

# BUSINESS PITCH

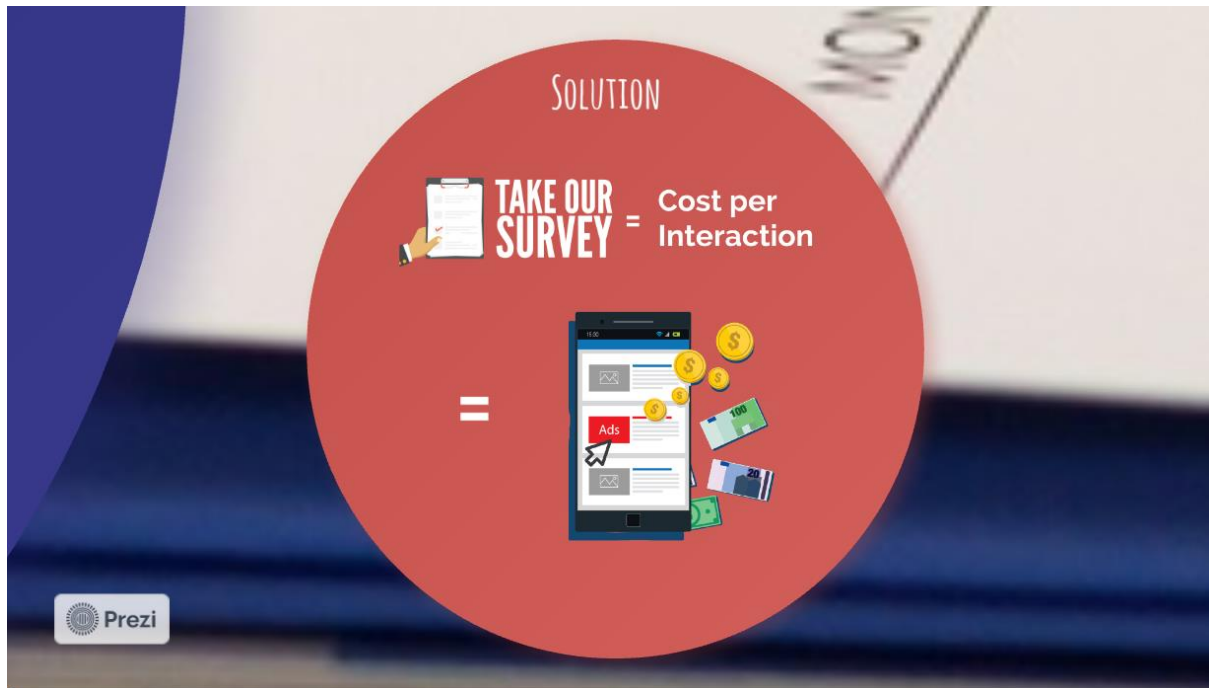
## 1} OVERVIEW-



## 1.1} PROBLEM STATEMENT-



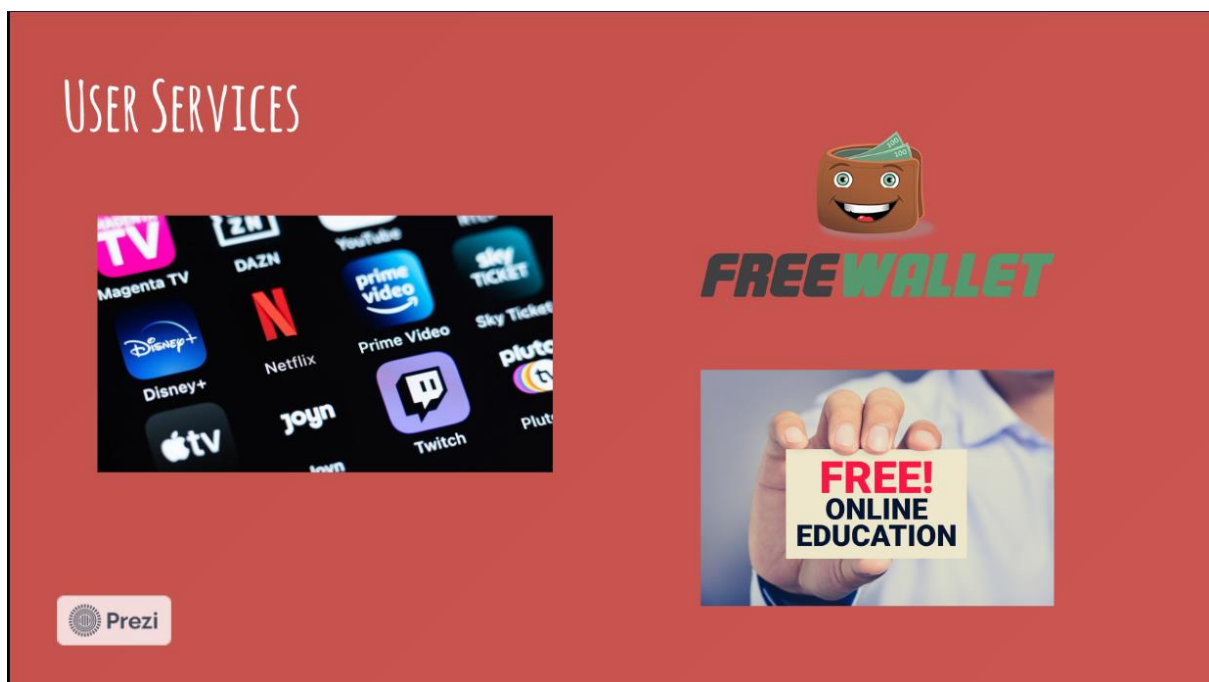
## 1.2} SOLUTION-



## 2} PRODUCTS AND SERVICES-



