

Executive Summary

Introducing the Kinetic Charged Portable Charger, compatible with a wide range of electrical devices, including phones. It guarantees your devices will charge without any issues thanks to its kinetic energy power and lithium battery pack reinforcement. It easily satisfies your charging demands thanks to its many USB connections. We are committed to both social responsibility and environmental care, which drives our business. We hope to have a significant influence by battling battery pollution, cutting carbon emissions, and improving safety from fires. We also discuss the energy requirements of traditional, non-electric homes. In a time where smartphones and technical advancements dominate the era, our product is a ray of hope. We aim to fulfill the various demands of our customers while promoting constructive transformation by providing dependable, environmentally sustainable charging options.

Our advanced, mobile kinetic energy battery is enhanced with a large capacity lithium battery pack for long-term energy storage. Its adaptable USB ports allow it to charge a wide range of gadgets, including computers and smartphones, with reliability and efficiency.

According to Allied Market Research, the market for portable chargers was estimated to be worth \$6.8 billion (about \$21 per person in the US) globally in 2021 and is expected to grow to \$17.3 billion (about \$53 per person in the US) by 2031. Our target market currently consists of individuals who are either outdoor enthusiasts, frequent travelers, remote workers, or anyone who needs portable charging options. Nevertheless, as we expand, our aim is to cater to individuals or families lacking access to electricity. Our vision is to enhance positive social and environmental impact. For those communities without electricity, our kinetic battery is a priceless tool since it provides extended durability. In addition, our product has a great deal of potential for widespread use given the expansion of cheap smartphones from China into poor countries. This new endeavor is well-positioned for success in this rapid and competitive business, which is focused on kinetic-powered rechargeable portable battery chargers.

Although one of our main rivals provides an Apple portable charger that is exclusive to iPhones, our product transcends this limitation by being compatible with a broad range of electronic devices. Moreover, our charger is versatile, so it can charge different devices without any issues, in contrast to chargers designed for a single use. Furthermore, our product's eco-friendliness and reusable nature demonstrate our commitment to sustainability, setting it apart from competitors that use throwaway batteries and worsen environmental degradation.

Our product, which retails for \$95, has a production cost per unit of \$45 that includes both direct and indirect costs. Our first marketing approach focuses on strategically placed advertising at busy locations such as parks and hiking trails, which allows us to interact directly with consumers and collect priceless feedback. As our brand becomes more well-known, we want to collaborate with well-known sports retailers like Big 5 and Dick's. We expect substantial growth potential as we set our sights on global expansion, especially in underdeveloped countries like Africa. We want to produce 2,200 pieces in our first year of business, bringing in \$209,000. As we ramp up for year two, we project sales of \$418,000 with 4,400 units sold. We anticipate selling \$880,000 when our production capacity reaches 11,000 units at a cost of \$80 apiece by the third year. We project generating a total income of about \$1,507,000 in our first three years, which will set us up for long-term success.

A member's basement will house our production and operating headquarters, as well as our office and storage areas. We have negotiated with friends and relatives to get \$36,000 in early finance, avoiding the need for a bank loan, which is included in our indirect costs. We'll spend \$33,900 on necessary assets before launch, including two toolkits, a business laptop, and a van. We'll spend \$40,000 on research and development and \$2,100 on targeted advertising to advance our brand. The advancement of innovation and market penetration depends on these investments. After deducting these expenses, our estimated revenue for the first three years is roughly \$1,395,000, which provides a strong basis for long-term growth and achievement.

Our product's revolutionary potential to rule the portable charger market lies at the core of our executive summary. Our kinetic-powered battery offers exceptional versatility in an era where electricity on-the-go is crucial. It is vital in underdeveloped nations like Africa with poor access to power since it is not dependent on electrical outlets and can use kinetic energy for charging.