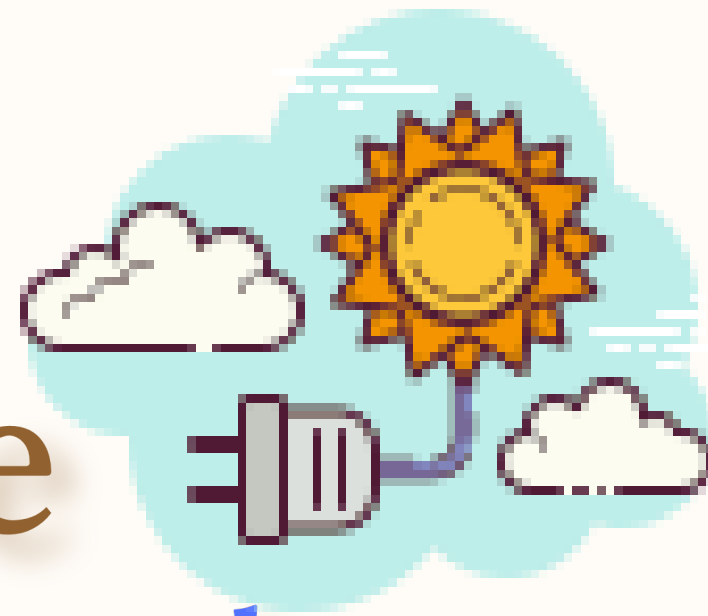


Charge Anywhere



"An Emergency? No Problem! Power up your devices with our next-gen charging solutions"

THE PROBLEM

- * Unavailability of charging ports during emergencies
- * Unavailability of charging wire during emergencies
- * Fragile and Delicate powerbank that cannot withstand harsh conditions (shock, water and changes in temperature)

THE SOLUTION

01

IMPLEMENTATION OF SOLAR
TECHNOLOGY AS A MEANS TO
RECHARGE POWER-BANK

02

BUILT-IN WIRE WITH
DIFFERENT COMPATIBILITY AS
WELL EXTRA EXTERNAL PORTS

03

RUGGED AND SECURED
POWERBANK AND CASING TO
COMBAT HARSH CONDITIONS

Charge
Anywhere

PRODUCT CONCEPTUALISATION



Enhanced durability with water-resistant, shock-resistant, overheating and other protection mechanism for sustainability



Build-in charging wire powerbank with multiple USB compatibility, as well as extra charging ports



Solar-Pad to capture more energy

BUSINESS MODEL CANVAS

Business model canvas.



KEY PARTNERS <ul style="list-style-type: none">• Solar technology suppliers• Outdoor equipment retailers and distributors• Marketing and advertising agencies	KEY ACTIVITIES <ul style="list-style-type: none">• Research and development of the portable socket and solar technology• Production and manufacturing of the product and accessories• Marketing and advertising campaigns to promote the product	VALUE PROPOSITIONS <ul style="list-style-type: none">• A portable, easy-to-use socket that can charge your devices anywhere using solar energy• Sustainable and eco-friendly charging option for customers• Convenient and versatile charging solution for customers on-the-go	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none">• Responsive customer service team available to answer questions and resolve issues• Engage customers through social media and online advertising• Offer promotions and discounts to loyal customers	CUSTOMER SEGMENTS <ul style="list-style-type: none">• Outdoor enthusiasts - people who enjoy camping, hiking, and other outdoor activities• Tech-savvy consumers who are looking for sustainable and eco-friendly charging options• Business travellers who need to charge their devices on-the-go
	KEY RESOURCES <ul style="list-style-type: none">• Skilled product development and engineering team• Manufacturing facilities and equipment• Partnerships with suppliers and distributors		CHANNELS <ul style="list-style-type: none">• Online sales through company website and e-commerce platforms• Physical retail stores and outdoor equipment stores• Social media and online advertising campaigns	
COST STRUCTURE <ul style="list-style-type: none">• Research and development costs for the product• Manufacturing and production costs• Marketing and advertising expenses			REVENUE STREAMS <ul style="list-style-type: none">• Direct sales of the portable socket and accompanying accessories• Subscription-based model for customers who want ongoing access to solar charging services	

