



Power-2-Go Suitcase

Team 14

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The Dream Team

- Delgermaa Munkhbaatar (Del)
- Kittipong Techapanichgul (Kit)
- Kenichiro Inada (Ken)
- Thomas Higdon
- Haiying Ren, and
- Wassim Bassalee

User Group and User Needs

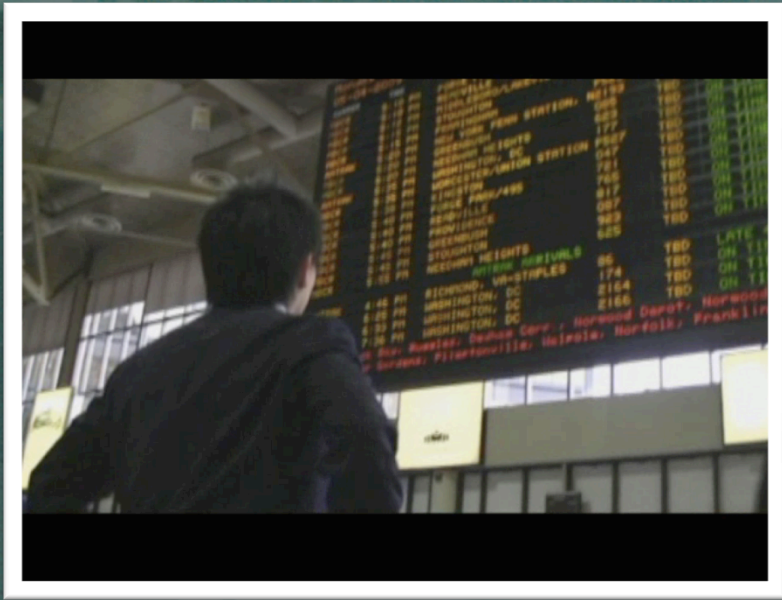
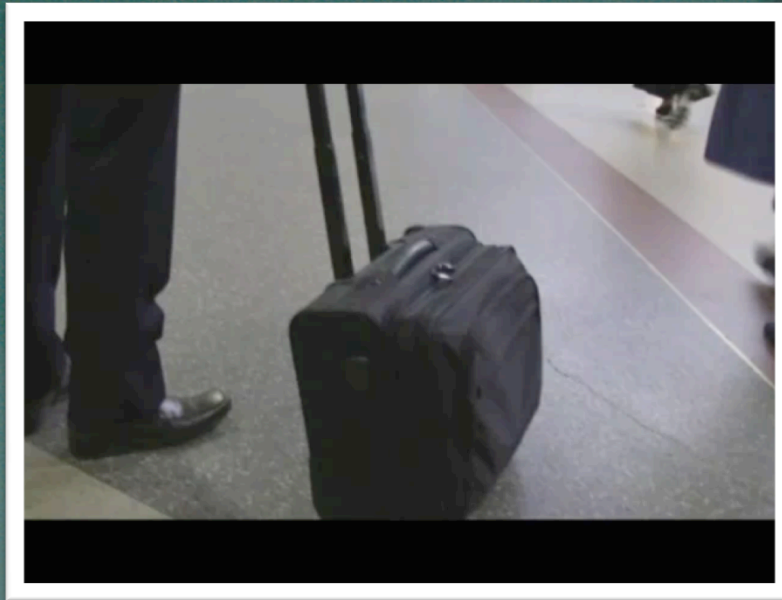
Power-2-Go's Target Market

Heavy Business Travelers, which are about 130 million person trips

It addresses 2 Primary Needs

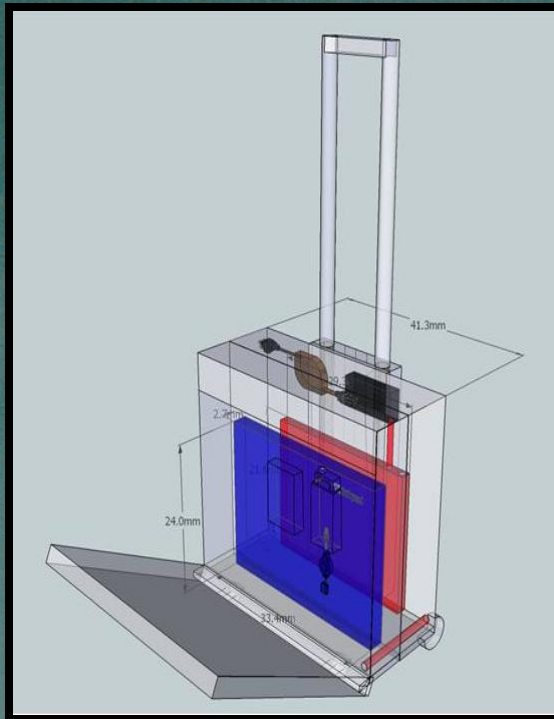
- Alleviate the constant worry of PED **battery life**
- Eliminate clutter through intelligent **organization** of cables



