



Sustainability and Environmental Impact



Technological Advancements



Affordability and Accessibility



Diverse Applications

MARKET SIZE

→ Assumptions

- Total number of trekkers: 20,00,000
- Target audience: 10% of the trekkers
- Avg. Product price: ₹6000 per backpack

→ Revenue Potential

The revenue potential from selling the solar-powered backpacks to 10% of the trekkers at ₹6000 each would be ₹120,000,000 (₹12 crores)

COMPETITION ANALYSIS

	Sunstride	Solex	Sarrvad
• Durability	✓	✗	✗
• Portability	✓	✗	✓
• Affordability	✓	✗	✗
• Sustainability	✓	✓	✗

BUSINESS MODEL

→ Target Customers

- Outdoor Enthusiasts
- Trekkers
- Hikers
- Campers

→ Cost Structure

- Manufacturing Costs
- Marketing Costs
- Distribution Costs

→ Revenue Streams

- Direct Sales

FINANCIAL PROJECTIONS

	Units Sold	Revenue (in Rs)	Cost of Goods Sold (in Rs)	Gross Profit (in Rs)	Net Income (in Rs)
6 Month	1000	6,000,000	4,600,000	1400,000	560,000
1 Year	2500	15,000,000	11,500,000	3,500,000	1400,000
3 Year	10000	60,000,000	46,000,000	14,000,000	5,600,000

GO-TO MARKET STRATEGY

► Audience

- Outdoor Enthusiasts
- Trekkers
- Hikers
- Campers

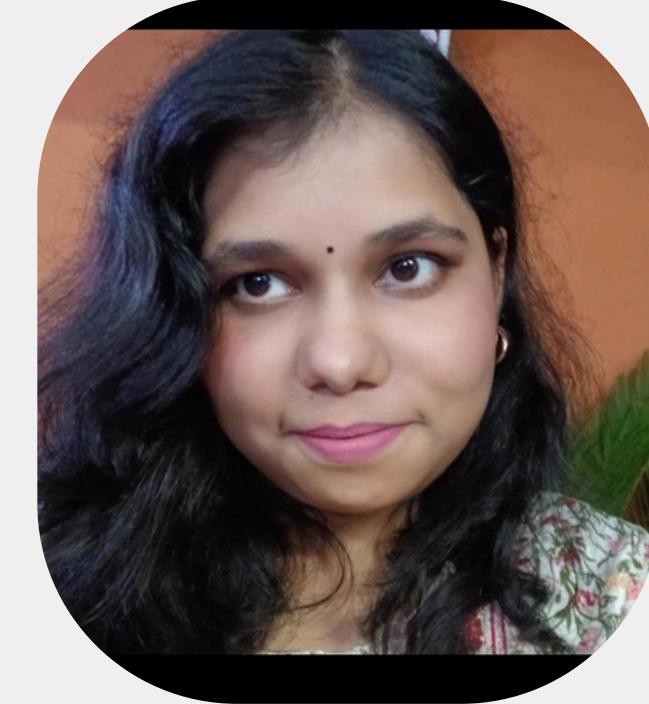
► Marketing

- Social media
- Digital Marketing

► Channels

- E-commerce Platforms
- Brand Website
- Retail Partnerships

Team Hack&Hustle



Thank you