

Clipwise

CHHOTI CLIP, BADI SURAKSHA.

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INVICTUS
INTERNATIONAL

***Why does India
need Clipwise?***

Vision

A future where no Indian family loses a loved one to a silent gas leak. Where a simple clip becomes the seatbelt of every kitchen assembled by local hands, trusted by millions, and felt in every beep that saves a life. Because safety should not be a privilege it should be a given.

Mission

To protect lives with a ₹799 safety clip that warns families before disaster, using scent, heat, and gas alerts, especially in homes where safety is often out of reach.

We aim to build affordable, human-first tools that turn silent risks into visible, audible, and actionable warnings, empowering communities with dignity, awareness, and protection.



THE PROBLEM



1

**Widespread Use of Unsafe LPG
Equipment**

2

**Lack of Safety Infrastructure in High-
Risk Homes**

3

**Safety Devices Are Too Expensive
and Inaccessible**

WHY DOES THIS PROBLEM

matter?

In a country where millions cook beside leaking gas pipes, safety shouldn't be a privilege. These aren't accidents, they're preventable disasters.

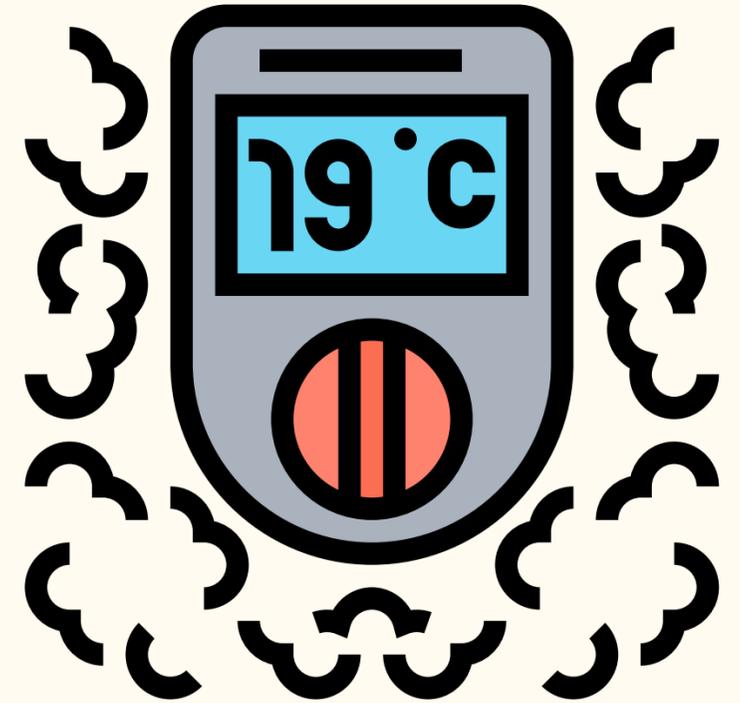
We created Suraksha Clip Pro to protect families before tragedy strikes , with an affordable, practical, and life-saving early warning tool.

**EVERYONE
DESERVES
a ROOF OVER
their HEAD**

THE *solution*

Triple-Layer Early Warning System for LPG kitchen safety -

1. Gas Leak Detection
2. Heat Sensing
3. Scent-Based Nudging



Why Our Solution Works

No app, no WiFi, no installation fuss, just clip and protect.

Prevents fires, not just alerts during them: offering crucial early minutes to act.

Our solution bridges the gap between expensive digital detectors and no protection at all, bringing kitchen safety to millions of Indian homes that need it the most.

PRODUCT

features

Works Offline

No Wi-Fi or App needed
Fully functional without internet or smartphone – designed for low-income, rural, or urban homes. basic offline operation builds trust and reach.

90dB Loud Buzzer Alert on Gas Leak

Audible warning is critical in noisy, crowded homes.

Clip-On Pressure Drop Detector

Many gas accidents come from sudden pressure drops due to pipe cracks/regulator failures.

Universal Clip Fit

Flexible design that fits any LPG pipe, regulator, or stove setup.
Works in all homes – rural or urban – no installation needed.