### 2.1} USER SERVICES-



## 2.2} COMPETITORS

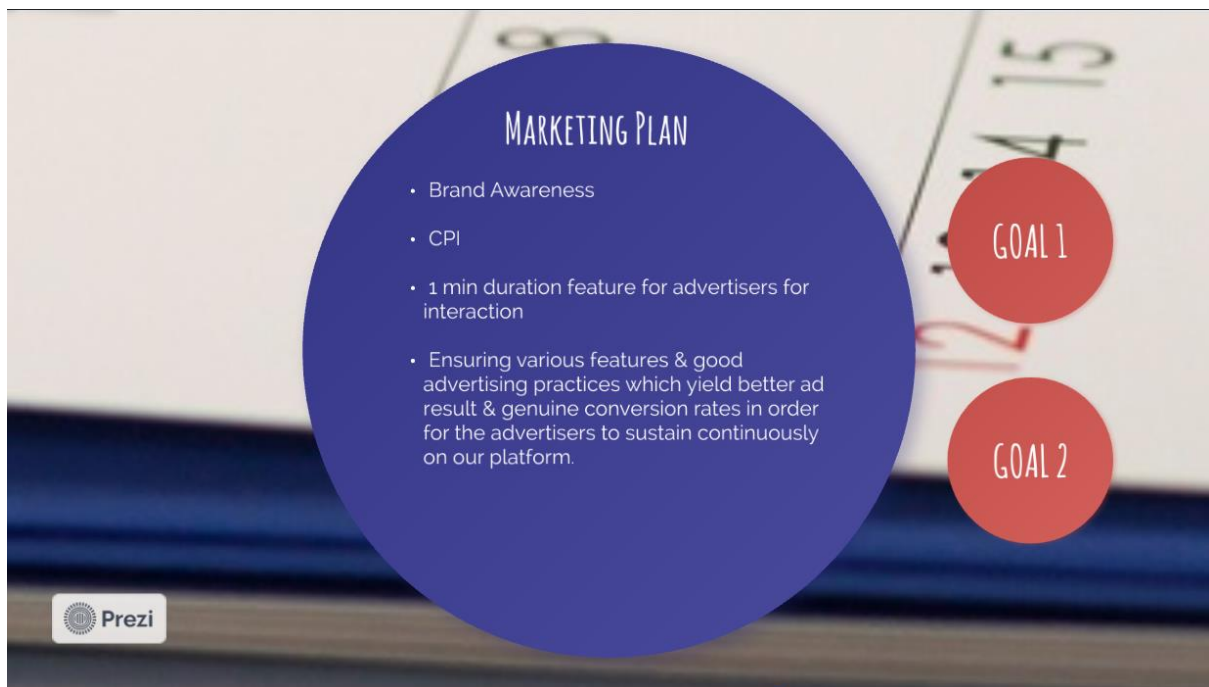
### COMPETITORS

Some of our top competitors include:-  
**Google Ads, Facebook Ads, Setupad, & other ad providers**

