

IN-VEHICLE HEAT MITIGATION SYSTEM

Market Opportunity & 10-Year Global Launch Strategy

"Stay Cool. Stay Safe. Stay Connected."

Bushra Mohib | Business Strategy & Market Analysis



EXECUTIVE HIGHLIGHTS

100M–150M

Addressable U.S. consumer base across heat-exposed regions

\$1M

Gross revenue projected within 18 months of launch

30%

Target integration into new vehicles globally by 2035

70%

Target reduction in heat-related vehicle incidents by 2035

VEHICLE HEAT EXPOSURE RISK



120°F+

in 10 minutes

- 1 Parked vehicles reach dangerous temperatures within minutes
- 2 Children, pets & elderly are most vulnerable — but cannot protect themselves
- 3 Anti-idling regulations prohibit running AC while parked
- 4 Existing solutions (sunshades, cracked windows) are unreliable & inadequate
- 5 Over 288M registered vehicles in the U.S. lack smart cooling systems

PROPOSED SOLUTION

An automated, non-idling thermal mitigation system designed to prevent rapid temperature escalation in parked vehicles.

App & Remote Control

Activate cooling remotely via smartphone or key fob from anywhere

Solar-Assisted

Optional solar module for eco-friendly, battery-safe operation

Real-Time Monitoring

Live temperature alerts and proactive cabin cooling

Cross-Vehicle Compat

Universal fit for most vehicles, easy installation

Safety First

Protects children, pets & elderly from heat-related harm

\$50-\$80

Affordable pricing for middle-income families

SWOT ANALYSIS

STRENGTHS

- ▶ App + remote controlled cooling
- ▶ Multi-level value: functional & emotional
- ▶ Easy installation & cross-vehicle fit
- ▶ Addresses real, recurring pain point

WEAKNESSES

- ▶ New brand — low initial awareness
- ▶ Higher unit cost vs basic competitors
- ▶ App dependency may deter less tech-savvy users

OPPORTUNITIES

- ▶ Rising public attention to hot-car risks
- ▶ 288M+ U.S. registered vehicles
- ▶ Partnerships with insurers & auto dealers
- ▶ Growing demand for smart safety devices

THREATS

- ▶ Low-cost solar fans (\$20 avg)
- ▶ Remote-start brands with strong distribution
- ▶ International low-cost competitors
- ▶ Low barrier to entry for simple cooling devices

TARGET MARKET

100M–150M

Addressable
U.S. Consumers

Ages 25–65 | Income \$55K–\$120K
Sun Belt + high-temp regions

Families w/ children 0–12

Pet owners

Elderly caregivers

Rideshare & gig drivers (2–
3M)

Outdoor workers

Fleet operators

ANALYPESTIS

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POLITICAL

- Anti-idling laws create demand for non-idle cooling
- CCPA compliance required for app data
- Tariff-aware multi-source supply chain

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ECONOMIC

- Middle-income target: value-engineered pricing
- Insurer & automaker rebate partnerships possible
- Rideshare buyers evaluate total cost of ownership

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SOCIAL

- Rising awareness of hot-car injuries & deaths
- Smartphone-native daily routines support app control
- Responsible parenting culture drives safety spending

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TECHNOLOGICAL

- Solar assist modules growing globally (esp. Asia-Pacific)
- Competitors (Viper, Compustar) could integrate similar features
- Roadmap: reliability, energy efficiency, vehicle integration

PRICING STRATEGY

\$50 – \$80

Per Unit (base to premium)

Revenue Goal

\$1M

Gross Revenue within 18 months

Value-Based Pricing

- ✓ Priced on customer willingness to pay
- ✓ Affordable for middle-income families
- ✓ Bundle discounts for multi-car households
- ✓ Positions product as a necessity, not a luxury

Cost-Plus Pricing

- ✓ Covers production, labor & transportation
- ✓ Fixed markup guarantees profit margin
- ✓ Sets the "floor" minimum price
- ✓ Provides stability for a new, growing brand

DISTRIBUTION STRATEGY

PHASE 1

0–18 Months

Digital Launch

- ▶ Amazon Marketplace (primary)
- ▶ Company Website DTC
- ▶ Social media storefronts
- ▶ Google & Amazon Ads

PHASE 2

18 Months–3 Years

Specialty Retail

- ▶ AutoZone & O'Reilly Auto Parts
- ▶ Pet supply stores
- ▶ Regional automotive shops
- ▶ Continued Amazon presence

PHASE 3

3–10 Years

Major Retail + OEM

- ▶ Walmart & Target nationwide
- ▶ Auto dealership partnerships
- ▶ OEM factory integration
- ▶ 50 international markets by 2035

PROMOTION STRATEGY

TikTok & Instagram

Short-form demos: how quickly a car heats up + product response

Facebook Communities

Targeting parent groups, pet owner communities, safety advocates

Influencer Partnerships

Pet-safety advocates, parent educators, veterinarians, shelters

Amazon Advertising

Capture consumers actively searching heat-safety solutions

Google Search Ads

Keyword targeting: hot car safety, car cooling, pet protection

In-Store Displays

Auto dealerships, pet stores, Target & Walmart retail activations

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10-YEAR GLOBAL ROADMAP



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Stay Safe.
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\$1M

18-Month Revenue

30%

2035 Car Integration

70%

Incident Reduction

50

Global Markets

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