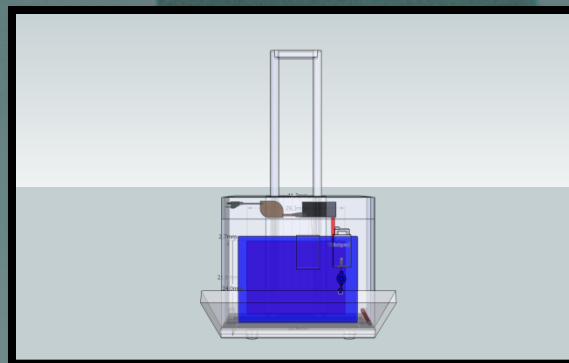
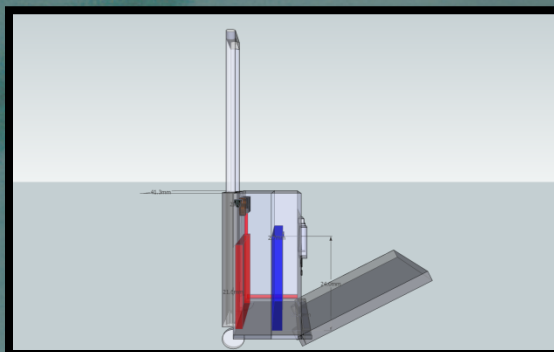


Power-2-Go Video Demonstration

Convenience & Organization



- **Long battery life**
(up to **10 hours** for laptops)
- Integrated solution for **concurrently charging** multiple PEDs
- **Retractable power cords** eliminate the need to “untangle” cabling



Power-2-Go Specifications

- Prototype cost: **\$300**
- DC outputs: **19V port 0-6A, USB port 0-1A**
- Charging time of battery: **3-4 hours**
- Battery weight: **3.1lbs**
- Battery capacity: **171Wh (10h for normal laptop)**

