



**Help solar customers to improve the efficiency of the plant through on line diagnostic solutions**  
**Product : Online I-V Tracer for per string monitoring and maintenance of PV panels”**

# 10 Slides of my Pitch Deck

01

Product

02

Problem / Opportunity

03

Value Proposition

04

Underlying Magic

05

Business Model

06

Go – To – Market Plan

07

Competitive Analysis

08

Management Team

09

Financial Projections

10

Financial Projections

# Problem

Lack of detection of Possible failure modes in PV installations lead to reduction in power output .



# Solution

- We propose a circuit that sits at the junction box level to provide 'on demand', 'online' I-V traces for series connected panels.
- The shape of the I-V trace helps determine the type of fault and localizes the fault to a specific string.
- Ability to provide an on demand, 1500 point, accurate IV trace while the plant is online.



Solution 1



Solution 2



Solution 3

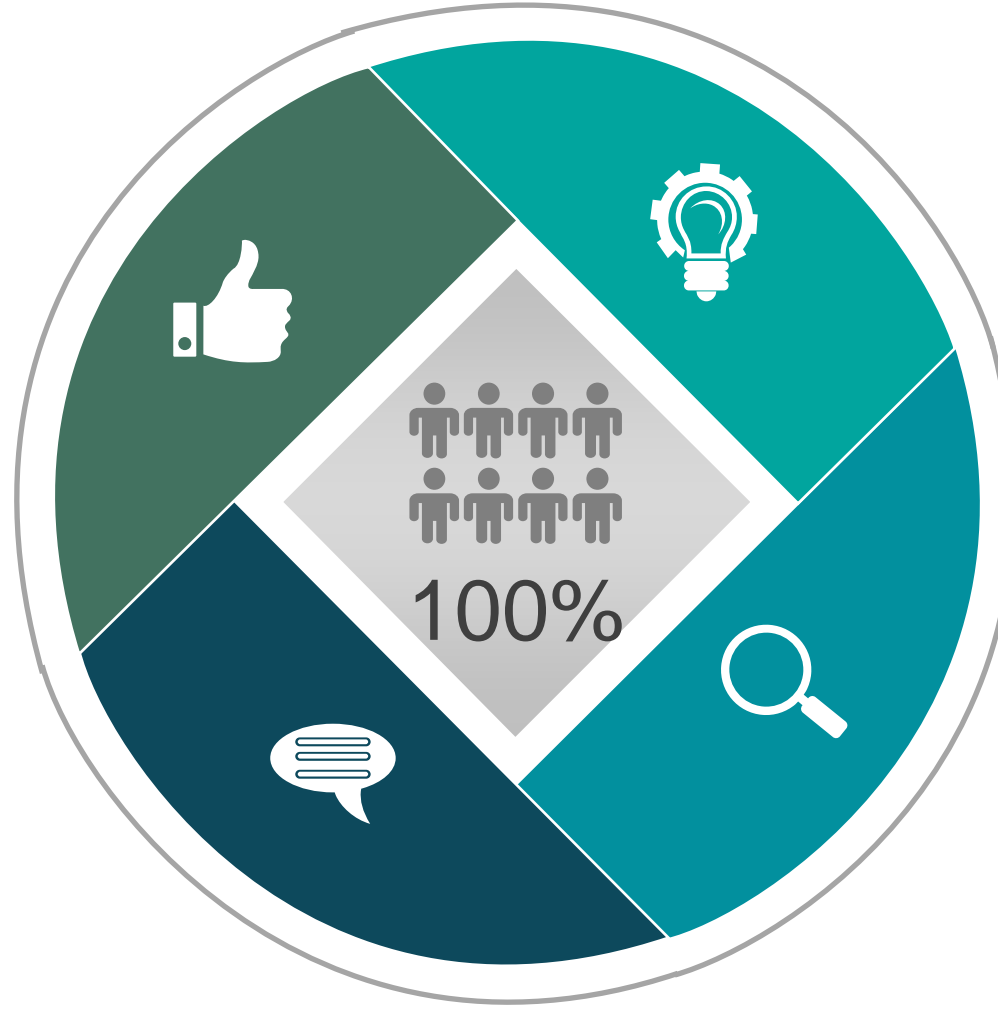
# Value Proposition Product Benefits

## Product Benefit 4

- Improves plant output up to 34%

## Product Benefit 3

- Can be easily retrofitted in existing projects



## Product Benefit 1

### Identify faults :

- Partial and/or full shadowing
- Hot spot generation to prevent cell damage
- Faults in cabling
- Shunt leakage faults
- Bypass diode thermal failure

