



# SkillShow

Empowering Communities, Nurturing Talent

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# Introduction

Every great solution involves great minds  
–Someone great probably

# Our vision

At SkillShow, we envision a vibrant online platform that brings together individuals from diverse backgrounds.

We strive to create a thriving ecosystem of communities with the unique differentiator in our innovative skill-rating system, empowering users to showcase their expertise through likes, donations, and participation in contests.



# Our team



**Kartik Tiwari**

Junior, B.Tech CSE  
IIT Ropar



**Yashasav Prajapati**

Junior, B.Tech CSE  
IIT Ropar



**Arnav Kharbanda**

Junior, B.Tech CSE  
IIT Ropar





01

# Problem vs Solution

Identifying the problem

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# Problem

Our product addresses several major problems such as

- Market Fragmentation. Platforms exist only for individual skill sets.
- Lack of community focused identification
- Limited recognition and validation to several fields.

Thus, an all-in-one solution to promote every field and create a sense of community and healthy competition is the need of the hour.



# Solution



## Skill Based Rating

Based on likes, awards  
and performance in  
competitions



## Engaging Challenges

For users to showcase  
their skills



## Communities

Join, create and  
explore several exciting  
fields



## SkillCoins

In-App token to show  
appreciation for other  
users and to cash in  
rewards



## Posts

To encourage  
community driven  
engagement



# Them / Us



## Them

Most of the products that involve similar vision are either concentrated on a single field (CodeForces for programming) or lack an open community like structure (Most content centric social platforms)



## Us

We provide a community backed platform where users can discover and showcase their talents in any field like Gaming , Coding, Art, Music etc.



# Swot analysis

## Strengths

- Unique Skill Rating system
- All-in-one platform



## Weakness

- Effective moderation required
- Gaining initial traction



## Opportunities

- Growing demand for online communities



## Threats

- Competition from established players in other spaces.





02

# Production

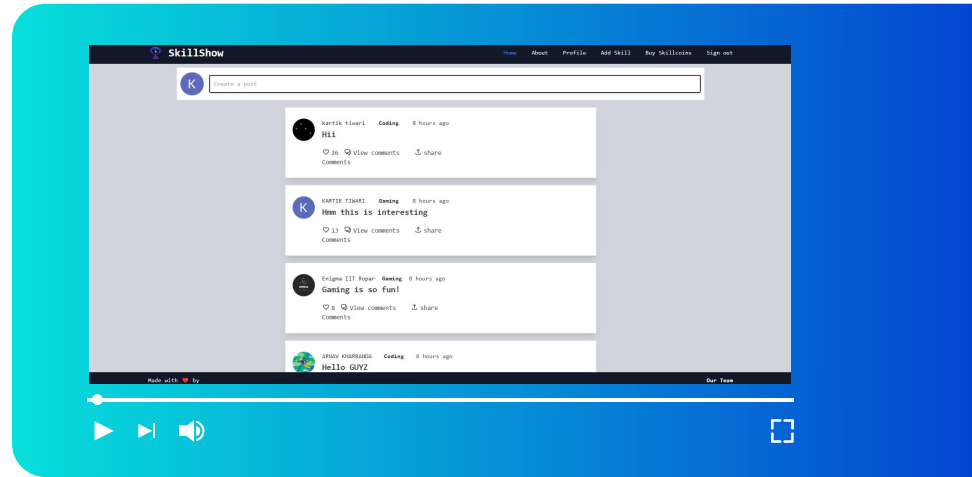
Going through the product

.....



# Product demo

Check out the project at  
[mercormurex.vercel.app](https://mercormurex.vercel.app)





03

# Current Market

Understanding the status quo

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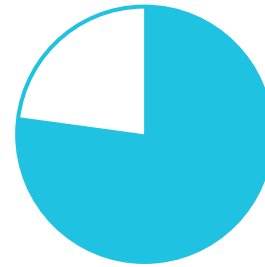


**\$5,539 m**

Online Community Market

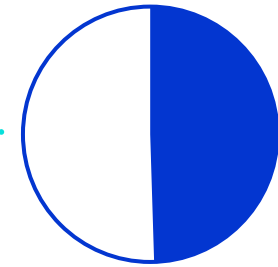
Src : [Enterprise social networks and online communities market](#)

# Market size



**76%**  
**Of all the**

Internet users were  
part of some online  
community



**>50%**  
**Meta Users**

Are part of more than  
5 active groups

The potential market size for online  
communities is huge both in terms of user  
base and economic value

# Target Audience



## Age 19–35

People with the highest  
online presence



## Professionals

To create a healthy  
competitive community



## Influencers

To spread the product  
via word of mouth







04

# Business Model

The cashflow explained

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# Cost Structure

## Development / Maintenance

Investments in ongoing developments, feature additions, moderation.



## Infrastructure & operations

Server infrastructure, data storage and customer support



## User Acquisition

User acquisition strategies and community outreach initiative



# Revenue Stream



## Sponsored Contests / Events

Partnerships from advertisements, sponsored events on the platform in return for brand exposure



## SkillCoins & Premium Member

Purchase of SkillCoin tokens by users and Premium accounts with more features (TBI)



# Tentative Timeline

Development phase. User  
testing and feedback

Month 1 – 3

## Stage 1



Community Expansion  
and Engagement

Month 6 – 9

## Stage 3



## Stage 2

Launch and initial user  
acquisition  
Month 4 – 5



## Stage 4

Monetization and  
Expansion  
Month 9 onwards



# Thanks!

**Do you have any questions?**

[2021csb1102@iitrpr.ac.in](mailto:2021csb1102@iitrpr.ac.in)

[2021csb1143@iitrpr.ac.in](mailto:2021csb1143@iitrpr.ac.in)

[2021csb1072@iitrpr.ac.in](mailto:2021csb1072@iitrpr.ac.in)



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