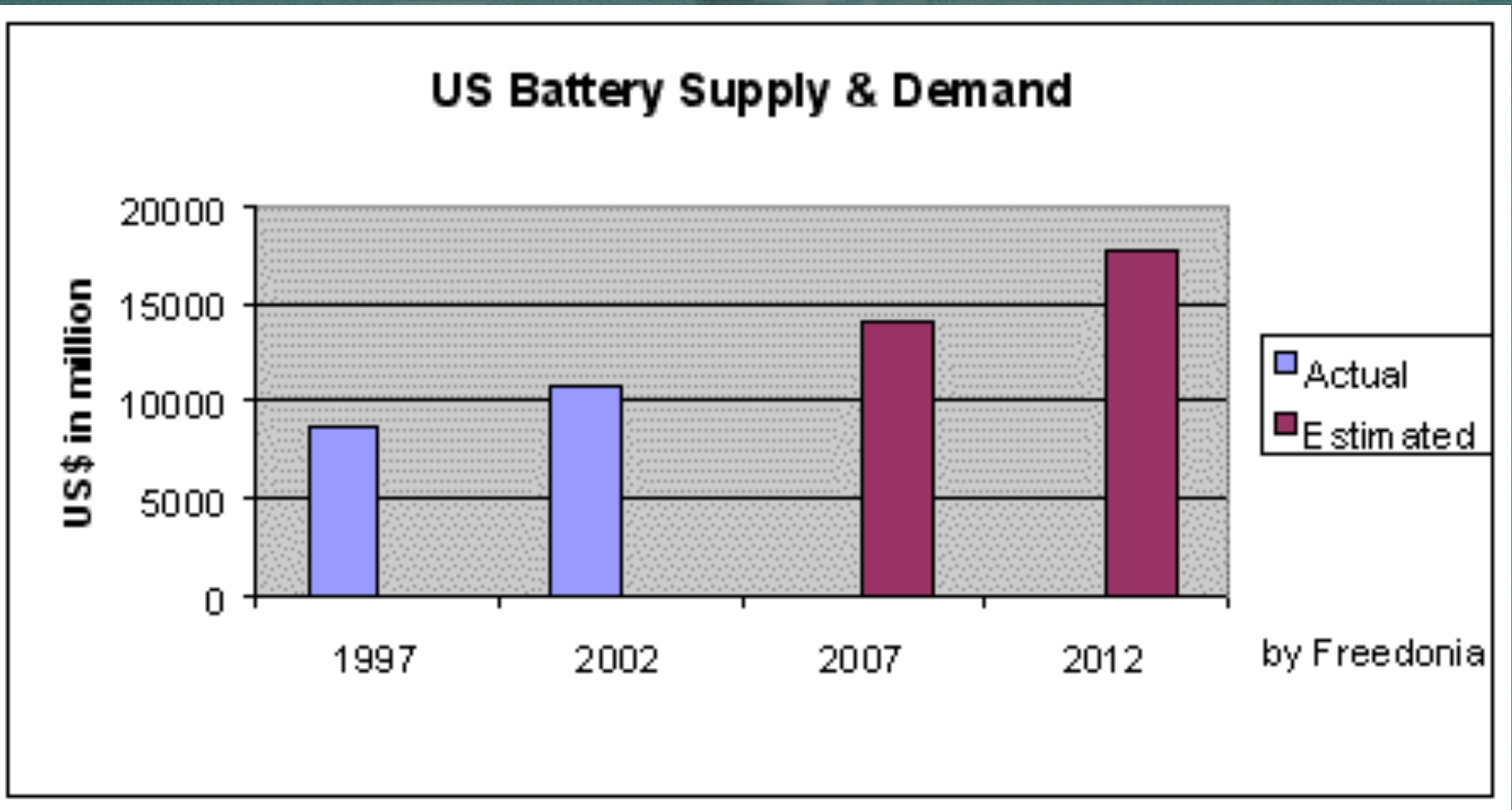


Competition

- APC Power Bag
 - Only charges laptops
 - No integration and organization of cabling
- Multiple Solar Bags
 - **Expensive**
 - **Limited Power** Generation Capability (**15 Wh**)
 - Price Range: **\$199-\$499**

