

# MSQUARE INDUSTRIES

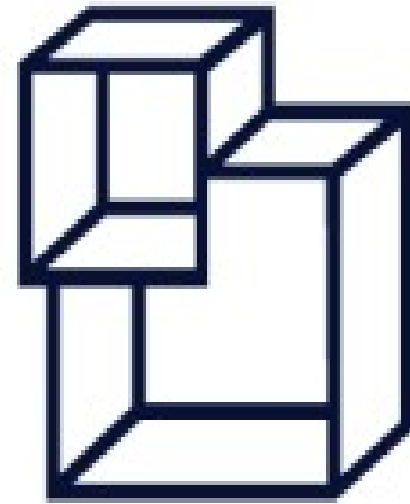
**Venture Viability Analysis**

JNTUA COLLEGE OF ENGINEERING, ANANTAPUR

# MSQUARE INDUSTRIES

Battery Swap Stations - Implement battery swap stations along highways, where drivers can quickly e

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## Context

A 2024 survey indicates that 81% of IT professionals believe they can use AI, but only 12% actually

# BUILD IN

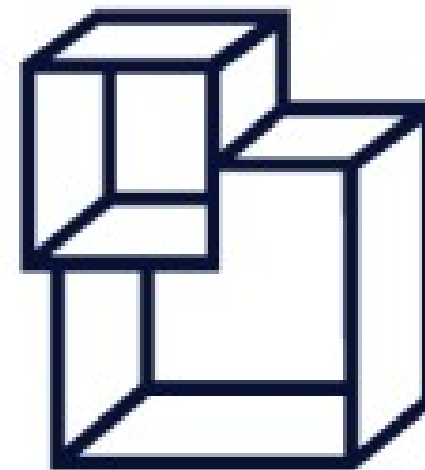
# Problem Statement

## Problem

Non-technical professionals struggle to find credible and effective resources to learn and apply AI in their work, leaving them unable to leverage AI

## Impact

Mini Pitch: Re-state the negative impact of the problem on various stakeholder



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# Problem Statement/Industry

## Problem Being Solved

"Small and medium-sized businesses struggle to keep track of customer feedback in real-time, leading to missed opportunities for improving products and services

## Supporting Data

A 2024 survey indicates that 81% of IT professionals believe they can use AI, but only 12% actually

**Source:** AI Skills Gap in the Global Workforce  
InformationWeek (2024) reports that a survey indicates 81%



**Area**  
Business Services



**Industry**  
Professional & Business  
Services



**Domain**  
Financial & Accounting  
Services

# Problem Analysis



## Affected Stakeholders

SMALL INVESTORS AND  
BUSINESS PEOPLE



## Impact on Stakeholders

THEY ARE EFFECTED BY GOING  
WITH NO KNOWLEDGE IN  
THAT FIELD



## Root Causes

They are the underlying factors or reasons that lead to the problem, not just its visible symptoms. Identifying root causes helps in developing effective solutions that address the problem at its source rather than only treating the effects.



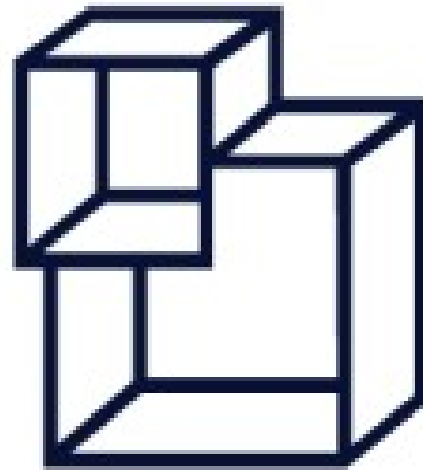
## Personal/Team Connect

Our team is deeply interested in the intersection of technology and education. As students and recent graduates, we have firsthand experienced the challenges non-technical professionals face when trying to adopt AI in their work. Many of our peers express frustration over not knowing where to start or which resources to trust.

# Target Customer Segments

## Primary

WHICH GIVES  
KNOWLEDGE TO  
STUDENTS.



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## Secondary

MSQUARE INDUSTRIES

# Customer Segment & Persona

## Primary Segment

WHICH GIVES KNOWLEDGE TO  
STUDENTS.

