

E-Touch

Walk With Fun



So, who we are..

An eco-friendly and renewable energy provider Start-up.

We have been working is an alternative energy source. Generating electricity using pressure sensors (piezoelectric sensor). While walking, when we press the floor, some amount of energy transfer occurs. This energy can be converted into electrical energy and is possible to store it. The amount of energy produced is directly proportional to the number of footsteps. There comes the business model, consider the highly crowded places or places where there is public presence very frequent

Why we are..

What we are going to offer in Society

1

RENEWABLE ENERGY

Our core concept is to produce eco-friendly energy by making use of unused energy.

2

MODERN OUTLOOK

Offering an attractive way of advertising with stylish outlook.

3

LOTS OF FUN

Introducing a great way of fun with family and friends. An approach to express your love.



Value Proposition

Alternative renewable energy source. Walk and save energy.



Customers

Metro, Gym, Govt. bodies, Advertising companies.



Revenue Streams

Product sell, renting our product, sharing space for advertising.

Piezoelectric sensor is capable of converting the mechanical energy into electrical energy. This energy can be harvested and stored in batteries. The sensor can be placed in group of 10-12 in a plate. The plates can be placed in places like the subway entrances where many people come and go frequently. The energy produced from the footsteps of the people, can be stored and can be used as an alternative source of energy or can even be used to design the metro with different style of lights which will depend on the footsteps. In the latter case, imagine the attraction of Lisbon metro station which will flash stylish light as per the movement of the people.

“The core advantage of this technology is, it uses ambient energy that is being wasted unknowingly with every single move. With the enhancement in the efficiency of the sensor, the area of application will be



widened in near future.”

On the other hand, the plates could be highly useful for the purpose of advertisement and for that the leasing /renting facility has been highlighted as well. For instance, the plates would allow the advertising company to promote their clients in a very creative way. There we will be the service provider. Another example of this is, by leasing/renting (depending on the client) we will be able to gain more revenue during a concert and football matches where it could be used as an interactive way of showing people’s expression. Hereafter, for the same kind of events, the firecrackers can be replaced by the emotion-based (cheering after a goal) lighting shows.

FUTURE OF THIS BUSINESS

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Considering the potential of the business and the influence of number of people in the large scale implementation of the idea, the expansion of the business has been planned targeting the population density of the different places.

Taking social responsibility, our team has decided to donate one out of every hundred plates to the poor people to bring light in their life.