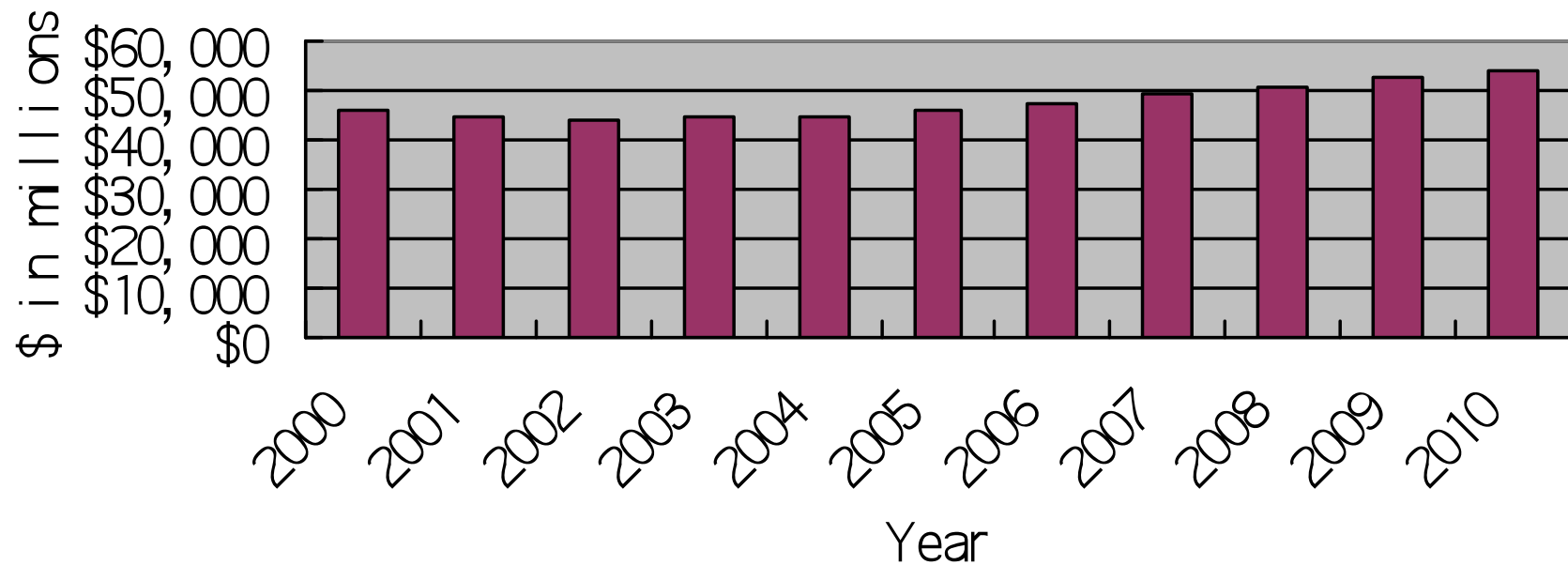


The Market for Batteries

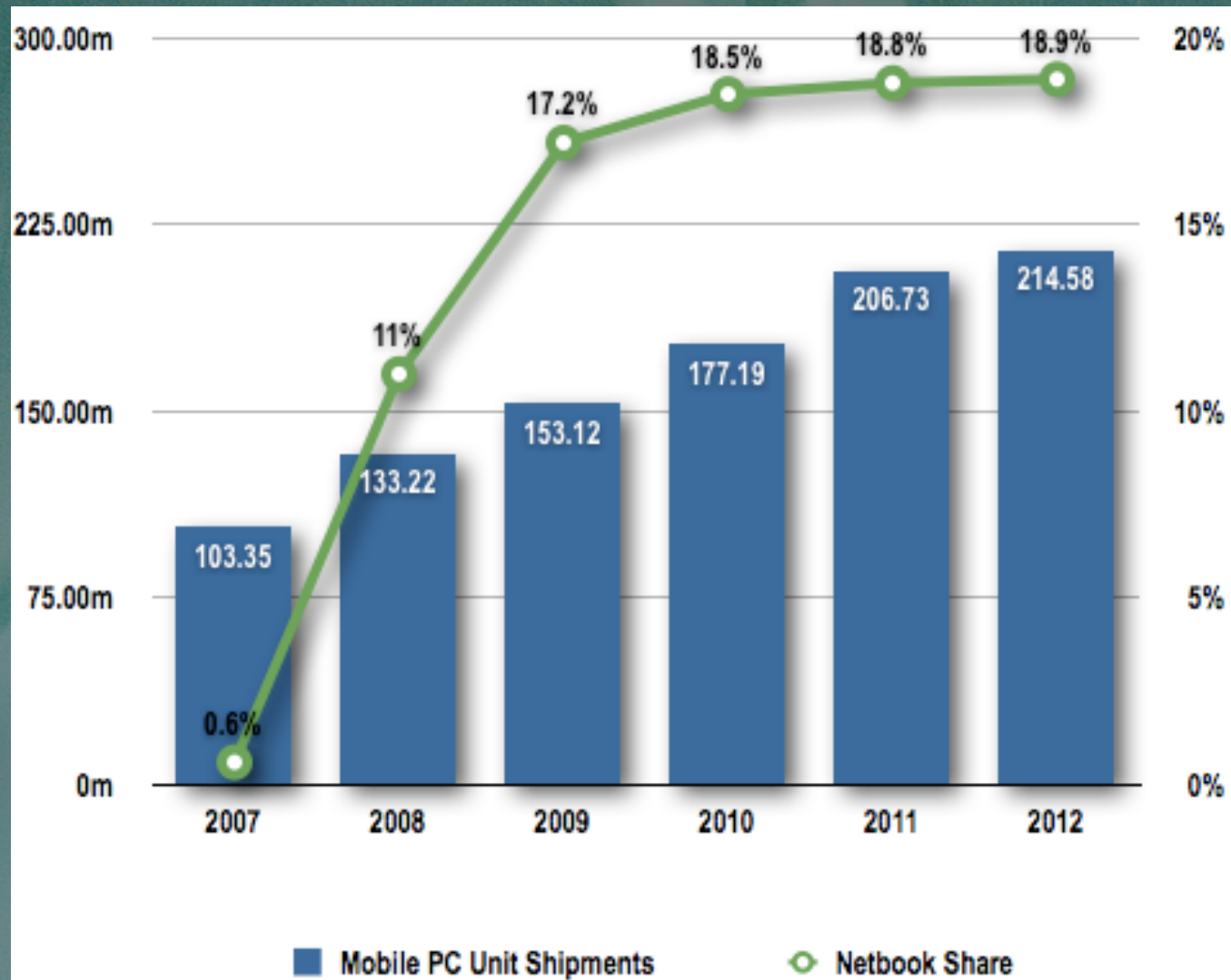


The Market for Luggage & Bags

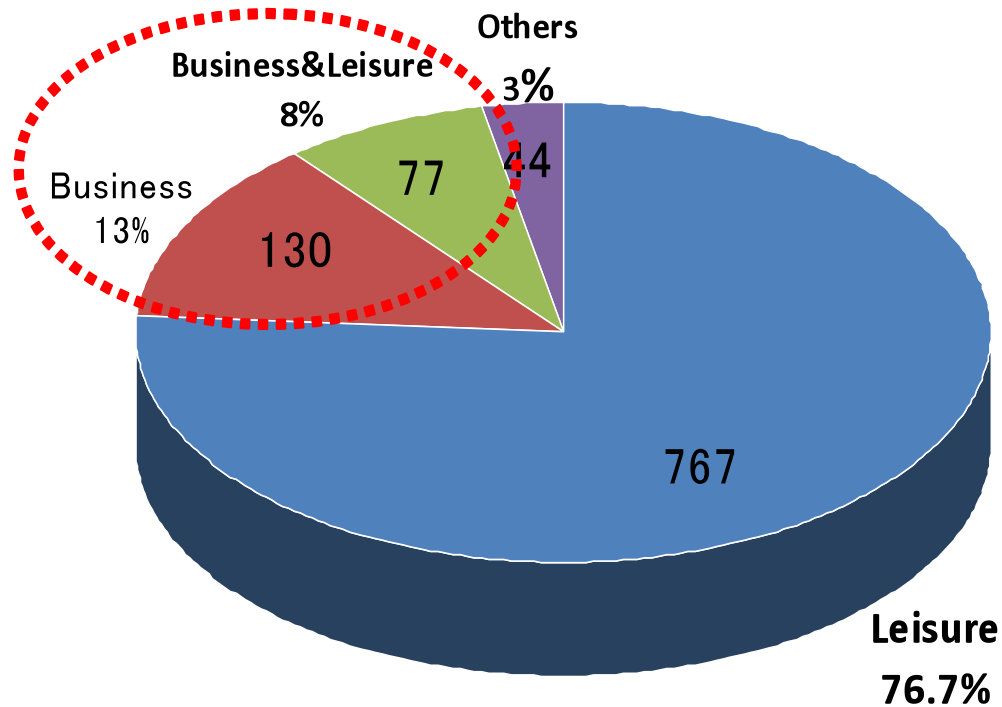
World Market for Luggage and Personal Carrying Cases



The Market for Laptops



Market Overview



**US Domestic Travel Market: 1.018 billion
(in million, 2001 year)**

The Market for Power-2-Go

- **20M** laptops/year
 - **2%** TAM for Power-2-Go (400K units/year)
 - **5%** market share (20K units/year)
- Target price: **\$250**
 - Target Gross Margin: **45%**
 - Target COGS: **~\$137**
- Target Profits:
 - 20K units @ ~\$112/unit = **\$2.24M**



Short-Term Plans

- **\$200K initial investment**
 - 80% from angel investors
 - 20% from the management team
- **Focus on targeted marketing**
 - Frequent business flyers
 - Field service professional
 - Commuter rail users



Long-Term Plans

- Expand **offerings**
(backpacks, purses)
- Build global supply **chain to reduce cost**
- **Research** alternate battery technologies
- Continuous **quality improvements**





Thank you!

We currently have openings for Angel Investors 😊

Q & A

Appendix A – Relevant Patents

- Solar energy backpack combination device (Application 11/713,00)
- Battery and equipment vest (Patent 5211321)
- Portable Powers System using DC to DC Converter (Patent 6087815)

Appendix B – Materials Cost

	PROTOTYPE (without quantity discount)	PROTOTYPE (with small quantity discount)	PRODUCT (with large quantity discount)
Battery	\$229.95	\$129.95	\$89.99
Retractable AC cord	\$10.99	\$7.29	\$2.99
Retractable PC cord	\$8.99	\$5.99	\$2.99
Retractable USB cord	\$8.99	\$5.99	\$2.99
Roller briefcase	\$59.99	\$39.99	\$14.99
Sewing material	\$1.10	\$0.99	-
Velcro	\$4.15	-	-
Total	\$324.16	\$190.20	\$113.95