



VIT[®]

Vellore Institute of Technology

(Deemed to be University under section 3 of the UGC Act, 1956)

LEAN START-UP MANAGEMENT (MGT1022)

Submitted to:

Prof. Prabir Chandra Padhy

Submitted by:

18BEC0564 V. HEMANT

18BEC0565 SAKSHI CHHABRA

18BCE0516 NIDHI VERMA

18BCE2491 SHADAB ALAM

18BCE0196 MOHD. UMAR

18BEC0164 P. JAYANTH KUMAR

18BEC0471 KUDITHIPUDI BHARGAV

ACKNOWLEDGEMENTS

Firstly, we would like to express our gratitude towards Prof. Prabir Chandra Padhy. He has been a supportive guide and a significant motivator behind this project. Without his guidance, Optimus would not have come into existence.

Secondly, we would like to thank VIT UNIVERSITY for presenting this opportunity to us. We have gained considerable knowledge and it has been a remarkable experience working together to apply our skills in a practical environment.

We would also like to thank all our classmates and fellow students in this college, for participating in our pre-implementation survey and providing us with inspiration to carry out this project.

Table of contents:

1. Business tagline and our vision
2. Mission
3. Executive summary
4. Introduction
5. Objectives
6. Product
7. Factors which motivates to start concerned business
8. Need analysis
 - Target audience
 - Pre-implementation survey
9. Market study for the selecting the concerned business
 - Market growth
 - Market segmentation
 - Market competitors
10. Licenses, permits and no objection certificate (noc) related to business
11. Management and employees (organizational hierarchy)
12. Specific sales plan for the products or services
13. Key distribution and promotion channels
14. Financial plan (total budget activities including all direct and indirect cost involved considering all factors)
15. Fund raising plan
16. Management plan (organization/firm plan before product launch, during launch and after launch including services & support activities)
17. Talk with industry expert
18. Conclusion
19. References

OPTIMUS POWER SOLUTIONS



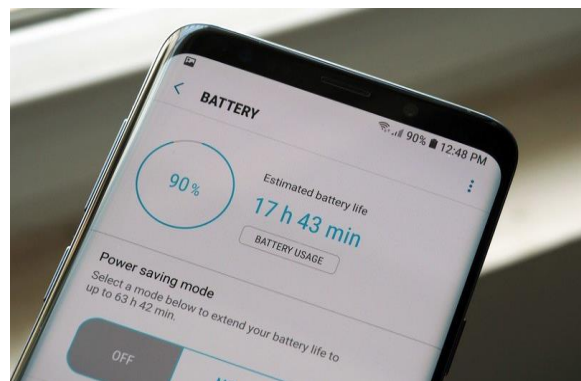
1. BUSINESS TAGLINE AND OUR VISION:

"Keep You Charged "

This Tagline highlights Optimus's vision that is providing uninterrupted power to all smart phone users so that they never face the problem of shortage of battery or a dead battery.

2. MISSION:

To manufacture low cost cover chargers for all kinds of Smartphones, tabs and iPads delivering the best customer experience, by giving prolonged battery with style and design, in the next three years.



3. EXECUTIVE SUMMARY:

In this project we have proposed a product called Zeus Cover Charger. This product is a replacement to the existing power bank which is available in the market. There are a few products similar to our product available in the market and it is also seen that they are not available for all the different mobile sizes. They exist only for iPhone. For our technological implementation, we have used a lithium-ion battery to charge our cover case chargers with an internal connection with the phone (video link provided below). This will charge the cover case along with the phone.

We made a survey through Google Form for the different mobile usage so it helps us to understand the case covers manufacturing. The advertisements and sales strategy also has been presented. We have also mentioned on how we will be proceeding with selling our product online through Amazon and Flipkart. The budget for the company has been presented with the one time and the monthly costs separated.

Thus, we tried to develop an efficient, ergonomic, and aesthetically pleasing phone case that can charge a smartphone. This product would target two main demographics: business people who are constantly on the go, and the outdoors enthusiasts who are not always near an electrical outlet. The product will give users peace of mind knowing that their phone will not die without an outlet or a plug-in phone charger.

(Video link: <https://vimeo.com/551815449>)

4. INTRODUCTION:

Optimus is a power solutions company aimed at providing battery solutions for smart phones, tabs and iPad. No need to plug & unplug the charging cable frequently and thus extend the use life of your phone. It charges Your phone first and once the phone gets fully charged it starts charging its Power Bank.

In today's society of widespread mobile electronic device usage, people are encountering an increasingly common problem: more on-the-go use of one's device means more rapid consumption of the limited power available from the device's battery. In order to combat this, some manufacturers increased the capacity of their battery packs, but this typically results in increased price and bulkier designs. Other companies have produced expensive after-market battery pack expansions, some of which can double battery life of user's devices, which add significant physical bulk. For the average user, the options are relatively limited.

Many people will buy spare charging accessories to carry with them for the sole use of charging their device at any opportunity they can. This can be a hassle though, as finding an outlet when commuting or traveling is not always the easiest thing to do, and even if an outlet can be found, it is only useful if one has the time to recharge his/her device for a significant period. Other options, such as solar chargers, hand crank phone chargers, and even thermoelectric generators, exist for travelers, commuters, and people with outdoors lifestyles. Most of these products are expensive and bulky, and all of them are yet another accessory to carry along with the device. The average person needs something smaller, lighter, and more affordable to extend the battery life of his/her device on a daily basis. We aim to solve this problem by creating a light, ergonomic, and aesthetically pleasing phone case with an integrated mechanical charging system.

The targeted demographic of the company, though is every mobile user, its more specifically the large chunk of the working class who need to stay on the move. With our product even with our busy and hectic schedule charging their phones will be the last thing they would have to worry about.

As for the technical knowledge and the skill required, we plan to collaborate with the mobile companies to have custom cases incorporated as plug and use product.

5. OBJECTIVES:

➤ Reliability:

To produce covers that are made are made for longer battery life and are smart and better than other in the market providing the best customer experience.

➤ Variety:

To produce cover chargers for all kinds of Smartphone, i pads, etc.

➤ Collaborations and Partnerships:

To have close relations with other companies giving so that we can together innovate and provide the best battery solutions to the customers.

➤ Simple and Optimized Product:

To be committed to design the best cover-chargers for smart phones integrating both technology and style giving the best customer experience.

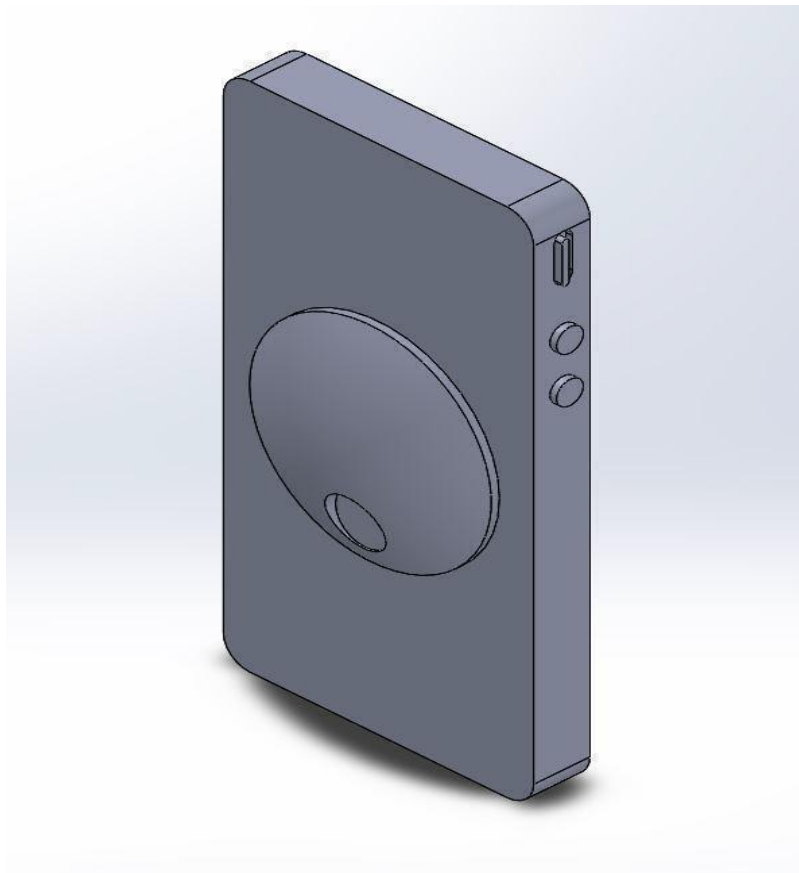
➤ Various Selling Platforms:

Direct sales and E-Commerce as well.

6. PRODUCT:

5.1. ZEUS COVER CASE-CHARGER:

Optimus flagship product Zeus Cover Case-Charger is technically a phone case which allows customers to charge their phones on the go and more convenient to hold. For instance, imagine you have an important day ahead and you forget to charge your phone and you forget to carry your power bank. Well, Cover Charge eliminates all these possibilities and provides an uninterrupted power supply to charge phones up to a minimum of 10 hours.



ILLUSTRATIVE MODEL

CONVENIENCE AND ACCESSIBILITY OF PRODUCT:

This device will be an easy to use device. The manufacturers will be taking all the steps to make it a plug and play device. Once the device is plugged on to your mobile phone, then you need to worry about the device. Further, to make the device convenient the silky, soft-touch finish of the silicone exterior will feel great in your hand. In the future versions, the cover will have a feature through which the texture of the device will change as when we require, and sometimes by the mood of the person.

