

# Develop for HER

## *HerStory*

March 19, 2022

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# Instructions

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# Problem Statement

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- Lots of existing apps but people aren't aware of them
- Plenty of apps offering essential services and dupes to similar details
- No one-stop platform which understands the luxury of time to research for certain findings that could decode their issues
- No organized manifesto which helps cater to those who wanna cut down on social media, to learn about the upcoming webinars, talks, and events
- No network to nurture those opinionated minds, talk to people, get to know more and build a quid pro quo on issues ranging from taboo topics to still progressing issues

# Target Audience

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- The inventive and talented women who need an upliftment and a confidence booster to showcase their skills
- Two sides of the same coin- women who want to help and wanna get help, empowering them all the way



# Market size

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- To attract an inspired audience of millennial women.
- People who want to grow along with others of similar learnings.
- The male faction who wants to develop a healthy mindset.



# Solution

— — —

- With a chic and eye-catching UI, for the App/website built to give women the choice, inspiration, authenticity and convenience by bringing together all the apps out there for women
- An advertising platform for the existing as well as the future apps related to women's security, health, opportunities and so on.
- Provide women with a space to discover herself, feeling secure as she finds what she likes best
- A platform where they can voice out their concerns to fellow women, and live up to the ideal of empowerment.

# Solution

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- She could also search for features that intrigue her best.
- An icing to the cake! We have a forum where people can give their reviews and host their own apps while discussing with potential customers.
- Frequent talks on taboo topics to enable a healthy thinking along with some interesting webinars to update and arm themselves with knowledge
- An inspiration from the impactful "Nykaa movement"



# Solution

## Components of the app/website:

- Best featured recommendations: the apps favored by most women based on public reviews and ratings
- Personalized search: based on features you favor or search for apps
- Upcoming events: courses and other webinars, ted talks
- Different categories: health, safety, finance, jobs, opportunities, mental support, fitness, talent showcase events
- Notifications based on latest updates.
- Motivational quotes as pop-ups.
- Gosh! You're awesome: discover yourself and your interests through quizzes

# Solution

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## Components of the app/website:

- Forum: to share your personal experiences, your highs and lows ranging from day-to-day issues or the long-haunting problems with your anonymity guaranteed. Grab on and pull up with people of your vibe!!
- A portal for developers to build new apps and host it within our website
- Educational session: to address certain complex issues so that the younger ones could understand better, and have an early exposure. These sessions create awareness while dismissing myths about the prevalent issues in the society through our own creative ideas and animation series
- Updating our app by keeping up with the latest trends and issues. Stay tuned!

# HERSTORY

IT'S LESS WHAT THE EYE SEE'S  
AND MORE WHAT SHE FEELS.



GET APP HERE

QUIZ

CATEGORIES

HERSTORY NETWORK

ANIMATED LEARNING

COLLABS

UPCOMING EVENTS



HERSTORY

OUR VISION AND MISSION :  
INDULGE YOURSELF IN A  
WHOLE NEW WORLD...



→ [HELLO@REALLYGREATSITE.COM](mailto:HELLO@REALLYGREATSITE.COM)

→ 123-456-7890

→ @REALLYGREATSITE



## ★ UPCOMING EVENTS



### SCHEDULED EVENTS:

#### #WEBINARS:

- 1) SHE-CODES - 20/10/22
- 2) EVENT MANAGEMENT - 11/11/22

#### #COLLABS:

- 1) SALESFORCE X HERSTORY
- 2) UNHEARD X HERSTORY



MARK UP YOUR  
CALENDARS!!!



# APP CATEGORIES

CLICK ON THE APP TO  
AVAIL IT'S SERVICES

## # SAFETY



SURAKSHA



SAFETYPIN

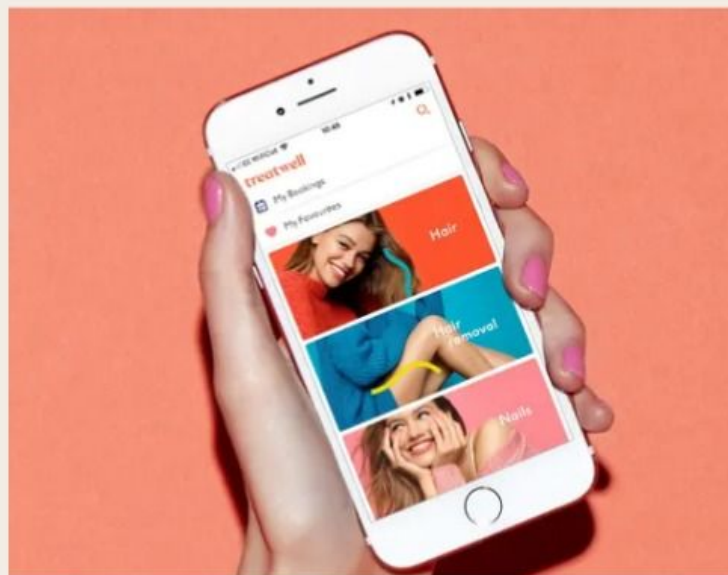
## # HEALTH



CLUE



NURX



1

2

3

4

STAY TUNED FOR MORE

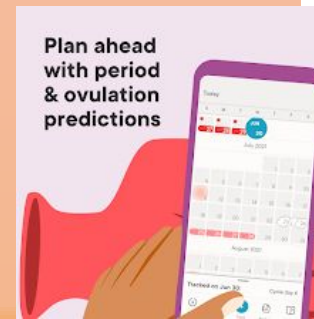




# Competition/ Other similar products in the domain

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- **Sakshi dashboard- an online website with women helplines and a few services provided by the government**
- **several other unorganized apps targeting specific issues on the play store**
- **websites and broadcasts through social media addressing certain women issues**



# Entry barriers/initial difficulties

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- Could be hard to involve all the features and give the users a real and full experience of the app
- May seem unreliable, but eventually will be built on and encash support of influencers, social media, and interested folk-fare.
- Not actively engaging the male population in the empowerment process, but can expand to encompass this in the future.



# What makes your product different from the competition (USP)

- Get your two pence worth with our HerStory app/webiste.
- A colloquy where any woman could share her outlook and engage themselves in discussions and talks ranging from biology, tech, philosophy, psychology and the list goes on.
- The crowd's take on women empowerment sounds loud and angry. While acknowledging this, we aim to bring a more subtle, welcoming and a friendly atmosphere which is open to all.

# Is this a profitable venture? If yes, what are your streams of revenue, and estimated cost of production?

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Indeed, a positive yes.

We will work on it to be a profitable and pragmatic solution. Our main motive is just not money, but a profit of a different kind(women empowerment), :) to help out and empower, give a new life to an already started movement in the modern age.

Cost of production:

It is a low maintenance project but can scale up. We would be collabing with investors of existing apps and organizations but does not limit to them. The cost of production is mainly our time and effort!

Streams of revenue:

We will monetize our apps knowing that it's going to be demand in the future through ads and in-app purchases.

# Any partnerships with other companies required/planned for?

Yes, coming soon!!

## Prospective partnerships:

1. Team Unheard India
2. Google
3. Whisper
4. Nykaa
5. Actresses and other influencers from instagram
6. SheCodes, TGC etc.



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# QnA

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# THANK YOU