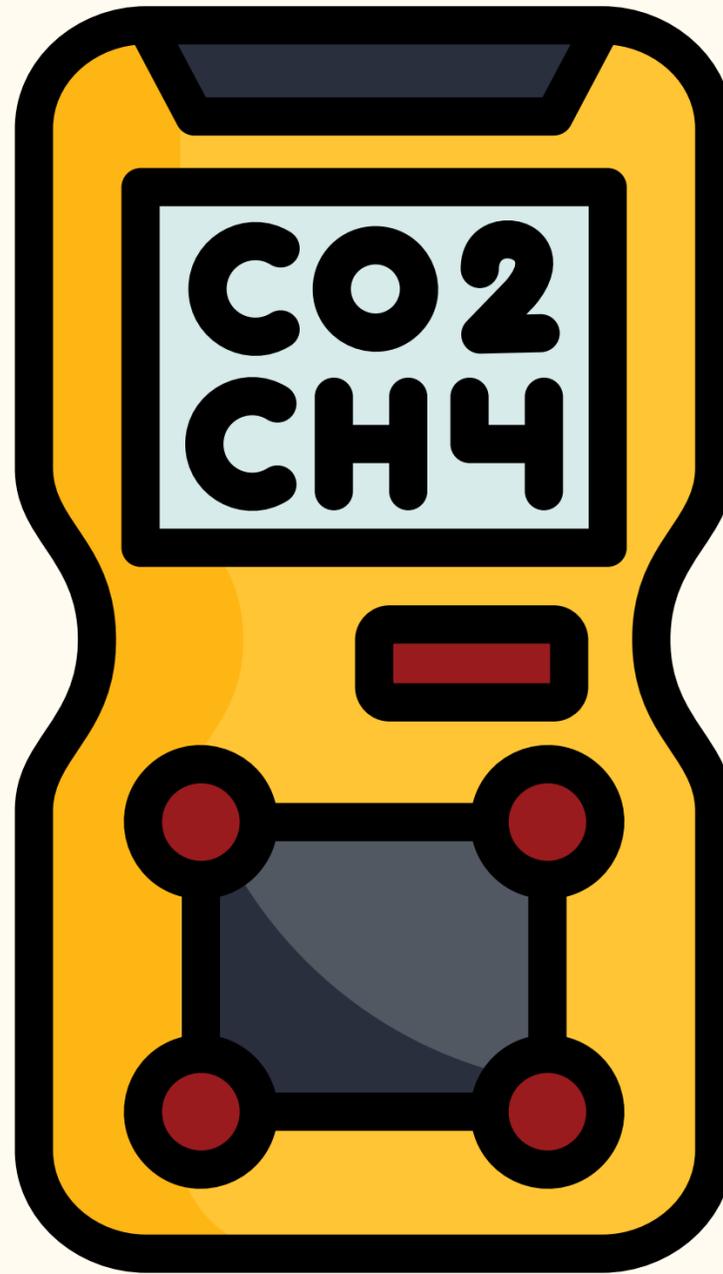
PROTOTYPE *Features*

Auto Shutoff Adapter (Pro variant):

- Cuts off gas flow instantly on leak detection
- Mechanical (no electricity needed)
- Prevents human-delay in reacting

Loud Buzzer Alert:

- Over 90 dB to wake up sleepers
- Optional LED flash for visual warning
- No Electricity / No App Required:
- Entirely mechanical/detector-based
- Works even in power cuts or low-tech homes



Core Functional Features:

Triple-layer leak detection:

- Detects gas leaks (e.g., LPG, butane)
- Detects heat spikes (early fire signs)
- Detects pressure drops in the regulator/pipe

Plug & Play Installation:

- Clips directly onto any LPG rubber pipe or near regulator
- No technician required

