

# STONE 4

Team A

Final Pitch Deck



**BUY EASY,**  
**STAY EASY**

# TEAM MEMBERS



ADWAIT SAHA

CHIEF EXECUTIVE OFFICER



AKASH SHARMA

CHIEF TECHNOLOGY OFFICER



ABHISHEK MUTHUKUMAR

CHIEF MARKETING OFFICER



HARDIK NAHAR

CHIEF FINANCIAL OFFICER

# PROBLEM

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The identified problem was the lack of storage space and accessibility of kitchen accessories.

So, taking this opportunity we made a product which can not only be accessed and used easily but also require much less storage to store various kitchen items.

The customers for our product are the ones who are facing problems in their kitchen storage. They are as follows:

1. Housewives / maids
2. Restaurant workers / chefs
3. Cafe workers / cooks



# PROBLEM INTERVIEWS

Do you work in the Kitchen often? \*

☒ Yes

☐ No

What are the common problems that you face while working in the kitchen? \*

☒ Lack of storage

☐ Foul smell

☒ Accessibility

☒ Messy Preparations

☐ Other: \_\_\_\_\_

Do you work in the Kitchen often? \*

☒ Yes

☐ No

What are the common problems that you face while working in the kitchen? \*

☒ Lack of storage

☐ Foul smell

☐ Accessibility

☐ Messy Preparations

☐ Other: \_\_\_\_\_

# PROBLEM INTERVIEWS

What do you do to fix the above problem? \*

I try to work with less appliances at a time.

Would you require a product to help you out with the problem? \*

☒ Yes

☐ No

What do you expect from this product? \*

It should server my purpose and take less space.

Would you buy a product if it helped you with the problems? \*

☒ Yes

☐ No

What do you do to fix the above problem? \*

Place the objects in small space , but its very congested.

Would you require a product to help you out with the problem? \*

☒ Yes

☐ No

What do you expect from this product? \*

It should be multi purpose type n take small space n well designed.

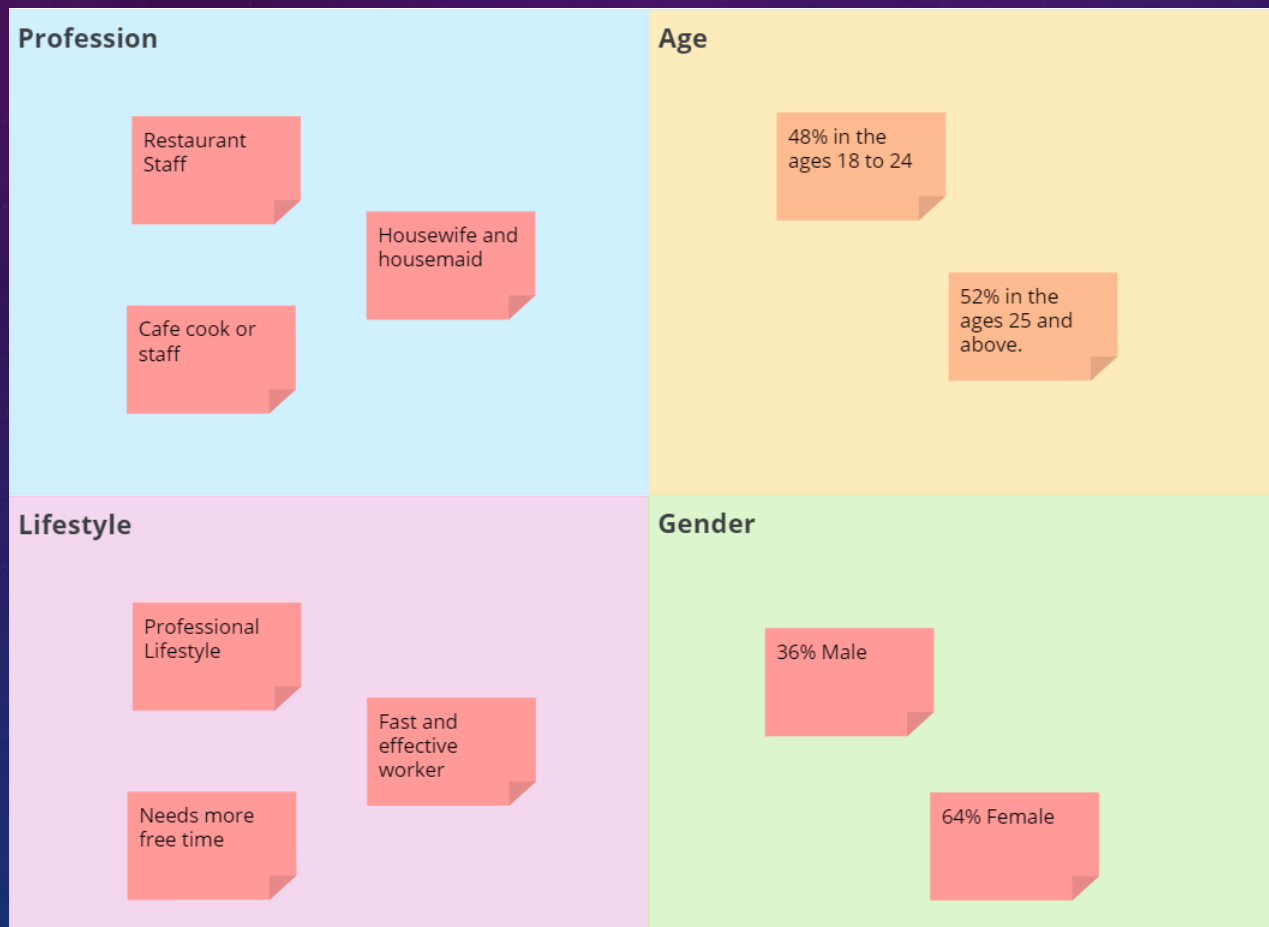
Would you buy a product if it helped you with the problems? \*