MARKETING AND SALES

01 Market Analysis

02 Target Audience

03 Unique Selling Points

04 Marketing Strategy

05 Distribution Channels

06 Pricing Strategy

OUR COMPETITORS

01 Competitor Landscape

02 Product Comparison

03 Market Positioning

04 Competitor Strengths

05 Competitor Weaknesses

06 Differentiation

07 Competitive Advantage

TRACTION AND RISK

01

Market Demand

02

Competition

03

Product Market Fit

04

Technical Feasibility

05

Supply Chain
&
Logistic

06

Regulatory
Compliance

FINANCIAL PLAN

ChargeAnywhere Solar Powerbank

Startup Costs	RM
Equipment & Technology	15000
Development Engineers	1000
Branding and Marketing	1000
Licensing and Regulatory Compliance	500
Total	17500

Fixed Costs (for a month)	RM	Salary per employee	No. of employees
Salary	1500	3000	5
Transport	100		
Meal Allowance	300		
Rent	600		
Insurance and Benefits	500		
Total	3000		

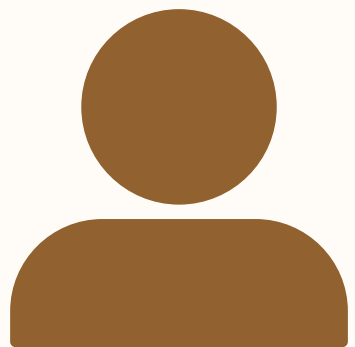
Variable Costs (per unit)	Cost	Bill	Price (RM)
Solar Panel	1500	10	150
Charge Controller	1000	20	50
Battery	5000	100	50
Voltage Regulator	2500	50	50
Casing and Enclosure	300	50	6
Total	10300		

Revenues (for 30 days)	
Number of customers	3000
Units per purchased	2
Price per unit (RM)	600
Purchase frequency	1
Total sales in units (cups)	6000
Total sales revenue (RM)	3600000

Customers (per day)	No. of days
100	30

SUMMARY	
Revenue	RM
Sales	3600000
Other Revenue Sources	100000
Total	3700000
Profit (revenue - fixed cost - varied cost per month)	5203500
Breakeven (monthly cost/profit per cup)	0.360825
Pay back period (months)	0.0
Contribution	9700

OUR TEAM

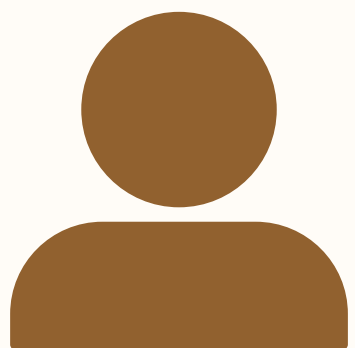


MOHAMMAD BADZLI RAZIN

Founder/Co-Founder of ChargeAnywhere (CEO/CFO)



[linkedin.com/in/](https://www.linkedin.com/in/)

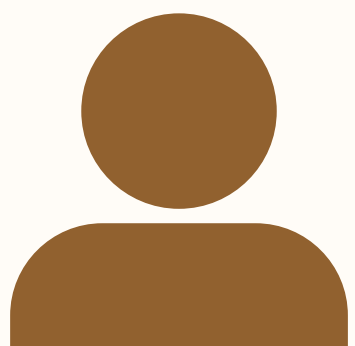


DANIEL NATHAN

Founder/Co-Founder of ChargeAnywhere (COO)



[linkedin.com/in/daniel-nathan-arulnathan/](https://www.linkedin.com/in/daniel-nathan-arulnathan/)



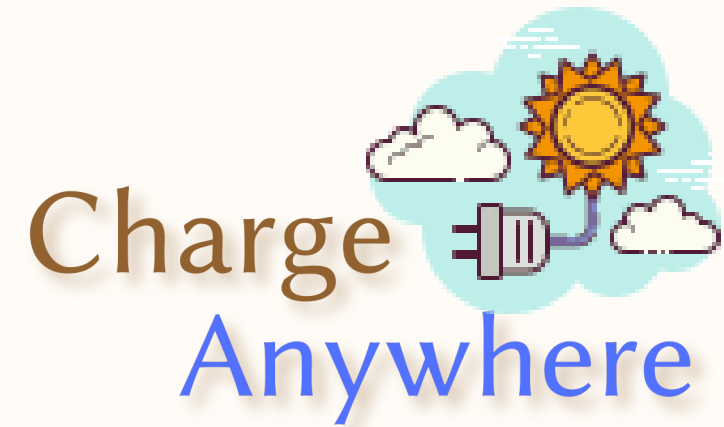
KHOR CHEE YEE

Founder/Co-Founder of ChargeAnywhere (CTO)



[linkedin.com/in/](https://www.linkedin.com/in/)

ORGANIZED BY



POWERED BY



FOLLOW US ON >



●● Medium

THANK YOU!

REACH OUT TO ME



MR. NATHAN
+60 166653076