## Product Benefit 2

- Plant need not be brought off line to generate IV curves

# Underlying Magic



## UNDERLYING MAGIC



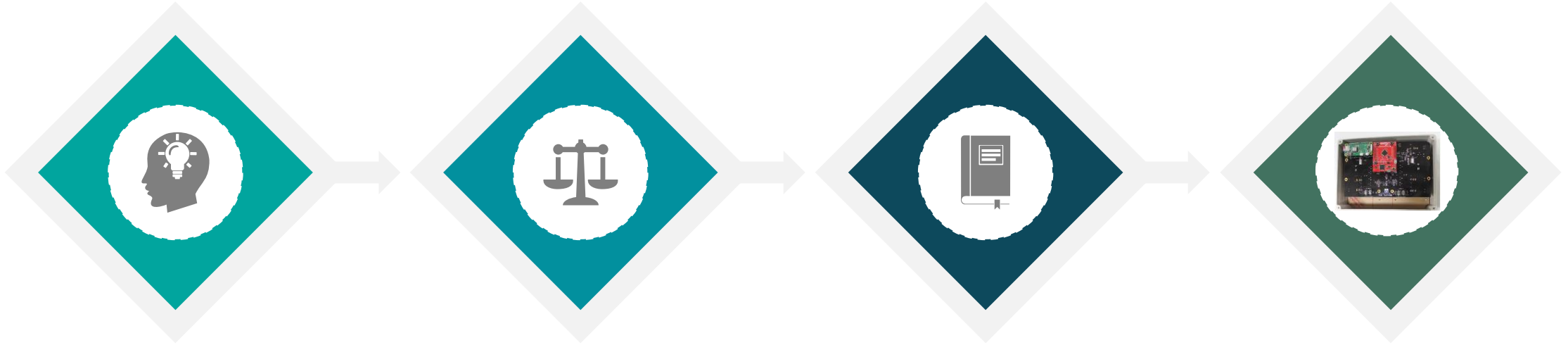
shutterstock.com · 1727835340



Efficiency

shutterstock.com · 11753239136

# Business Model



## Research & Plan

Identify the available solutions.

Compare the pros and cons.

