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# **Conversion of Freemium services to Free services**

## **Business Plan**

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*by*

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## Executive Summary

### Overview

An ad based strategy for facilitating various existing freemium services of various domain areas such as Content Creation, E-Commerce, Financial, Education & Entertainment to be provided as completely free services with even various rewards to the users who interact with advertisements.

An efficient ad strategy for advertisers who are in need of better brand awareness, reach & high ad-conversion rates. Advertisers get the opportunity to interact with the users for more than 30sec as compared to existing ad agencies. They can even collect data from users with the help of surveys as well as create better brand awareness at the same time which existing ad agencies lack. Advertisers can engage with users for complete duration allotted to each of them in any of the top social media platforms like YouTube, Facebook & Instagram, etc.

When advertisement came into picture, it was a myth which remained among the people till now that they are supposed to get paid for viewing brand's advertisements. With our strategy, this myth can be made true where people get opportunities to earn money by interacting with the ad placed by advertisers. People get rewarded either financially or other benefits for attending & sharing their data to trusted & verified advertisers through surveys.

This strategy creates an efficient solution for advertisers as well as to the huge problems that a freemium plans of various services of various domain are facing currently.

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## Objective

- Providing an efficient ad strategy for advertisers to get better brand awareness, reach & high conversion rates so that they get better sales of their product.
- Providing a platform for advertisers to directly collaborate with YouTubers, Facebook, Blog, Instagram Content Creators, App & Website Creators, etc.
- Eliminating the bigger problems that exists in various domains like Content Creation, E-commerce, Financial, Education & Entertainment.
- Providing a financial opportunity for the people who interact with the ad placed by advertisers.

## Products and Services

An efficient platform for advertisers which provides various services like:-

- Simple & easily manageable ad campaigns
- No competition with other advertisers
- 100% ad conversion rates
- Survey ad campaign
- Automatic translation of survey forms to various regional languages.
- Brand awareness & data collection at the same time
- Feedback for each brand awareness ad
- Online as well as offline support of an ad
- Non blockable by ad blockers
- 1 min duration interaction with people
- Equal & fixed charge based on Cost per interaction(CPI) for every advertisers
- No bidding & auction for placing the ad

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- Faster ad placements & faster reach
  - Directly collaborate with content creators across various platforms like YouTube, Facebook, Instagram, etc.

A crowdfunding platform for movie creators where piracy of the movie can be completely eliminated by providing the movie free to watch which in turn financially rewards each person who watches the movie by attending a group of surveys shown at the beginning & interval break of the movie.

A financial card application for the users where user gets a special financial card which must be recharged by them by viewing the ads & attending the surveys so that the card can be used for buying any product completely free of cost from online shopping websites after recharge. The same financial card can be used to buy food items directly from the farmers on a monthly basis. **This card can also be used for multiple domains such as Health Care, Food, Education, Entertainment, etc.**

A platform where content creators can share their content as sharable links to as many people as they like which when each person clicks the link to view the content will attend the survey which financially benefits them & redirects back to the main content once the survey is completed. This creates a financial benefit for both content creators as well as people consuming the content.

## **Target Market**

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According to a research from Indian Times there is over 8.5 crore online content creators in India. We mainly target those content creators for advertisement promotions.

### **Target Audience**

41% of 221.64 million Netflix Users Use the Platform Without Paying due to account sharing, a large number of users have free access to Netflix. Approximately 14% watch using the accounts of their friends or family. Also, 27% of users watch using the paid subscription of someone in their household.

In 2021, YouTube's user base in India amounts to approximately 459.23 million users. The number of YouTube users in India is projected to reach 833.03 million users by 2025.

Slice has more than 4 million registered members with an average age of 27 years.

