



PowerStep

Social Responsible Business Team, China

INTRO

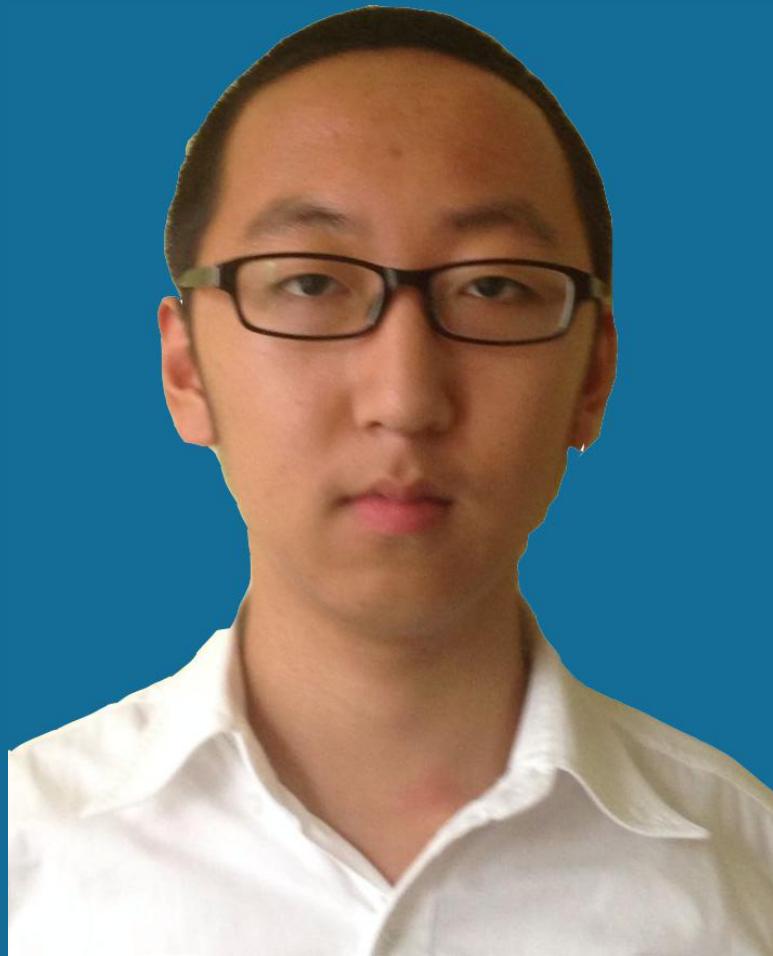
Team Members

INTRO

Team Members

Team Members

INTRO



宋一凡 YiFan Song
Chief Executive Officer

Team Members

INTRO

梁宸 Chen Liang
Chief Technology Officer



Team Members

INTRO



陈宜筠 Yiyun Chen
Publicity Director

Team Members

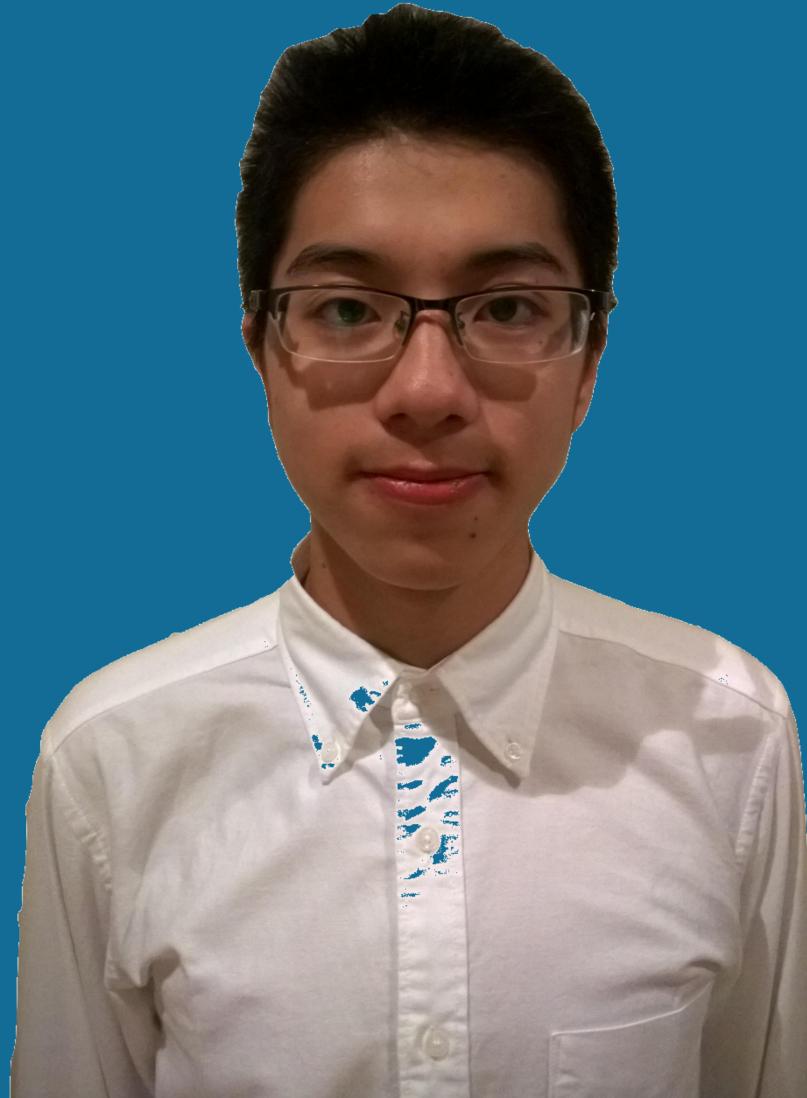
INTRO

戈若海 RuoHai Ge
Chief Finance Officer



Team Members

INTRO



周琪峰 QiFeng Zhou
Chief Operating Officer