## Price Compare

Compare the price of other alternatives available and take conscious decision

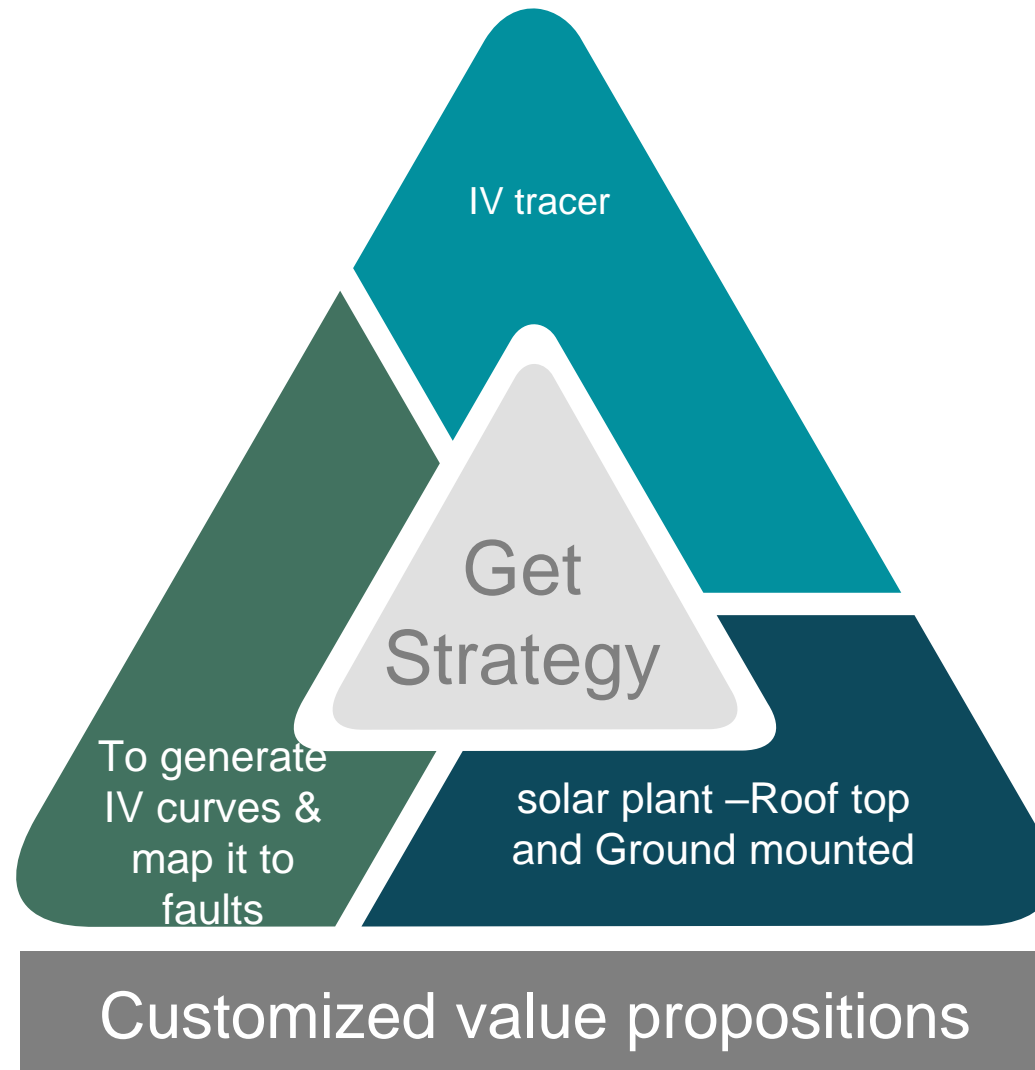
## Place order

Share site details and after feasibility study, place order

## Install & Monitor for benefits

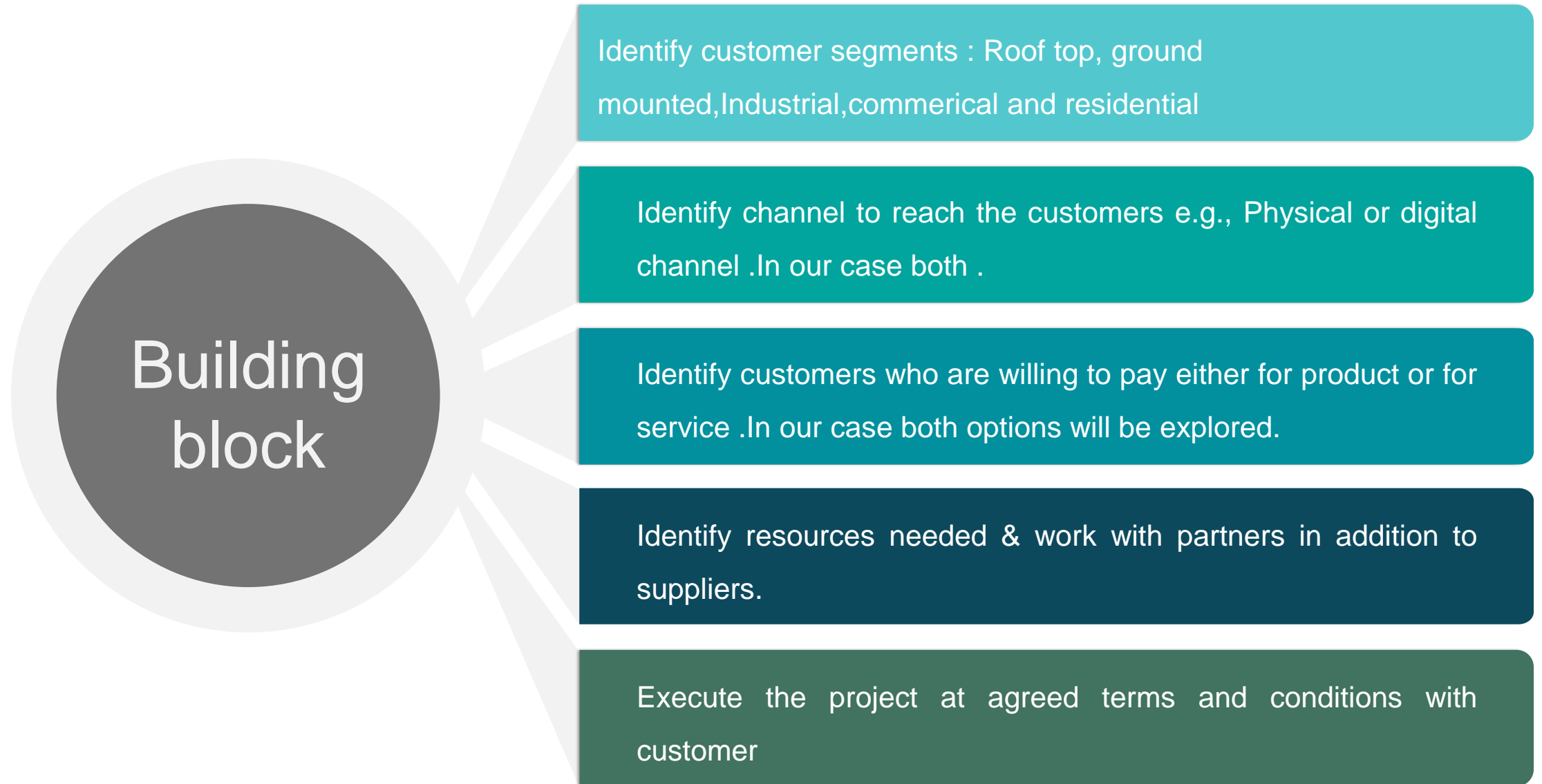
Coordinate for installation and commissioning of the product & monitor the results

