eBag

Produce your own electricity while traveling!

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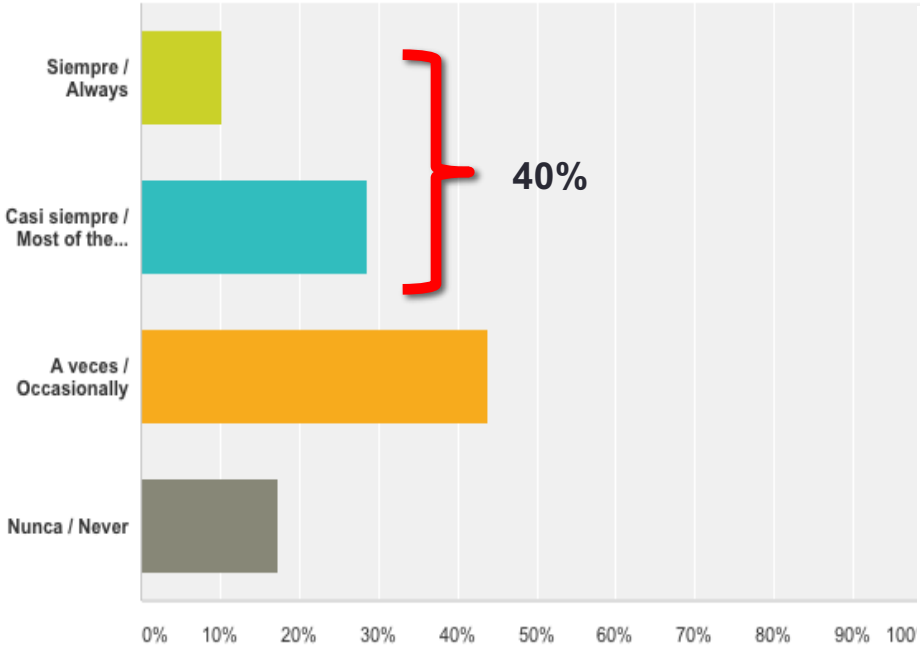
Problem

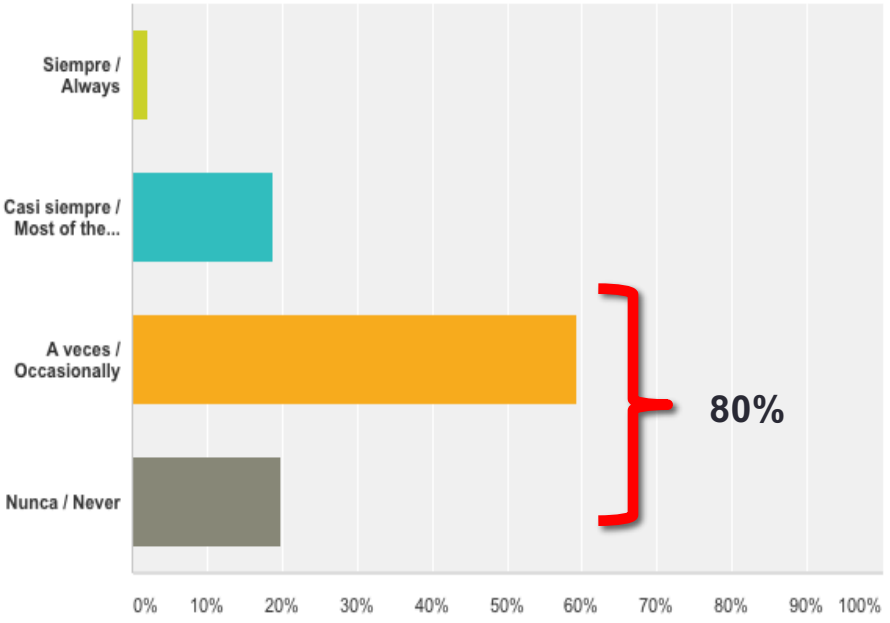
- Lack of access to electricity while traveling.
- There are no power sockets at the airports (bus station and train stations) or the ones available are always taken.