Team Members

INTRO

朱识宇 ShiYu Zhu
Chief Information Officer



2012 The concept of utilizing energy

2013 Sunrise



2014 PowerStep



PRODUCT

Principle

PRODUCT

Principle

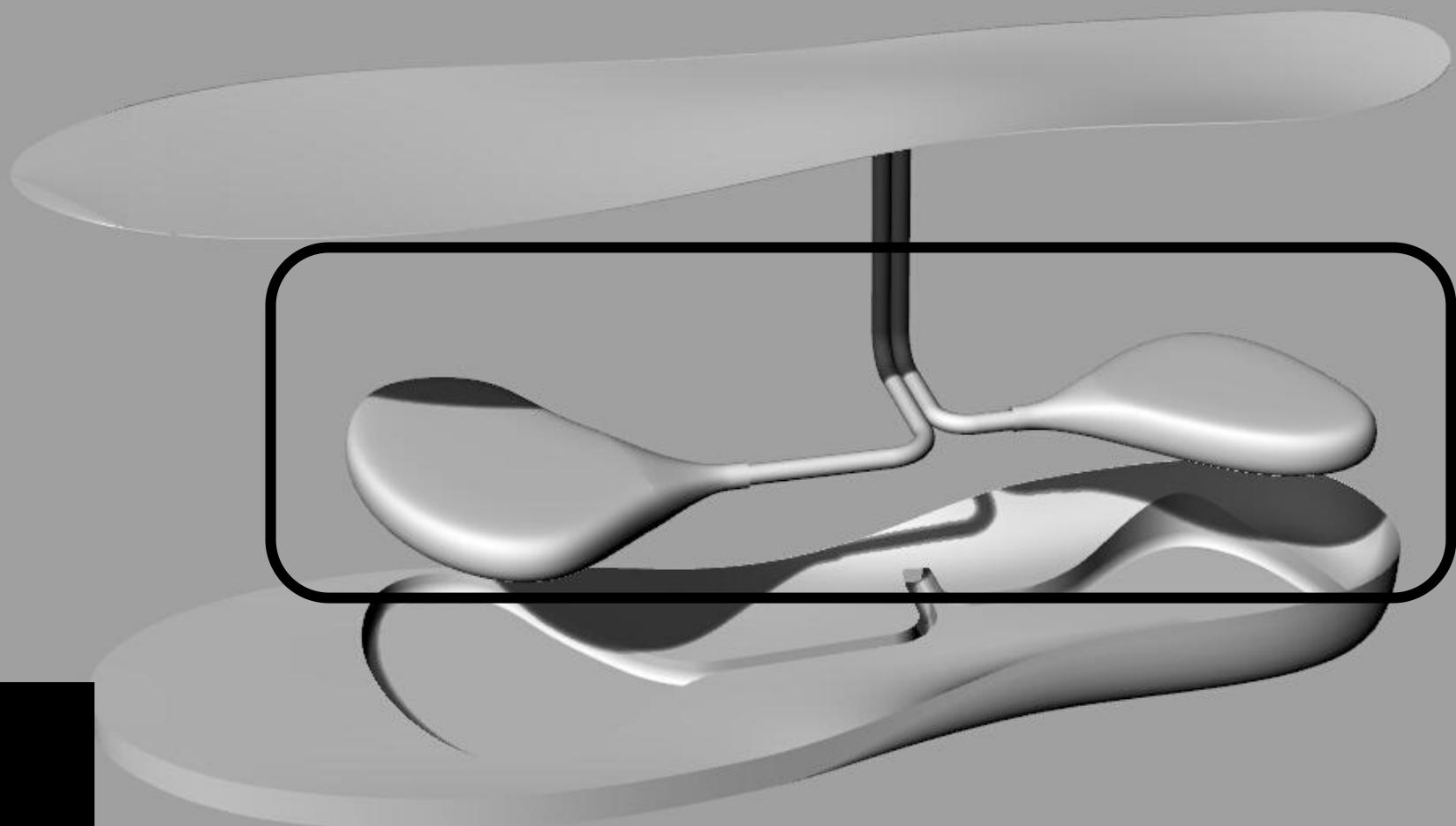
Principle

PRODUCT



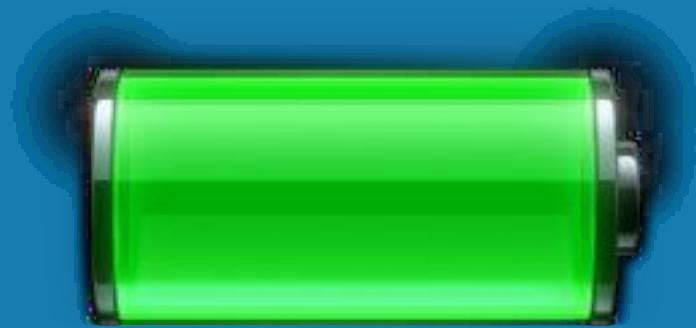
Principle

PRODUCT



Principle

PRODUCT



iPhone

4 hours

10 kilometers

BRIEF
Module

PRODUCT

GPS Module

On the Earth, every year:

76,000 children

&

get lost,

220,000 elderly

and <1% are found.

