

# *PowHawk*

Never Run Out of Charge!

Debasis Bera, Shervin Chua, Maggie Copeland, Milan Pešić



# PowHawk Team

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Maggie Copeland - CEO



Milan Pešić - CMO



Debasis Bera - CFO



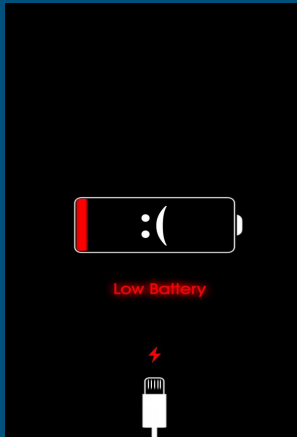
Shervin Chua - CTO



# Problem

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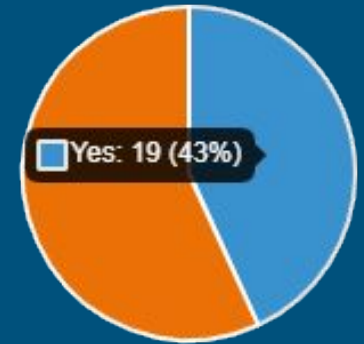
41% of smartphone users experience a battery drain at least once a week, with an average smartphone battery life of 10.9 hours. \*



Meanwhile, 40% of tourists never remember to bring their chargers when they leave on a trip.\*\*



Have you ever miss an important event because you run out of juice?