☒ Yes

☐ No

# CUSTOMER

We segmented our customers on the basis of age, profession, gender, lifestyle.



## SOLUTION/PROTOTYPE

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The solution for the problem defined, we found is a multipurpose cutting board. It is a 3-in-1 product, it is a cutting board which can convert into a lightweight basket and also has a drainer at the bottom which can be used while soaking and washing vegetables or fruits.

As, it has properties of three different products, it takes up much less space and instead of grabbing three different accessories you have it in one, so the accessibility is also easy. It is a medium sized basket when converted, so it can fit in spaces with less area which makes it more accessibility friendly.



## Minimum viable product (MVP)



### Key Features of this board :-

- ✓ Can be used for chopping vegetables, fruits.
- ✓ Can be used for storing as a basket
- ✓ Can be used to soak or wash vegetables.

### Our offering :-

- ✓ Same product can be used for different purposes.
- ✓ Offers high-quality plastic.
- ✓ Eco-friendly and child friendly.
- ✓ Easy to handle

# SOLUTION/PROTOTYPE

What do you think of our product?

8 responses

It is a creative product. It will save a lot time in kitchen

Good and easy to use

Very Convenient

Durable and easy to use

High quality and requires less space

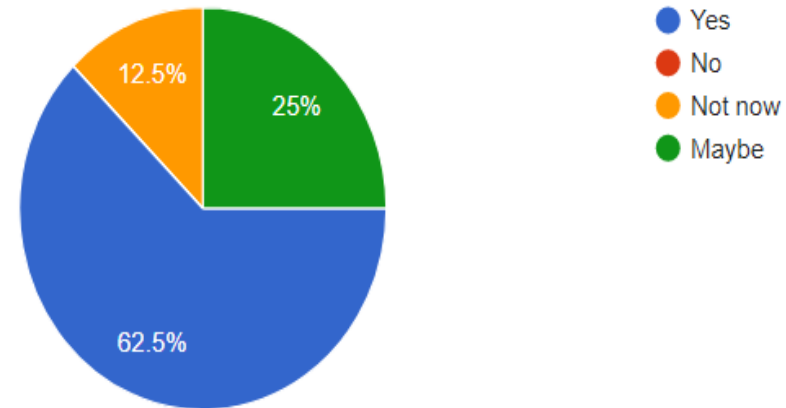
Safe and durable to use.

I think the corners are a bit sharp and could cause injury

its a very good product and its scratch proof.

Would you buy our product?

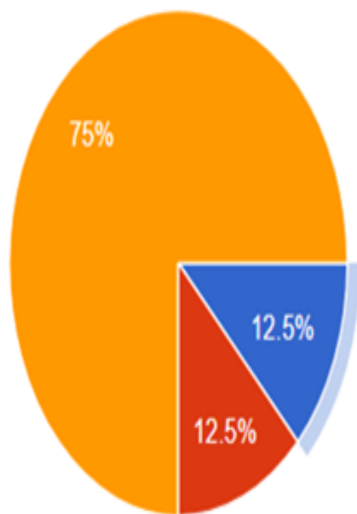
8 responses



# SOLUTION/PROTOTYPE

Do you use similar products like this?