Testing the need in the market

Have you ever needed to charge your electronic devices while waiting in places such as airports or train stations?



While waiting in those places (airports or train stations) were you able to find a place (power sockets) for charging your electronic devices?



The Opportunity

Smart eBag

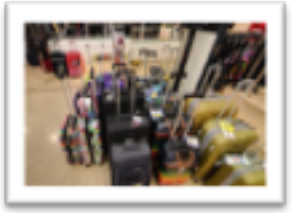
Genera energía mientras te mueves

Value proposition

By walking with this bag for 20 minutes the users will generate enough energy to make calls during one hour!!!

Potential business models

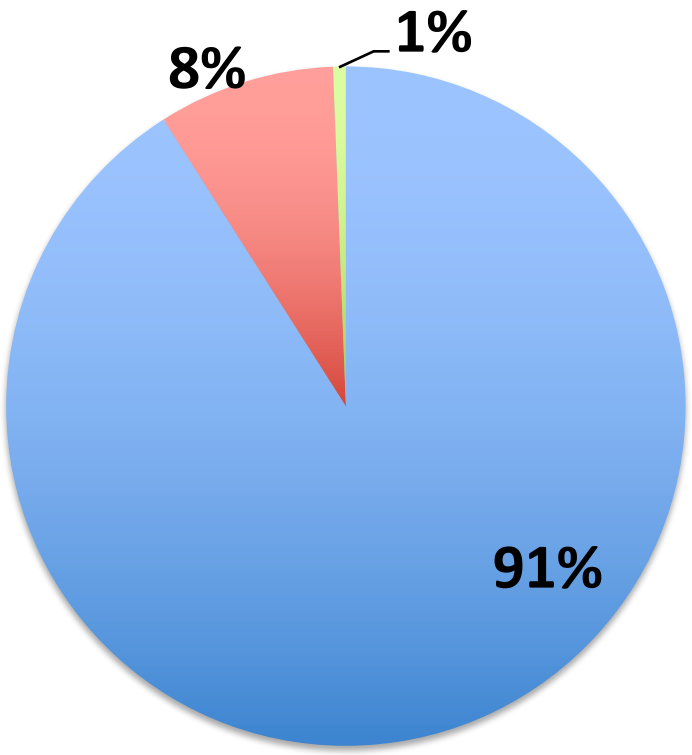
1. Build the eBag technology and provide it directly to bag manufacturers



