



Jorhat (Assam), India

Email: navspyro@gmail.com

Contact No:

**+91 9365852414, +91 9101128241, +91 7002626401,
+91 8134060299, +91 6009945276**

**A smart device combining speedometer, GPS,
maps, and real-time safety alerts.**

1. KAPIL CHANDRA MANDAL:

Responsibilities: i) Vision & Strategy, ii) Technical Development, iii) Investor Relations & Partnerships

Why Best Suited: Kapil's leadership, technical background, and strong networking skills make him ideal for steering the project, managing technical aspects, and building crucial relationships.

2. BIKELAL GOSWAMI:

Responsibilities: i) Technical Development, ii) Innovation & R&D, iii) Quality Assurance

Why Best Suited: Bikelal's technical expertise, innovative mindset, and focus on quality assurance ensure the development of a cutting-edge, reliable product.

3. DHARMENDRA NARZARY:

Responsibilities: i) Manufacturing & Supply Chain, ii) Resource Management, iii) Quality Control, iv) Marketing Strategy

Why Best Suited: Dharmendra's operational and logistical expertise, combined with marketing acumen, ensures efficient production, high-quality standards, and effective market penetration.

4. SANJANA NEWAR:

Responsibilities: i) Product Design, ii) Prototyping, iii) User Interface

Why Best Suited: Sanjana's design expertise and user-centric approach ensure the product is both functional and visually appealing, with an intuitive user interface.

5. PAMPA DAS:

Responsibilities: i) Product Design, ii) Prototyping, iii) Customer Engagement

Why Best Suited: Pampa's proficiency in design and customer engagement ensures the product aligns with user needs and preferences, continuously improving based on feedback.

Why Customers Need Our Solution:

1. Fragmented Current Solutions: Existing devices for bikers, cyclists, and runners are often fragmented, with separate tools for speed monitoring, GPS navigation, and safety alerts. This fragmentation can be inefficient and cumbersome, requiring users to manage multiple devices or apps simultaneously.

2. Safety Concerns: Safety is a primary concern for outdoor activities. Bikers, cyclists, and runners need real-time alerts to avoid potential hazards like sudden weather changes, dangerous intersections, and unexpected obstacles. According to a study by the Insurance Institute for Highway Safety (IIHS), real-time alerts can significantly reduce accident risks.

3. Efficiency and Convenience: An integrated device that combines a speedometer, GPS, and safety alerts in one unit offers greater convenience and efficiency. Users can focus on their activity without constantly switching between different tools. This streamlined approach enhances the overall user experience.

4. Real-time Data: Providing real-time speed, location, and hazard warnings helps users make informed decisions on the go, improving their safety and performance. According to a report by the National Highway Traffic Safety Administration (NHTSA), real-time data can enhance situational awareness and response times.

5. Targeted for Multiple Activities: Our solution is versatile, catering to bikers, cyclists, and runners. This multipurpose approach broadens the potential customer base and addresses the specific needs of various outdoor activities. A survey by Statista highlights the growing popularity of these activities, emphasizing the market demand for specialized tools.

By offering an all-in-one solution that addresses safety, convenience, and real-time data needs, our device stands out as an essential tool for enhancing the outdoor experience for bikers, cyclists, and runners.

Current Practices and How Our Product is a Better Solution

Problems with Current Solutions:

1. Using Separate Devices:

- Athletes use separate devices for speed, GPS, and safety alerts, leading to a fragmented experience.
- Strava survey: Many athletes use multiple apps and devices to track activities.

2. Manual Route Planning:

- Users manually plan routes on different apps, then sync them to navigation devices.
- Cycling Weekly: Manual syncing of routes is inconvenient and can lead to outdated information.

3. Lack of Integrated Safety Alerts:

- Current solutions often lack real-time safety alerts for hazards.
- NHTSA: Timely hazard alerts can significantly improve safety, yet many devices do not offer this feature.

How Your Product is a Better Solution

1. All-in-One Integration:

- Combines speed monitoring, GPS navigation, and safety alerts into one device.
- Simplifies the user experience for convenience and efficiency.