So, you don't need a power bank any more just charge your mobile covers and you have an extra pair of batteries with you. They are compactable and can fit even in your pockets very easily. In brief this device will save the cost, area, weight and space being used by the power bank.

VARIANTS:

Our model of 'case charger' will come in different designs and styles which you can choose and decorate as per your mood.

Zeus as planned will be the first variant released. On further demand and product response other variants will also be launched.

PRODUCT FEATURES:

1. Provides capacity equal to a power bank
2. Compact and can fit even in your pockets/ Wireless
3. Soft microfiber lining on the inside which helps protect your phone
4. Soft Elastomer hinge design makes it easy to put the case on and take it off again.
5. Light Weight

6. FACTORS WHICH MOTIVATES TO START CONCERNED BUSINESS:

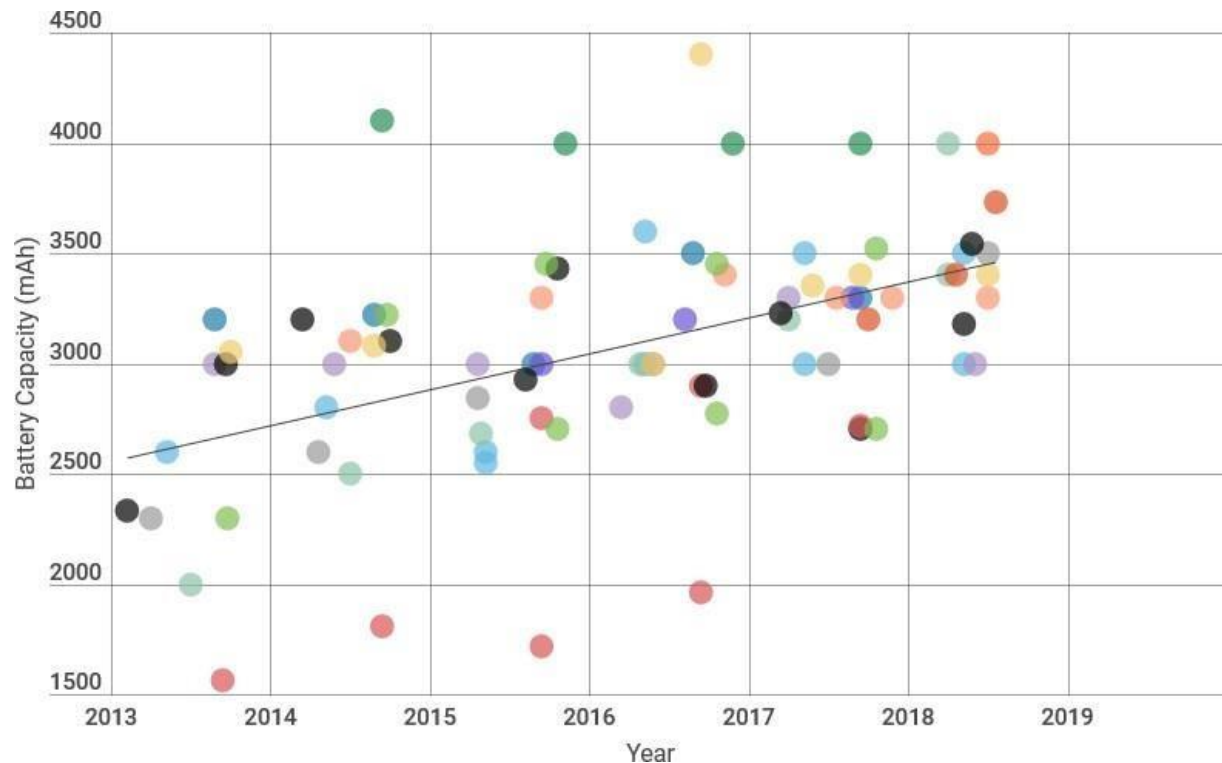
A Smartphone is a gateway to the digital era. Smartphone are so important these days due to the connectivity they provide. We can send and receive messages and emails on the move. From a business viewpoint, we can also use our Smartphone to connect and collaborate with colleagues. Because of necessity of smart phone, we need it to be always on. Smartphone is a part of living in the 21st century. Smartphone batteries are not capable enough to carry us through the work day on a single charge and people forget to charge their phones but also to carry their power banks these days.

This problem faced by many people today motivated us to build a convenient, easily accessible, efficient, portable, inexpensive, travel friendly device that never lets your device to die. The product that is much handier when compared to power banks. Also, there's no need to find place for it in the luggage as it is always with the phone. The main reason behind developing this project is the problems which were faced by the customers because of the weight of the power banks and the inconvenience to hold it.

Research into similar like ours products has shown us that, while some alternatives have the potential for creating larger amounts of power, they are too large and bulky to integrate into a case that also protects the device. Other products that use similar designs to ours are, for the most part, very bulky because they include other hardware that is unnecessary in a phone case. We aim to fill a niche in the market with a product that provides a solution to a common problem that many mobile phone users share.

7. NEED ANALYSIS:

Today's average Smartphone battery capacity is 3000mah.



By Android Authority

Based on the current specification, display size (5.5 inch), processor etc. average Smartphone battery capacity should be – 5000mah to carry us through the work day on a single charge.

Therefore, market is need of extra capacity of ~3000mah.

According to “Hindustan Times” Of the men, 59.1% say they own a power bank. The percentage is 50.7% for women and they need a small, light-weight, convenient, efficient alternative to power bank.

TARGET AUDIENCE:

- Youngster and Teens
- People who travel a lot
- Business People
- Common Man (to some extent)

PRE-IMPLEMENTATION SURVEY/AUDIENCE SURVEY:

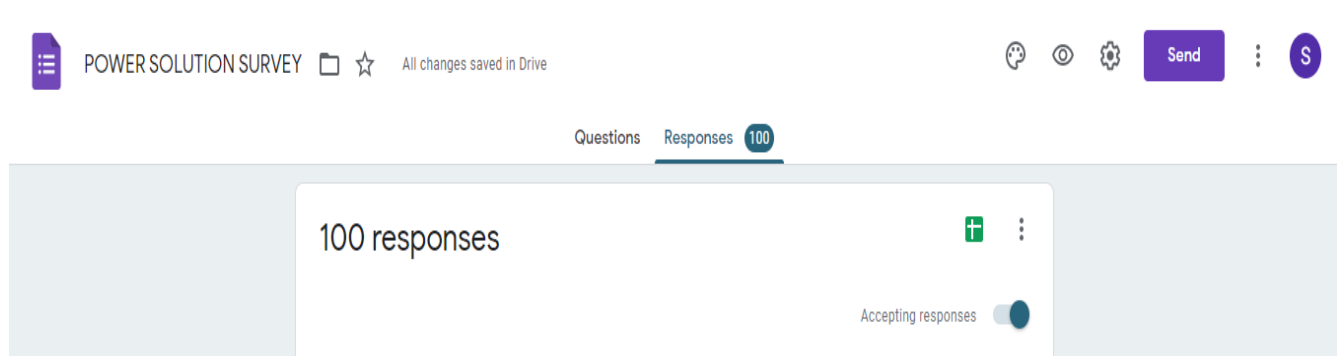
We did a pre-implementation survey / Audience survey to get a better understanding of our audience needs.

The survey was conducted among 100 students.

Sources

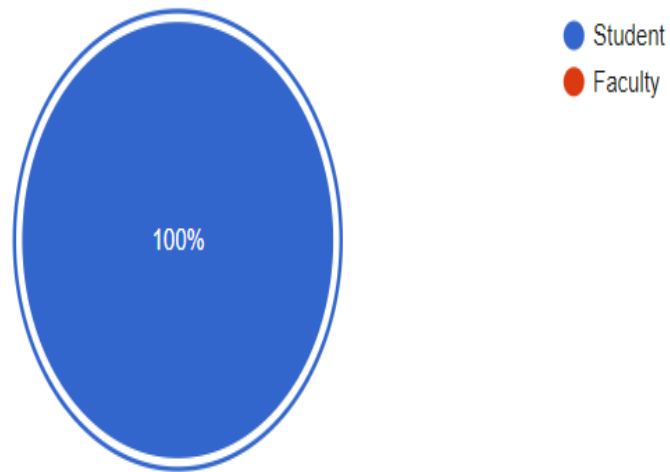
- >Online survey (major source)
- >one-to-one interviews

SURVEY ON POWER BANKS



Work as?

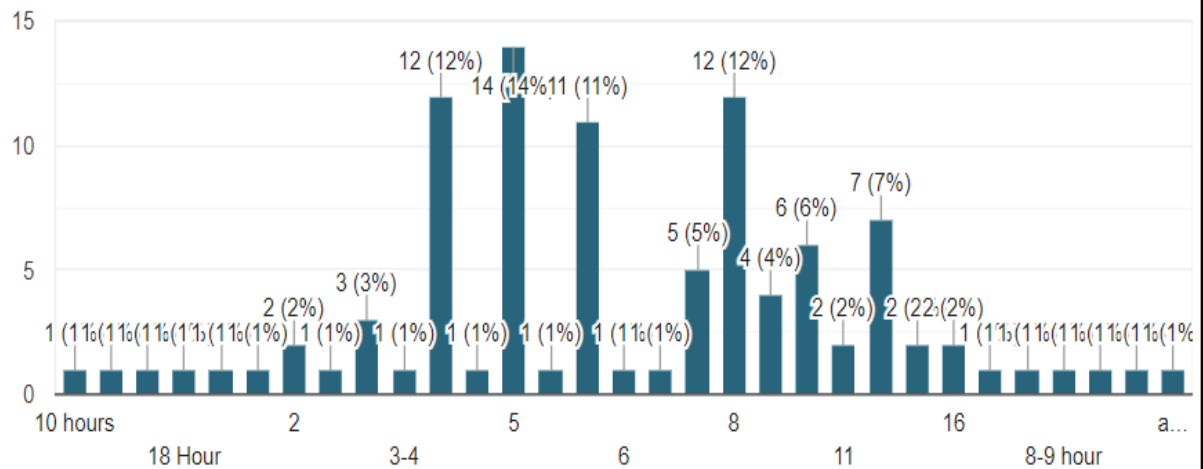
100 responses



How many hours do you use your phone for in a day(just write the number)?