## Secondary Segment

MSQUARE INDUSTRIES

Persona



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**MURALI**

**Age in years: 20**

**Location: Small Town**

**Organizational Role: CEO**  
(if applicable)



# Customer Profile

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**Education:** High school pass out

**Gender:** Male

**Occupation:** Student

**Interests/Hobbies:** Travel

**Primary Source of Information:** Social Media

**Shopping Preference:** Mostly Online

**Comfort with Technology:** Medium

**Favourite Social Media:** INSTAGRAM AND X

**Favourite Offline Gathering Spots:** GROUND

# Jobs-to-be-Done

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## Functional JTBD



List practical tasks the persona wants to accomplish which the problem prevents them from. Example: As a student - understand concepts, get good grades.

## Emotional JTBD



List practical tasks the persona wants to accomplish which the problem prevents them from. Example: As a student - understand concepts, get good grades.

## Social JTBD



List practical tasks the persona wants to accomplish which the problem prevents them from. Example: As a student - understand concepts, get good grades.

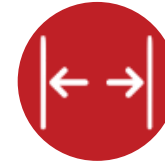
# Current Alternatives

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## Current Alternatives

List practical tasks the persona wants to accomplish which the problem prevents them from. Example: As a student - understand concepts, get good grades.



## Gaps in Current Alternatives

List practical tasks the persona wants to accomplish which the problem prevents them from. Example: As a student - understand concepts, get good grades.

# Problem Validation (GOOTB)

## Partial List of Potential Customers/Users Interviewed

**Name:** MURALI

**Occupation:** STUDENT

**Name:** pranith

**Occupation:** student

**Name:** DINESH

**Occupation:** STUDENT

## Problem Validation

**Total customers/users interviewed:**

- In-person: 100
- Virtually: 70

**Total customers/users for whom this problem is important to solve: 15**

**Total customers/users who are dissatisfied with the current alternatives: 2**

# Solution Design



## Our Solution

Battery Swap Stations - Implement battery swap stations along highways, where drivers can quickly exchange their depleted batteries for fully charged ones.



## Key Features

Battery Swap Stations - Implement battery swap stations along highways, where drivers can quickly exchange their depleted batteries for fully charged ones.



## Uniqueness

Battery Swap Stations - Implement battery swap stations along highways, where drivers can quickly exchange their depleted batteries for fully charged ones.

### **Solution Format:**

Battery Swap Stations - Implement battery swap st

### **Core Technologies/ Methodologies:**

Battery Swap Stations - Implement battery swap stations along highways, where drivers can quickly exchange their depleted batteries for fully charged

# Solution Benefits



## Functional Benefits

Battery Swap Stations - Implement battery swap stations along highways, where drivers can quickly exchange their depleted batteries for fully charged ones.



## Emotional Benefits

Battery Swap Stations - Implement battery swap stations along highways, where drivers can quickly exchange their depleted batteries for fully charged ones.



## Social Benefits

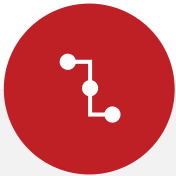
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## Macro Benefits

Battery Swap Stations - Implement battery swap stations along highways, where drivers can quickly exchange their depleted batteries for fully charged ones.

# Competitors



## **Direct** **Competitors**

STARK  
INDUSTRIES, PRANITH  
INDUSTRIES



## **Indirect** **Competitors**

STARBUCKS, CROCODILE, US  
POLO



## **Direct** **Competitors** **Globally**

APPLE, SAMSUNG



## **Indirect** **Competitors** **Globally**

CCROCS, INDIAN  
TERRAIN, ALLEN  
SOLLY, NIKE

# Macro Analysis

## Favourable Trends

AREA	DESCRIPTION
Technology	TECHNOLOGIAA
Social	LIKE AS INSTAGRAM

## Unfavourable Trends

AREA	DESCRIPTION
Economy	RESERVE BANK OF INDIA
Legal	ECONOMY

### Data Sources:

Battery Swap Stations - Implement battery swap stations along highways, where drivers can quickly exchange their depleted batteries for fully charged ones.



# Back-of-the-Envelope Financial Projections



**Currency:** Indian Rupee (INR)

**Chosen Business Model:** Marketplace

AREA	YEAR 1	YEAR 2	YEAR 3
Revenues	30000000	5000000	10000000
Total Expenses	25000000	3000000	5000000
Profit	500000	2000000	4999999