### **Competitive Analysis**

Some of our top competitors include:-

Google Ads, Facebook Ads, Setupad, & other ad providers

	Google	Facebook	Setupad	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	No	No	No	Yes

for ads				
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
Multi Platform Support	No	No	No	Yes
Direct collaboration with content creators	No	No	No	Yes
Earning method of content creators	CPM	CPM	CPM	CPI



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## Marketing Plan

- Creating awareness among the advertisers about the existence of our platform & its benefits using marketing & advertisements
- Ad campaigns on the internet, and TV commercials for creating the awareness among people as a well money earning platform by attending surveys
- Collaborating with top regional directors, and actors for the brand awareness in case of movie crowdfunding platform.
- Creating referral system where users must refer others to unlock features of financial card step by step in case of financial card app
- Providing opportunities & way of earning for content creators across YouTube, Facebook, Instagram & various social media platforms by working as an online movie distributors to raise funds for the movie & to promote movie on the time of release in case of movie crowdfunding platform.
- Focusing on gaining more no of users to our platform by following the above 3 steps which indirectly brings advertisers to advertise in our platform.
- Ensuring various features & good advertising practices which yield better ad result & genuine conversion rates in order for the advertisers to sustain continuously on our platform.
- Providing a 1 min duration feature for advertisers for interaction

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- Charging advertisers based on number of interactions instead of views, clicks & impressions for better result.

## **Forecasts**

We are focusing & planning to gain over 50 movie projects & at least Rs.50 lakh to be raised this year in case of movie crowdfunding platform.

We are focusing & planning to gain over atleast 10000 people, atleast 100 advertisers initially in case of financial card app & content creators app

## **Budget Allocation**

Budget requirements include:-

- Buying servers to maintain the backend code of the app starting from Rs.360 per month in AWS Lightsail.
- Maintaining Database starting from Rs.1780 per month in Supabase Postgresql database.
- Business & Domain registration charges.
- Marketing & Advertisement charges.

## **Staffing and Hiring**

Marketing experts to be hired for the promotion & advertisement. Accountants are to be hired to maintain the accounts part of the platform.

Production manager to be hired for maintaining the production part of the movies in case of movie crowdfunding platform

Language Translators to be hired to translate the survey forms from various advertisers to various regional languages.

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## **Technology and Equipment**

- AWS Lightsail VPS Servers for maintaining the backend code of the app
- Supabase Postgresql Database for storing & retrieving all info generated from the app
- Stripe/Razorpay Payment gateway
- Firebase auth for authentication
- Supabase Storage for file storage
- Digilocker API for verifying users

## **Key Performance Indicators**

- No of projects created in case of movie crowdfunding platform
- Total number of users registered
- Total number of advertisers registered
- Total number of successful ad campaigns

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## Company Description

## Company Mission Statement

To become a better & efficient advertising platform for advertisers as well as content creators & audience.

To provide a platform that provides an opportunity for the audience to earn money by watching ads & attending surveys

## **Company Vision**

We mainly aim to make various freemium services that are existing currently to completely free services which even capable of providing financial benefit to users at the same time

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## **Explain Your Company's Products and/or Services**

We provide an efficient advertising platform for advertisers to increase brand awareness, reach & conversions for their ad & the same time we tend to provide an ad monetization platforms for content creators across various platforms like YouTube, Facebook, Instagram, Bloggs, Apps & Websites, etc.

A crowdfunding platform for movie creators where piracy of the movie can be completely eliminated by providing the movie free to watch which in turn financially rewards each people who watches the movie by attending a group of surveys shown at the beginning & interval break of the movie.

A financial card application for the users where user gets a special financial card which must be recharged by them by viewing the ads & attending the surveys so that the card can be used for buying any product completely free of cost from online shopping websites after recharge. The same financial card can be used to buy food items directly from the farmers on a monthly basis.

A platform where content creators post their content & can share as a sharable links to as many people as they like which when each people clicks the link to view the content will attend the survey which financially benefits them & redirects back to the main content once the survey is completed. This creates a financial benefit for both content creators as well a people consuming the content.