# Go To Market Plan

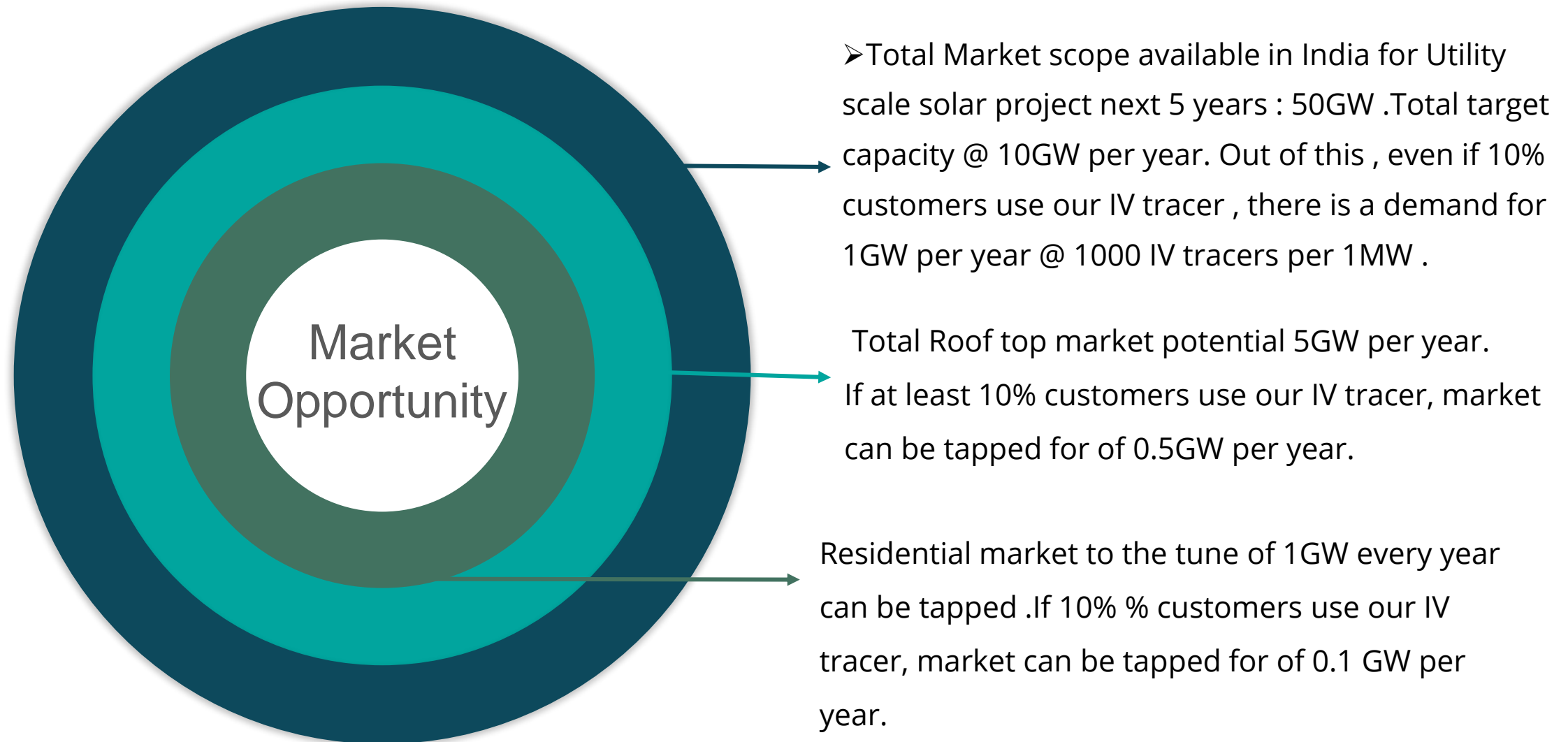




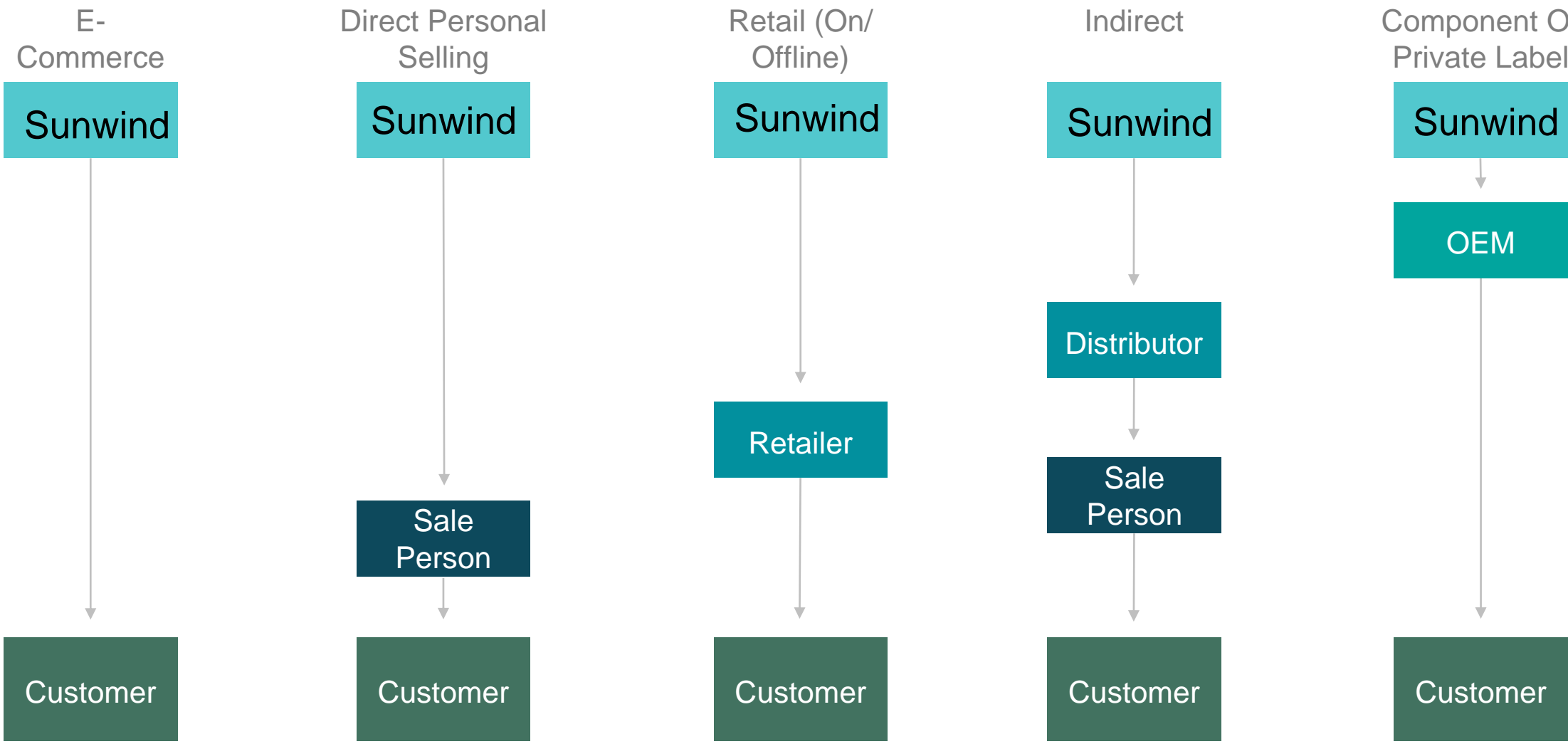
# Go-to-Market Strategy Roadmap



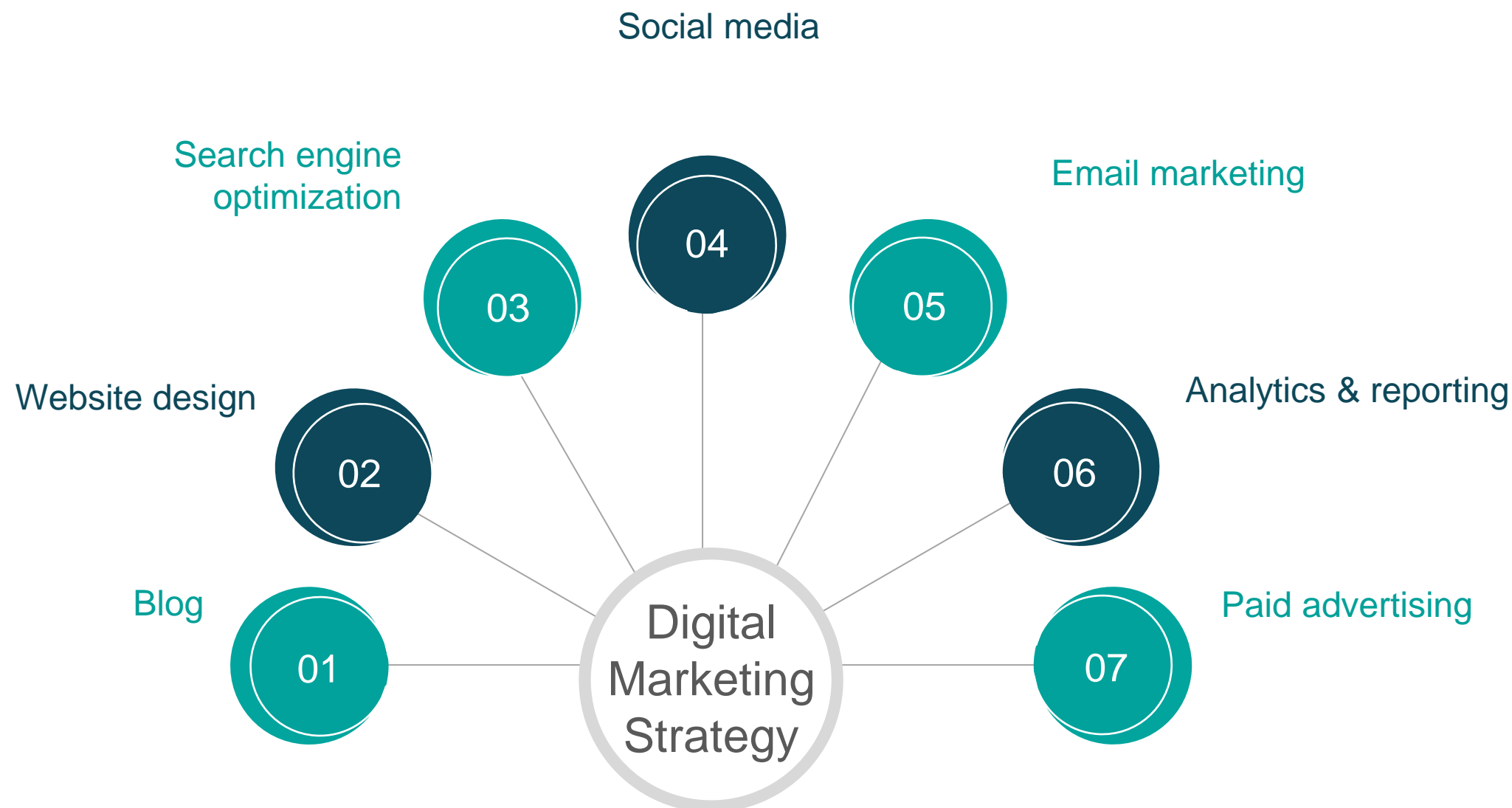
# Market Gap Opportunity



# Channel Strategy



# Marketing Strategy



# Competitive Analysis

Competitive factor	Your business	Competitor 1	Competitor 2	Competitor 3
Years of existence	2.5+	2.0		
Location	Chennai - South India	in few states		
Products or service	Solar Plant+IV tracer	portal equipments,IV tracer with limited measurements		
Quality	In line with customer needs	Medium due to limitations		
Price (\$)	245 per no.	500 per no.		
Services	One of the best in the market	moderate		
Warranty (years)	2 years	1-2 years		
Business reputation	Best	Good		
Sale funnel	100% - 70%-30%	data not available		

# Management Team



SRIKANTH  
SARANGAPANI

Co Founder, & Director



THEJASHRI  
SRIKANTH

Co Founder & Director & Engg.



JAYASHREE  
SRIKANTH

Head - Finance & Admin.