GPS Module

PRODUCT

Uniqueness:
Sustainability

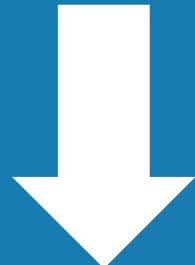
BIRASfModule

PRODUCT

Platform

Platform PRODUCT

PowerStep



a multi-functional
self-sustaining platform

Platform

PRODUCT

We use
the wisdom
of the **WHOLE** society

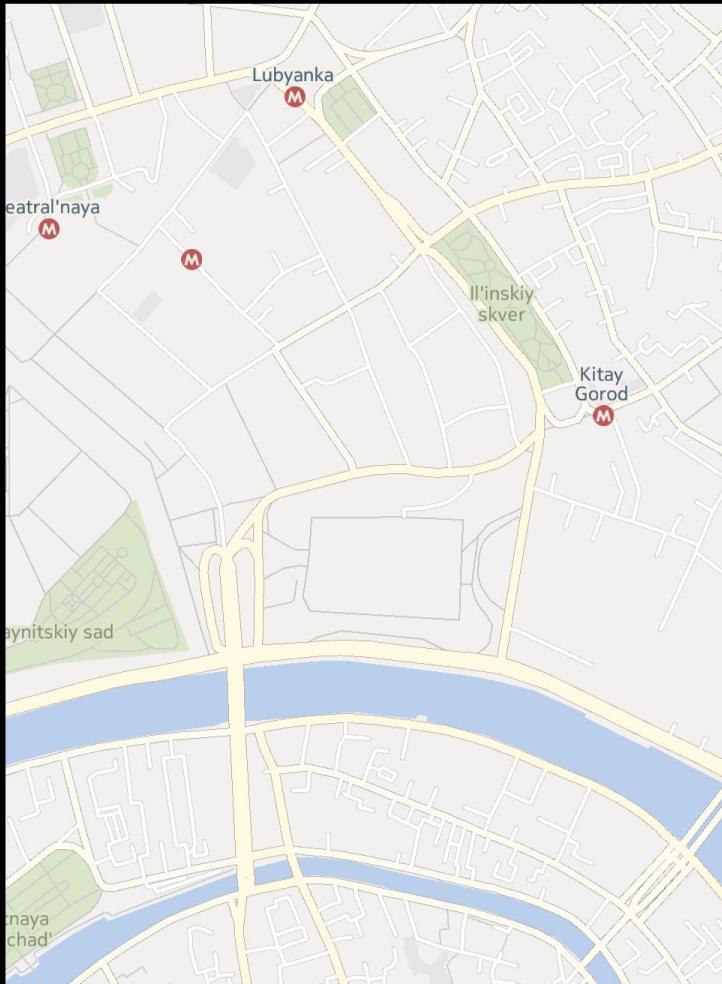
Platform

PRODUCT

Pedometer from Mr. Ye



Map Settings T



Smart Phone App

- GPS locating

Platform

PowerStep

Track Map Sett

track location

Distance  m

Steps 

Calories  cal

Current Status:

How to Contact us?



Weibo: PowerStep



Renren : Power Step



WeChat: PowerStep

PRODUCT

Smart Phone App

- GPS locating
- Pedometer

Plastformers' Experience

PRODUCT

Customers' Experience

- No safety issues
 - Human Engineering
- 
- 
- 24V 5V

Customers' Experience

PRODUCT

PUBLICIT

Y

Advertising

PUBLICITY

Advertising

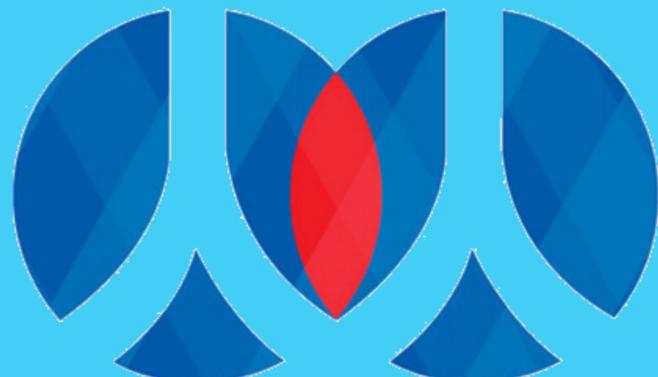
Advertising

PUBLICITY

Online Platforms



WeChat



Renren.com



Weibo

WeChat

- Basic parameters
- Business model
- Future prospect
- Design philosophy

PowerStep

11:03
PUBLICITY


green, self-sufficient, healthy travel life style. It gives the user not only a novelty, but also a way of life and movement to the idea of innovation and change.

6



Power Step product design to green as the starting point, the use of high-tech products to promote a green, self-sufficient, healthy travel life style. It gives the user not only a novelty, but also a way of life and movement to the idea of innovation and change.



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Advertising

PUBLICITY

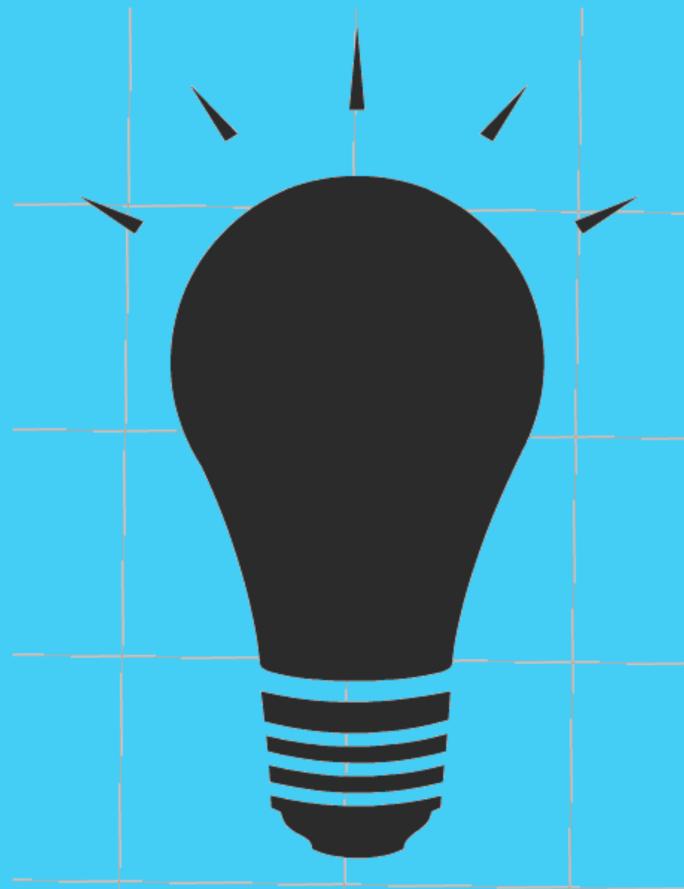
Online Retailers



Advertising

PUBLICITY

"Friendvertising"



- Schoolmates
- Parents
- Friends

Advertising

新闻 政务 评论 历史 娱乐 财经 视频 聊天 军事 图片 汽车 曝光
上海 国际 国内 排行 体育 微博 博客 社区 政法 招领 藏品 直通车

中国上海 人大 政协 统战 ■ 文广 外事 监察 审计 ■ 慈善 工会 妇联 无障碍 ■ 纠风在线 检察举报
朵云艺廊 IT 留学 音乐会 ■ 生活 科普 文艺 香港 ■ 教育 银行 家装 经适房 ■ 海派清口 市民文化