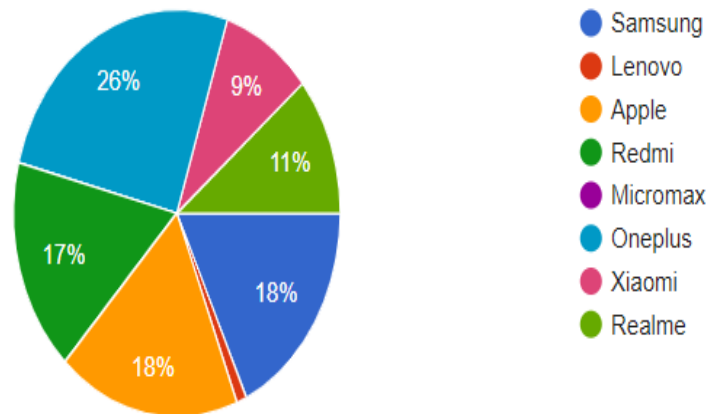


100 responses



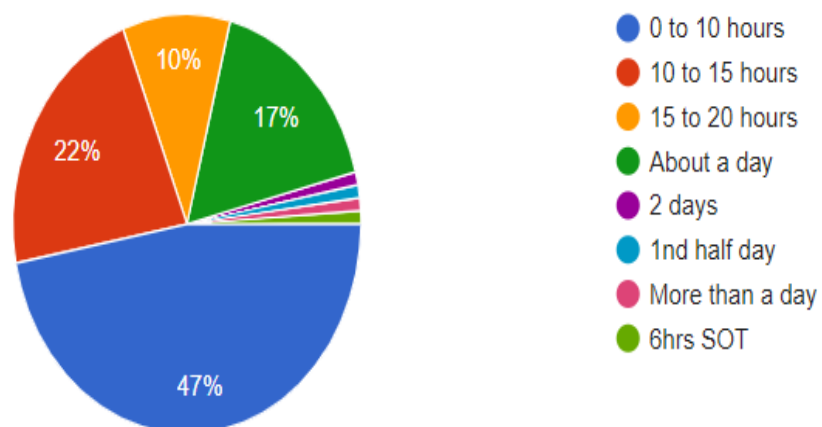
What brand of phone do you use?

100 responses



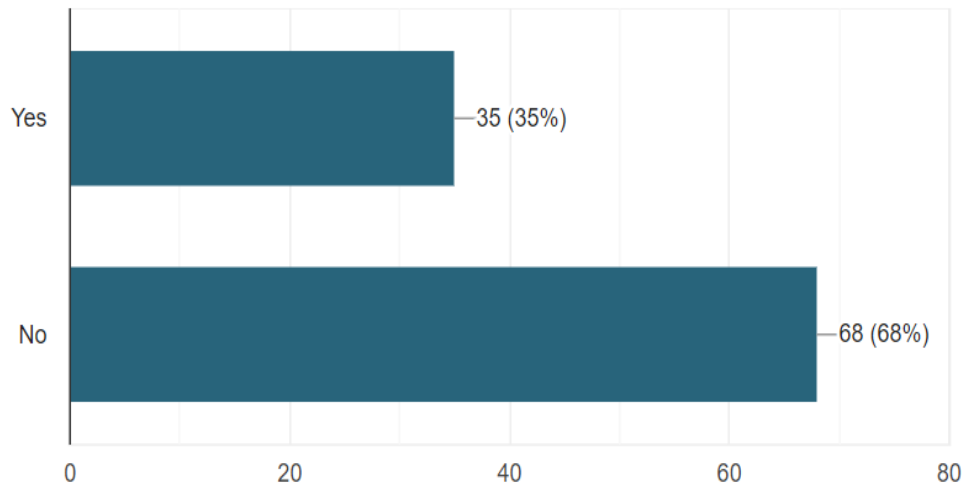
How much battery life do you get?

100 responses



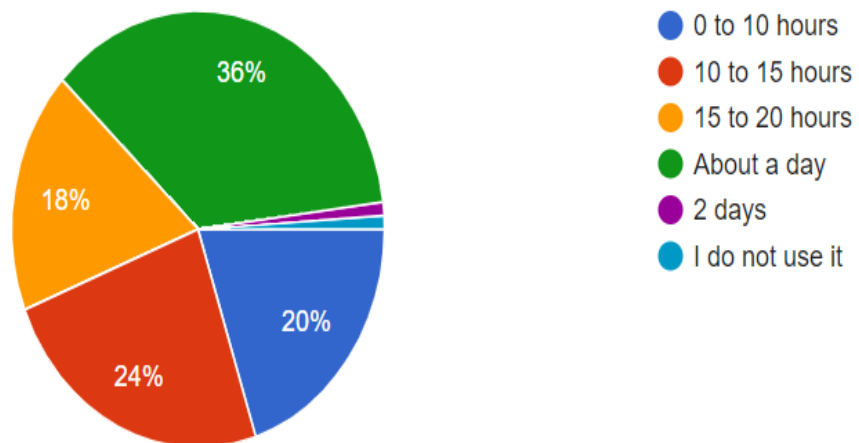
Do you use a power bank?

100 responses



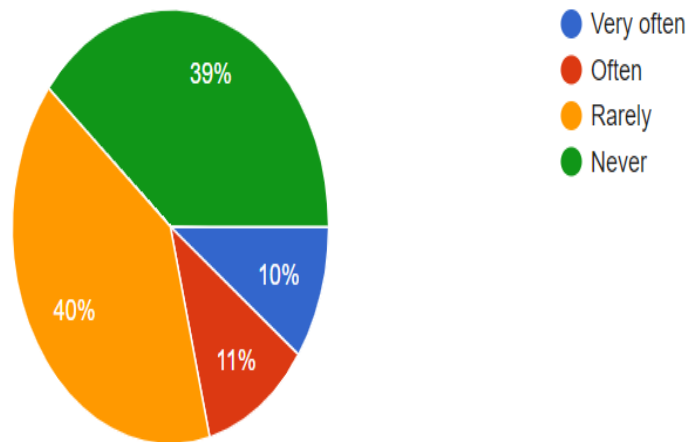
How much battery life do you expect from it?

100 responses



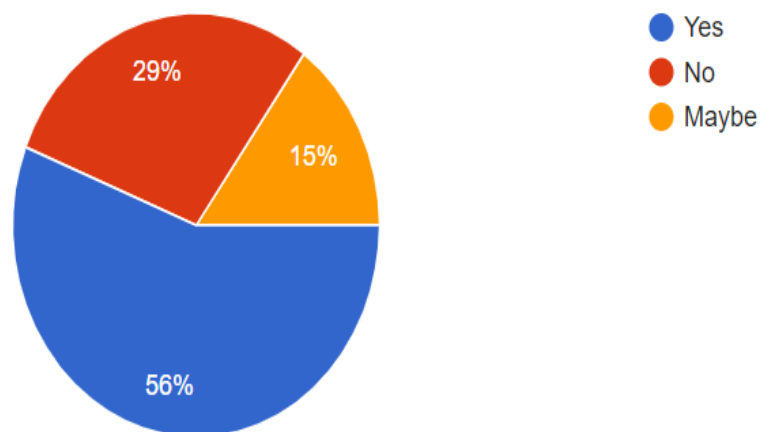
How often do you use a power bank?

100 responses



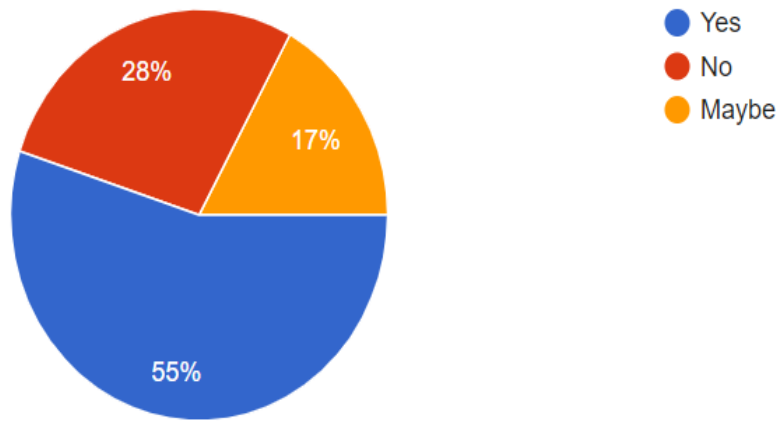
Are you satisfied with your battery?