8 responses



- Yes, I am using your product.
- Yes, I am using same product of different company.
- No, I use 3 different products for the same purpose.

Why would you like to pay for our product?

8 responses

Yes ofcourse

It's quality looks good and price is also affordable.

Bcoz it is very good product at the price given above

It saves a lot of space

Its something unique

Because it is multi purpose and requires less space.

I would rather not buy this product but could buy after some changes in the design.

Because its good looking and sturdy.

# FINANCIAL PLAN

## BASIC FINANCIAL PLAN: YOUR BUSINESS IDEA

Startup Costs	INR
Utilities	150000
Permit and license	5000
Brochure and cards	3000
<b>Total</b>	<b>158000</b>

Revenue (for 30 days)	
Number of customers	900
Units per customer purchased	1
Price per unit (in your currency)	250
Purchase frequency during mont	1
<b>Total sales in units (no.)</b>	<b>900</b>
<b>Total sales revenue (in yr curren</b>	<b>225000</b>

Fixed Costs (for a month)	INR	Salary per employee	No. of employees
Salary	48000	12000	4
Taxes	2000		
Raw material cost	20000		
Rent	8000		
Advertising	5000		
<b>Total</b>	<b>83000</b>		

Customers (per day)	No. of days
30	30

Variable Costs (per unit)	Cost	Unit	Rate
Packaging charges	10	1	10
	0		
	0		
<b>Total</b>	<b>10</b>		

SUMMARY	
Revenue	INR
Sales	225000
Others	
<b>Total</b>	<b>225000</b>
<b>Profit</b>	<b>133000</b>
<b>Breakeven</b>	<b>345.83</b>
<b>Pay back period (months)</b>	<b>1.19</b>
<b>Contribution (margin)</b>	<b>240.00</b>

## Currency

## INR

Burn Rate and Runway Period	
Your Monthly Fixed Cost (F11)	83000
Your Monthly Variable Cost (K11*C19)	9000
Your Monthly Operating Expense (P6 + P7)	92000
Your Monthly Revenue	225000
<b>Burn Rate ( P8 - P9)</b>	<b>-133000</b>
Your cash reserve (the money you have with you at your disposal)*	50000
<b>Your Runway Period ( P12/P10)</b>	<b>-0.37594</b>

\* This is the amount of "cash" you have at your disposal that you decided to spend on the venture at the time of starting up.



# FINANCIAL PLAN

## Customer Acquisition Cost (CAC):

$$\begin{aligned} \text{CAC} &= \frac{\text{Sales and Marketing cost for a month}}{\text{Number of customers gained in that month}} \\ &= \frac{5000}{900} \\ &= 5.55 \text{ INR} \end{aligned}$$

## Average Revenue Per User (ARPU)

$$\begin{aligned} \text{ARPU} &= \frac{\text{Total Revenue Earned in a quarter}}{\text{Number of customers in that quarter}} \\ &= \frac{675000}{2700} \\ &= 250 \text{ INR} \end{aligned}$$

# FINANCIAL PLAN

## Customer Lifetime Value (CLV)

$$\begin{aligned}\text{CLV} &= (\text{Total revenue earned from a customer} * \text{Average customer lifespan}) - \text{CAC} \\ &= (250 * 1) - 5.55 \\ &= 244.45 \text{ INR}\end{aligned}$$

We considered 1 year as average customer lifespan.

As you can see the we spend only 5.55 INR in CAC and we could earn around 245 INR from the same client in 1 year time span. So, the finance for this venture is viable.

# COMPETITIVE ADVANTAGE & KEY DIFFERENTIATOR

Product Benefits	What is the product?	How is this product different from the others? Mention the feature/s.	What is the price?	Any known drawbacks (refer to market review of the Competitors)
<u>WestSide</u>	WOODEN CHOPPING BOARD	The material of this board is wooden. It is dishwasher safe.	Rs. 375	Non- collapsible and Non-flexible
<b>Big Basket</b>	FRUIT AND VEGETABLE PLASTIC CHOPPING BOARD	It is rectangle shaped and the material used is plastic. It is stain resistant, non-toxic and flexible.	Rs. 172	It is porous, Non-reversible, has a slip and also does not include a colander.
<b>IKEA</b>	CUT N DRAIN CUTTING BOARD	It is dishwasher safe. Plastic material. It is non-slip.	Rs. 199	Non- collapsible and Non-flexible and Non-reversible
<b>EasyLife</b>	3 IN 1 MULTIPURPOSE CUTTING BOARD	It is collapsible and flexible, and non-slip. It can be used as a storage basket. It is a foldable cutting board.	Rs. 250	It is porous.



