



ecospace

Group Number: 6

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Genesis of the Idea



- ❖ We as students tried to identify what we use the most while studying. The answer was STATIONERY. Whether it is online class or offline class, stationery is something that remains constant.
- ❖ As lots of waste is generated, we thought of minimizing it. As we want to redefine the workspace lifestyle and make it more eco-friendly. The special thing about it is made from discarded waste.
- ❖ The alternatives that can be made from the discarded stationery is Jet Fuel, Sponge, Tiny Tube. These alternatives were dropped as they are either highly complex or doesn't provide a wider market for business.

Problem Statement



“How to effectively use the increasing waste of discarded stationery ?”

Market Pain Point

The amount of waste generation is increasing at a rate of 30% with around 2.01 billion tonnes generated last year.

Product

- ❖ Portable Cabins made of recycled pen and pencils which has polypropylene and Brass.
- ❖ It will be used for providing space and partitions in commercial buildings, houses, hotels etc., with eco-friendly materials.



Prototype



Value Proposition: Our product provides the space you need with less cost and more benefits to you and the environment.

Target audience

- ❖ Startups who are looking for portable space. This is the cheaper option than the normal cabins.
- ❖ Medium and Small Sized Offices
- ❖ Large construction builders and promoters
- ❖ Interior Designers & Architects
- ❖ Banks, Trade-shows, Educational Institutions



Industry and Ecosystem Positioning



- ❖ In the Industry, there are no new innovations. They are competing on cost to capture market share.
- ❖ With the WFH culture increasing, the trend of using portable cabins is increasing and also people are shifting towards eco-friendly alternatives.
- ❖ Major players and Key suppliers are MS Porta Cabin, Satec, Rida, epackplumers and kothari.
- ❖ Founders come from different backgrounds and have strong connection with Industry experts and good leads for potential sales.
- ❖ Key connections that founders need to establish are with Investors, Manufacturers, Supplier and Design Expert

Go to Market Strategy



- ❖ We will present our product in trade-fairs, expos and conventions and attract the early adopters
- ❖ Strategic partnerships will be made with Builders, Interior designers, Tech-Parks
- ❖ Marketing will be done through direct personal contact to explain the benefits of the product
- ❖ Initial market potential is reasonably good as there is very less differentiation by competitors
- ❖ Sales will be made in Trade Fairs, Online ordering, Partnering with local furniture chains.

PESTEL Analysis of Business Environment



	POLITICAL (Govt. Policy/ Regulatory)	ECONOMIC (Growth, Inflation, interest rates etc.)	SOCIAL (Behavior changes, Buying patterns)	TECHNICAL (R&D, Automation, Digitization)	ENVIRONMENT AL (Ecological & Environmental changes)
FAVOURABLE	IS 14534: 1998 IS 14535: 1998	Interest rates are lower to boost startups.	Change in buying pattern towards sustainable products	Automation in manufacturing will help	Highly sustainable
UNFAVOURABLE		Inflation causes raise in costs		High R&D for new designs	

Financial Projections



Pricing Strategy: Our product will be priced much lower than the industry average because of our cheap raw materials

OPEX & CAPEX: Capital Expenditures include purchasing of machineries, acquiring patents, licenses and insurance. Operational expenditure will include the raw materials, labour costs, shipping, marketing and utilities.

Cash Flow Projections: Cash inflow will be from Angel Investors, Bank Loans and Personal savings from the founders. Outflows will be for purchase of machinery, materials, marketing, rent and Utilities.

Breakeven: 33.64 units

Payback Period: 3.65 months



Competition Analysis



	Rida	Kothari	Satec	Ecospace
Strengths	All weather performance	On-time Delivery	Easy to assemble	High durability
Weakness	High Procurement costs	High cost for labour	Durability	Limited design capabilities
Price Point (per 100 sq.m)	Rs. 1,60,000	Rs. 80,000	Rs. 60,000	Rs. 50,000
UVP	Executive experience	High quality and on-time services	Customisation	Sustainable cabins

Operational Plan



Key Resources

- ❖ Concept of using Recycled waste, Talent, manufacturing site
- ❖ In house designing and testing

Key Activities

- ❖ Manufacturing of sustainable portable cabins
- ❖ Marketing & Sales

Key Milestones (For first 3 to 5 years)