100 responses



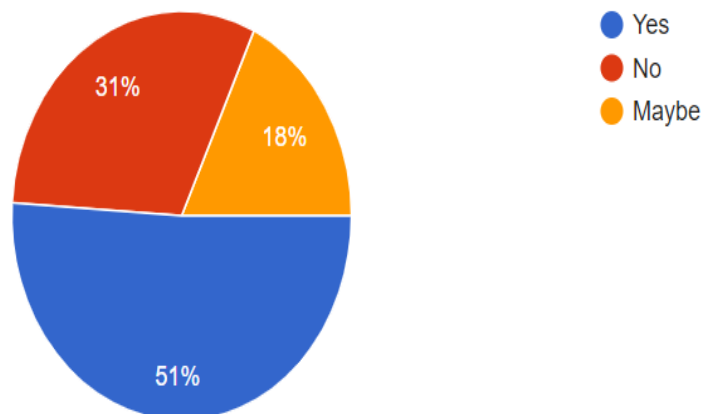
Do you think power banks are heavy?

100 responses



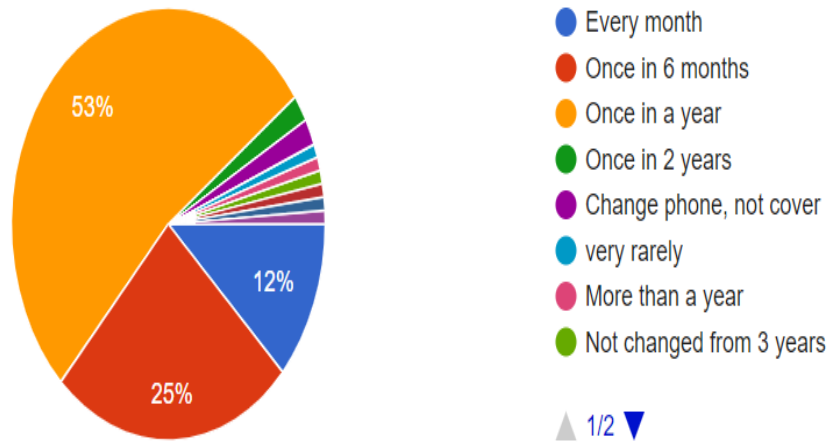
Do you find power banks user friendly?

100 responses



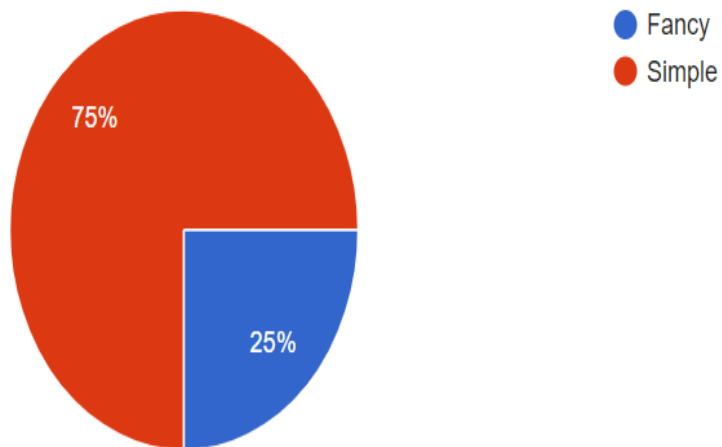
How often do you change your phone covers?

100 responses



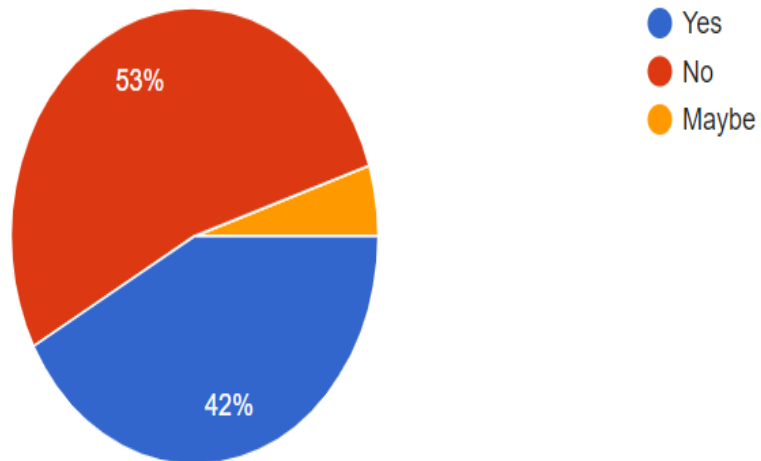
What type of phone cover do you prefer?

100 responses



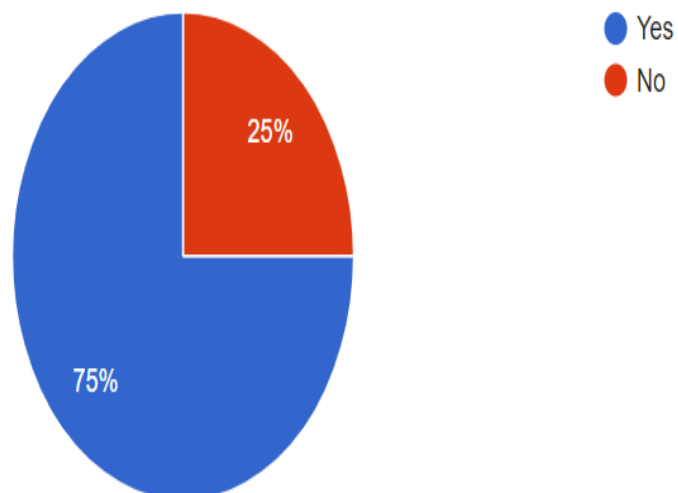
Have you heard about phone cover charges?

100 responses



Would you like if we replace power banks with wireless phone cover chargers?

100 responses



If yes, what other features should it have for you to buy it?

41 responses

Holographic design

Home delivery

less heat emission

Make sure it is very safe, since user will be handling it all the time.
It should be as lighter as my existing case.
It must be water proof.
fast charging .

It should be strong and portable to carry

Reliable charging. No alignment issues. Also protection with minimum bulk

Light weight, cost effective, safe to use

Solar charging mode

Wireless chargers and from phn to phn chargers like samsung m51

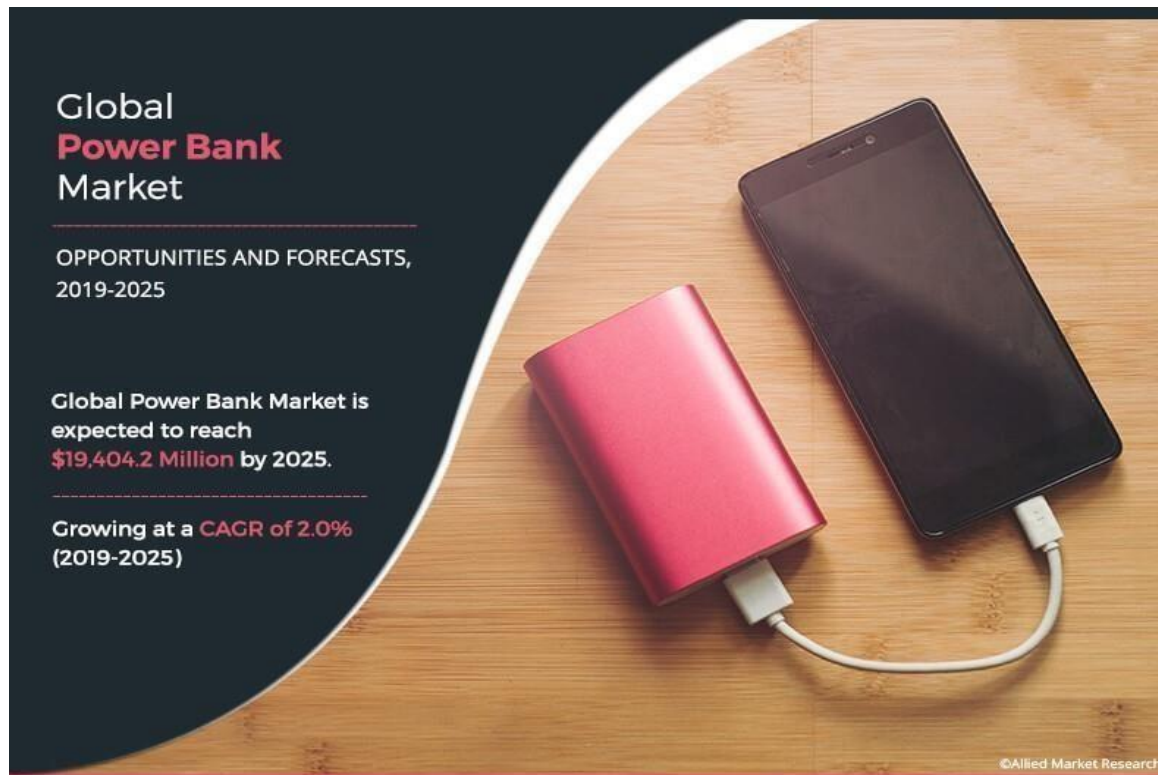
It can have varieties since some people prefer custom type. Like fans of soccer may like to buy covers with Messi or Ronaldo on it, etc. Etc.

8. MARKET STUDY FOR THE SELECTING THE CONCERNED BUSINESS:

According to allied market research -:

The global power bank market is projected to reach \$ 19,404.2 million by 2025, registering a CAGR of 2.0% from 2019 to 2025.

Source: Allied market research



We did a thorough study of the market/field, and came out with some facts and conclusions.

The case charger comes under the category of portable chargers.

