

AUTOGUARD.CO.IN - Go-To-Market Strategy Pitch Deck

Executive Summary

AUTOGUARD.CO.IN introduces a dynamically adjustable vehicle front and rear assembly that adapts to highway and city driving modes. This innovation improves aerodynamics, safety, and trunk utility while offering a smart market entry strategy.

Market Opportunity

India and global automotive markets are transitioning to intelligent, modular vehicle architectures. Rising demand for EVs, urban mobility, and customizability creates a lucrative opportunity for adaptable body assemblies across segments.

Product Overview

The dynamic front and rear system includes electronically actuated length adjustments, safety-rated ECUs, ISO-compliant sensors, and CAN/LIN communication. Compatible with sedans, SUVs, and EVs.

Target Market & OEM Engagement

Targeting Tier-1 and Tier-2 cities in India, Europe, and North America. OEMs like Tata, Mahindra, BMW, and Mercedes-Benz are ideal partners for joint development and licensing.

Business Model

AUTOGUARD.CO.IN will generate revenue via OEM licensing, aftermarket kit sales, and Tier-1 supplier partnerships. Pilot programs planned with EV manufacturers and ADAS retrofitting companies.

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Go-To-Market Timeline

Q2 2025 - Prototype development

Q3 2025 - OEM onboarding & pilot trials

Q1 2026 - Certification & regulatory approval

Q2 2026 - Market launch

Q3 2026 - Global expansion

Financial Forecast

Year 1: \$0.5M from pilots

Year 2: \$5M via OEMs & direct sales

Year 3: \$15M+ with market penetration in EV and luxury segments. Funding required: \$1.2M for R&D and scale-up.

Conclusion & Call to Action

Join AUTOGUARD.CO.IN to lead the smart body assembly revolution. Partnership, investment, and technology licensing opportunities now open.