# KEY DIFFERENTIATOR

Our 3 in 1 cutting board is a multipurpose board as it can be used as a storage basket, foldable cutting board and a draining basket as well.

Our product solves the problem of lack of storage space and accessibility of kitchen accessories.

We also aim to deliver faster and safer delivery.

That's the reason the customers should choose our board over the others.





## Lean Canvas Template

<b>Problem</b> <span>1</span> <i>People have very small kitchen space in there houses.</i>  <b>Existing Alternatives</b> 1. Two different products for the same purpose. 2. similiar products by different companies.	<b>Solution</b> <span>4</span> <i>Bringing compact, durable and multi-purpose Boards into every house.</i>  <b>Key Metrics</b> <span>8</span> 1. No. of orders 2. No. of enquiries.	<b>Unique Value Proposition</b> <span>3</span> 1. 3 in 1 cutting board 2. Cutting board 3. Basket 4. Vegetable fruit washer and soaker  <b>HIGH-LEVEL CONCEPT</b>  3 Different products for 3 different uses	<b>Unfair Advantage</b> <span>9</span> <i>Cost and awareness</i>  <b>Channels</b> <span>5</span> 1. Retail stores 2. Supermarkets 3. Advertising	<b>Customer Segments</b> <span>2</span> 1. People who live in busy lifestyle and need time to realx 2. Females in the age group 29 and above 3. Resataurants, cafes, canteens  <b>Early Adopters</b> 1. Cafe and restaurants 2. Housemaids /housewives 3. Food canteens
<b>Cost Structure</b> <span>7</span> 1. People 2. Utilities		<b>Revenue Streams</b> <span>6</span> Product : 250 ₹. Delivery charges : 10 ₹		

# BUILDING A TEAM

## Job Roles and Hiring Template

Roles identified for hiring	Key responsibilities of this role	Key skills & experience that the candidate should have	Where to look for such candidates?	Hiring mode
Developer	Product designing. Quality Control.	He/she should be able to improve and improvise the product based in the practical usage and also should know the needs of the market.He/she should also minimum 5 years of experience.	Linkedin Workshops	Online through interview
Salespeople	To sell as many products possible to the customers by making them aware of the product and it's benefits.	He/she should be able to influence and make people buy our product. He/she should also minimum 2-3 year of experience.	Linkedin MBA college	Online through interview
Sales assistant	To assist all the salespeople and help them.	He/she should be able to keep record of the products needed and products sold. He/she should also minimum 1 years of experience.	Linkedin	Online through interview

## Attracting Talent

At EasyLife, our main goal is to bring products which will bring comfort and satisfaction to our customers. We make sure that the customers who buy from us, stay with us. The newest and the first product that our company made is the “Multipurpose cutting board”. While preparing and designing the product we made sure to stick by our main goal which is to bring satisfaction to our customers and it sure worked well. We strive to provide quality service and always respect the opinions of the customers. We plan to keep growing more and more so why not help us make the lives of the people better! Why look anywhere else, when we are here at EasyLife. Buy Easy, Stay Easy.



Interviewer Prep Sheet	
Question	Talking points
What skills are you seeking in the candidate?	They should be able to convince the customer with our product. They should have good communication skills to present the product in such a way that the customer realizes the need of it. Selling and marketing skills are what we look for.
How will you pitch your venture to the potential employee?	At EasyLife, our main goal is to bring products which will bring comfort and satisfaction to our customers. We make sure that the customers who buy from us, stay with us. The newest and the first product that our company made is the “Multipurpose cutting board”. While preparing and designing the product we made sure to stick by our main goal which is to bring satisfaction to our customers and it sure worked well. We strive to provide quality service and always respect the opinions of the customers. We plan to keep growing more and more so why not help us make the lives of the people better! Why look anywhere else, when we are here at EasyLife. Buy Easy, Stay Easy.
What will you offer to a promising candidate so that he/she finds it difficult to ignore?	The candidate will get to learn real life sales skills and communication skills by talking with customers regularly. And the best part is here, every employee is an intrapreneur, meaning you get paid on the basis on your efforts/sales you get for the company, so earning potential is unlimited.
WIFM (what’s in it for the candidate?)	Sales and communication skills, both are important skills and used in every aspect of life, whether you are in business or in job or self employed doing something you love. The candidate will get exposure to learning these skills here.



