

Re-Charged

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INTRODUCTION

The business idea of Re-Charged is to make a self-chargeable AA battery, the AA-Live battery. This will utilise the kinetic energy of motion to generate an electrical current charging the Lithium-ion battery. Using an energy harvesting element, it will be possible to produce the AA-Live battery with only a slightly reduction of capacity compared to standard batteries.

This would be of value to all who are environmental conscious, as it will decrease CO₂ emissions and decrease battery waste. The value proposition when the AA-Live battery is use together with products in motion is immense. Imagine a Wii-controller or a wireless pc-mouse where the batteries are never to be changed. The business idea is to introduce the AA-Live on a niche market where the value proposition is even greater than that of a normal user. This is because the industry of batteries is highly affected by scale of production and a start-up will not be able to compete on price. This niche market will be hikers and mountaineers seeing the AA-Live battery as part of their safety equipment. The idea is novel and patentable, with the use of a combination of existing technology. The team consists of four mechanical engineers with some business skills.

There are no existing products on the market that solve the same customer pain as we intend to solve. We introduce the product as a part of safety equipment for hikers and mountaineers, and they have a greater value proposition from AA-Live, than from existing products. For most rechargeable batteries, a external charging device is need. For many cases this is acceptable, but for hikers and mountaineers, this means extra weight, due to the need of extra batteries. An existing solution for hikers and mountaineers is a solar powered charging device, but it is unreliable due to the need of sunlight.

The technologies in our AA-Live battery is separately well-known, but a combination of them in a AA-sized battery is new and unique, and therefore the idea is novel and patentable.

The business is run with a low risk model. The production of the AA-Live battery is outsourced witch reduces the need for investment to 16 mil. The potential customer base is 120 mil., form witch 1.2 mil. is expected to buy the product in the The production price is expected to start at 180 DKK, and fall to 80 DKK when the first 50.000 units is sold. This is the tradeoff from the outsourcing.

First 5 years. The sales price is 124.5 DKK, this gives an annual turnover after the 5th year of 77 mil. DKK.