- ❖ Build a market share of minimum 30-40 %
- ❖ Start in NCR region first and expand slowly by opening a new manufacturing site in other states



Implementation Plan / Milestones



- ❖ Our Implementation plan is convincing enough. We verified it after speaking to experts and customers where we got a favourable response
- ❖ Targets for next 12 months is to achieve turnover of 3 crores per month.
- ❖ Product development will be done in a single factory and strategy is to expand as we grow and use of proper technology
- ❖ No milestones has been achieved



Organizational Plan - Team



- ❖ Our team members come from diverse backgrounds required for this business. A BBA graduate with experience in HR Management, a Civil Engineer with experience in Customer relationships, a Electrical Engineer with strong technical background and a Lawyer who worked at Calcutta High Court for 2 years.
- ❖ We are looking to hire designers, operators and marketing specialists.
- ❖ Our advisors are GreenPly, Domicube Interior. Advisor is Mr. Sanjay from Greenlam and Mr. Sathish Balakrishnan, MD of Domicube Interiors.
- ❖ We are the right team who can deliver the commitment because we have adequate amount of experience with required skillset and an open mindset to explore the opportunities available



Legal Identity



- ◆ **Company Incorporation:** EcoSpace Pvt Ltd.
 - We need to get CIN, DIPP, PAN
- ◆ **Key Legal Compliances:**
 - Articles of Association (AOA)
 - Employment Contract
 - Founders' Agreement
 - Letter of Intent
 - No Objection Certificate (NOC)
 - Non-Disclosure Agreement
 - Purchase Order
 - Rental Agreement
 - Shareholder's Agreement



Risk Analysis



Financial Risk - Investment Risk, Risk of Bad debt

Strategic Risk - Technical Risk, Competitors pressure, Change in Regulations restricting new factory setups in certain areas

Operational Risk - Hiring talented designers, Training costs increases for new workers due to new technology

Risk Management Plan - Risk management will be done by deploying regular checks by founders in the specific risk points to identify them at early stage and solve



ASK



- ❖ We ask the investor for an investment of Rs. 1,50,00,000/-
- ❖ The funds will be used for Setting up plant, Supply chain and Marketing
- ❖ We offer the investor a stake of 30% in our company.
- ❖ Our Exit strategy if the business goes sideways is using recycled waste to produce some other profitable goods which will cater to a different industry





ANNEXURES

Lean Canvas

Key Partners

- Corporations / Municipal bodies
- IT Hubs
- Builders & Promoters
- Hoteliers

Key Activities

- Manufacture Portable cabins
- Marketing & Sales

Key Resources

- Concept
- Production facility
- Portable Cabins

Value Proposition

- Sustainable Cabins.
- Do-it-Yourself

Customer Relationships

- Maintain retail relationship
- Social media

Channels

- Website
- Retail
- Trade fairs

Customer Segments

- Start-ups
- Small Offices
- Hotels
- Hospitals
- Architects

Cost Structure

- General – Wages, Bills, Admin, Accounting, Marketing
- Procurement and Inventory holding

Revenue Streams

- Sales of Sustainable Cabins

Financial Plan

ECOSPACE FINANCIAL PLAN

Startup Costs	INR
Insurance	50000
Machinery	3500000
Technology	1000000
Engineering Design	75000
Website	50000
Total	4675000

Revenue (for 30 days)	
Number of customers	150
Units per purchased	1
Price per unit (INR)	50000
Purchase frequency	1
Total sales in units (INR)	150
Total sales revenue (INR)	7500000

Fixed Costs (for a month)	INR	Salary per employee	No. of employees
Salary	300000	12000	25
Miscellaneous	15000		
Marketing & Sales	30000		
Rent	15000		
Electricity	10000		
Total	370000		

Customers (per day)	No. of days
5	30

Variable Costs (per unit)	Cost	Unit(100 Sq.m)	Rate (INR)
Raw material	26000	1	26000
Shipping	5000	1	5000
Utilities	5000	1	5000
Packaging	1000	1	1000
Spares	2000	1	2000
Total	39000		

SUMMARY	
Revenue	INR
Sales	7500000
Others	0
Total	7500000
Profit	1280000
Breakeven	33.64
Pay back period (months)	3.65
Contribution	11000.00

Industry Expert
Interview &
Customer Feedbacks

Mr. Sanjay Mantri – General Manager , Greenlam Industries Ltd.