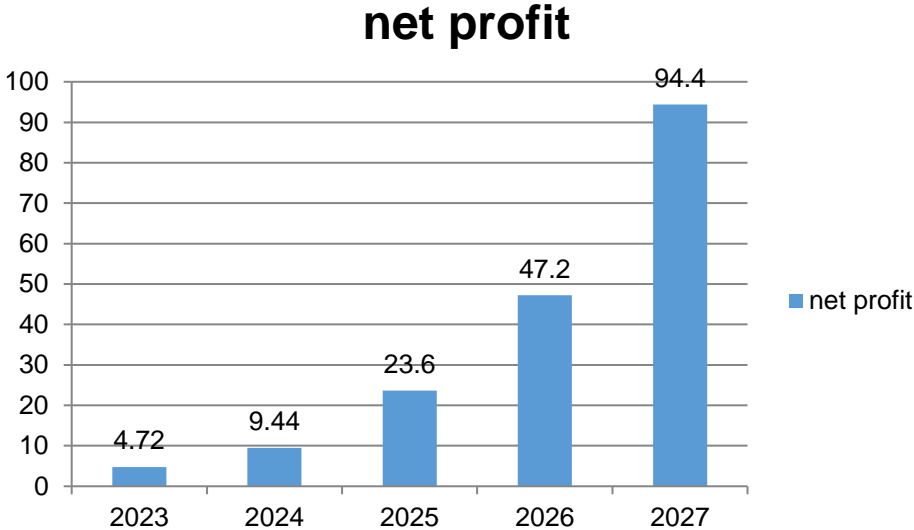
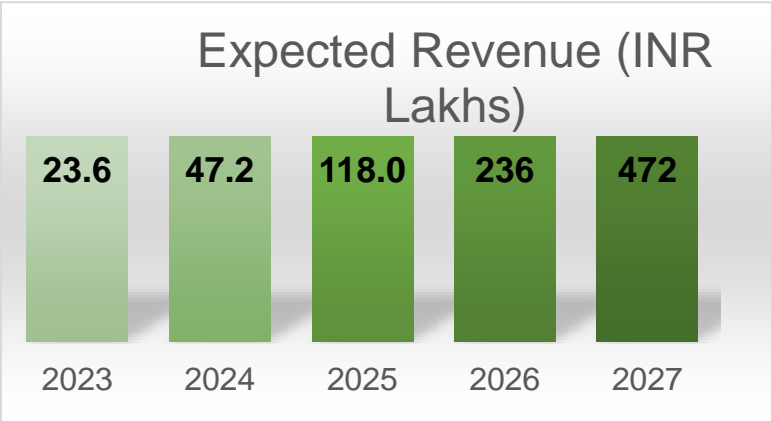
SATHYAMOORTHY

General Manager- Projects & Associate

# Financial Projections And Key Metrics

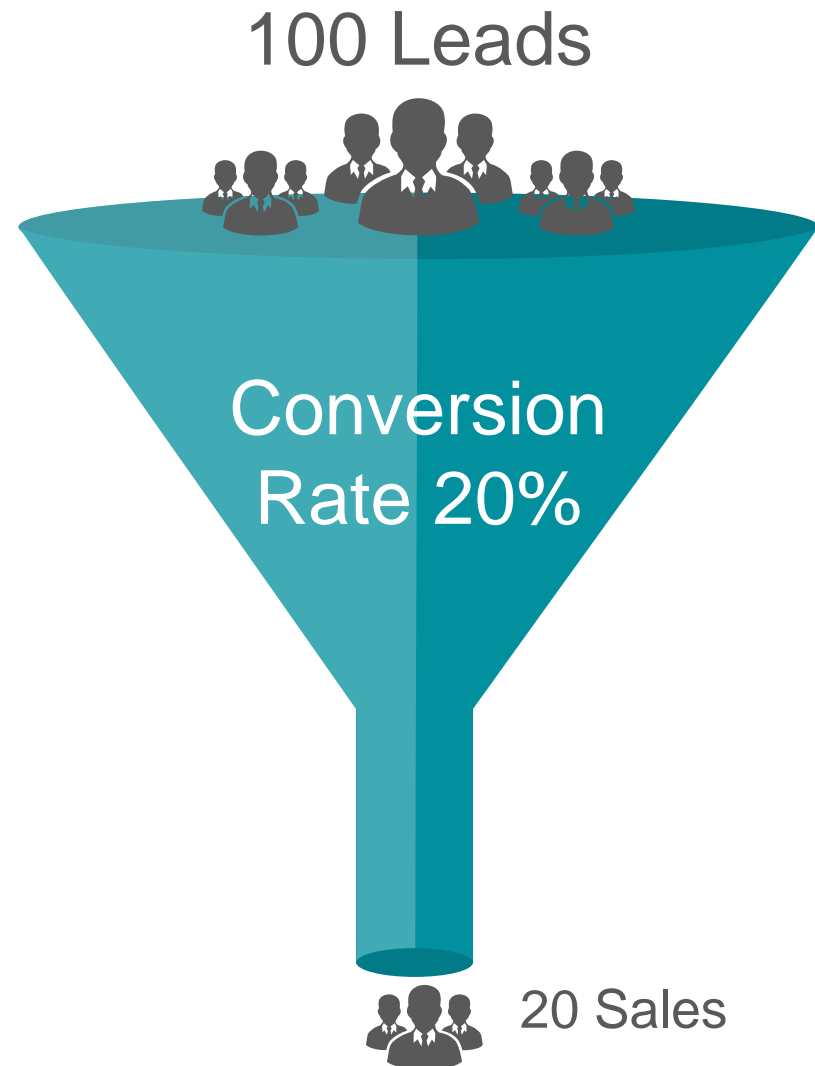
	Year 1	Year 2	Year 3	Year 4	Year 5
	Year 1	Year 2	Year 3	Year 4	Year 5z
# Of Customers	100	200	500	1000	2000
# Of Employees	4	10	25	50	100
Sales LAKHS INR	100nos. 18.0	200 nos. 36.0	500nos 90.0	1000nos 180.0	2000nos 360.0
Expenses (LAKHS INR)	22.72	45.44	113.6	227.2	454.4
Profits(LAKHS INR)	4.72	9.44	23.6	47.2	94.4

