# Executive Summary

## Introduction

The current mission of Invendor is to change the present scenario of on-road safety conditions in the country. The initial plan is to design, develop and market products and systems for automobiles that provide a safer driving experience. The technology will fill an unmet market and serve a dire need of the society and the country.

## Products and Services

The current product in offering is called Sphere – which provides an amalgam of emergency crash response, anti-theft and on-road assistance. **Emergency crash response** informs healthcare facilities and pre-registered guardians at the instant of accident, thereby, reducing response time and increasing the likelihood of saving the life of the victim. **Anti-theft system** is well thought and the system protects your vehicle from theft and tampering. **On-road assistance service** provides assistance in case of any issue.

The first year of service for all the facilities in the sphere system would be free followed by yearly subscription based on services availed.

In the largely unexplored market of India, invendor plans to become a trusted manufacturer in the niche.

## Company and Management

The company will operate from Delhi under the leadership of 3 founding members. The founders namely Rohan Sharma, Sanchit Gupta and Shrey Miglani are from DTU and the company will be equally owned by them.

Rohan specializes in software and product development. Sanchit is an able engineer with a passion for building innovative hardware solutions. Shrey, while still being an engineer combines business development with technical skills. Together they bring all the necessary skills to create and manage the product they propose. Each one brings one skill to the pool while not being completely oblivious to other ones.

Invendor will also build a team of professionals to work as the workload and product demands.

## The Market

With initial focus on Delhi, it is estimated that 530,000 cars will be sold in Delhi on an average in the coming years. These 530,000 car buyers are our potential customers who buy our product for around ₹15,000. This translates into a market potential of ₹ 7,95,00,00,000 (₹ 795 crore) per year.

Car manufacturers are introducing equipment in cars to boost sales and the trend is towards providing a safer and secure automobile experience. Some have even made airbags mandatory.

With such potential market and trends in car manufacturing, invendor plans to work with one major car manufacturer initially and try to tap in its market share.

## Strengths over competition

* Local competitions are only providing a subset of features and are not so trusted in terms of quality.
* Selling in collaboration with a major car brand will give us much more brand value than selling independently
* Crash assistance from big brands is in a really nascent stage and the execution is not favorable to India considering driving patterns of people.
* Potential International competitors which have not entered India yet don’t provide a cost effective solution while ours is focused to be a product which would be affordable by masses.

## Financial (will include our funding requirements and stuff)