PORTABLE CHARGERS MARKET GROWTH:

- The global Portable bank market is projected to reach \$ 19,404.2 million by 2025, registering a CAGR of 2.0% from 2019 to 2025
- This growth can be attributed to the increased adoption of smartphones and other electronic devices and decreased product costs. The number of smartphones in emerging markets, such as India, China, and Brazil, has significantly increased owing to the reducing costs of mobile technologies.
- Growing use of internet coupled with inadequate battery capacities of smartphones and other portable consumer electronic products is also anticipated to augment market growth.
- increasing domestic production and assembly of these devices and the entry of new companies in the global market have led to a decrease in product prices. This will fuel the product demand over the next few years.

TARGETING THE MARKET: CONSIDERING THE MARKET SEGMENTATION

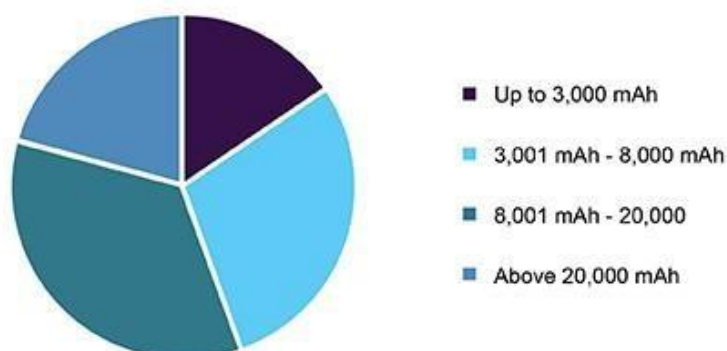
The market is segmented into various categories on the basis of factors discussed below:

Capacity Range Outlook:

- Up to 3,000 mAh
- 3,001 mAh-8,000 mAh,
- 8,001 mAh-20,000 mAh
- Above 20,000 mAh



Global power bank market share, by capacity range, 2017 (%)



Source: www.grandviewresearch.com

The 8,001 mAh-20,000 mAh segment accounted for a market share of over 33.4% in 2017 and is expected to generate the highest revenue over the forecast period. Extensive digitization is the major factor driving the segment growth.

Energy Source Outlook:

- Electric
- Solar

The energy source segment has been categorized into electric and solar. The electric segment accounted for the largest market share in 2017. Electric power banks are inexpensive, lightweight, and compact devices that are easily available in the market.

End User Outlook:

- Industrial/B2B
- Consumer Electronics

Based on end user, the global power banks market has been segmented into consumer electronics and industrial/B2B. The consumer electronics segment accounted for the largest market share in 2017. Factors, such as growing

penetration of Smartphones, extensive use of internet services, and need for higher battery capacity, have increased the product demand in the consumer electronics segment.

Distribution Channel Outlook:

- Online Distribution Channel
- Offline Distribution Channel

India, China, and other Southeast Asian countries are witnessing rapid urbanization and industrial development. Moreover, high internet penetration and digitization in different industry verticals are further expected to propel the market growth in these countries. For instance, e-commerce companies, such as Alibaba and Flipkart, offered retail platforms for users to gain access to a wide range of products.

Regional Outlook:

The Asia Pacific region led the market in terms of revenue in 2017 and is expected to maintain its dominance even during the forecast period. Growing number of users of electronic devices, large-scale digitization, availability of affordable power banks, and penetration of e-commerce in the electronics industry are driving the product demand in this region.

Key Players:

Some of the key companies in this market include Beijing Xiaomi Technology Co. Ltd.; Lenovo Group Ltd.; Microsoft Corporation; Panasonic Corporation; Sony Corporation; ASUSTeK Computer, Inc.; Anker Technology Co.; Intex Technologies; and Ambrane India Private Ltd.

The above statistics would help us in focusing/targeting each market segment and help our product compete in every segment.

MARKET COMPETITORS:

Since case charger technology is quite new in the market, there are quite a few companies which produce case charges and most of the companies are Chinese or Korean. Most of these companies (considering market as India) sell via online e-commerce platforms.

Some top names are: MOSHI IONSUIT, RUNSY BATTERY CASE, OTTERBOX, TYLT ENERGI SLIDING POWER CASE etc.

To the best of our knowledge only a very few Indian companies like Pebble Cellphones produce case chargers.

The major problem is that the case chargers are only available for particular phone models and mostly for high end phones like iPhone.

COMPARISON:

Brand	Pebble(current product in market)	Optimus Zeus(expected)
Cost	₹ 2,990.00 (as per Amazon.com)	₹ 2500 - ₹ 3200 (expected)
Model	PPC32AI6	_____
Item Weight	340 g	340g
Package Dimensions	18.3 x 11.4 x 4.1 cm	18.3 x 11.4 x 4.1 cm
Compatible Devices	Apple iPhone 6	Apple iPhone 6
Additional Features	>Extremely sleek >full protection iPhone cover >High Capacity 3200mAh Battery >double your power to use your iPhone for voice, test, music, video, games and apps. >High Grade 4-Point LED Battery Meter that tells you clearly about the charging status.	>Extremely sleek >Soft microfiber lining on the inside which helps protect your phone >High Capacity 4500mAh Battery > double your power to use your iPhone for voice, test, music, video, games and apps. >soft elastomer hinge design makes it easy to put the case on and take it off again. >Comes with an extra USB cable and

		external slot so that the cover can also be used for charging other devices
Battery Power	3200 milliamp hours	4500 milliamp hours

This comparison is not done in order to defame any brand/product.

9. LICENSES, PERMITS AND NO OBJECTION CERTIFICATE (NOC) RELATED TO BUSINESS:

Since our case charger is a combination of a cover as well as a power bank, we need to follow certain norms set by govt. of India, especially in case of power banks.

The Bureau Of Indian Standards (BIS) CERTIFICATE:

The government of India has made BIS certificate mandatory for certain items including electrical, Toys, electronics products, LED lights and few electronic goods for customs clearance for goods imported from China or other countries.

From 13 May 2015, the Bureau of Indian Standards (BIS) has required POWER BANK to be registered as per IS 13252 (Part 1):2010 under Compulsory Registration Scheme from BIS under the Gazette of India

We mainly plan to set our plant in India, but the product requires some parts which can be cheaply produced from China. Keeping that in mind we need to acquire a BIS certificate for our product as it comes under the category of portable chargers/power banks.

REQUIREMENT FOR BIS LICENCE:

There are four basic pillars of BIS Licence –

- **Manufacturer** – The BIS licence shall be granted to the manufacturers only not to the importers or the sellers. However, the importer can act as an Authorized Indian Representative on behalf of the foreign manufacturer and

submit the application to BIS but the final licence shall be granted to the manufacturer only.

- **Manufacturing Address** – If the same manufacturer having multiple factory locations for one product, then separate BIS licence shall be required for each location.
- **Product** – Each product needs separate BIS licence. However, if the same product having different models, then the same may be covered under one licence.
- **Brand / Trademark** – Each Brand or Trademark need separate BIS licence.

Starting a business, we need to obtain a number of licenses and permits from federal, state, and local government. Since licensing and permit requirements for small businesses can vary among jurisdictions, it is critical to contact the state and local government to determine the specific obligations of your new business.

Keeping this in mind, below we have mentioned a list covering the different federal, state, and local licenses and permits need to acquired prior to opening for business:

REGULATORY OR TAXATION CLEARANCES:

1. **Registration under Sales Tax Act** – Commercial Tax officer of the area concerned.
2. **Registration under Central Excise Act** – Collector of Central Excise or his nominee for area.
3. **Payment of Income Tax** – ITO of the area concerned
4. **Registration of Partnership deed** – Inspector General of the area concerned
5. **GST Registration** - All types of entities and individuals who have an aggregate annual turnover of more than Rs.20 lakhs in most State and Rs.10 Lakhs in Special Category States are required to obtain GST Registration.
6. **Power Connection** – Designated Officer of State Electricity Board
7. Employee strength exceeding 10 with power connection or 20 without power – **Chief Inspector of Factories**

8. Calibration of weights, measures – Weights and Measures Inspector of State

ENVIRONMENT & POLLUTION RELATED CLEARENCES:

The method of granting consent underwater and air pollution to SSI units has been simplified. Except for 17 critically polluting sectors given below, in all other cases SSI units will merely have to file an application and obtain an acknowledgment which will serve the purpose of consent:

1. **NOC from the state Pollution Control Board:** The company is required to obtain "Consent to Establish"(also known as NOC/CTE) from State Pollution Control Board, considering e-waste disposal or use of (Restriction of Hazardous Substances) RoHS.
2. **Electrical Appliances NOC** - License from Bureau of Indian Standards.

QUALITY CERTIFICATIONS FOR SMALL BUSINESS MANUFACTURING:

Quality certification has become extremely important in competitive markets and especially in gaining the foothold in exports. To avail the certification of ISO-9000, a unit has to undertake significant costs the small-scale industries have been found wanting mainly on account of resource crunch to implement quality systems to obtain this certification. There is a scheme to give financial incentive to those SSI units who acquire ISO-9000 certification, by reimbursing 75% of their costs of obtaining certification, subject to a maximum of Rs. 0.75 lacs per unit.

OTHER PERMITS REQUIRED:

- **Basic business operation license** from the city in which your business will operate, or from the local county (if the business will be operated outside of any city's limits).
- **Fictitious business name permit** (also called "dba" or "doing business as" permit; required for almost all types of businesses).

- **Zoning and land use permits**, especially for new manufacturing businesses and certain home-based business operations.
- **Fire department permits**

PATENTS:

We need to adhere by the Patents act of India, making sure that our technology/product doesn't violate any existing registered patents.