1. Create our own ecological cabin bag brand “eBag”

Smart eBag

Target Market

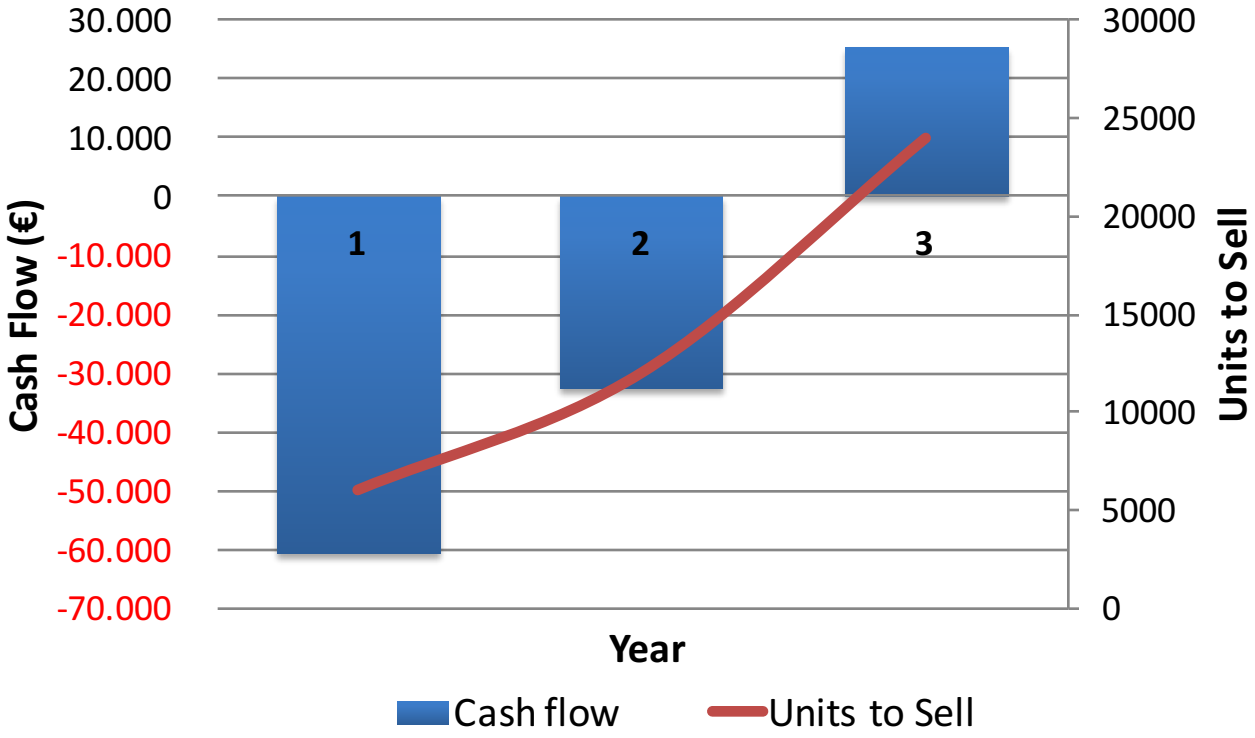


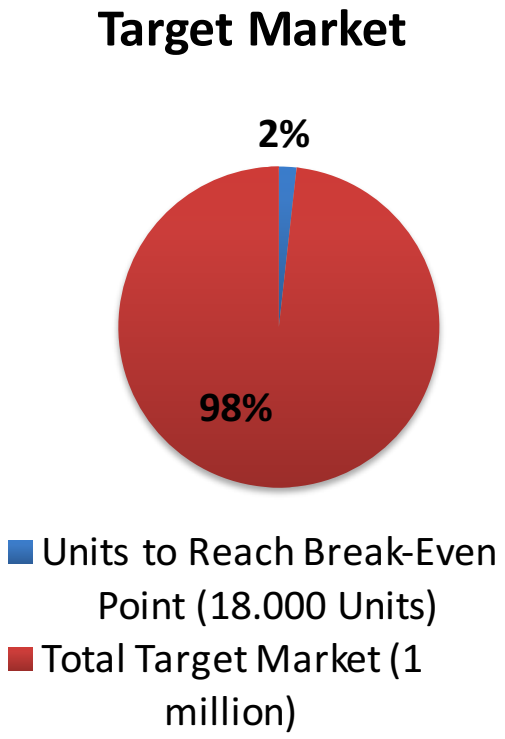
Source: Frost & Sullivan

Break Even Point

Monthly Revenue= (P-C)·Q - Cf

Variable costs (C): 25€	Price per unit(P): 30€	Fixed costs (Cf): 7.900€	Break Even Point (Q):
- Technology (battery, electronic components)	- Technology + profit	- Marketing - Rent, etc.	1.580 Units per month





Environmental benefits

Energy generating and storage system

Reduce grid energy consumption

Increase environmental awareness

"eBag" Brand

Utilize recycled materials such as PET to create new products. Offer an eco-friendly choice

Thank you very much for your attention!

Muchas gracias por su atención!

http://vimeo.com/110381806

Video of our experience throughout the SpinUp course at Zaragoza University. In Spanish