

Gaurav Sir

→ Total popⁿ of Delhi = 31,181,376
[3.5 cr.]
(31 million one hund. eighty one thousand).

→ One in every two children in India may need sunglasses.

64% glasses
11% lenses

→ Value proposition : Why should the prospect do business with you rather than your competitors?

- Our focus is on a narrow segment of the market, attracting the lower middle income group. ~~people~~.
- Need = At this time, when there is so much smog, it gets very difficult for specs people to again & again to clear off the dust & fog / water that is gathered on the lens.

? Unravel the Blue?

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~~•~~ Walking in the rain or people who travel by bike or people who drive car faces same problem. — coming out of an air conditioned car or having something hot. All we can see is a blue.

- One of a kind:

- Access: The demand / market for this product already exists but the product is not generally available so we are making accessible

- For those who cannot & can afford it.

- Convenient: Because people are already used to it & spend & again

GTM

→ Our focus is on a 'must-have' market & not a 'nice to have' market.

- Building a consumer brand rather than focusing on profitability.
- Google Pay, Cashback, Membership.