AIRGO

AUTOMATED LUGGAGE TROLLEY

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41700 Airports
Reported By CIA

8.6 billion Passengers
Reported By ACI WORLD

PROBLEMS
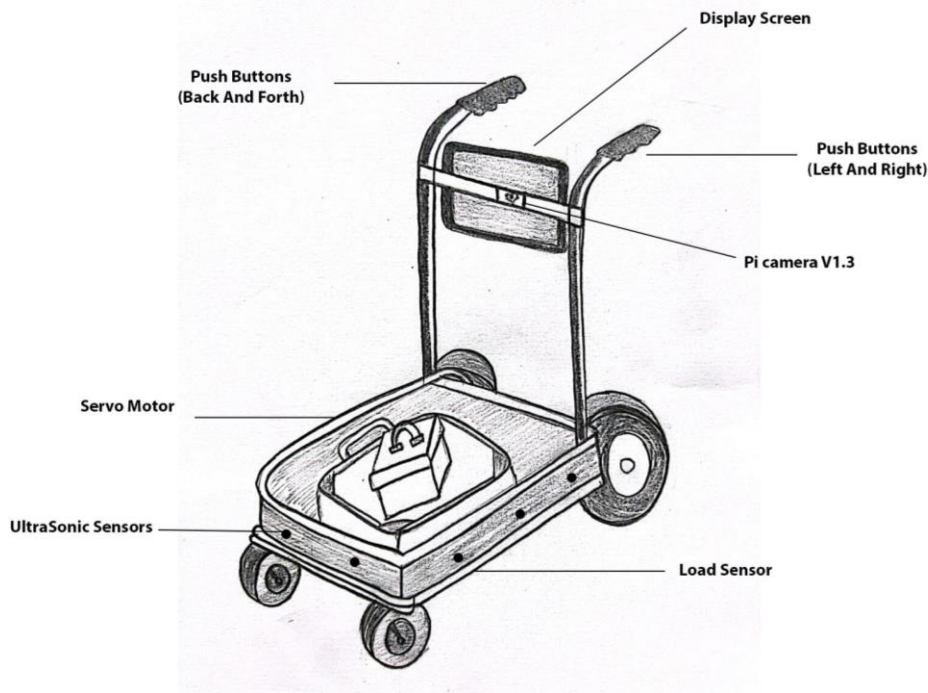
PUSHING HEAVY LUGGAGE WEIGHTS

QUEUES AROUND WEIGHING MACHINES

NOT KNOWING FLIGHT STATUS

UNABLE TO FIND CORRECT TERMINAL /GATE

SECURITY OF BELONGINGS

PRODUCT VIEWS

View 1 : External Structure

View 2 : Display Screen

UNIQUNESS AND MARKET DISRUPTION

Assisted Movement

Servo motor that allows the trolley to accelerate

Push Buttons to control movement and Steering

Weight Measurement

Load Sensors to weigh luggage anywhere

Built in Screen Display
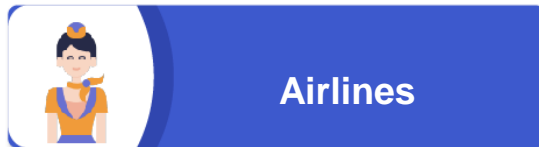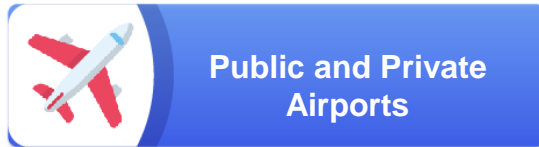Enables navigation to required destination
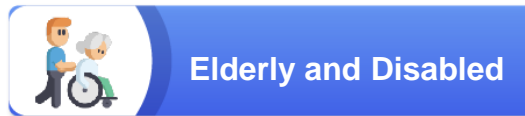Provides real time flight information

Weight locking System

Alarms the passenger about theft detection

CUSTOMER SEGMENTATION

CUSTOMERS

Government Aviation Department

Public and Private Airports

Airlines

END-USERS

Large Families

Frequent Travellers

Business Travellers

Elderly and Disabled

International Students

MARKET SIZE

TAM — ≈ **20.85 Billion USD**
Worldwide Airports
41,700

SAM — ≈ **6.26 Billion USD**
Tech-Advanced Airports
12,510

SOM — ≈ **109 Million USD**
Australian Airports
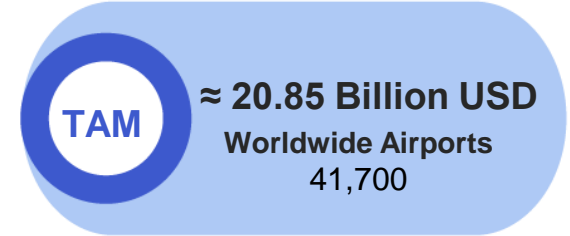2,180

CUSTOMER ACQUSITION

Engagement Methods to Acquire Customers
Deploy a sales team for professional pitching
Efforts to reach government bodies and officials

Targeting Early Adopters
Focusing on acquisition of Technology-Forwarded Airports and airlines who are in search of improving customer experience

Incentive Programs
Early adopters to get Trolleys at discounted prices
Initially, support, maintenance and training will be free of cost

Engagement Methods to acquire End-Users
Convey Benefits through Trade Shows and Conferences
Increase awareness through social media and website

Pilot Programs
Implement a trial test on selected airports to showcase benefits, collect data and improve the trolley accordingly.

Thank You!

Video Link : https://youtu.be/B9s1RIMV2yQ