TRADEMARK:

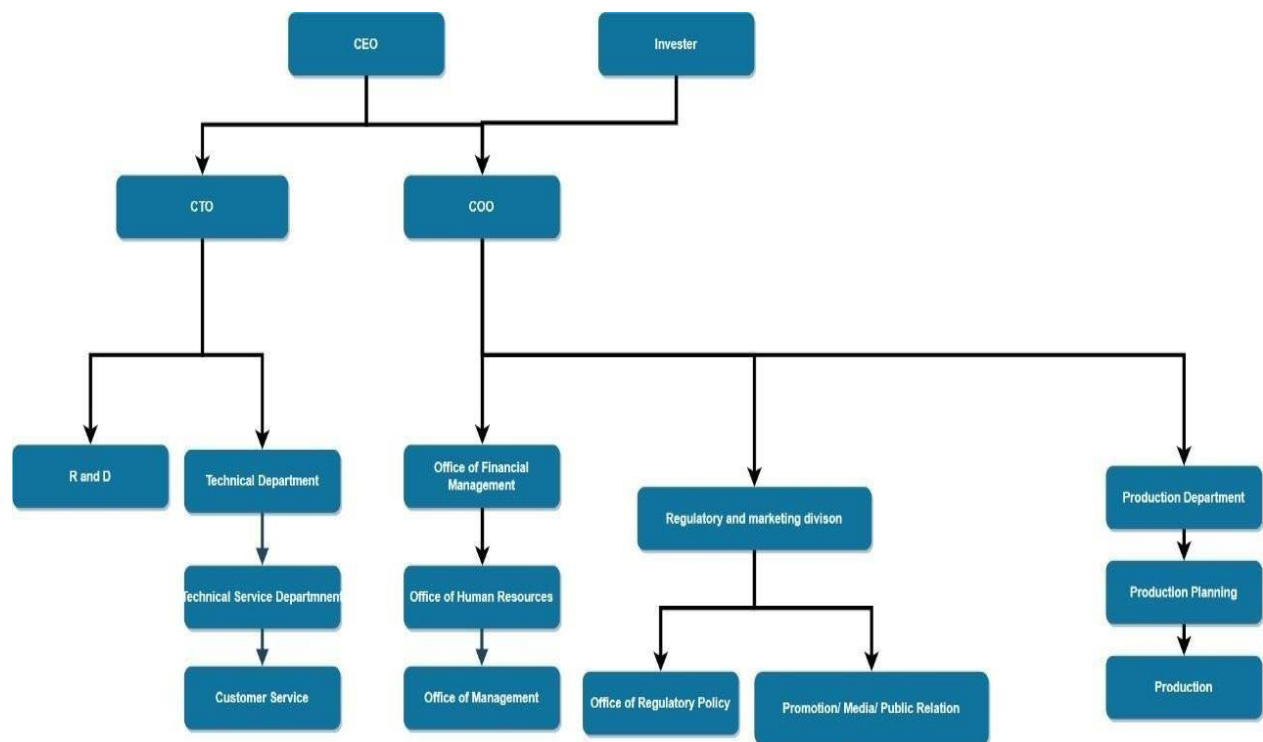
A Trademark is a distinctive sign or an indicator used by an individual or an organization and is applied to the articles of commerce so as to identify the products of one trader from those of another. The Trademarks Act, 1999, is the statute that lays down the laws for Trademarks in India. The Trademarks Act is in compliance with the TRIPS agreement.

Trademark registration is not necessary in India but it is advisable to do so because of the reasons stated below.

A trademark is registered for a period of 10 years and is subject to renewal. The Trademarks Act 1999 governs the whole process of registration. Registration is required for the following reasons:

- It identifies the origin of goods and services;
- Advertises goods and services;
- Guards the commercial goodwill of a trader; and
- Protects the innocent public from buying the second rate of quality goods.

10. MANAGEMENT AND EMPLOYEES (ORGANIZATIONAL HIERARCHY AND NUMBER OF EMPLOYEES WITH THEIR ROLES & RESPONSIBILITIES):



Investor - A person or any corporation who allocates capital to incorporation or startup with the agenda of financial return is an investor. Following is the role of an investor:

- They will provide capital to start the business.
- They assist in business- plan for a startup.
- They are profit oriented hence they will ensure that capital is invested in the correct way. In other words they advise us to manage the funds accurately as their own money is at stake.
- They aim at long term benefits and attempt to create goodwill of the company in the market which would further attract more investor to invest

and thereby, increasing the capital inflow. They are an evangelist to the upcoming startup.

- They help in earning maximum profit with least damages and losses (basically risk management) thereby generating surplus and revenue for the socio- economic development of a country.

Chief Executive Officer - Any individual CEO may take on any tasks that they wish, but these are the things that can't be delegated:

- Setting strategy and direction
- Modeling and setting the company's culture, values, and behavior
- Building and leading the senior executive team
- Allocating capital to the company's priorities

Chief Technical Officer The very name chief technology officer suggests that the person holding this position is in charge of technology within the organization. Role of CTO involves-

- A knowledge of existing and emerging technologies.
- Technology selection should come from a deep understanding, a long term vision and playing to the strengths of the team.
- A great CTO knows their own limitations but can identify experts to fill these gaps.
- The CTO is responsible for hiring the core development team.
- A CTO from a corporate environment will have different experiences than one who has operated in the faster paced, less bureaucratic environment of the startup world.
- Many startup CTOs have embraced blogging and public speaking to become evangelists for their industry.

Chief Operational Officer – The role of COO involves:

- Designing and implementing business operations
- Establishing policies that promote company culture and vision
- Overseeing operations of the company and the work of executives

Research and Development Department - R&D role has to create new and innovative products and add new features to old products. Overall R&D is important for a firm to gain knowledge to develop, design, enhance, and modify company's products, services, technologies, business plans, processes and sometimes vision.

Technical Department – This department covers all the aspects related to technicality and engineering of the product such as:

- Product development and design
- Customer technical support etc

Office of Financial Management – Manages the finances and capital involving the start up

Regulatory and marketing Department – Its role involves the marketing, advertisement of the product and also the legal aspects of the start up.

Product Development – This department handles the manufacturing and production of the products.

11. SPECIFIC SALES PLAN FOR THE PRODUCTS OR SERVICES:

Strategy to Start: We have come up with two sales plan second one is executed if the first one fails.

Plan A: Offline/Online Strategy via B-2-C:

Plan to directly go for B-2-C sales strategy via offline as well as online mode.

Sales Strategy:

Sales goals: These goals should be specific and measurable, not something like selling a million units. Base them on the nature of your product and try to break them down into manageable parts. For example, sell 50 units to end-users in 30 days and sell 100 units to local independent retailers in six months.

Sales activities: These are your tactics--how you plan to make the sale. You may say you'll sell direct-to-consumer through a website or via craft shows, for instance. Or this part of the plan may include activities like developing a sell sheet to send to independent retail stores.

Target accounts: Your sales plan should also include the accounts you want to sell to. If it's end-users, for example, plan how you're going to reach them through eBay, classified ads or your website.

Timelines: Put dates to all of the above elements so you can define your steps within a realistic timeline. Don't forget that your timelines should be fluid--if you're underachieving, your sales plan can help you figure out why and define the corrective steps you need to take.

Key Distribution and Promotion channels

1. App based advertisements.
2. Advertisements on Websites/ YouTube through a video before the video starts. We will be making an advertisement, for around 15 seconds.
3. Website Promotion – will have a website. We will make a website of our own.
4. Free Samples will be given to a few people to test their reactions (basically MVP)
5. Testimonials from existing customers :
Testimonials will be recorded through Video after their consent and this will be used for promotion.
6. Demo in Tech Expos, in Public places.
7. Will present the idea in Technological expos where the characteristics of the products – such as importance, low cost will be highlighted.
11. A distributor can be assigned for each district and will be given a target to achieve by the end of every quarter. The distributor sells the products to dealers and dealers to customer. This in doing so we form a wide network chain at ground level.
9. Various criteria is set like deposition of certain amount as security, Shop size, Population of the area etc.
10. By publishing product on various platform like newspaper, magazines.
11. Use of social media platforms like Facebook, Instagram.

Online Market stores

- Via Online e-commerce sites like Amazon , Flipkart , Paytm etc.

- Our dedicated website for selling the product where customers can also get info about our products and varieties.

Plan B: Offline/Online Strategy via B-2-B:

- Initially we plan to go into a partnership program with tech giants like Samsung, Motorola, Xiaomi, One plus etc.
- Using the Tech Giant's customer base and our new technology, we can tap our product into the smartphones market.
- We propose a 2-3 years partnership program until we are stable enough to sell the product as our own flagship.
- Considering the results from our pre-implementation survey:
 - Since there are already existing Case Chargers in the market, still they aren't popular at all. The reason is these products lack quality and don't come from big name companies.
 - Although this decision of ours of going in partnership with tech giants, doesn't make our company famous but it creates a market for this technology and product.
- This partnership would boost our business' capital and our product's popularity.

Business Marketing Plan (Various strategies for advertising product identify best option and cost involved):

As our business begins, one of the major goals of advertising must be to generate awareness of the business and its products. Once the business' reputation is established and its products are positioned within the market, the amount of resources used for advertising will decrease as the consumer develops a kind of

loyalty to the product. Ideally, this established and ever-growing consumer base will eventually aid the company in its efforts to carry their advertising message out into the market, both through its purchasing actions and its testimonials on behalf of the product or service.