Source: PowHawk market research

\* University of Cambridge

\*\* NYPost

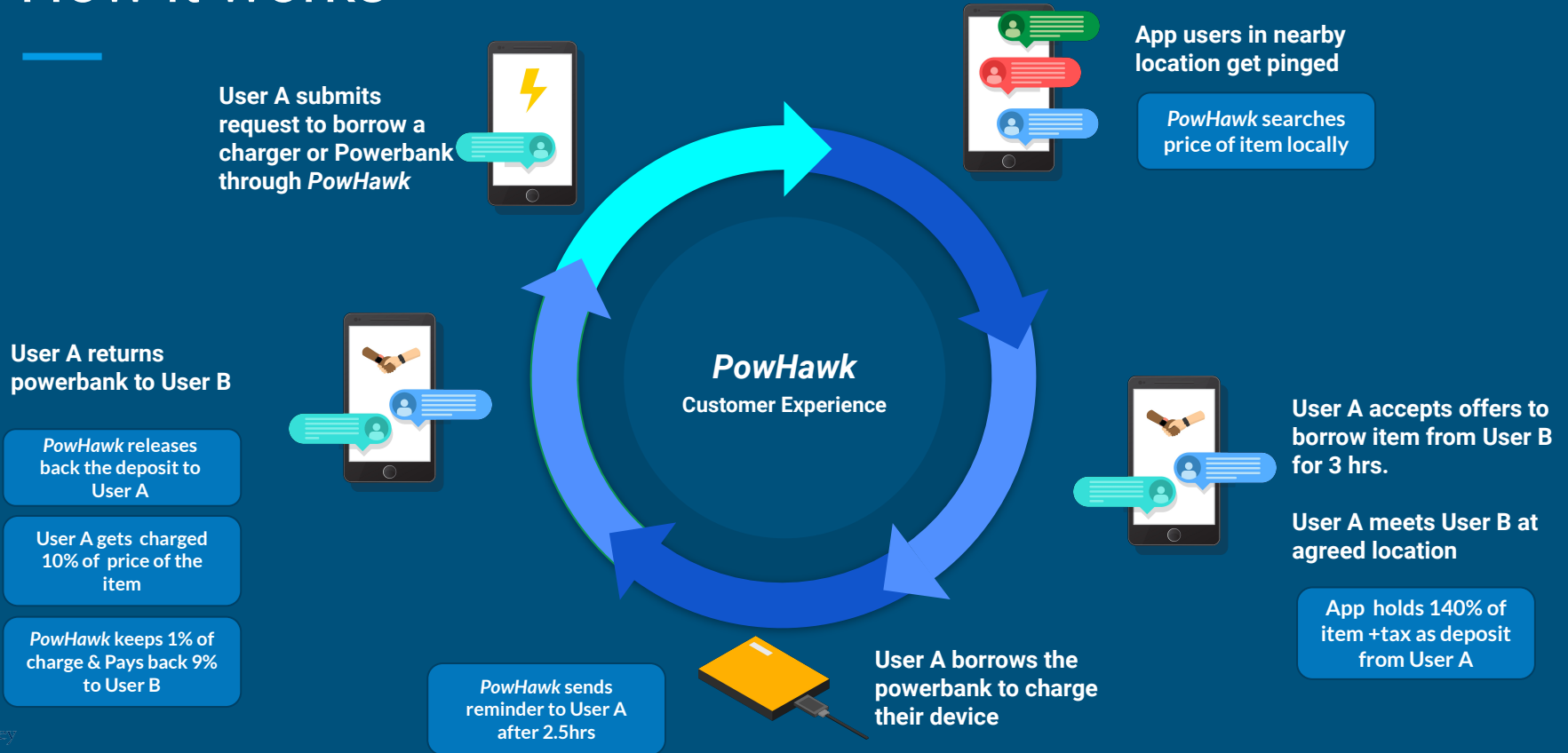
# Solution

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*PowHawk* is an application that uses geo-location technology to locate users nearby who have a charger or powerbank that you can rent for a period of time for a low cost, fast delivery and instant gratification.



# How it works



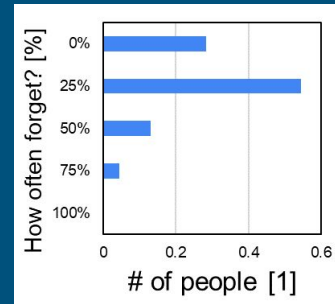
# Market Validation

- 41% run out of battery once a week\*
- 29% charge device multiple times a day\*\*
- 72% people forgets charger
- 44% would pay to charge
- 77% would do it on the move
- 75% would accept immediate help

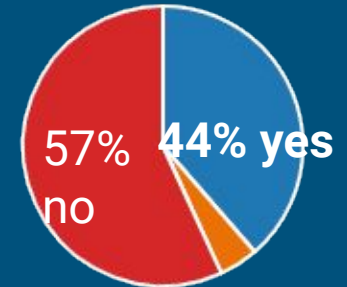
\* University of Cambridge  
\*\* Phone arena

## PowHawk market study

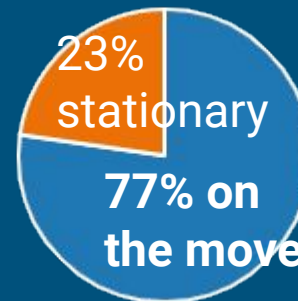
How frequently do you forget to bring charger?



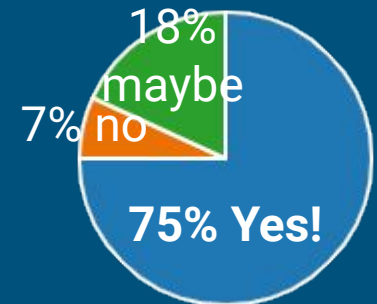
Would you pay to charge?



How do you prefer to charge?



Would you get immediate help?



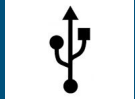
# Market Size

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- **Global power rental service market:**
  - refer to the **short-term rental** of a portable power bank or charging cable or charging brick
  - **\$7.1B** valuation of **Global Power Bank Rental Services Market in 2021**
  - **\$15.9B** by **2030** (CAGR 13.5%)
  
- **TAM 3B** transactions (all markets in USA)
- **SAM 300M** transactions (Target market)
- **Focus** - people on the move

# Market segmentation

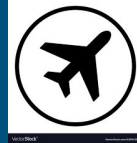
## Type



## Application



## End user/customer



## Region





# Competitive Landscape

No direct peer to peer competitors!