- **Positioning Statement**

For restaurants & housewives, we have a product called “Multipurpose Cutting Board” which is a 3 in 1 board and serves the purpose of cutting fruits and vegetables, draining them and also storing them.

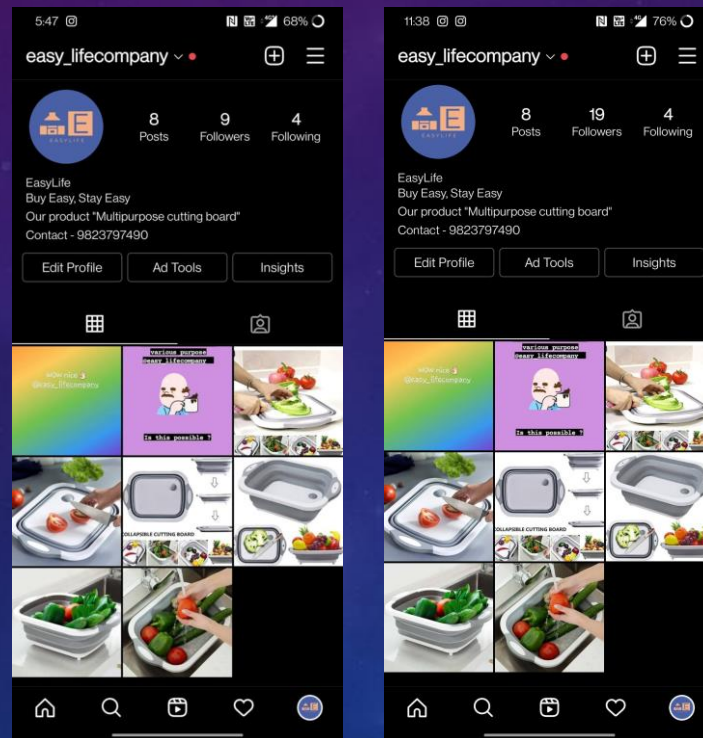


# SOCIAL MEDIA PRESENCE

We are present on Instagram.  
Username - **easy\_lifecompany**

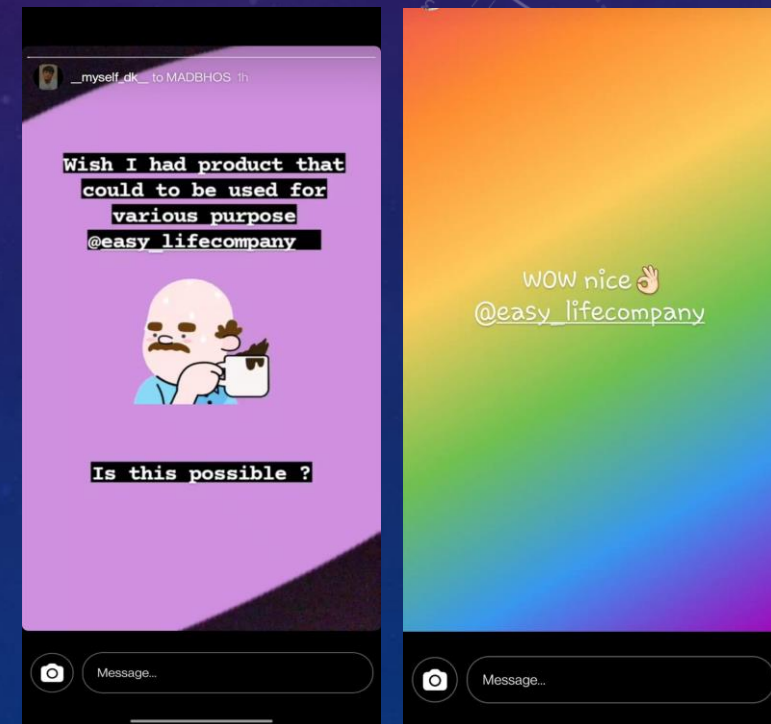


Our page:



[https://www.instagram.com/easy\\_lifecompany/](https://www.instagram.com/easy_lifecompany/)

Our testimonials:



# SALES PLAN

## Part 1: Sales Forecasting - EasyLife

Sales Forecast for the Year	2022
Total Annual Sales Target for Multipurpose Cutting Board	1244000
Total Sales Target for the Year	1244000



