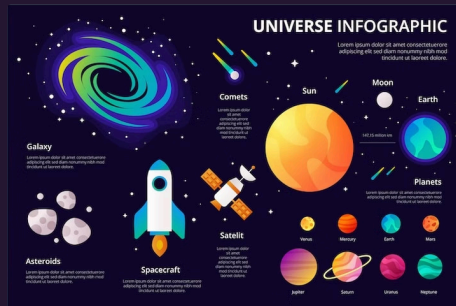


STAR STRUCK

Making Space Exploration Accessible & Engaging

Astronomy = Science



Stargazing = Experience



Shubhanshu Shukla is the 1st Indian astronaut to visit the International Space Station (ISS).

Total astronauts: **682**

Indian astronauts: **2**

The Problem:

(Identified during Internship at Stargazing Mumbai)

- Expensive telescopes
- Basic apps are Limited
- Lack of guidance
- Fragmented experiences
- Educational Gaps
- Market path

Real World Examples :

- interest (**47%**) vs access (**< 5%**)
- **65%** attendees face difficulties identifying Celestial objects
- **75%** of school students interested in Space Related Learning - (India School Survey)

Solution



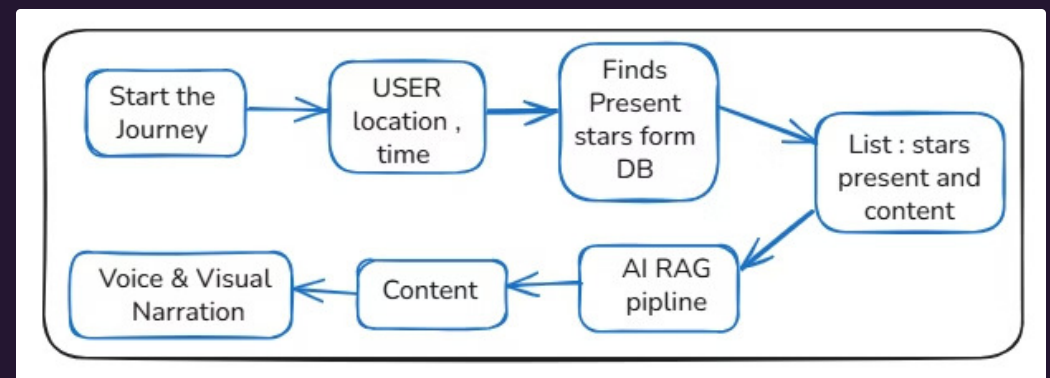
StarStruck APP

- Real time Live - Sky Map
- Community collaboration
- 3D visuals
- E3 Content

[Education , Entertaining , Engaging]



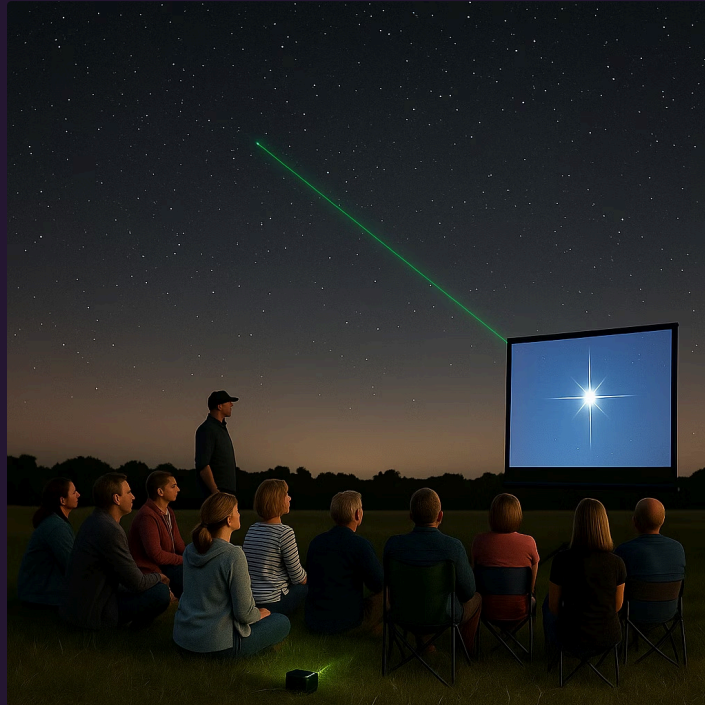
AI Powered Guide



- Astronomical Knowledge
- Mythological Significance
- Science (Physics, Chemistry, Math)
- Facts / Myths / More