Product cost:

In terms of time, it is not at all expensive as no brick, sand, and earth are used. As such, one can call it expensive but in case of reinstallation, it is worth. Only loss of breakage in transit or in removing from one site to another is a part of loss.

Competition

The market is characterized by the presence of small- and large-scale players, resulting in a moderate level of competition.

Factors deriving the modular construction market

Key factors driving the modular construction market growth include growing demand for affordable housing coupled with increasing investments in the development of healthcare and commercial infrastructure.

Mr. Sanjay Mantri – General Manager , Greenlam Industries Ltd.

Suggestions for startups

Work on capability to serve promptly against received orders as well as deliver solutions at competitive prices will help the company in strengthening it's position in this market sector.

Greenlam's Motto

We are dedicated towards developing long-term and mutually -enriching relationships with our customers by offering them exactly what they demand for. Our company is known worldwide as a leading manufacturer of different types of portable cabins, Industrial Sheds & fabrication works etc.



Mr. Sathish Balakrishnan – MD , Domicube Interior Designers.

Challenges

Because of the technological complexity of contemporary planning and building, it is no longer possible for a single architect or designer to be an expert in all the many aspects that make up a modern building. It is essential, however, that the many specialists who make up a team be able to communicate with each other and have sufficient basic knowledge to carry out their common goals. While the architect usually concerns himself with the overall design of buildings, the interior designer is concerned with the more intimately scaled aspects of design, the specific aesthetic, functional, and psychological questions involved, and the individual character of spaces.

Talent

Most of the larger firms include architects, industrial designers, and graphic designers. In contrast, interior designers who undertake residential commissions are likely to work as individuals or possibly with two or three assistants.

Mr. Sathish Balakrishnan – MD , Domicube Interior Designers.

Cost

People are more concerned with the cost of the product nowadays. Even with additional features or superior design, they want it as cheap as possible. Hence your product cost should be kept under control

Marketing

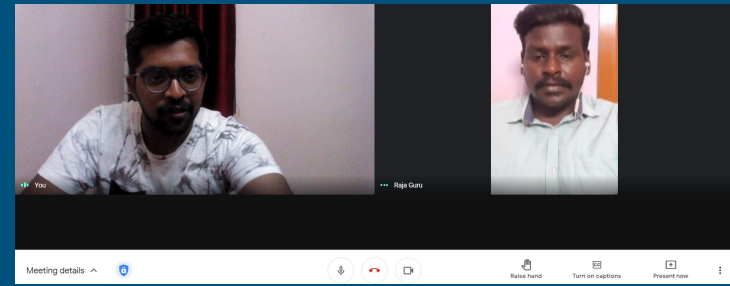
Marketing is a key part for the development of your business. Have personal relationship with clients and do add-ons as and when required

Strategic partnerships

Partner with key trade associations to build networks so that they will recommend you to their clients and have a Win- Win Situation



Mr. Rajaguru - Civil Engineer, K.M. Associates



Question 1: What are your basic expectations when you buy a portable cabin?

Answer: They must serve its basic purpose by being durable, easy to port and aesthetically appealing.

Question 2: What are the factors that will make you prefer our brand than others?

Answer: Economical, Customization

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: Standard products need to be delivered in 2-3 days and customised can take a week.

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: Ofcourse yes if the cost and quality is similar

Mr. Sekar Chandra - Owner of Deepak Complex

Question 1: What are your basic expectations when you buy a portable cabin?

Answer: It should be long lasting, strong to withstand some load

Question 2: What are the factors that will make you prefer our brand than others?

Answer: The level of personal service, timely delivery and installation

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: When ordered in large quantities, I can wait for 10-15 days

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: I won't prefer to change the existing cabins, but when I purchase next time, I prefer sustainable products.



Mr. Hariharan Sonaimuthu - Owner, (0/100) and The Shake Studio



Question 1: What are your basic expectations when you buy a portable cabin?

Answer: Easy to assemble or move whenever required.

Question 2: What are the factors that will make you prefer our brand than others?