TARGET CONSUMER:

The target consumer is a complex combination of persons. It includes the person who ultimately buys the product, as well as those who decide what product will be bought (but don't physically buy it), and those who influence product purchases, such as children, spouse, and friends. In order to identify the target consumer, and the forces acting upon any purchasing decision, it is important to define three general criteria in relation to that consumer, as discussed by the Small Business Administration:

1. Demographics—Age, gender, job, income, ethnicity, and hobbies.
2. Behaviourss—When considering the consumers' behavior an advertiser needs to examine the consumers' awareness of the business and its competition, the type of vendors and services the consumer currently uses, and the types of appeals that are likely to convince the consumer to give the advertiser's product or service a chance.
3. Needs and Desires—Here an advertiser must determine the consumer needs—both in practical terms and in terms of self-image, etc.—and the kind of pitch/message that will convince the consumer that the advertiser's services or products can fulfil those needs.

STRATEGIES:

HUNGER MARKETING: Hunger marketing is a marketing strategy specially focusing on the emotions of human beings. Hunger marketing is a psychological strategy that focuses on the desire of consumers, making them hungry thus having strong desire to buy products which other people also want to buy.

PUSH STRATEGY: The aim of the push method is to convince retailers, salespersons, or dealers to carry and promote the advertiser's product. This relationship is achieved by offering inducements, such as providing advertising kits to help the retailer sell the product, offering incentives to carry stock, and developing trade promotions.

PULL STRATEGY: The aim of the pull method is to convince the target consumer to try, purchase, and ultimately repurchase the product. This process is achieved by directly appealing to the target consumer with coupons, in-store displays, and sweepstakes.

12. KEY DISTRIBUTION AND PROMOTION CHANNELS:

Online Promotions (Major):

Cost: INR 50,000 to INR 70,000 per year

1. App based advertisements.
2. Advertisements on Websites/ YouTube through a video before the video starts.
3. Website Promotion – will have a website. We will make a website of our own.
4. Digital Marketing - Advertising through Social media handles.

Media Platforms:

Cost: INR 5000 per year

1. By publishing product on various platform like newspaper, magazines.
2. Tv, Radio

Technical Promotions:

Cost: INR 10,000 – INR 20,000 per year

1. Free Samples will be given to a few people to test their reactions (basically MVP).
2. Testimonials from existing customers:
Testimonials will be recorded through Video after their consent and this will be used for promotion.
3. Demo in Tech Expos, in Public places.
4. Will present the idea in Technological expos where the characteristics of the products – such as importance, low cost will be highlighted.

Distributorship:

1. A distributor can be assigned for each district and will be given a target to achieve by the end of every quarter. The distributor sells the products to dealers and dealers to customer. This will help us form a wide network chain at ground level.
2. Various criteria is set like deposition of certain amount as security, Shop size, Population of the area etc.

13. Financial Plan (Total budget activities including all direct and indirect cost involved considering all factors)

Costs (Direct and Indirect):

The budget plan has been made for the next 3 years. It has been made by keeping the following in mind: (i) Facilities (ii) Equipment (iii) Materials and Supplies (iv) And other costs. Here we have divided into Monthly cost and One – time cost.

One Time Cost:

Category	Cost (in Rs.)
To get Land (Variable)	15 lakhs
Construction cost	6 lakhs
Furniture and Equipment	75,000
Installation Charges	20,000
Initial Advertisement (Pamphlets,online, retail market stores)	1.5lakhs
License and permits	15,000
Supply Vehicle	4.3 lakhs
Total	28.15lakhs

Monthly Cost:

Category	Cost (in Rs.)
Rent	20,000/per month
Taxes	25,000/-
Advertisement	25,000/-
Maintenance costs	9,000/-
Telephone, Water, Electricity	12,000/-

Travel/Delivery Expense	15,000/-
Supplies	12,000/-
Miscellaneous	10,000/-
Total	1.25 lakhs

Product Cost - the technical buildup is mentioned in Bill of Materials table which includes the cost of raw materials required for the product:

COUNT	ITEM	SPECS.	DESCRIPTION	PRICE (Rs.)
1	C1	10uF	Capacitor, Ceramic, 6.3V, X5R, 15%	1.76/ piece (Taiyo Yuden)
1	C12	1500pF	Capacitor, Ceramic, 50V, X7R, 15%	5.85/ piece (Taiyo Yuden)
1	C13	0.01uF	Capacitor, Ceramic, 50V, X7R, 15%	5.85/ piece (Taiyo Yuden)
2	C2, C10	0.1uF	Capacitor, Ceramic, 25V, X7R, 15%	
2	C3, C4	22uF	Capacitor, Ceramic, 16V, X5R, 15%	7.61/ piece (Murata)
1	C6	47pF	Capacitor, Ceramic, 50V, C0G, 5%	5.22/ piece (KEMET)
2	C8, C14	1uF	Capacitor, Ceramic, 50V, X7R, 15%	0.7/ piece (Murata)
1	D1	5.1V	DIODE ZENER 5.1V 200MW SOD-523	2.89/ piece (ON semiconductor)
1	D5	SK24-TP	Diode, Schottky, 2-A, 40-V	5.71/piece (ROHM semiconductors)
2	FB1, FB2		Bead, SMD Ferrite, 26ohms @ 100MHz, 10mohm DC, 6A	Size 0603 (Murata)
1	J1	292303	Connector, USB TH	
1	L2	4.7uH	Inductor, Toroid, T38-18, 12 turns #21AWG	
1	Q1	CSD25302Q2	Trans, Pch NexFET, 20V, 5 A, 56 milliohms	
1	Q2	MBT3906	Transistor, Dual PNP, -40V, -200mA	6.9/ piece (ON semiconductor)
1	Q3	MMST3904-7	TRANS NPN BIPOLAR 40V SC70-3	1.9/ piece (ON semiconductors)
1	R1	10k	Resistor, Chip, 1/16W, 1%	0.14/piece (Yageo)
1	R10	46.4k	Resistor, Chip, 1/16W, 1%	0.56/piece (Vishay/Daye)
2	R11, R12	49.9k	Resistor, Chip, 1/16W, 1%	049/ piece (Vishay/Daye)

2	R13, R18	20k	Resistor, Chip, 1/16W, 1%	0.705/ piece (Panasonic)
1	R14	43.2k	Resistor, Chip, 1/16W, 1%	0.56/ piece (Panasonic)
1	R15	105k	Resistor, Chip, 1/16W, 1%	0.56/ piece (Panasonic)
1	R17	499k	Resistor, Chip, 1/16W, 1%	0.56/ piece (Panasonic)
1	R19	82.5k	Resistor, Chip, 1/16W, 1%	0.56/ piece (Panasonic)
3	R2, R5, R8	1k	Resistor, Chip, 1/16W, 1%	0.705/ piece (Yageo)
1	R20	237k	Resistor, Chip, 1/16W, 1%	0.56/ piece (Panasonic)
1	R21	75k	Resistor, Chip, 1/16W, 1%	0.56/ piece (Panasonic)
3	R3, R6, R7	4.99k	Resistor, Chip, 1/16W, 1%	0.28/ piece (Vishay/Daye)
1	R4	7.5k	Resistor, Cip, 1/16W, 1%	0.49/ piece (Yageo)
1	R9	10	Resistor, Chip, 1/16W, 1%	0.42/ piece (Yageo)

14. FUND RAISING PLANS

(i) Through sending the idea/proposing it to incubator cells such as VIT TBI, IIT Hyderabad E-cell.

(ii) Competing in competitions such as Finovatica , which provide funding to unique projects.

(iii) Finding seed funds, Angel investors convincing them to give funding.

(iv) Seed Fund: It has three offices at Mumbai, Bangalore and Delhi. They require details on your business idea such as data on team, market opportunity, business model, competitive landscape, current investment status, amount of funding, use of funds, and 3 years' revenue projection if it is applicable

(v) Indian Angel Network is a network of Angel investors. They are interested to invest in early stage start-ups or business which they think have a potential. In the organization there are several people who are leaders in the Entrepreneurial Eco-System. They are CEOs or have been one or a have a strong background of successful ventures. The networks look for investing of more than 1 million us dollars on a project with an easy average of more than 400K USD. This is for a period of 3 to 5 years.

(vi) Unitus seed fund is another organization which provides funding to start-ups. They have two offices one at Seattle and other at Bangalore. They visit at conferences and exhibitions in the country to provide an meet startup CEO's to provide them with financial aid. For example their website states that in 2018 they

will be visiting three places IVCA Conclave at Mumbai, IoT expo at new Delhi and TiECON 2018 at Chandigarh.

(vii) The Atal incubation centers or AIC provide funding for start-ups related to chemicals, technology, life sciences, energy, nanotechnology, food science, etc. The organization provides a funding aid of Rs. 10 Crore for each project for a minimum period of five years.

(viii) IIM Ahmedabad has an annual event known as the One crore challenge, in which one is given a chance to pitch your idea proposal in front of many eminent personality you're your idea is worth it, then you are given a prize money of 1 crore. This event is open to all universities in India

15. MANAGEMENT PLAN (ORGANIZATION/FIRM PLAN BEFORE PRODUCT LAUNCH, DURING LAUNCH AND AFTER LAUNCH INCLUDING SERVICES & SUPPORT ACTIVITIES

Before Launch:

Before the launch of the product the main focus of the company is to ensure that the product has reached to the greatest number of users.

The focus of the company is in detailed advertising inviting the users to the product launch and providing the details and the benefits of the product online at the company's website.

The company would also give early-bird discount offers for the first 200 users of cover- charger.

During Launch:

During the launch all the technicians, specialists and the engineers would be available at the launch and would show in detail working and the usage of the cover charger.

The company would try to register for the maximum number of users so during the launch the company would book a venue probably a hall with a stage where the launch would be made.

The CEO of the company would launch the product.

