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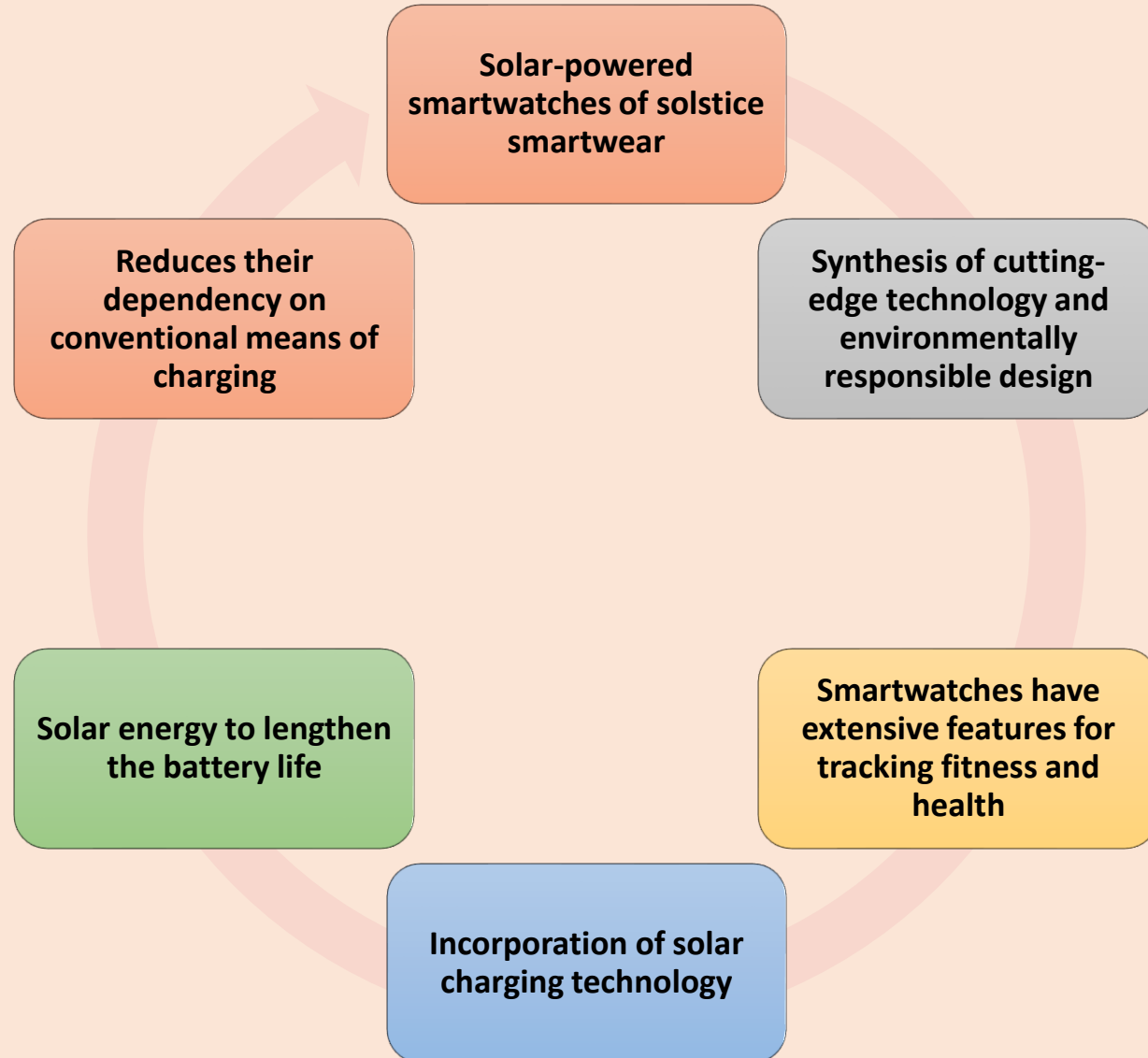


INTRODUCTION

- The **Solstice Smartwear** innovation and sustainability
- To encourage environmentally responsible behaviour while providing people with cutting-edge wearable technology to enhance their agency.



OVERVIEW OF BUSINESS IDEA



MANAGEMENT TEAM

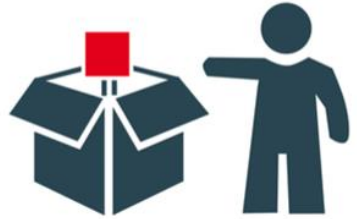
CEO and Founder

CTO (Chief Technology Officer)

Head of Operations

Head of Marketing and Sales

MARKETING STRATEGIES



PRODUCT

Product



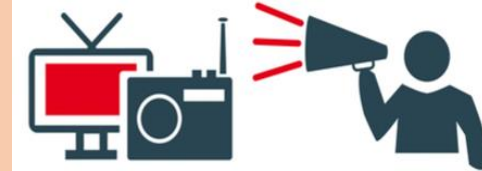
PLACE

Place



PRICE

Price



PROMOTION

Promotion

DIFFERENTIATION STRATEGIES



- The primary differentiating factors are the one-of-a-kind value proposition offered by solar charging technology and the general commitment to acting responsibly towards the environment (Furstenau et al., 2020).

FUNDING REQUIREMENTS

Month	Opening Balance (£)	Sales Revenue (£)	COGS (£)	Operating Expenses (£)	R&D Expenses (£)	Miscellaneous Costs (£)	Closing Balance (£)
Month 1	1,000,000	50,000	20,000	100,000	80,000	10,000	840,000
Month 2	840,000	70,000	28,000	100,000	60,000	10,000	712,000
Month 3	712,000	90,000	36,000	100,000	40,000	10,000	616,000
Month 4	616,000	110,000	44,000	100,000	30,000	10,000	542,000
Month 5	542,000	130,000	52,000	100,000	20,000	10,000	490,000
Month 6	490,000	150,000	60,000	100,000	10,000	10,000	460,000

CONCLUSION

The business plan presents an attractive strategy for penetrating the UK market with solar-powered smartwatches.



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