Answer: It should look appealing and durable to water, heat and good airflow

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: I expect the product to be delivered within 5 days from payment

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: Definitely, because it would add value to my business and can attract more customers.



Mr. Santosh Anand - Owner, Tuck shop

Question 1: What are your basic expectations when you buy a portable cabin?

Answer: They must serve its basic purpose by being durable, easy to port and aesthetically appealing.

Question 2: What are the factors that will make you prefer our brand than others?

Answer: Economical, Style

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: Standard products need to be delivered in 2-3 days and customised can take a week.

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: Ofcourse yes if the cost and quality is similar.



Mr. Manish Kumar - Chief of Staff – Purchasing Department at Cafeteria

Question 1: What are your basic expectations when you buy a portable cabin?

Answer: The design, the size should be top-notch and appealing and it should be well-built.

Question 2: What are the factors that will make you prefer our brand than others?

Answer: Material Quality, Style

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: Delivery can take a week.

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: No, will buy the existing ones as I don't like change the custom.



Mr. Vinod - Co-Chief Operator at BIMTECH Mess

Question 1: What are your basic expectations when you buy a portable cabin?

Answer: The cabins should be sustainable for longer periods of time causing no harm and it should be appealing to the eye

Question 2: What are the factors that will make you prefer our brand than others?

Answer: Service, Quality, Affordability.

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: Depends on the order size. But need to be delivered before requested.

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: Yes, of course but it should be certified.



Mr. Rajesh Saxena- Director at S.k Consultants



Question 1: What are your basic expectations when you buy a portable cabin?

Answer: Should Do the basic job of having a private portable space with sturdy build quality

Question 2: What are the factors that will make you prefer our brand than others?

Answer: It Should justify the quality of the product and the price

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: I expect the product to available within a week or two from the date of order.

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: Surely as this would help to maintain the environment also

Mr. Mohan Bhatia- Owner at Magic City Builders



Question 1: What are your basic expectations when you buy a portable cabin?

Answer: Sufficient space, Rigidity of cabins, Good quality material.

Question 2: What are the factors that will make you prefer our brand than others?

Answer: Better Sound proofing than competition, Cost.

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: It would be somewhere around 7-8 days from the time of advance given for order.

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: Yes if it serves the purpose in the same or a more better way keeping the cost in mind as well.

Mrs. Indu Jasrotia - Owner at Dream home Désigners.

Question 1: What are your basic expectations when you buy a portable cabin?

Answer: It should be easy to setup and with good structural built

Question 2: What are the factors that will make you prefer our brand than others?

Answer: Options of customization, Quality and durability of material used.

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: Can wait for 3-4 weeks keeping in mind the demanded customizations

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: Will surely give it a thought when purchasing next.



Mr. Arjun Vishwanath

- Architect at Chopras Designs.



Question 1: What are your basic expectations when you buy a portable cabin?

Answer: It should be spacious enough to create a happening space and should have a decent lifespan.

Question 2: What are the factors that will make you prefer our brand than others?

Answer: Quality and type of the material.

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: This totally depends upon the site location. I could wait maximum for a week from the date of ordering.

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: I personally agree with this concept as we do propose portable cabins for temporary structures but I want it to be weatherproof.

Mr. Jhanav Lal Vaishnav

- Archeological Surveyor



Question 1: What are your basic expectations when you buy a portable cabin?

Answer: It should be quite economical and easily portable

Question 2: What are the factors that will make you prefer our brand than others?

Answer: Quality, durability and maintaining a neutral temperature inside during extreme weather conditions.

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: Could wait for around 10 days from ordering date

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: Will surely give it a try if its economical and satisfies the above factors.

Mr. Mohamed Javith

- Freelance Architect

Question 1: What are your basic expectations when you buy a portable cabin?

Answer: It should be flexible and should be of good quality

Question 2: What are the factors that will make you prefer our brand than others?

Answer: Quality, customizability and extended lifespan

Question 3: What is your satisfactory time for the delivery once you place the order?

Answer: Could wait for 2 weeks and batch size of a order

Question 4: Would you like to go for a sustainable product as an alternative to existing ones?

Answer: Will surely give it a thought when planning and also it remains within the estimated budget.