# Financial Projection Graph





# Conversion Rate



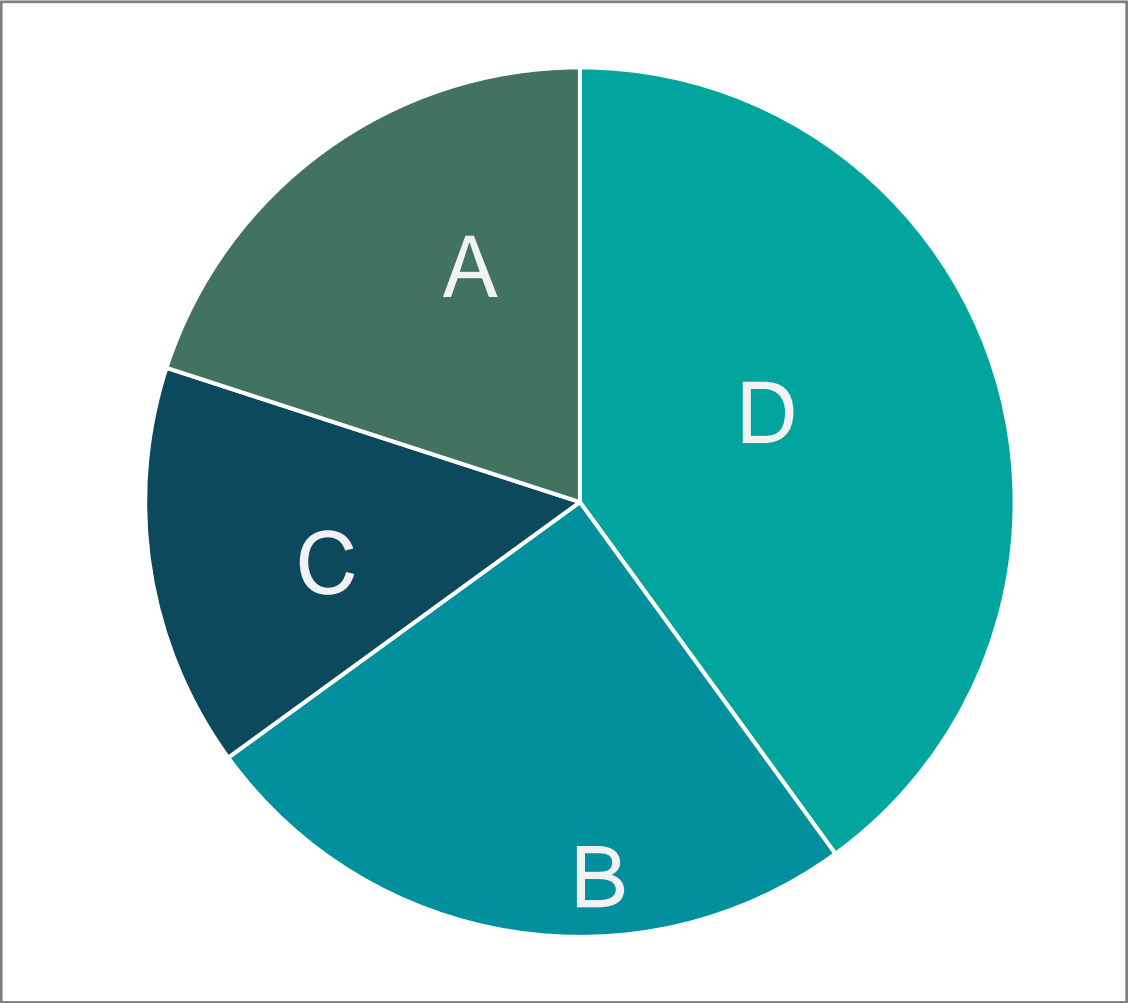
# Use Of Funds

A : New Hires  
15% OF FUNDS

B: Operational Cost  
20% OF FUNDS .

C: Marketing  
15% OF FUNDS .

D: Product Development  
40% OF FUNDS .



# THANK YOU



**Address**

# New no.2, Old no.11,  
57<sup>th</sup> Street, Ashok nagar, Chennai -  
600083 .TAMIL NADU

**Contact Numbers:**

+91 72008 28147

**Email Address:**

[director@sunwindecotechnologies.in](mailto:director@sunwindecotechnologies.in)  
&srikanths\_2k1@yahoo.com