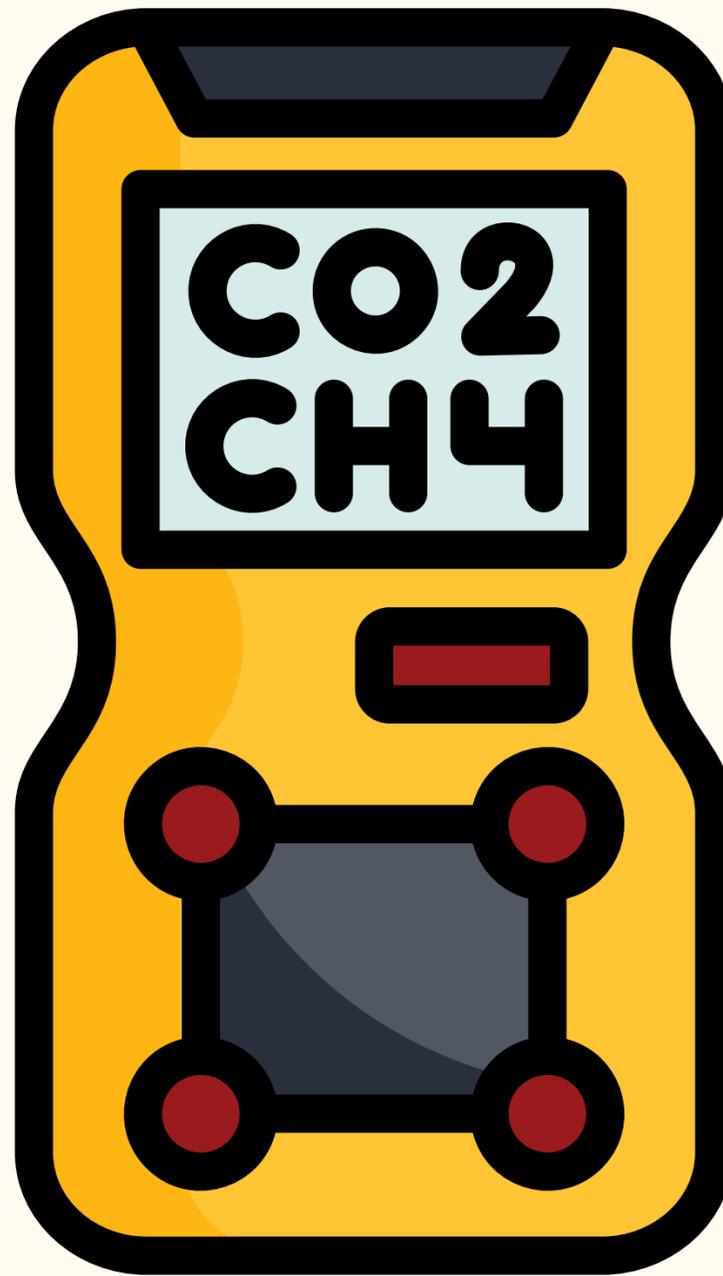
PROTOTYPE *Features*

Custom Voice Alert:

- Users can record personal voices (e.g., child, parent)
- Example: “Mummy, gas band karo!”
- More effective than generic beeps

Whistle Mode for Night Safety:

- Emits a low passive whistle or vibration
- Wakes up sleeping occupants without panic



Tamper Detection:

- Alerts if clip is removed or damaged
- Used for insurance compliance

Regenerative Rewards:

- Earn ₹1–₹2/month for staying safe (no gas usage/leak)
- Incentivizes consistent use
- Rewards via cash, mobile recharge, fertilizer coupons