2. Real-Time Data and Alerts:

- Offers real-time speed, location data, and hazard warnings to enhance safety.
- IIHS: Real-time data is crucial for safety and performance.

3. User-Friendly Interface:

- Dedicated display provides all necessary information in one place.
- Human Factors and Ergonomics Society: User-friendly interfaces reduce cognitive load and improve performance.

4. Tailored for Multiple Activities:

- Designed specifically for bikers, cyclists, and runners, catering to their unique needs.
- Versatile device broadens appeal and meets the specific requirements of various outdoor activities.

By addressing the limitations of current practices and offering a comprehensive, real-time solution, your product significantly enhances safety, convenience, and efficiency for bikers, cyclists, and runners. This integrated approach sets your device apart from existing options and meets the evolving needs of outdoor enthusiasts.

Uniqueness of the Product

1. **Integrated Functionality:** Combines speed monitoring, GPS navigation, and real-time safety alerts into one device, offering a streamlined experience.
2. **Tailored for Multiple Activities:** Designed for biking, cycling, and running, providing a versatile solution for outdoor enthusiasts.
3. **Real-Time Safety Alerts:** Includes real-time alerts for hazards like weather changes and road conditions, enhancing safety and situational awareness.
4. **Dedicated Display:** The device features a dedicated display that consolidates all necessary information in one place. This unique approach reduces distractions and allows users to focus on their activity, improving overall performance and safety.
5. **User-Friendly Interface:** Intuitive and easy-to-navigate interface, making advanced technology accessible to all skill levels.
6. **Enhanced Efficiency:** Provides real-time speed, location, and safety alerts in one device, saving time and reducing cognitive load.

Why This Matters

These unique features collectively address the gaps and inefficiencies of current solutions, providing a comprehensive, safe, and efficient tool for outdoor activities. The integration, real-time alerts, dedicated display, and tailored design collectively enhance the overall user experience, setting your product apart in the market.

Business Model

1. Direct Sales:

- **Who Pays:** Individual customers, including bikers, cyclists, and runners.
- **How Much:** The device will be sold at a competitive price point of INR 2000-5000, depending on features and specifications.
- **To Whom:** Customers will purchase directly from our website, online marketplaces (e.g., Amazon), and retail partners.

3. Partnership with Fitness and Outdoor Brands:

- **Who Pays:** Fitness and outdoor brands interested in bundling our device with their products.
- **How Much:** Partner companies will pay based on a bulk purchase agreement, with discounts provided for large orders.
- **To Whom:** Payments will be made to our business through corporate sales channels.

Revenue Streams Overview:

- **Direct Sales:** One-time purchase revenue.
- **Partnerships:** Bulk purchase revenue.

This diversified business model ensures multiple revenue streams, reducing dependence on any single source and providing a steady flow of income to support ongoing development and marketing efforts.

Size of the Market Opportunity in India

Target Market

- **Who:** Bikers, cyclists, and runners.
- **Where:** Urban and suburban areas across India.
- **Price Point:** Rs. 5,000 per device.

Market Size

- **Total Number of Cyclists and Runners:** Approximately 20 million active cyclists and runners in India.
- **Estimated Market Penetration:** If 5% of this market purchases the device.
 - **Number of Potential Buyers:** 1 million.

Revenue Potential

- **Device Sales:**
 - **Price per Device:** Rs. 5,000.
 - **Potential Revenue:** 1 million devices x Rs. 5,000 = Rs. 5 billion.

Current Traction

While the project is currently in the idea and concept development stage, significant progress has been made in terms of research, team formation, design mock-ups, and initial user feedback. The next steps involve prototyping, securing funding, and establishing partnerships to bring the concept to fruition.

Competitive Landscape

- **Current and Future Competitors:** Identify existing and potential competitors in the market.
- **Plan to Win:** Outline strategies to outperform competitors.