·Powerstep 充电鞋垫获得赛智中国区总冠军



2014年7月12日，经过一番激烈的角逐，上外附中赛智社团商业组 Powerstep 团队力压群雄夺得总冠军，并将代表中国参加今年8月9日在俄罗斯莫斯科举办的 2014 年赛智世界杯。

本年度共有 14 支来自上海、杭州、北京、广州的中学生团队进入了复赛。上外附中的商业组 PowerStep 团队由宋一凡、梁宸、陈宜筠、戈若海、朱识宇、周琪峰、张希、阙华淳和叶宇宸等同学组成，而他们的演讲和答辩在决赛中打动了所有评委，获得了一致好评，也获得了最终的大奖。

而我们有幸采访到了该组的 CEO 宋一凡同学。在采访中，他多次提到了 Powerstep 是一双多功能鞋垫，能够实行完全的自供电，并且能够通过扩展功能，收集行走信息，通过云端分析，再在 app 上予以反馈。当记者问道他最难忘的细节，他回答说：“在第一轮小组赛阶段，我们意识到了一些可以改进的细节。当天，团队的成员在一届学姐及老师的指导下，争分夺秒地对年报和演讲稿做出相应的调整，一遍遍排练，不断提高团队展示的水平。功夫不负有心人，我们组在第二轮的争冠阶段中压轴登场，每个成员充满自信与活力，临场表现不负众望，从演讲到年报，都散发出一种高中生创业者的蓬勃气息和创新精神。我们（上外附中）学生在比赛中展现的独有风采也给评委们留下了深刻印象。最终才能取得如此佳绩。”

最终，PowerStep 项目凭借产品的可持续性和发展空间以及团队成员出色的演讲展示，夺得本年度赛智中国赛商业组冠军。同时，上外附中的另一只队伍，梦想贺卡项目获得公益组亚军。此外，上外附中获得了本年度的“最佳组织学校”奖，PowerStep 团队的梁宸收获 Best Presentation Deliverer 单项奖，梦想贺卡团队的张晶磊和张丰依分获 Best CEO、Best COO 单项奖。

PUBLICITY

Markettiing

PUBLICITY

Marketing

Winners never quit,
quitters never win.