The company would hire a group of influencers (Technology Reviewers) with experience in the social skills to persuade the people at the launch to become the users and so would also set up certain booths where they would talk and try to influence the people available.

After Launch:

Since this venture involves the making of the cover charger which is a technical part and require a constant technical attention for the proper management of the project and the proper functioning of the sold devices.

Therefore, the company has decided to maintain the technicality by providing 24*7 assistance both in offline and online mode.

The company will hire technicians and train them to provide service to the users.

The number of the technicians available would depend on the product load and the number of devices sold in a particular area.

Furthermore, the technicians are divided on the basis of the requirement and the need of the customer

Suppose the customer is facing difficulty in the physical part of the device then the technicians with expertise in the particular field such as proper working of battery and the circuit would be consulted.

All the engineers would be available both in online and offline mode 24*7.

16.TALK WITH INDUSTRY EXPERT:

As part of our research and finding out about the market and the environment surrounding the start-up culture we talked with a person in the field. Listed are the queries we got some insight into.

- **How to come with a start up idea?**

It might seem a bit intuitive sometimes but you need to put in some thought into every idea you get for a business. As a rule of thumb assume the idea has already being implemented, Question is how can you go about it in a different and unique way which gives more benefits to your customers without really compromising on your input. Few ways are:

1. Ask yourself what's next. What technology or advancement is coming soon, and how will that change the business landscape as we know it? Can you get ahead of the curve?
 2. Fix something that bugs you. People would rather have less of a bad thing than more of a good thing. If your business can fix a problem for your customers, they'll thank you for it.
 3. Apply your skills to an entirely new field. Many businesses and industries do things one way because that's the way they've always been done. In those cases, a fresh set of eyes from a new perspective can make all the difference.
 4. Use the better, cheaper, faster approach. Do you have a business idea that isn't completely new? If so, think about the current offerings and focus on how you can create something better, cheaper or faster.
 5. Keep up with the times. The market is ever changing. In the past few years it changed drastically with the over reliability on internet marketing and interactions. Know your competitors well, only then can you be better. Bench marking is absolutely necessary for this
- **How to stay relevant in the market? How to ensure the longevity of the company?**

Keep up with the times. The market is ever changing. In the past few years it changed drastically with the over reliability on internet marketing and interactions. Know your competitors well, only then can you be better. Bench marking is absolutely necessary for this.

Know how your product is placed in the market and what is the public's hunger regarding this, i.e is this very essential for them or is it something they can do without or is it just a luxury for them. Once you identify this properly you can plan accordingly. You would be better able to gauge its life and competition. Be on the lookout for innovations in the sector of your product and also those related to it. You always get an heads in developments and innovations to improve your own product.

Find a sector that is lacking Innovation and research in your product. Get constant customer reviews/ratings for this. Customer interactions will help you keep in touch with the ground reality of what the actual demand is. Interactions with retailers and shop owners is just as important. They to can gauge what the customer wants and what sells in the market.

- **How much should I capitalize my business with at the beginning?**

As much as you can reasonably afford, and in an amount to at least carry you for 6-9 months with no income. What you will find is that it always takes you longer to get revenues, and that you will experience more expenses than you anticipated.

- **How likely will it be that I can get venture capital financing?**

Extremely unlikely. Get a product done, gain some traction, get a good management team, and then consider getting venture financing. You may need to start out getting financing from family, friends, or angel investors.

- **How do I attract angel investors then, to my company?**

Some government agencies, business development centers, business incubators, and similar organizations will be tied into the investment communities in your area. Turn first to your local Small Business Development Center (SBDC), which is most likely associated with your local community college.

First, having some kind of solid referral or social proof into the investor is, for many, very helpful. Certainly, many attract angel investment without a referral from someone the angel trusts, but more often in my experience, a referral from a trusted source is important and useful. Barring a trusted source, you are also more likely to break-through if you have distinguished achievements in your background--graduated MIT, were an astronaut, were the top rated video game player in Turkey, etc. If you've got something like this--even if its a stretch, you will more likely attract at least a meeting.

Second, I'm a believer that you want to have at least some very initial evidence that you are building something people want. The fancy term I use to categorize this is product-market fit, but a simpler way to think about it is that there is some evidence that some number of people really, really want and depend on what you've built or are building. The more concrete and defensible you can make this the better. Many will say to me that they need the money first before they can really build anything, but in this day in age, I don't really buy that. More and more early stage projects and teams are building pretty robust products on a shoestring, and they are getting clear early evidence that users depend on the service. So if you've not already, try to get something built and get as clear a set of evidence that you can that users want your service

.

- **How do I determine my start up costs and other expenses?**

It is wise to find out what start up costs you will incur before starting the business. Many a budding entrepreneur takes his or her life savings, or will borrow on the equity on their home before figuring these financial factors, only to find that they don't have enough money. There are many web sites and other resources (including SCORE offices and Business Information Centers) that provide guidelines and worksheets to help determine costs for your business. Each item on your proposed budget sheet should be researched. Closely estimated costs can be obtained from utility companies, trade associations, and networking with other business people who may have already gone through this experience. Do not start buying until the investigation shows this venture is viable and you have all the information needed. Some of the biggest challenges for starting or for that matter even running a business include managing capital and cash flow, having a good business plan, knowing and predicting your expenses. It is obviously very difficult to predict everything very accurately before the business has even started but you always can get help from precedence. There are many tools to predict the demand and revenues of your product as well. Know of these methods. Know of the risks too. That is not to say take them anyway but you should be aware of the burden of risk your company/you can handle. Knowing ones limitations in these fields is a good starting point to be in.

- **Burn rate strategy?**

How to keep your burn rate in control Keep the sales graph growing – Till the business can manage a higher sales growth than the burn rate, the business is considered safe and a good investment. Control expenses – At this stage, controlling expenses can bring down the burn rate. Controlling every small expense helps, like watching electricity consumption, reducing unproductive staff, and wise use of stationery etc. Unit economies – Startups need to ramp up fast to reduce the fixed cost per unit. The faster the business grows, the quicker per unit fixed cost falls. High creditors, less debtors – This is one way of managing cash, trying to keep it with you as long as you can. Definitely not at the cost of upsetting the creditors, but business can try to delay its payments while ensuring timely receivables in cash. Reduce inventory days – Though it is safe to maintain some inventory, but it has its own cost. Reducing inventory days to least can help curb costs. A company

has to spend money to make money, however, it is very important to be very wise in spending. A company should focus on making the most out of the cash it has and be motivated to break even fast.

- ***What are the biggest challenges to starting a business?***
 1. *Shortage of capital and cash flow*
 2. *Having a good business plan*
 3. *Coming up with a great product or service*
 4. *Sticking to it*
 5. *Working more than you expected*
 6. *Getting through the frustrations of being constantly rejected by customers*
 7. *Hiring good employees*
 8. *Knowing when to fire bad employees*
 9. *Having to wear so many hats*
 10. *Managing your time*
 11. *Maintaining some kind of work/life balance*

17. CONCLUSIONS

In this project we have proposed a product called Zeus Cover Charger. This product is a replacement to the existing power bank which is available in the market. There are a few products similar to our product available in the market, but they are not so popular. It is also seen that they are not available for all the different mobile sizes. They exist only for iPhone for some other foreign mobile phones. Here, we have proposed on the hardware, software and the other key activities and key resources, system hardware, proposed system overview which are needed in this project to be executed successfully. We made a survey through google form. We have also given a list of products which we will be launching in the product road map. The advertisements and sales strategy also has been presented. We have also mentioned on how we will be proceeding with selling our product online through amazon and Flipkart. The budget for the company has been presented with the one time and the monthly costs separated.

REFERENCES:

1. <https://www.referenceforbusiness.com/small/A-Bo/Advertising-Strategy.html#ixzz60W74uwGC>
2. <https://economictimes.indiatimes.com/tech/hardware/duty-changes-on-power-banks-to-create-rs-18000-cr-industry-by-2025-manufacturers/articleshow/67777428.cms?from=mdr#targetText=NEW%20DELHI%3A%20The%20mobile%20manufacturing,upto%2080%2C000%20jobs%20by%202025.>
3. <https://www.alephindia.in/power-banks-is-13252part12010/https://smallbusiness.findlaw.com/starting-a-business/starting-a-business-license-and-permit-checklist.html>
4. <https://www.hubspot.com/sales/sales-strategy>
5. <https://www.lawyers.com/legal-info/business-law/small-business-law/licenses-and-permits-for-manufacturing-businesses.html>
6. <https://www.business2community.com/strategy/5-sales-strategy-examples-produce-real-results-01805502>
7. <https://yourbusiness.azcentral.com/sales-strategy-examples-12312.html>
8. <https://www.pwc.in/assets/pdfs/publications/2013/benchmarking-study-of-organisational-structures-in-manufacturing-companies.pdf>
9. <https://research-methodology.net/xiaomi-marketing-strategy-hunger-marketing-in-action/#targetText=Hunger%20marketing%20strategy%20is%20one,a%20limited%20duration%20of%20time.>
10. <https://smallbusiness.chron.com/much-cost-advertise-business-66152.html>
11. <https://www.referenceforbusiness.com/small/A-Bo/Advertising-Strategy.html>
12. <https://www.quora.com/How-much-do-digital-marketing-agencies-charge-in-india>
13. <https://www.webfx.com/blog/marketing/much-cost-advertise-google-adwords/>
14. <https://www.grandviewresearch.com/industry-analysis/power-banks-market> <https://www.alliedmarketresearch.com/power-bank-market> <https://www.transparencymarketresearch.com/pressrelease/power-banks-market.htm>

.....XXXXXXXXX.....