## **The Problem Your Product or Service Solves**

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Advertisers through existing ad agencies lack to get huge conversion rates in developing countries like India which is the reason even now the advertisers try to prefer more on offline ads compared to online ads in India, which is also a main reason why the Indian YouTubers earn less money from ads compared to foreign YouTubers due to the difference in the Cost Per Impressions(CPM). Also except Facebook to certain extent there is a huge procedure before creating a successful ad campaigns like SEO Researching, Ad Auction, & Ad Bidding, etc which creates a lot of competition among advertisers which in-turn results the ad campaigns to become more & more expensive as the competition increases. There is even a chance that ads getting blocked by various ad blockers, & none of the ads runs when the user is offline. Online ads are even annoying to almost all of the users so most of the users prefer to skip the ad rather than watching the full ad which results in low conversion rates. Most of the people in India do not tend to buy the advertiser's product, so the advertisers does not generate much sales from online advertisements due to Indian economy compared to other countries.

Considering all the above problem scenarios, our platform tends to solve the above problems by providing financial benefits for the users to view ads & attend surveys which makes people to interact with the ad rather than just skipping. Also the extent of genuinely can be increased by increasing the reward for attending the ads by users. This creates an extra opportunity for the advertisers to target people to buy based on the data collected from the surveys. This

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also indirectly creates an opportunity for the advertisers to tend users buy their products through finance generated by viewing the ads(a typical approach to attract users based on their ads).

## **Pricing**

Our platform is free to register with no registration fees.

We charge every advertisers INR 30 per ad interaction for a duration of 1 min. This price is fixed for every advertisers who wants to advertise in our platform. The advertisers will not be charged above or below INR 30 on any situation.

Out of Rs.30 per each interaction, Rs.20 will be shared to the user who interacted with that particular ad, & Rs.5 will be shared to content creator who promoted that ad & remaining amount i.e Rs.5 will be our platform money.

## **Marketing Plan**

### **Market Research**

*Is there a need for our product in the market?*

Financial card application provides the opportunity for people to buy any products of their choice free of cost by continuously recharging the money in the card by attending surveys & watching ads. Based on the amount that is recharged on the card, user can buy any product worth that amount.

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Movie crowdfunding platform provides an opportunity for the people to earn money whenever they watch any movies, series in our platform through attending surveys & watching ads.

Content share platform enables artists, musicians, & various content creators earn extra income by sharing their content through the URL generated by our platform.

In all of the above platforms advertisers gets more & more number of audience who genuinely interact with their ads thereby giving them wider reach, brand awareness which turns to sales.

### ***How will we get our app to audience & movie directors?***

In case of movie crowdfunding, we provide more opportunities for the directors who are in financial help to direct the movies for OTT platforms & TV serials so that we can create a brand awareness campaigns to ensure 100% profit return for the people who invest in those movies/serials thereby encouraging the people to invest in our platform. Through this, once more & more people start investing in our platform which intern encourages other directors to raise money in our platform.

In case of financial card app, we tend to create a referral system where users must refer others to unlock features of financial card step by step so that we get more & more no of users at the initial stage.

## **Barriers to Entry**



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Since our platform is a new ad platform, so it may take certain time for the advertisers & content creators to approach which can be avoided by pre web-scrapping publicly available content creators contact details & automatically sending sponsorships emails when an ad campaign is created by certain advertisers.

Since our platform provides the various benefits to users that none of the other platform provide. There is a chance that our platform may be treated as fake which can be avoided by creating better ad campaigns, marketing & word of mouth.

## Threats and Opportunities

1. Our existing competitors/new competitors may start to include the same service as provided by us with some enhanced modifications.

Even though this may be the threat for our platform, our platform will still be functionally efficient as usual due to below reasons:-

1. Being the first one in the market to provide this type of services
2. Better movie quality & success rate in case of movie crowdfunding platform
3. Money return trust for the users
4. More successful ad campaigns

Our competition measures:-

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1. Expanding our production services from sandalwood to Tollywood, Kollywood, Mollywood, Bollywood & Hollywood in case of movie crowdfunding
  2. Producing star movies & brand advertisements from the same stars for the investors to invest for their movie
  3. Providing various offers of financial card
  4. If our competitors tend to provide our same service in other territory in which we are not offering. We can overcome this by creating brand awareness campaigns in that particular territory about our success rate of all of the territories that we are currently offering & also providing more profit rate by reducing ad charges in that particular territory at the initial time.

