

SolCharge

Pennvention, 2015

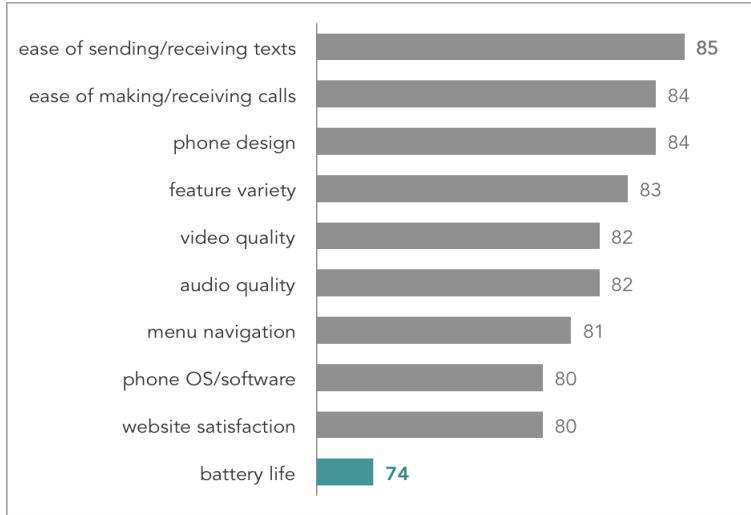
Steph Gedal (SEAS, BSE '16)

Earn Sakornpan (SEAS, BSE '16)

Roy Mathew (Wharton, MBA '16)



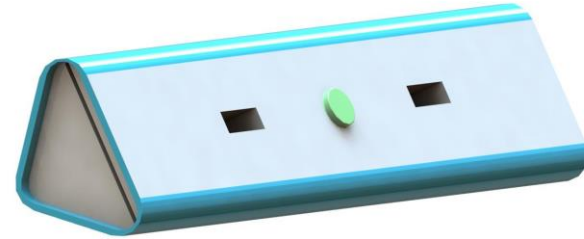
Our Problem



Battery life continues to be the main limiting factor of phone functionality

Our Solution

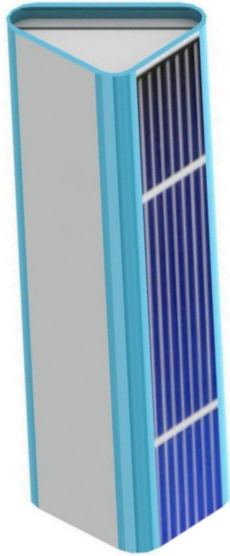
SolCharge



Provide the mobile workforce the capability to quickly charge their electronic devices while on the move.



SolCharge



What: A portable mobile device charger powered by Penn's fast-charging internal battery.

Technology: Dr. Mark Allen's nanotechnology fast-charging battery.

Features

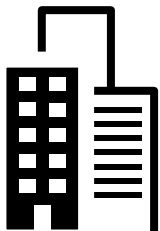
- fully charge two dead phones in **48 minutes**
- charges two devices simultaneously
- stores up charge or "charge on the fly"
- uses solar energy and conventional charging





1.89B

of mobile phones shipped
worldwide¹



71M

workers commute daily in the US
alone²



48%

of workers use their smartphone for
business purposes³

¹ Expected worldwide shipments of mobile phones in 2014, *Gartner 2013*

² American Community Survey, 2006-2010

³ 10K workers surveyed from 17 countries, *Forrester 2013*

Competition



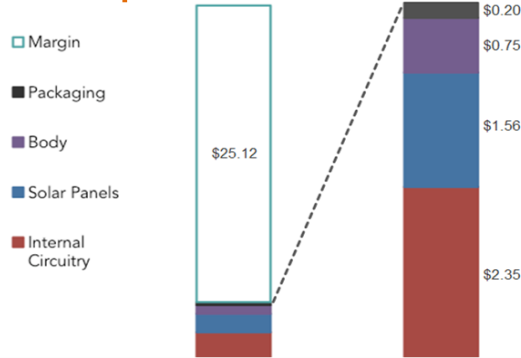
Conventional
portable chargers
& phone case

XD Design Solar
Charger



Development Plan

Cost per Unit



FINANCIAL PROJECTIONS

2015	
REVENUE	\$6 K
Direct Sales	6 K
Retail Sales	-
Partnerships	-
EXPENSES	\$83 K
COGS	3 K
Research & Development	50 K
Sales & Marketing	30 K
Hiring	-
NET INCOME	\$(77 K)

General & Administrative

- Team Formation
- Business Application Brainstorm
- 2015 Resource Planning
- Y-Prize
- Incorporation
- Patent Protection
- Accelerator Programs
- Search for Grants
- In-House Pilot Lab
- Crowdfunding
- Temporary Office Space
- Hiring
- Search for Angel Investment
- Permanent Office
- Search for Series A Investment

Research & Development

- v1 Design
- v1 Model
- v2 Design
- v2 Model
- v2 Prototype
- v3 Design
- v3 Prototype
- v3 Outsourced Production
- v4 Design
- v4 Prototype
- v4 Outsourced Production

Sales & Marketing

- Name & Logo
- Feature Surveys
- Pricing Research
- Website
- Business School Giveaway
- Social Media Viral Campaign
- Website Sales
- Multichannel Professionals Campaign
- Airport Store Co-Marketing/Distribution

- Completed
- Planned

2014 2015
10 11 12 1 2 3 4 5 6 7 8 9 10 11 12



The SolCharge Team



Earn Sakornpan
SEAS '16



Roy Mathew
Wharton MBA '16



Steph Gedal
SEAS '16

Mechanical Engineering
Product Design
Rapid Prototyping
Robotics
Y-Prize Finalist

Business Operations
Finance
Strategy
Sales
Product Marketing
Legal
Y-Prize Finalist

Chemical Engineering
Manufacturing
Supply Chain
Research
Y-Prize Finalist