—Tom Hopkins

The PowerStep Family

- Charging Version
- Integrated Version

GPS Positioning
Pedometer

- Retail
- Presell
- Wholesale

Marketing



PUBLICITY

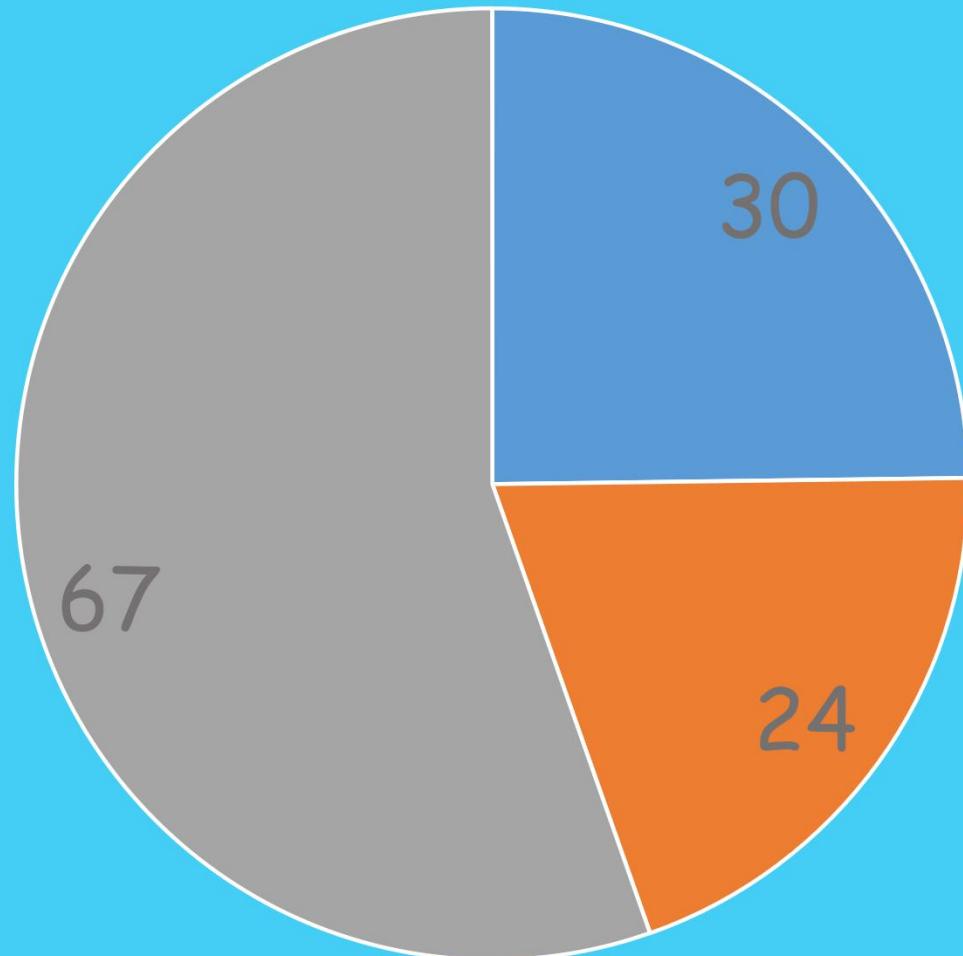
• Retail

- Retail
- Presell
- Wholesale

Marketing

SALES DISTRIBUTION

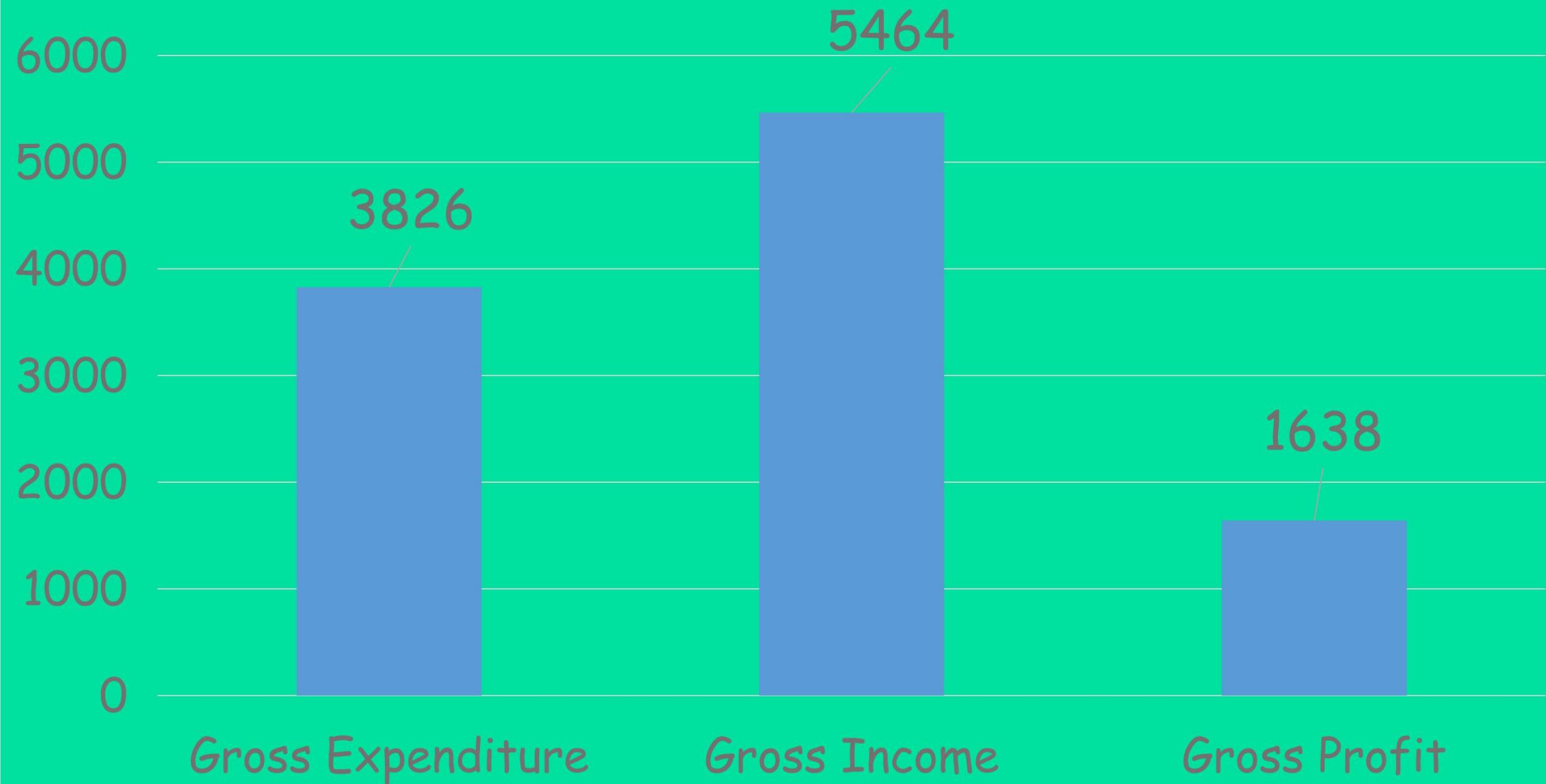
PUBLICITY



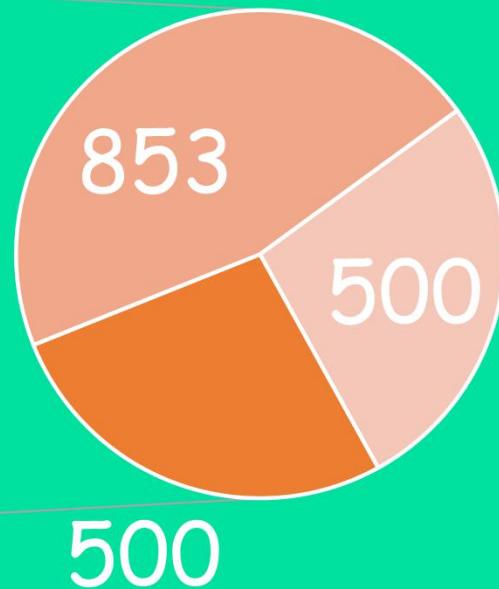
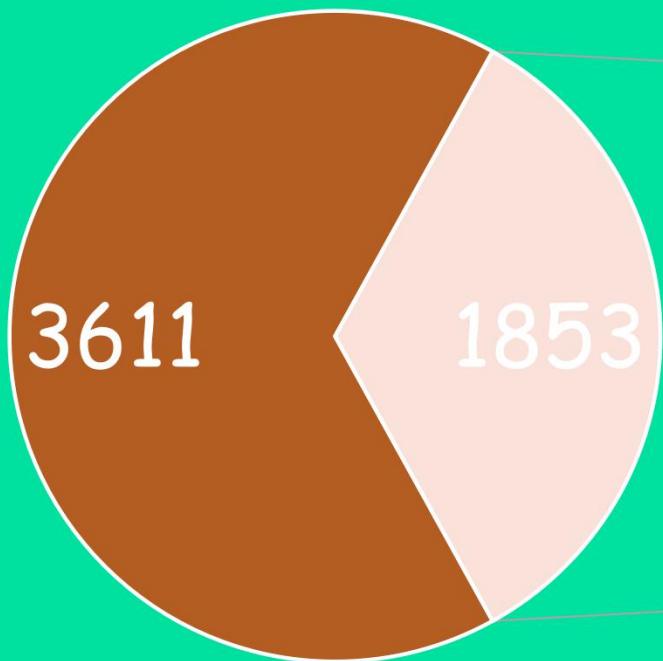
■ Wholesale ■ Presell ■ Retail

