

# 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

## Year 1

- Launch in U.S. (Amazon & DTC)
- \$1M revenue target
- Prototype refinement
- Build brand awareness

## Year 4-5

- Major retailer (Target/Walmart)
- OEM integration pilots
- Fleet operator deals
- Expand to Canada, Mexico

## Year 2-3

- Specialty retail entry
- Safety org partnerships
- AutoZone / O'Reilly
- Expand digital reach

## Year 6-10

- 30% new-car integration
- 50 global markets
- 70% reduction in incidents
- Industry standard accessory

**"Stay Cool.  
Stay Safe.  
Stay Connected."**

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**\$1M**

18-Month Revenue

**30%**

2035 Car Integration

**70%**

Incident Reduction

**50**

Global Markets

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