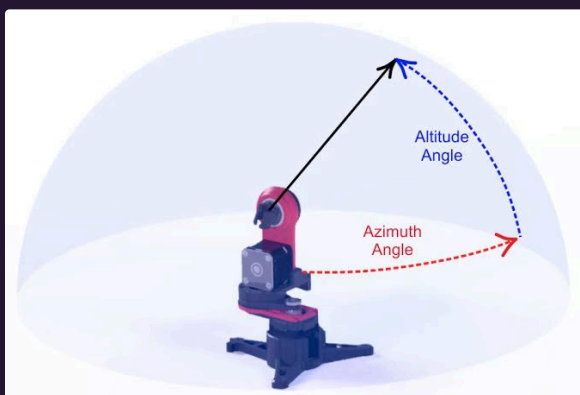
TaraScope device

Automated Celestial Navigation System for Stargazing events

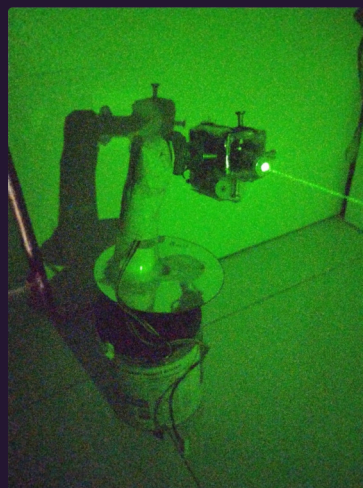


- Star Navigation using Laser's Ray
- Novel (No similar device present)
- Accurate pointing using Advance Sensor Fusion Algorithms
- Doesn't matter initial orientation of the device (Auto calibration)

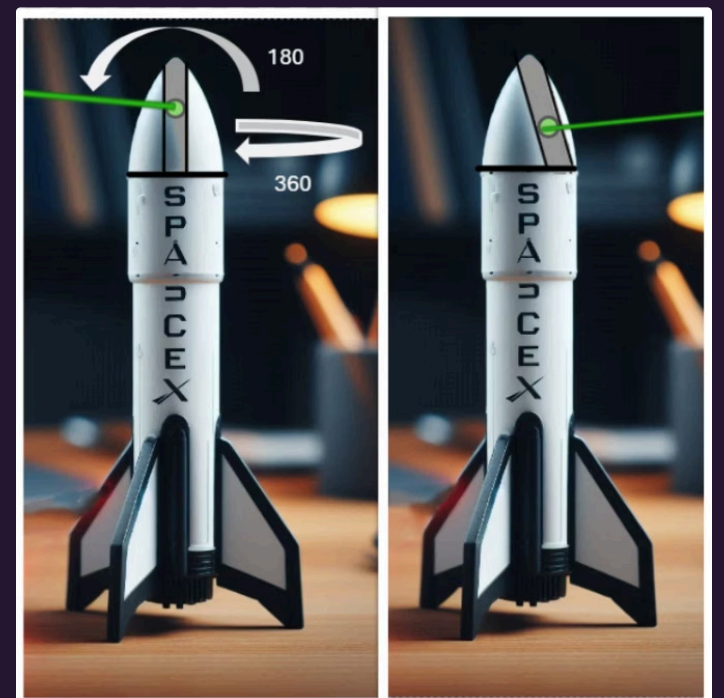
1. Concept



2. Prototype



3. Product



Market Potential

₹50,000 Cr

TAM

₹5,000 Cr

SAM

₹250 Cr

SOM

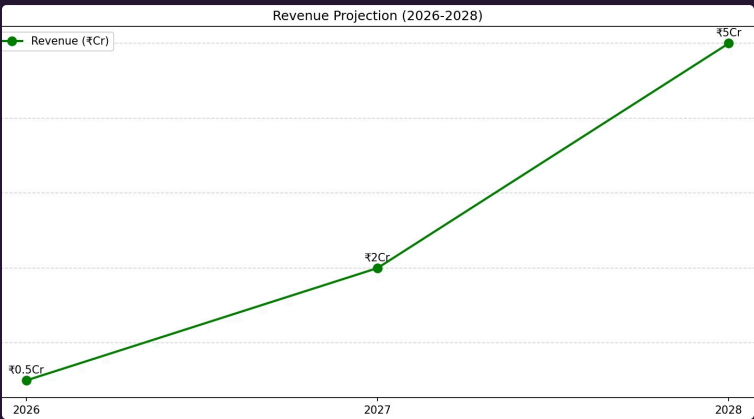
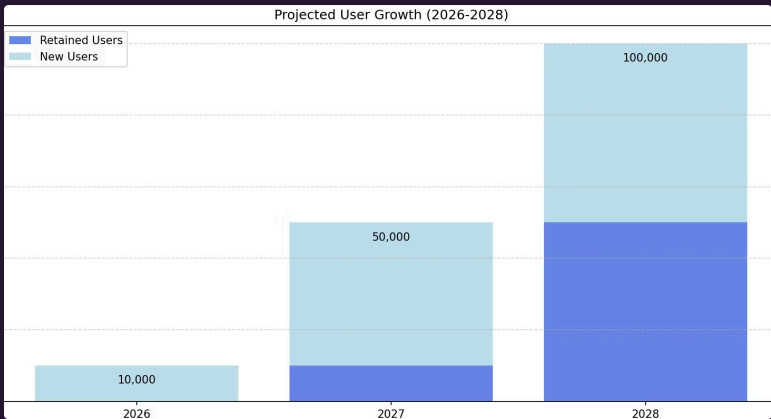
Target Audience:

- | | |
|-------------------------------------|---------------------------------------|
| • Astronomers, Stargazers, Students | • Educational Institutions |
| • Travel & Tourism Industry | • Astrotourism, Planetariums, Museums |

Growth Potential:

- **Astro-tourism is booming in India**, with rising interest in dark sky reserves, space education and tourism.
- The global astronomy equipment market is projected to grow at **7.2% CAGR** by 2030.
- The Indian EdTech market is projected to reach ₹360,000 Crores by 2030, with increasing demand for **immersive learning** experiences.