FINANCE

GROSS INCOME AND EXPENDITURE FINANCE

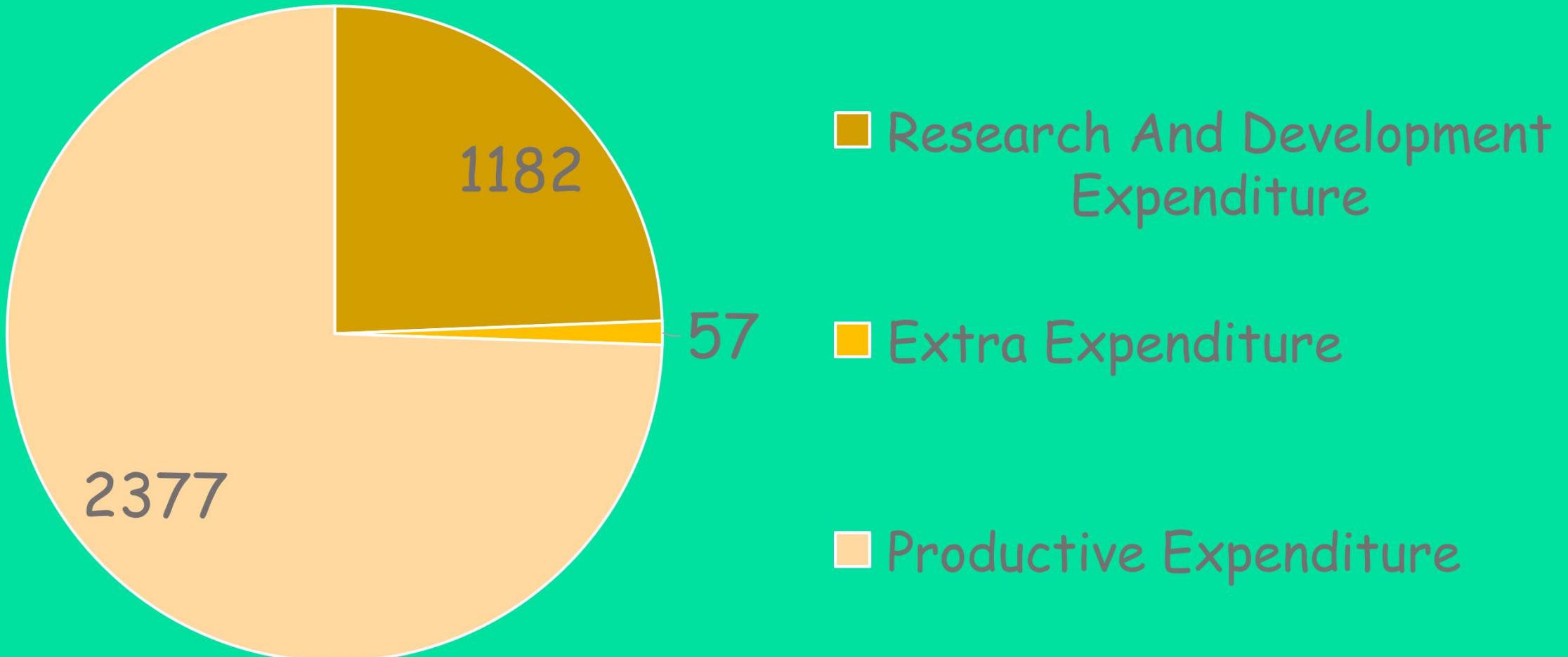


INCOME DISTRIBUTION

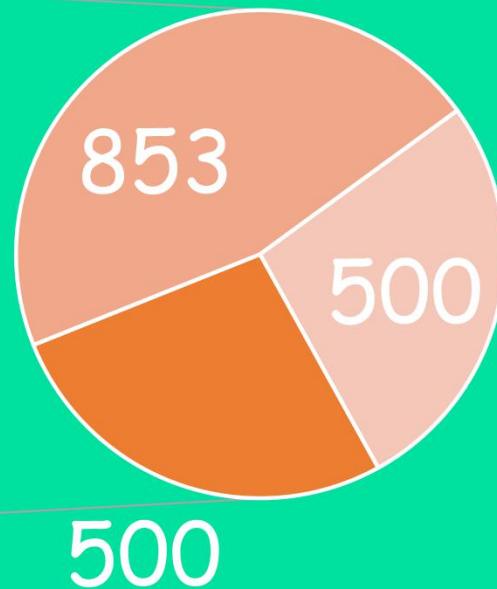
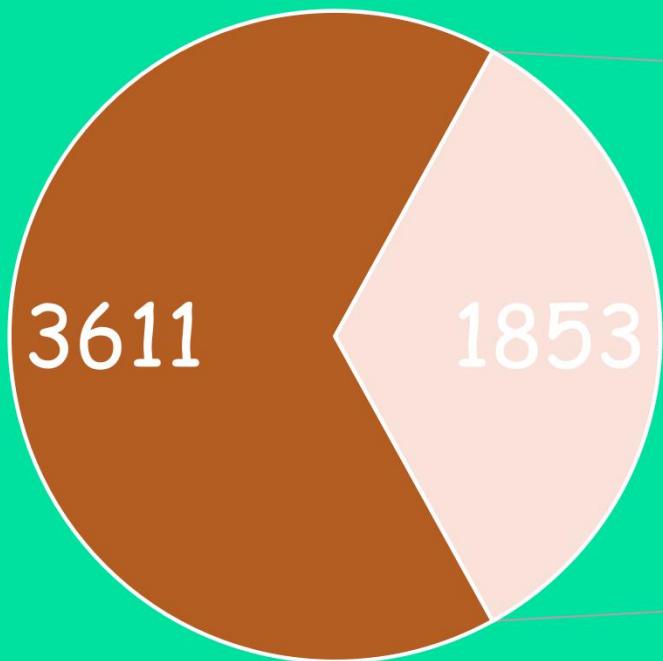


- Sales Revenue
- Non-Revenue Sales
- Campus Sponsorship
- Intramural Retail
- Fund Investment