## Retail

- buying it from store\*
- Prime overnight delivery\*



\*not always applicable

## Vending power bank key players



A<sup>3</sup> CHARGE



Spykke

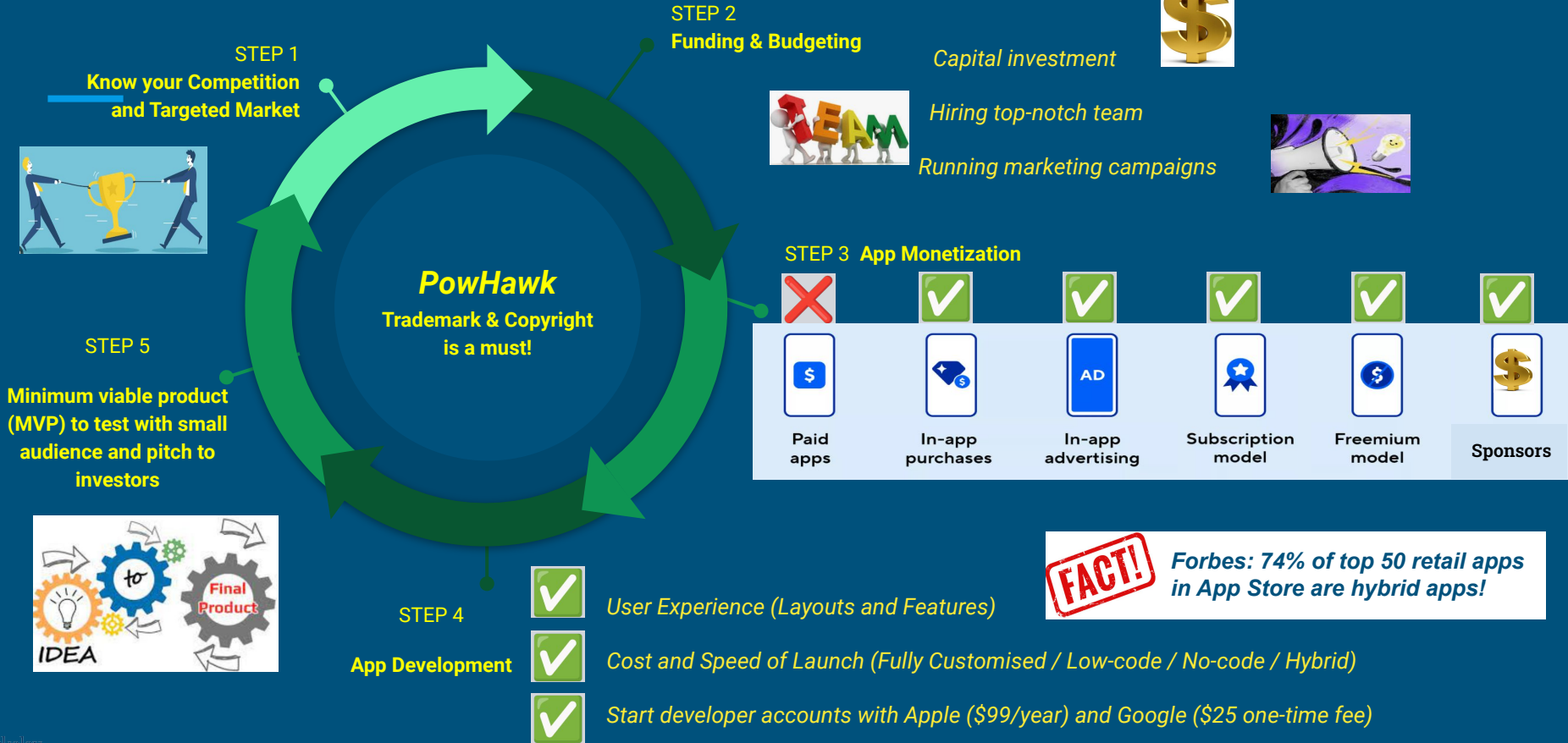


POWER NOW  
Power Bank Sharing Service



Xiaodian Technology

# PowHawk App Development



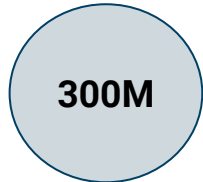
❌	✅	✅	✅	✅	✅
Paid apps	In-app purchases	In-app advertising	Subscription model	Freemium model	Sponsors

**FACT!** Forbes: 74% of top 50 retail apps in App Store are hybrid apps!

# Go-to-Market Strategy

## Target Customers

People on-the-move



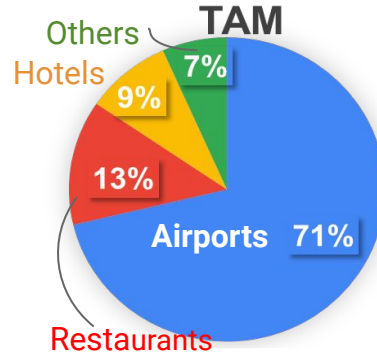
TAM (transactions)

- Initial target: Business / Leisure travels
- Future verticals: Local events, malls, sports, restaurants etc.