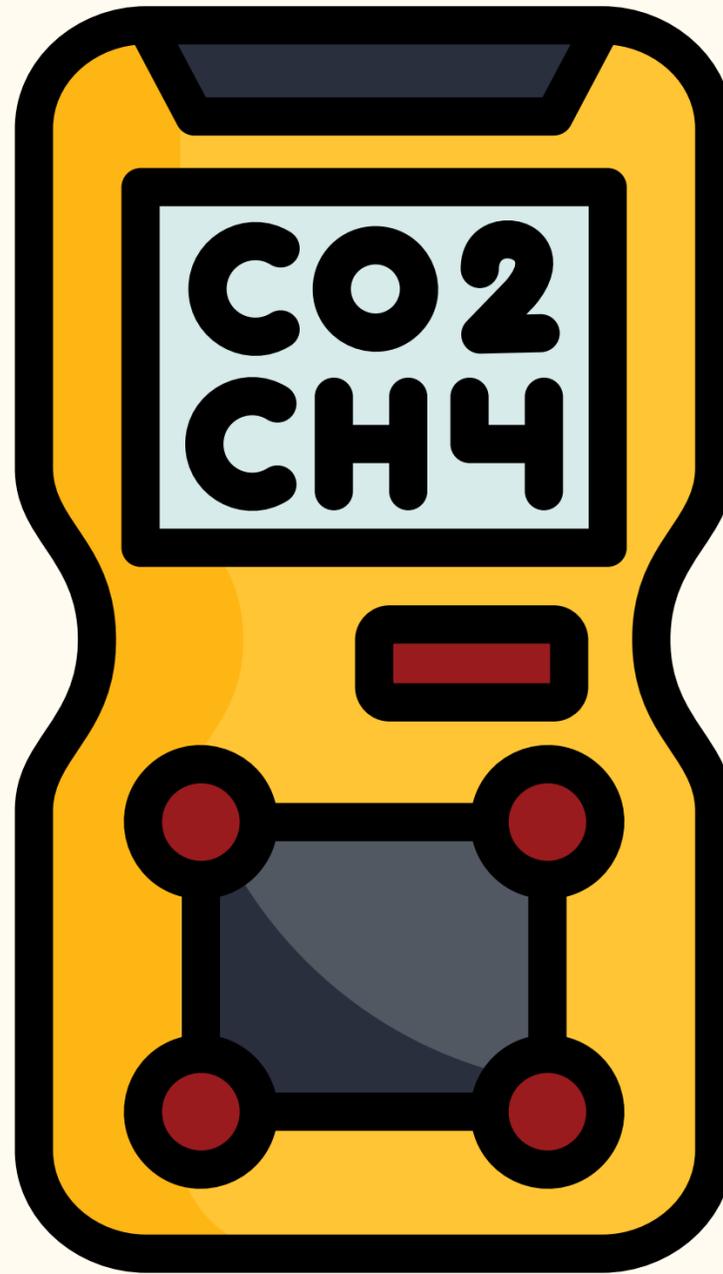
PROTOTYPE *Features*

Safety-as-a-Service (Clip+ Plan):

- ₹10/month for:
 - Replacement of sensor strips
 - Micro-insurance bundle
 - Monthly safety tips via SMS
 - Carbon credits for safe behavior

Works in Rural/Low-Income Homes:

- Built for homes without:
 - Ventilation
 - Reliable electricity
 - App literacy



Leak Mapping (Smart Leak Map):

- Anonymous alerts create gas leak heatmaps
- Shared with LPG companies/NGOs for intervention

Made by SHG Women:

- Village Maker Network model
- Each unit built locally = income source

PROTOTYPE

features

No-Literacy Needed:

- Voice, buzzer, and missed-call support
- Installation and alerts are fully intuitive

Missed Call Safety System:

- Free tips and help via missed call
- Multilingual, no internet required

SALES *pitch*

3X smarter than traditional detectors: uses smell, heat, and gas sensors.

70% cheaper than digital alarms.

Designed for rural and low-income households: no setup, no internet needed.

Clip-on design makes it visible, trusted, and easy to install.

Every unit sold means a family protected, and a massive untapped market reached.



market
SIZE

01

300+ Million LPG Users

In India, over 30 crore households use LPG for cooking, the majority with minimal or no safety measures.

02

100+ Million Homes at High Risk

At least 10 crore households which are low income, lack proper ventilation, updated regulators, or can't afford digital detectors. Our product takes care of all these needs, providing a safe environment, which shouldn't be a luxury.

03

₹10,000 Cr+ Untapped Safety Market

Even a ₹300 solution adopted by just 10% of LPG homes creates a ₹9,000-₹10,000 crore market opportunity.

MARKETING *plan*

Phase 1: Grassroots Awareness (Offline First)

- Demo booths near LPG agencies and weekly markets
- Posters showing real families saved from gas blasts
- Distribute 50 free clips in slums/anganwadis for local buzz
- Target: Housewives, renters, elders, domestic workers

Phase 2: Digital Engagement (Emotional & Viral)

- Reels: “You hear this beep? It could save your life.”
- Influencer tie-ups with moms and homemakers
- Launch a #SafeKitchenChallenge (30-sec safety videos)
- Testimonials with real family voice alerts