EXPENDITURE DISTRIBUTION

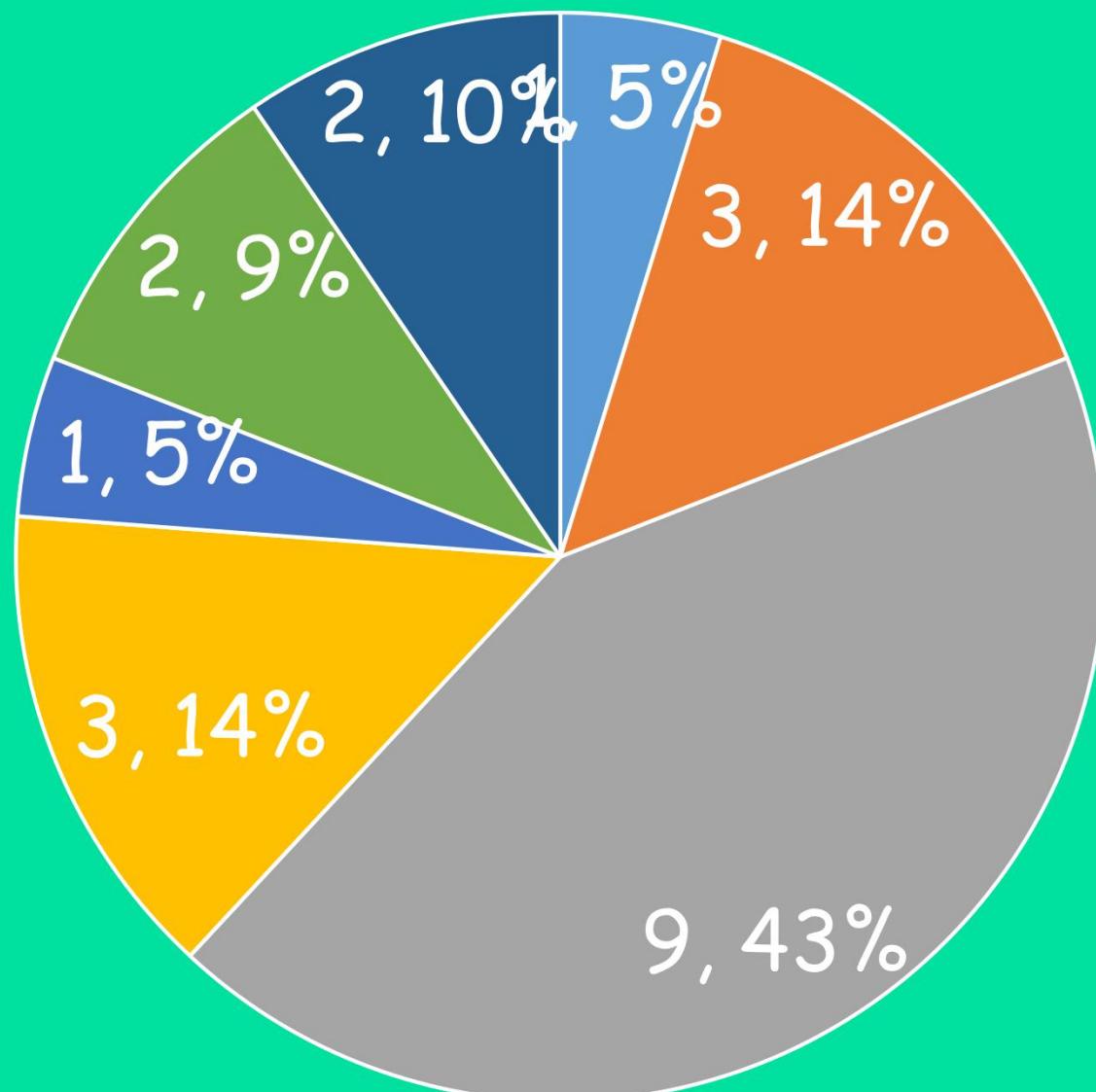


INCOME DISTRIBUTION



- Sales Revenue
- Non-Revenue Sales
- Campus Sponsorship
- Intramural Retail
- Fund Investment

