

# PITCH DECK

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DYNAMO.CHARGE

# THE PROBLEM

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**Difficulty for cyclists to charge their smartphones and electronic devices .**





# OUR PRODUCT : DYNAMO-CHARGE

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device that charges your  
smartphone when you  
ride a bike





## **THE TARGET MARKET**

- **cyclists**
- **people who going to work by their bike**
- **people who travel by bicycle**





# HOW WE WILL CHARGE ?

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## how much

the product will be sold at a reasonable price

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## to whom

the product is intended to be accessible to as many people as possible thanks to its moderate selling price



## **THE COMPETITION**

There are few competitors because their the products are sold very expensively or of poor quality, while ours is to mid-range.

## **HOW WE WILL STAND OUT**

thanks to a good compromise between moderate price and good manufacturing quality



# RESEARCH AND DEVELOPMENT PHASE

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## Needs

- fast charging
- easy installation
- The safety of the equipment
- dynamo connected to application



## **TEAM :**

there has not yet been  
a team created  
because the project is  
very recent and not  
quite finished





# **what remains to be done?**

- **short term: raising funds and launching the project**
- **medium term: develop our online sales and offer our product to a maximum of resellers**
- **long term: open our own bike accessory shops with new products**



# **what kind of funding are we seeking?**

- **we are looking for bank financing**

## **how will it be allocated ?**



- **40% product development**
- **20% website and marketing**
- **25% The cost of salaries and business premises**
- **15% product order and delivery costs**



# THANK YOU



FOR COMING