Phase 3: Community Sales & Distribution

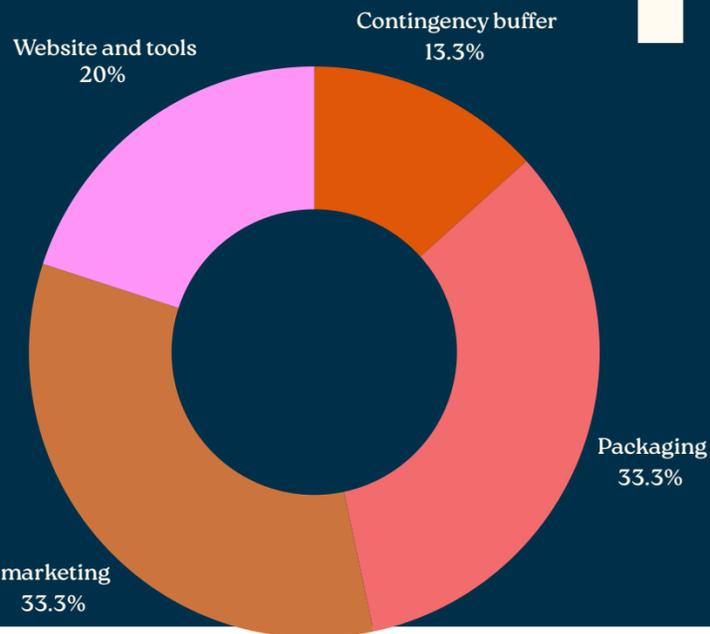
- Build a Village Maker Network (VMN) of rural women sellers
- Partner with kirana stores, SHGs, anganwadi centers
- Offer missed-call safety helplines in local languages
- Focus on no-app, no-literacy, no-internet regions

Phase 4: B2B & Institutional Partnerships

- Collaborate with Indane/Bharat Gas for CSR rural rollouts
- Supply to labour housing projects & low-income clusters
- Enable women’s self-help groups to build & resell
- Offer enterprise safety kits bundled with LPG refills

FINANCIAL

plan



Profit Table – Clipwise

Item	Basic Clip (₹549)	Pro Clip (₹799)
Cost of Production	₹350 – ₹400	₹599
Selling Price	₹549	₹799
Profit per Unit	₹149 – ₹199	₹200
Profit Margin	27% – 36%	25%

Investment Plan

Category	Adjusted Cost (₹)	Details
Inventory (100 units)	₹35,000	₹350 per unit × 100 units
Branding & Packaging	₹5,000	Logo, label design, packaging materials
Marketing Launch	₹5,000	Instagram ads, influencer reels
Website & Tools Setup	₹3,000	Domain, Canva Pro, invoice/shipping tools
Contingency Buffer	₹2,000	Reorders, unexpected delays
TOTAL INVESTMENT	₹50,000	—

6 MONTH FINANCIAL PLAN

projection

Month	1	2	3	4	5	6
Units Sold	50	75	100	125	150	200
Revenue	41,250	63,750	87,000	110,250	133,500	178,000
Total Cost	2500	37500	50000	62500	75000	100000
Net Profit	16,250	26,250	37000	47750	58500	78000

BREAK-EVEN

analysis

$250,000 \div 2300 = \sim 167$ UNITS

BREAK-EVEN REVENUE:

WEIGHTED AVG SELLING PRICE = 2825

$825 \times 167 \sim 1,37,775$

BREAK-EVEN ACHIEVED IN: MONTH 4

- BY THE END OF MONTH 3, WE'LL EARN 279,500 IN CUMULATIVE NET PROFIT.
- INITIAL INVESTMENT: 250,000
- MONTH 4 ADDS € 47,750 MORE → WE'LL PASS BREAK-EVEN IN MONTH 4.

BUSSINESS

model



Auto-Shutoff Adapter (₹150 add-on)

A mechanical valve cuts gas flow automatically when a leak is detected – no app, no power needed. It transforms the clip from a passive alert system into an instant response tool, like a seatbelt. Revenue: Sold as a premium add-on (₹450 Smart Clip), increasing profit margins and trust in product performance.

Clip+ Safety Subscription (₹10/month) Users receive a fresh sensor strip every 6 months via post, ensuring their device stays accurate over time. The subscription can also include small safety bonuses (e.g., fire-resistant cloth).

Custom Voice Alert (Included in Basic Clip ₹300) Users can record a personal voice (e.g., mom, child) as the warning. People react faster to familiar voices in emergencies, and this builds an emotional bond with the product. Value: Creates brand loyalty, adds differentiation, and turns a low-cost device into a family-first product that's hard for competitors to copy.