POWERSTEP COST DISTRIBUTION FINANCE



■ Circuit

■ Little Bag Wrapped Around Your Ankles

■ Turbine

■ Shoe Pad And Liquid Bags

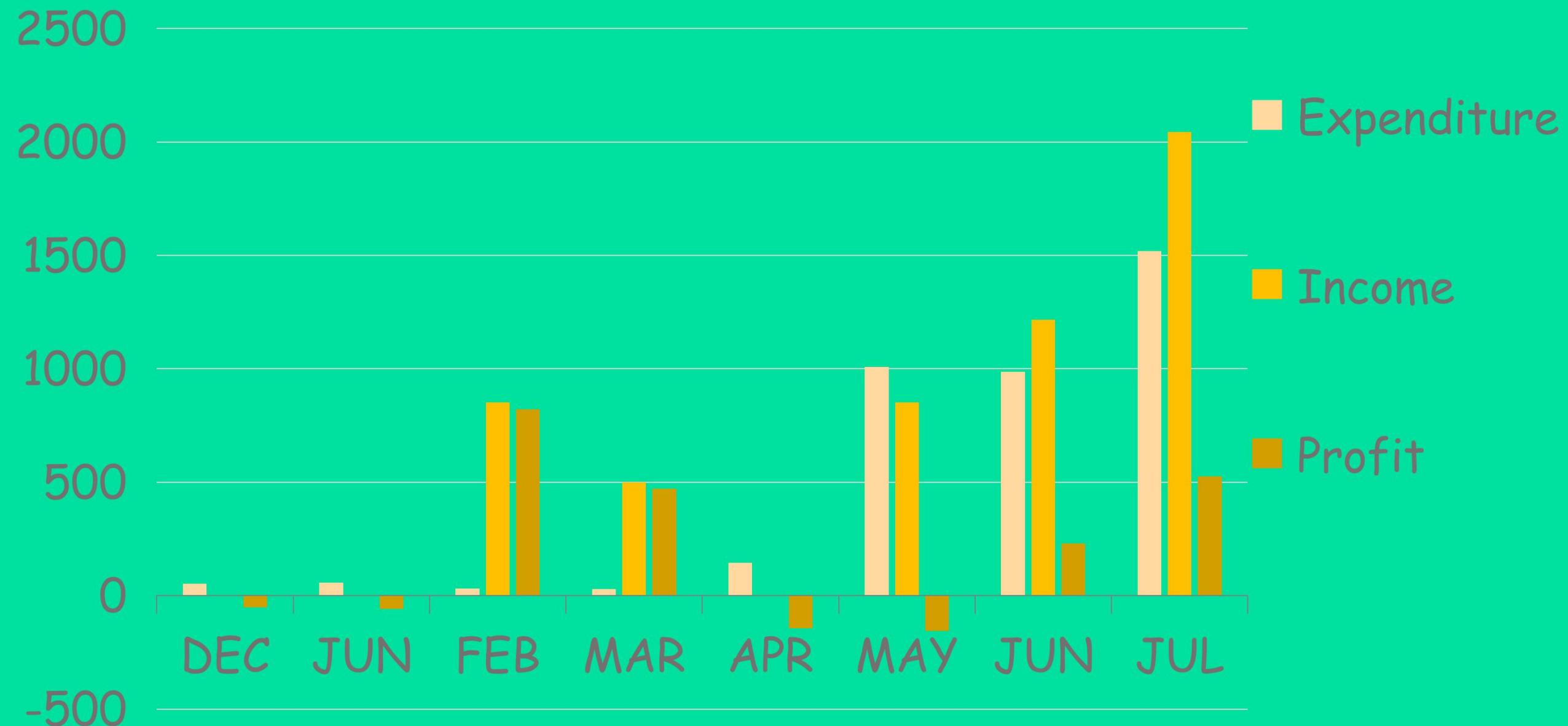
■ Small Parts

■ Mini-Motor

■ rechargeable battery with a usb plug

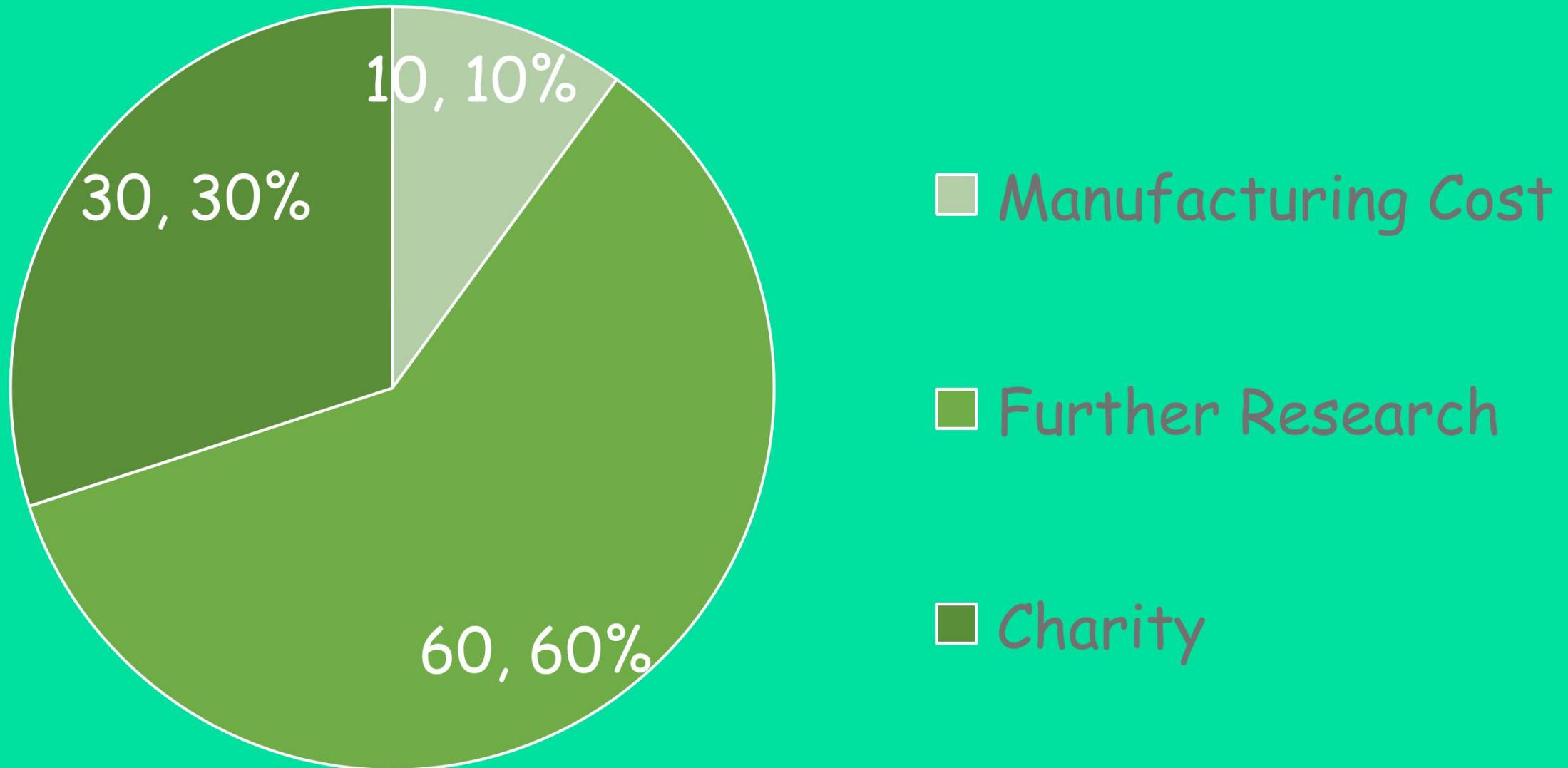
CAPITAL FLOW

FINANCE



PROFIT DISTRIBUTION PLAN

FINANCE



FINANCE

CSR

Not only the fuels are saved,
Ecofriendly Materials
But also
the nature is protected.

GPS Module

locate those who get lost **AS LONG AS**
they are walking

Pedometer

ENCOURAGES people to do more
physical exercises

Donation

Underdeveloped Areas

Nursing Homes

Kindergartens



YOUNG'S

Attract more developers

FUTURE DEVELOPMENT

Enlarge the producing scale and sales

Succession plan

Add functions and products

Succession plan

FUTURE DEVELOPMENT

Carry platform forward
Encourage inheritance

Further
cooperation

Donate
products

Give back to society



Each superhero
has different
super
powers!