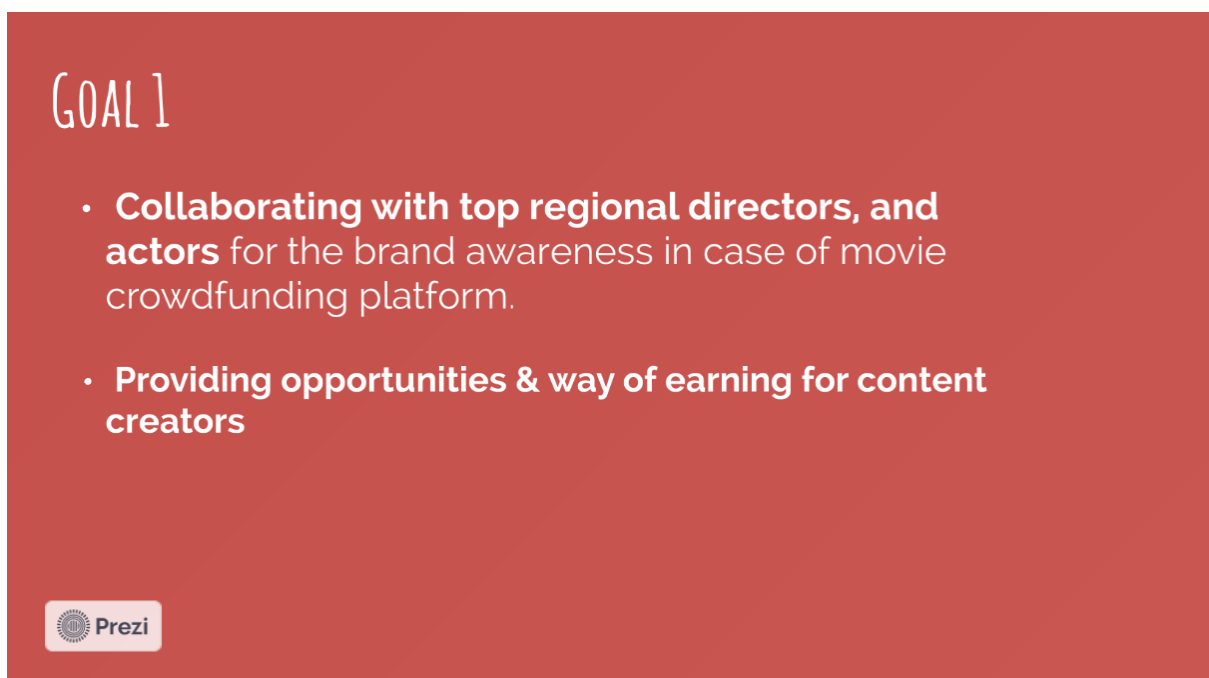


	Google	Facebook	<u>Setupad</u>	Our Platform
Usage	Complex	Moderate	Moderate	Easy
Advertiser Competition	Yes	Yes	Yes	No
Survey ad campaign	No	No	No	Yes
Data Collection & brand awareness at the same time	No	No	No	Yes
Offline support for ads	No	No	No	Yes
Blocked by Ad Blockers	Yes	Yes	Yes	No
Equal charge for advertisers	No	No	No	Yes
Ad Auction	Yes	No	Yes	No
Ad placement	Slower	Faster	Moderate	Faster
Financial benefit to ad viewers	No	No	No	Yes

### 3} MARKETING PLAN-



#### 3.1} GOAL 1



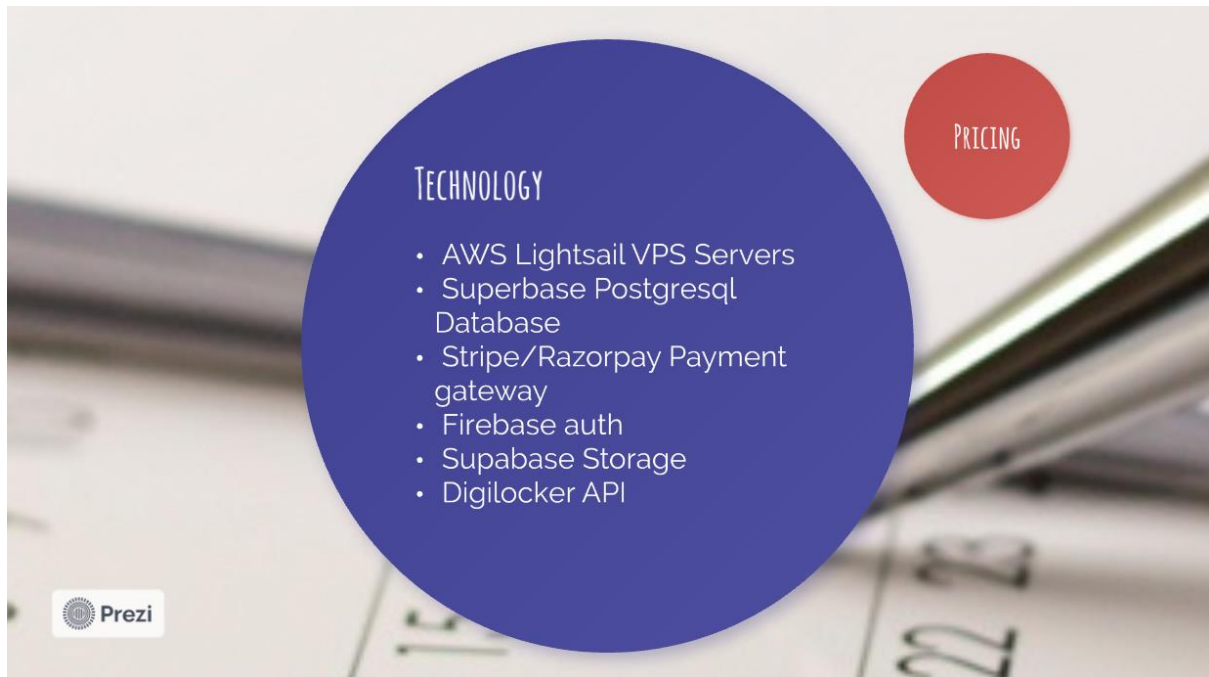
### 3.2} GOAL 2

## GOAL 2

- Creating referral system
- Focusing on gaining more no of users



## 4} TECHNOLOGY-



### 4.1} PRICING