Exchange Program (₹50 Discount on Return)

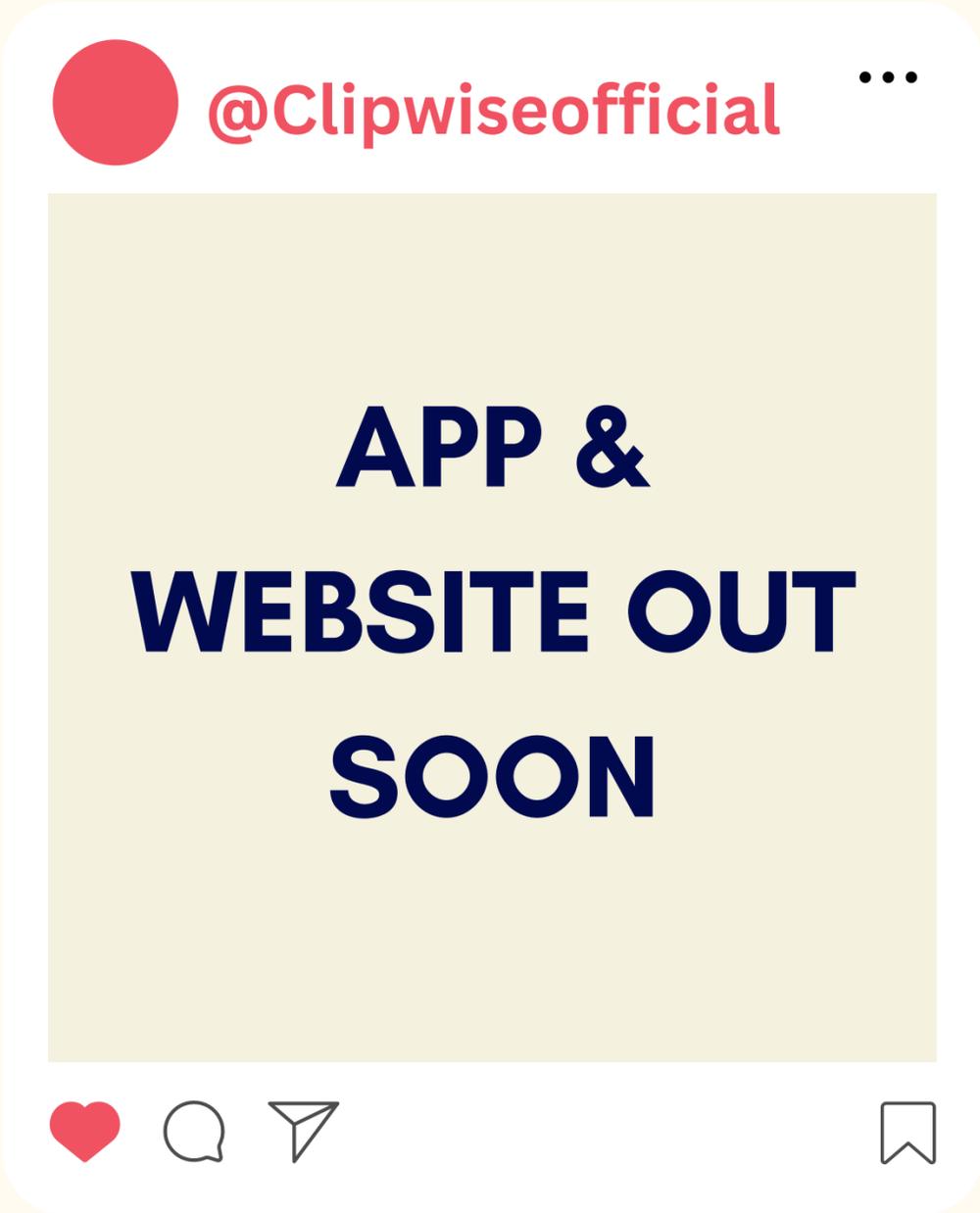
Old or expired clips can be returned for a ₹50 discount on a new one. This reduces environmental waste and ensures users don't continue using ineffective devices. Revenue Impact: Drives repeat purchases, supports brand trust, and allows parts to be recycled cheaply for reuse.

Whistle Mode" (Free Passive Feature) The clip emits a soft whistle or vibration if a leak occurs at night – enough to wake sleeping families without causing panic or requiring power. Value: Adds premium-feel protection to even the basic clip, especially important in rural areas with power cuts. Enhances product reliability and boosts word-of-mouth referrals.

Smart Leak Map (Data Monetization) Each gas detection anonymously logs the location and time, building heatmaps of leak-prone areas. This real-time safety data is useful for insurance firms, LPG companies, and government bodies. Revenue: Sell aggregated insights to partners; adds a valuable data layer to a physical product.

CONTACT

US



THANK

YOU