Projections:



Competition:



free app

Basic, limited features.



Star Struck

Affordable , stargazing with guidance .



cheap telescope

Worthless with poor optics and features.



Expensive telescope

Out of reach for most enthusiasts.

Multiple Revenue Streams



1. **B2B Sales (TaraScope Device)** – ₹5,000 - ₹10,000 per session
2. **Freemium Model (StarStruck App Premium)** – ₹500 - ₹1,000/month
3. **In-App Purchases & Ads** – Additional AI-generated guides, premium sky tours, and optional ads
4. **Educational Partnerships** – Private Events for schools, colleges, and astronomy clubs

Product Development

Development & Launch Plan

- ☒ **Phase 1:** R&D & prototyping of app and device (In progress)
- ☐ **Phase 2:** Beta testing with astronomy enthusiasts & educators
- ☐ **Phase 3:** Crowdfunding/pre-orders, first production batch
- ☐ **Phase 4:** Full-scale launch & expansion

Marketing & Customer Acquisition

- ☐ **Social Media & Influencer Campaigns** – Engaging content on astronomy
- ☐ **Partnerships with Schools & Tourism** – Integrating StarLight into education & travel experiences
- ☐ **Science & Astronomy Events** – Live demos and collaborations

Conclusion:

Estimated Startup Cost & Profitability

- ✓ Initial Investment: ₹3 lakhs (for R&D, production, and marketing)
- ✓ Break-even point: Expected within **12-18 months** of launch
- ✓ Revenue Projection: ₹5Cr+ by 2028

Seeking Funding & Partnerships

- ✓ Open to **investors, strategic partnerships, and crowdfunding**
- ✓ Looking to **collaborate with educational institutions, travel industries, and astronomy influencers**

"The universe has always fascinated humanity. our mission is to make it accessible to everyone. StarStruck App and TaraScope device will revolutionize stargazing, making it fun, interactive, and educational. Join us in bringing the stars closer to Earth!"

ujwalsahu10@gmail.com

8169060423

demo: <https://youtube.com/shorts/w3lwdKpvQVA>

Fund Utilization Plan: ₹ 3,00,000

❑ Product Development (₹1,00,000)

- StarLight prototype testing & improvements
- Desktop app (Version 1) development

❑ Marketing & Pre-Launch Campaigns (₹50,000)

- Social media promotions
- Website updates & branding

❑ App Development & UI/UX Design (₹80,000)

- Transition from desktop to mobile app
- UI/UX enhancements for better user experience

❑ Launch Event & User Acquisition (₹20,000)

- Official product launch
- Referral programs & educational partnerships

❑ Content Creation (₹30,000)

- 3D visuals & interactive storytelling
- Educational content & professional voiceovers

❑ Feedback Collection & Improvements (₹20,000)

- User feedback integration
- Bug fixes & feature updates

Future Milestones:

☐ Month 1-2: Research & Prototype

- Finalize design
- Market research
- Develop prototype

☐ Month 3-4: Testing & Refinement

- Improve prototype
- Hardware-software integration
- Regulatory approvals

☐ Month 5-6: Beta & Marketing Prep

- Beta testing
- App development
- Community building

☐ Month 7-8: Manufacturing & Pre-Launch

- Small-scale production
- Pricing & distribution setup
- Marketing campaigns

☐ Month 9-10: Official Launch

- Public launch
- Sales strategy execution
- Customer support setup

☐ Month 11-12: Scale & Expansion

- Market expansion
- App improvements
- Funding & partnerships

Marketing & Sales Strategy:

Customer Acquisition Channels

☐ Social Media Marketing

☐ Influencer & YouTube
Collaborations

☐ SEO & Content Marketing

☐ Direct Sales via Website & E-commerce

☐ Strategic Partnerships

Promotional Strategies

☐ Pre-Launch Hype & Pre-
Orders

☐ Referral & Loyalty
Programs

☐ Gamification in
StarStruck App

☐ Workshops & Astronomy
Events

Meet the Team

□ Ujwal Sahu (founder)

Team Strengths:

- A unique blend of technical expertise, creative storytelling, and strategic marketing.
- Proven track record of building educational tools and immersive digital experiences.
- Passionate about democratizing space exploration and inspiring the next generation of space enthusiasts.