

PowerCycle: a Solar Cycle to Power Today

Executive Summary

India's First Solar-Powered Electric Cycle

Contact Information

Anand Goyal
H 19, 3rd Flr, Maharani Bagh,
New Delhi 110065, India.
+91 9599588687
anandgoyal2003@gmail.com

Industry

Solar Power
Solar Transportation

Development stage

Start-up

Year founded

2019

Number of Employees

Anand Goyal - The British
School, New Delhi, India (Class
of 2021)

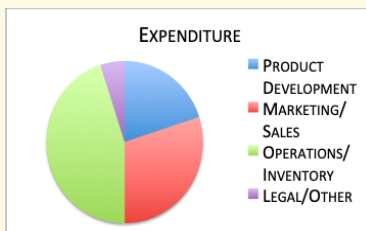
Anya Goyal - Step by Step
School, Noida, India
(Class of 2021)

Funding Opportunity

- \$ 15,000 in Round 1

Use of Fund

30% Product Development
20% Marketing/Sales
40% Operation/Inventory
10% Legal/Other ...



PowerCycle expects to become profitable by Q4 2021

ABOUT US

The PowerCycle is a photo-voltaic solar system comprising of a 150W panel, a 20AH Li-Ion battery, a charge protection circuit, and brushless DC motor (250W).

- *In simple terms, it is a solar-powered bicycle designed to reduce physical labour, caloric burn and financial costs for individuals from low-income communities in rural India.*

THE OPPORTUNITY

India is home to a large informal economy consisting of several thousands of workers who engage in manual labour. Additionally, India is responsible for approximately 10% of the world's annual bicycle production, which is estimated at 125 Million units (2015). The annual domestic demand of bicycles in India is approximately 10 million units, 45% of the Indian households both rural and urban use of bicycles as a primary mode of transport, specifically the urban poor.

THE SOLUTION

The Power Cycle is a low-cost electric bicycle powered by a clean and abundant source of energy -- the sun.

Ultimately, the PowerCycle tackles three key issues:

ENERGY - The PowerCycle makes solar energy accessible to low income people, extending solar-powered transport to a new demographic

TRANSPORT - The PowerCycle makes bicycle travel faster and less tiring – helping users maximize their time and conserve their energy

HUNGER - The PowerCycle helps low income people conserve precious calories and maximize their energy stores.

POTENTIAL RETURN/REVENUE MODEL

Most electric cycles are priced at the range between INR 30,000 to INR 1,00,000. This is largely because their strategy is to target middle to upper-class consumers who take up cycling as a recreational activity.

The PowerCycle differs from electric cycles in this aspect. The target audience is the common man, it will be a cheap alternative to their ordinary paddle transport in the form of the superior solar-powered PowerCycle.

COMPETITION

There are many products and services designed to provide energy-efficient transportation. The PowerCycle does this too, but with a difference: it saves human energy.

The existing competitors in India -- varying from start-ups like Hulikkal, Lightspeed, OMO bikes and Elektron bicycles and industry old timers like Hero Cycles -- target another set of consumers entirely. The price range among the aforementioned is between INR 35,000 and INR 1,00,000.

The PowerCycle can be sold for INR 18,000 and INR 13,000 after bulk production. Our Version 2.0 of PowerCycle bulk production will cost INR 13,000 per unit, giving it an edge over competitors. The decreasing-marginal-costs from increased production, leads to drop in price.

GO TO MARKET STRATEGY

PHASE 1: Showcase PowerCycle in low income areas through retail stores, this will spark interest and lead to acquisition. Leveraging connections with retailers such as Devidayal Solar Solutions both local and national to set up distribution in major urban centers across the country

PHASE 2: Utilising Govt. of India's Single Point Registration scheme to set up bulk orders from PSUs which are set to be major vendors in the future

PHASE 3: Partnering with the leading existing bicycle manufacturers

INVESTMENT OPPORTUNITY

The Angelique Foundation has already made an initial investment of **\$7000**. Further amount equaling **\$8000** is expected from friends and family.

PowerCycle's USP which combines concerns about sustainability, transport and nutrition make it the perfect initiative for our social-work oriented investors.