Why We Are Better

- **Integration:** Combines speed monitoring, GPS, and safety alerts in one device.
- **Real-Time Safety:** Offers real-time hazard alerts that many competitors lack.
- **User Experience:** Features a user-friendly interface with a dedicated display, enhancing usability.

Funding Needs, Use of Funds & Proposed Valuation

Funding Needs:

Amount to Raise: ₹50 lakh (5 million Indian Rupees)

Planned Usage of Funds:

1. Product Development and Manufacturing (₹20 lakh):

- **Prototyping:** Further refinement of the device prototype based on beta testing feedback.
- **Production:** Initial manufacturing run to produce the first batch of devices.
- **Quality Control:** Ensuring high standards in production to build a reliable and durable product.

2. Marketing and Sales (₹15 lakh):

- **Digital Marketing:** Social media campaigns, influencer partnerships, and online advertising to reach target customers.
- **Retail Partnerships:** Costs associated with getting the product into retail stores and online marketplaces.
- **Promotional Events:** Participation in trade shows, fitness expos, and other relevant events to showcase the product.

3. Research and Development (₹5 lakh):

- **Feature Enhancements:** Adding advanced features like enhanced real-time safety alerts, more precise GPS tracking, and additional user-friendly functionalities.
- **User Testing:** Conducting extensive user testing to ensure the product meets market needs and expectations.

4. Operations and Infrastructure (₹5 lakh):

- **Team Expansion:** Hiring key personnel in engineering, marketing, and customer support.
- **Operational Costs:** Office space, utilities, and other operational expenses.
- **Technology Infrastructure:** Building and maintaining the necessary IT infrastructure to support product development and customer service.

5. Customer Support and Services (₹5 lakh):

- **Support Team:** Establishing a dedicated customer support team to assist users with any issues.
- **Training and Resources:** Developing training materials, user guides, and online resources to help customers get the most out of the device.

Proposed Valuation:

- **Current Valuation:** ₹2 crore (20 million Indian Rupees) based on initial traction, product development, market validation, and early revenue generation.
- **Post-Money Valuation:** ₹2.5 crore (25 million Indian Rupees) after raising the ₹50 lakh funding.

Current Equity Structure, Fundraising History, and Investors

1. Current Equity Structure:

Member Name	Equity Holding (%)
Kapil Chandra Mandal	20%
Bikelal Goswami	20%
Dharmendra Narzary	20%
Sanjana Newar	20%
Pampa Das	20%

- **Total:** 100%

Each member of the team holds an equal 20% stake in the company, reflecting equal ownership and decision-making power.

2. Fundraising History:

Amount Invested: None of the team members have made any financial investment into the company yet. All contributions have been in the form of time, effort, and expertise.

- **Previous Investment History:**

- **Year:** N/A
- **Amount:** N/A
- **Investors:** N/A

At this stage, the company has not received any external funding or investment. The current focus is on raising ₹50 lakh to support product development, marketing, and operations as detailed in the funding plan.

By outlining the current equity structure, highlighting the lack of prior investments, and detailing the equal ownership among founders, we provide a clear picture of the company's financial and ownership status to potential investors.

Investor Exit Strategy

Exit Options for Investors:

1. Acquisition:

- Larger fitness or technology companies may acquire us to integrate our innovative product into their portfolio.
- **Examples:** Garmin acquiring Delorme, Fitbit being acquired by Google.

2. Merger:

- Merging with a similar or complementary company to enhance market position and value.

3. Secondary Sale:

- Early investors may sell their shares to later-stage investors or private equity firms seeking growth opportunities.

4. Initial Public Offering (IPO):

- Going public is a potential long-term strategy, providing liquidity to investors and capital for expansion.

Comparable Exits:

- **Garmin's Acquisition of Delorme (2016):** Enhancing their GPS technology and mapping capabilities.

- **Fitbit's Acquisition by Google (2021):** Expanding Google's wearable technology and health data services.

These examples illustrate successful exits in the tech and fitness sectors, highlighting potential pathways for our investors.

THANK YOU.