TOTALS FOR ALL PRODUCTS & SERVICES												
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cash Sales	30000	33000	45000	55000	55000	50000	60000	45000	54000	65000	40000	50000
Invoiced Sales	45000	48000	50000	60000	60000	55000	65000	50000	59000	70000	45000	55000
Total Sales	75000	81000	95000	115000	115000	105000	125000	95000	113000	135000	85000	105000
TOTAL	1244000											



Sales Plan by Sales Person												
Sales Person 1												
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Multipurpose	15000	16500	22500	27500	27500	25000	30000	22500	27000	32500	20000	25000
Product/Service												
Product/Service												
Total Monthly Sales Target	15000	16500	22500	27500	27500	25000	30000	22500	27000	32500	20000	25000
Total Annual Sales Target	291000											
Sales Person 2												
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Multipurpose	22500	24000	25000	30000	30000	27500	32500	25000	29500	35000	22500	27500
Product/Service												
Product/Service												
Total Monthly Sales Target	22500	24000	25000	30000	30000	27500	32500	25000	29500	35000	22500	27500
Total Annual Sales Target	331000											
Sales Person 3												
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Multipurpose	37500	40500	47500	57500	57500	52500	62500	47500	56500	67500	42500	52500
Product/Service												
Product/Service												
Total Monthly Sales Target	37500	40500	47500	57500	57500	52500	62500	47500	56500	67500	42500	52500
Total Annual Sales Target	622000											

TOTALS FOR ALL SALES PERSONS												
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales Person-1	15000	16500	22500	27500	27500	25000	30000	22500	27000	32500	20000	25000
Sales Person-2	22500	24000	25000	30000	30000	27500	32500	25000	29500	35000	22500	27500
Sales Person-3	37500	40500	47500	57500	57500	52500	62500	47500	56500	67500	42500	52500
Total Sales	75000	81000	95000	115000	115000	105000	125000	95000	113000	135000	85000	105000
Total Annual Sales Target	1244000											

## SALES PITCH

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We at EasyLife, have been trying to solve a common problem in today's household which is of storage and accessibility. And for the same we have come up with one of best solution and it is called the "Multipurpose Cutting Board". This product is for the tired household workers and restaurant staff that are fed up of less storage and accessibility. It seems like a normal cutting board but it can also convert into a lightweight basket which can carry things such as fruits and vegetables. You can also soak your vegetables and even drain it after you are done washing them. It is a 3-in-1 product! And it can be carried anywhere and doesn't even require much space. So, why buy 3 different things when you have it all in one?

# INVESTABILITY

Funding Plan Template	
Which stage is your venture in? (Idea/Development/Validation/Early growth/Growth/Maturity)	Development
How much funds do you need to take your venture to the next stage?	10,00,000
How much can you cover through self-funding/bootstrapping?	25,000 (By each company members) = 1,00,000 50,000(Friends and family)
How much do you need the external investors to invest?	10,00,000
Who are the investors that you can approach?	Angel or peer-to-peer investors
If you are given the funding today, how will you use it tomorrow?	<ol style="list-style-type: none"> <li>1. Hire Staff</li> <li>2. Put the money in Research and development work</li> </ol>



# INVESTABILITY

Projected valuation	
Number of existing shares	150000
Amount to be invested	1000000
Earnings after 5 years	8775000
P/E ratio	5
Discount rate	0.4
Number of years	5

Valutaion of business	
Estimated terminal Value	43875000.00
Present Value	8157873.21
Required ownership percentage	0.12
Number of shares needed by investor	20955.95
Share Price	47.72

# LEGAL COMPLIANCES

Compliance Requirements Table		
Sr. No.	Area in which you need help	Description
1.	Incorporation of your business	Will register as a Private Limited company – 1 year
2.	Creation of agreements (partnership/vendors/directors /non-disclosure)	Founders Agreement – Along with company registration Non-disclosure agreement Shareholder's agreement Insurance agreement
3.	Employee and HR related agreements and policies	Employee agreement (Non-disclosure and non-compete agreements) – Within one week after being hired Employee hiring and work policies Standard operations procedures
4.	Setting up of accounting systems	Will outsource accounting firm for tax payments – a month before company registration Montly review of financial expenses
5.	Corporate compliance	Will hire lawyer to keep in check with rules and regulation related to logisctics and necessary permissions – Contract basis for 2 months
6.	IP	Will hire law firm service to protect our company Trademarks and service app copyrights – Along with company registration IPR protection agreement

Thank you