## Marketing Strategy

Partnering

Advertisement



- Initial region & demography: USA
- Partner with hotels & airports
- Influencers to reach out to individual customers

## Marketing Partners

Hartsfield-Jackson  
Atlanta International Airports

DFW

O'HARE

DEN

LAX

PORT AUTHORITY  
NY NJ

MARRIOTT  
BONVOY

Hilton  
HOTELS & RESORTS

WORLD OF HYATT®

- Pilot projects: Atlanta & Marriott
- Revenue-share partnership

# Business Model & Roadmap

Phase 1 (Yr 1 →)

## In-app Transaction

Borrower's payment →  
Lender 90% &  
PowHawk 10%

Phase 2 (Yr 3 →)

## Premium Subscription

Annual subscription -  
*PowHawk* returns back 10%  
to borrower

Phase 3 (Yr 4 →)

## Freemium Subscription

No subscription required -  
in-app advertisement

- Avg. revenue/ transaction: \$1.25

- Annual subscription: \$25

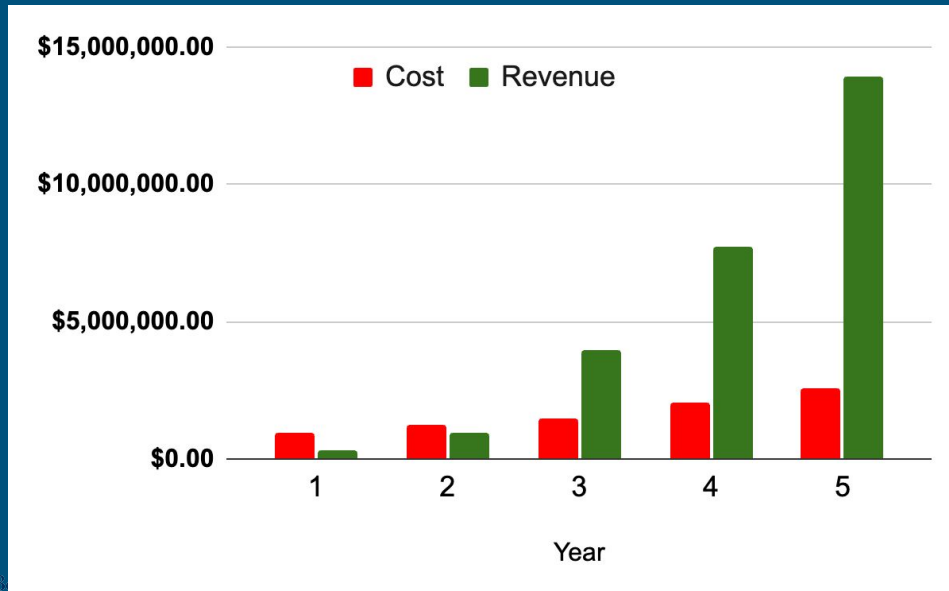
~140M

SAM  
(subscription)

# Financial Projection

Total projected revenue: \$27M in 5 years

Revenue & cost over 5 yr period



Revenue breakdown & cost over 5 years

	Phase 1 →		Phase 2 →		Phase 3 →
	Year →	1	2	3	4
Transaction revenue	\$310K	\$977K	\$2.2M	\$4M	\$6.7M
Subscription revenue			\$1.8K	\$3.5M	\$7M
Ad revenue				\$100K	\$200K
Total Cost	\$960K	\$1.2M	\$1.5M	\$2.1M	\$2.6M

# Funding Ask

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**\$1.5M - 2 yrs of runway**

- App development
- Forging partnerships



**Join the POWER and Never Run Out of Charge!!**