## Positioning/Niche

- Free purchase of any product through financial card app
- Earning money by watching movies
- Earning money by attending surveys by clicking each content creators link
- Direct collaboration between advertisers & content creators

## Method of Marketing Your Product and/or Service

- A website

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- Social media marketing
  - Email marketing
  - Mobile marketing
  - Paid digital advertising (e.g., Google Ads, Facebook Ads)
  - Content marketing
  - Podcasts
  - Print marketing materials (billboards, brochures, flyers)
  - Public relations
  - Trade shows
  - Events
  - Networking
  - Word of mouth
  - Referrals
  - Radio
  - TV

## **Logo and Branding**

N/A

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## Distribution Channels

- Mobile App – Android & IOS
- Website
- Desktop App

## Operational Plan

### Staffing

Marketing experts, React native developer, React developer, Customer care support, Professional Accountant.

### Production

Our production process includes:– deploying backend code & website to VPS servers, and publishing our mobile app to Google Play Store & App Store.

Production costs include:–

- Maintaining a cloud file storage which costs Rs.2.50 per GB in Supabase file storage
- Rs.1780 for creating a google developer console account for publishing the mobile app to the play store.
- Buying servers to maintain the backend code of the app starting from Rs.360 per month in AWS Lightsail.
- Maintaining Database starting from Rs.1780 per month in Supabase Postgresql database.

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## Quality Control

We measure the Genuity of the surveys through our algorithms by which we can deduct rewards if user is not attending survey properly.

Good quality app with simpler & easier steps for the people & advertisers

Partnering with well-known directors who have directed high-quality movies in their film history for keeping up with rich contents in movie crowdfunding

## Location

Our platform will be available & used by the people of India initially

## Legal Environment

- Licenses and permits
- Trademarks & Copyrights.
- Terms & Conditions Agreement between our platform & users, advertisers
- Genuity agreement between our platform & users

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## Suppliers and Vendors

Suppliers:– Content Creators from various platforms like YouTube, Facebook, Instagram, Blogs, Apps & Website, etc.

Vendors:– Advertisers

## Payment Terms

All payment in our platform is carried out by an online payment gateway with UPI, Online Banking & debit/credit card support.

Our source of income includes:–

1. Platform commission from Cost per Ad interaction basis
2. Advertisers only pays Rs.30 per interaction if the user has interacted with the ads for more than 50sec

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## Management and Organization

3 Major roles:– Advertisers, Content Creators & Users

Dedicated platform for advertisers to collaborate with content creators & also to manage their account & ad campaigns through which they can create & view the analytics of certain ad campaigns & also view the data shared by each person through surveys which can be exported to suitable formats.

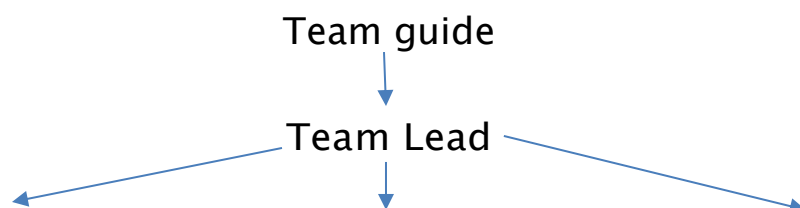
A web as well as mobile application for users to manage their account & attending surveys

## Management Gaps

The chief marketing expert is a must & necessary for the marketing part of our app due to the lack of marketing experience in the current team.

An accounts expert/Accountant is a must & necessary for maintaining & calculating the financial expenses of our platform.

## Organizational Chart



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Accounts Team    Development Team    Marketing Team



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## Startup Expenses

- Maintaining servers
- Business & Domain Registration
- Database Management
- Cloud File Storage
- Google Play Store & App store charges
- App maintenance cost
- Marketing
- Platform based costs

## Develop Budgets

N/A

## Plan for Capital

N/A

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## Financial Plan (To be prepared by the Accountant)

Cash Flow Projections or Statements

N/A

Profit and Loss Projection

N/A

Projected Balance Sheet

N/A

Sales Plan

N/A

## Appendices

N/A

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