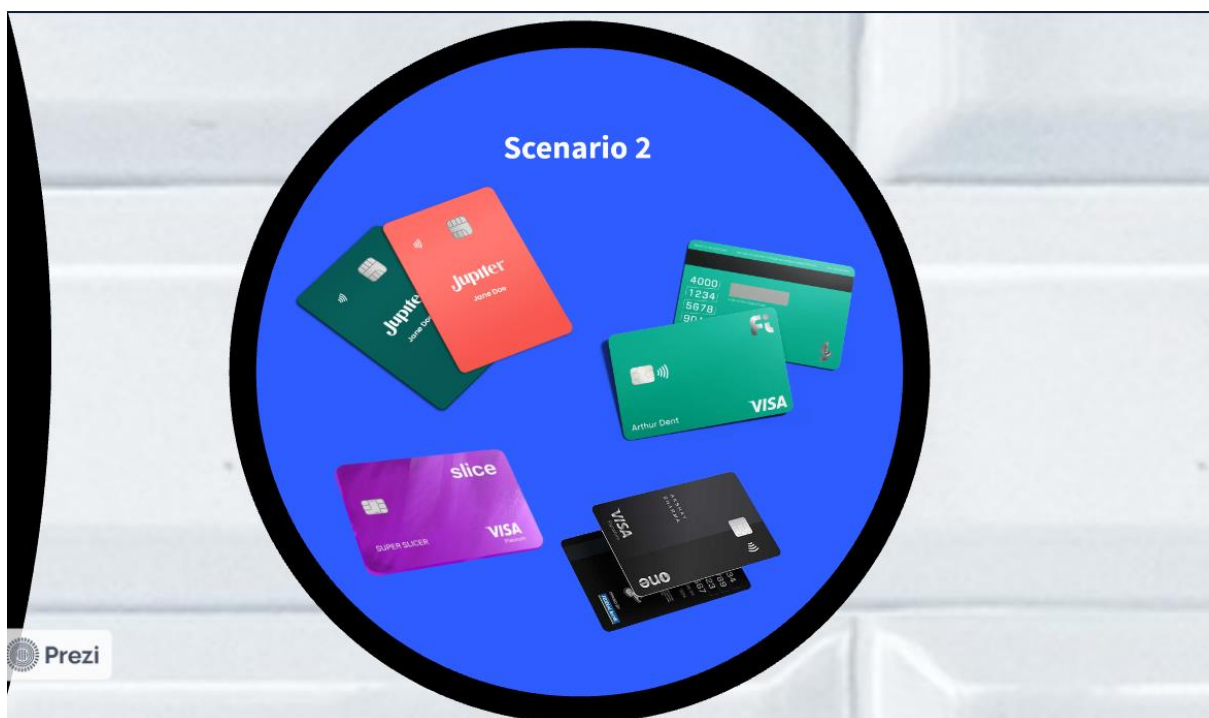


# ELEVATOR PITCH

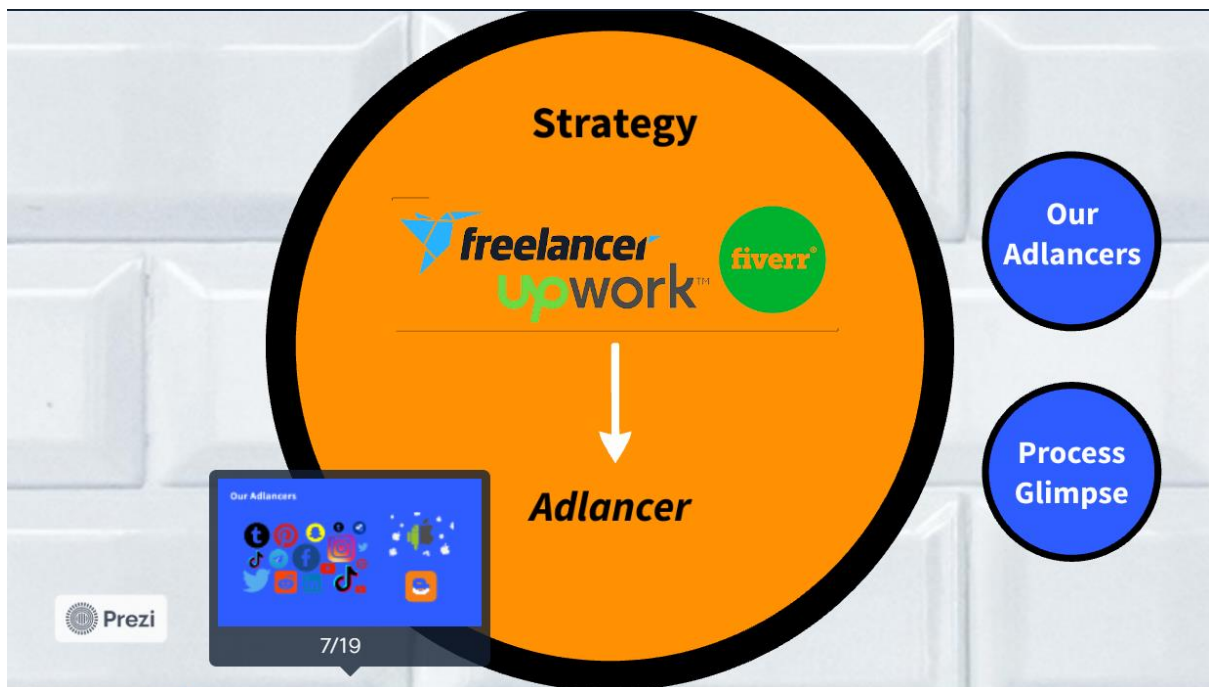
## 1} INTRODUCTION-



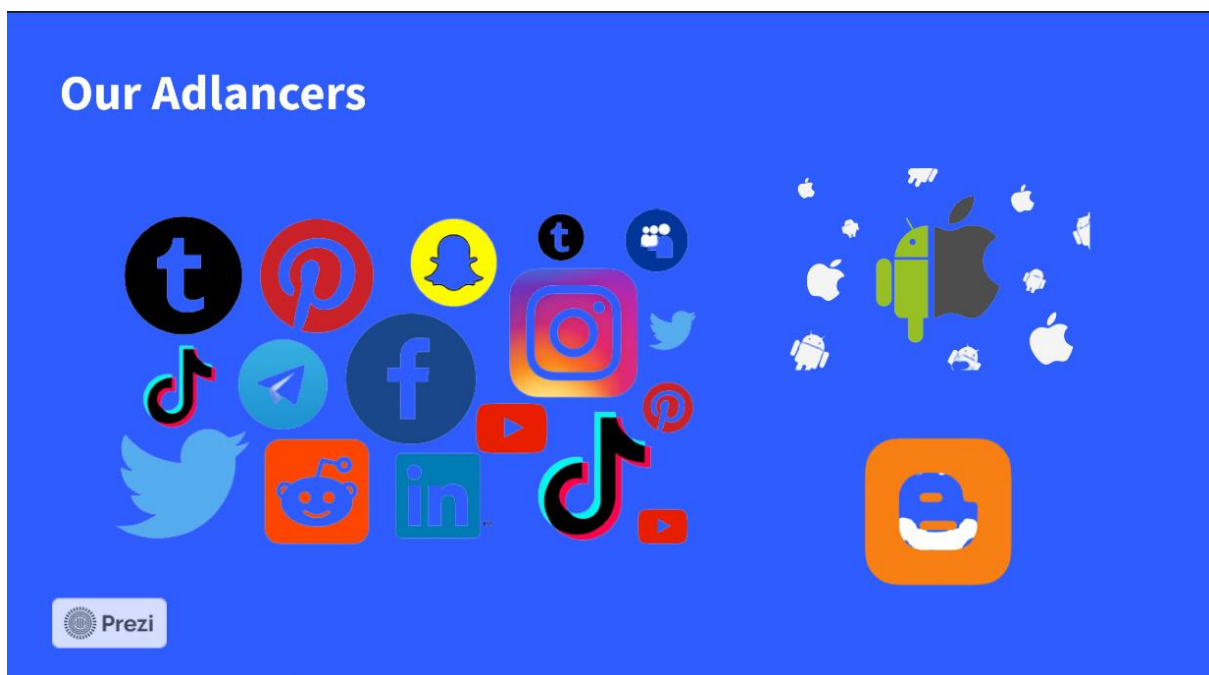
## 1.1} SCENARIO 2



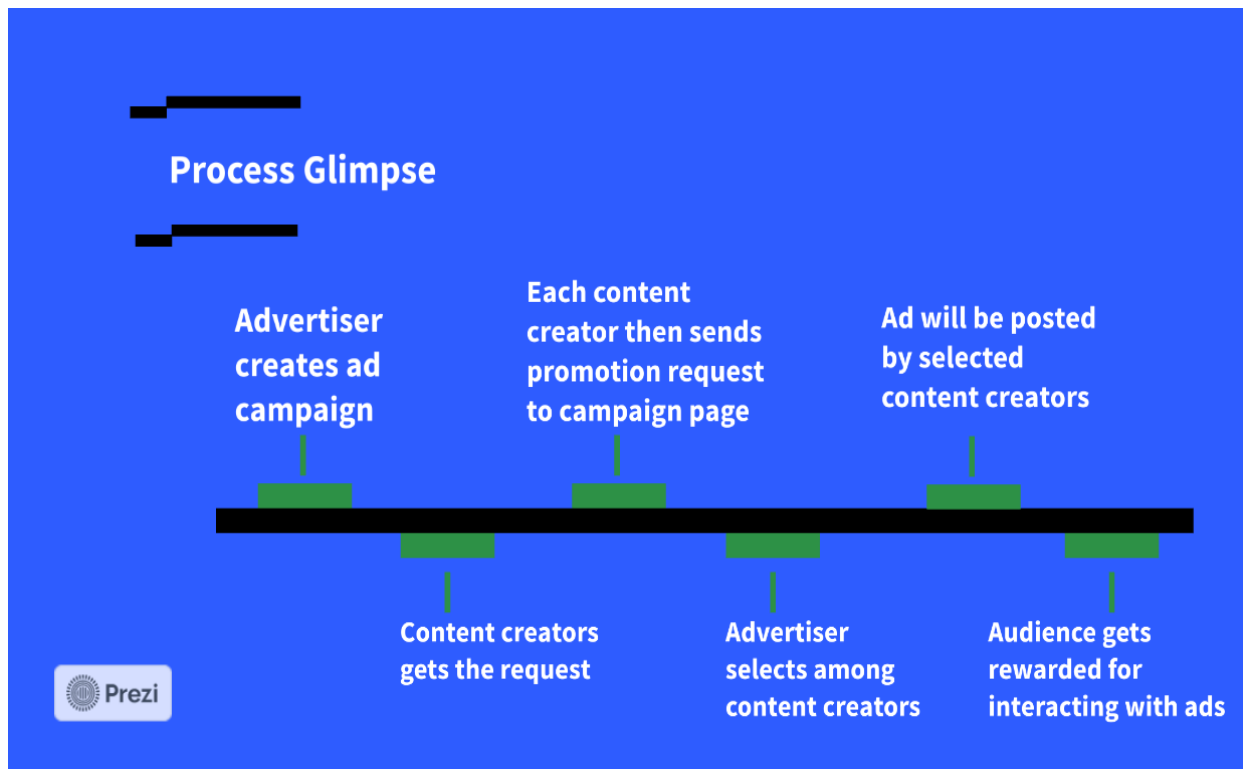
## 2} STRATEGY-



### 2.1} OUR AD LANCERS-



## 2.2} PROCESS GLIMPSE-

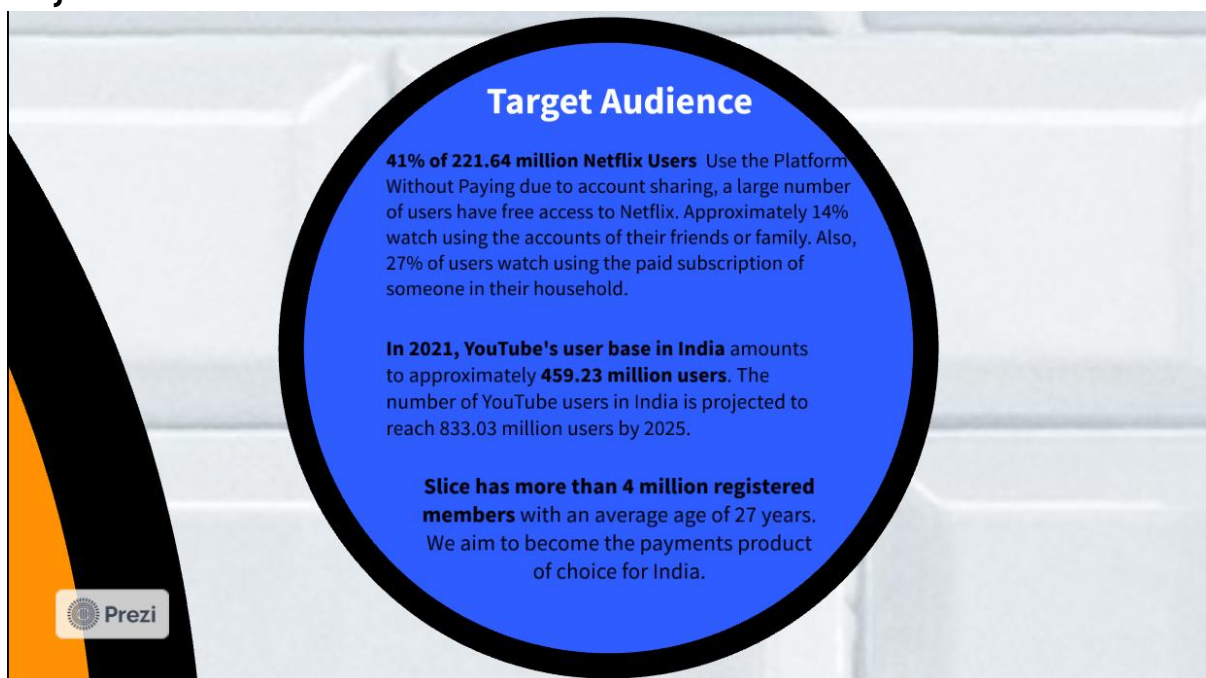


### 3} TARGET MARKET-



The diagram features a large orange circle with a black border. Inside the circle, at the top, is the text "Target Market". In the center of the circle is a screenshot of the Telecom.com website. The website header includes "Telecom.com" and navigation links like "Home", "Features", "T SPECIAL", "Solutions", "Tools & Apps", "Live Services", and "Contact Us". The main content area has a banner that says "BUILD NETWORKS LIKE CLOUD" and "DRIVE IN TO DOWNLOAD". Below this, there is a headline: "8cr creators in India but 1.5 lakh able to earn; most make just Rs 16K a month". A sub-headline reads: "Out of the 1.5 lakh professional content creators, the majority of them can earn anywhere between ₹200-₹2,000 (more than ₹16,000-₹200,000 per month), depending on the reach and engagement they can drive on respective platforms." To the right of the headline is a "Subscribe to our Newsletter" section with a "Join Now" button. At the bottom right of the screenshot, there is a section titled "Industry-leading 8000. Are you ready?". The background of the slide is a close-up of white computer keyboard keys. A small "Prezi" logo is visible in the bottom left corner.

### 3.1} TARGET AUDIENCE-



The diagram features a large blue circle with a black border. Inside the circle, at the top, is the text "Target Audience". Below this, there are three paragraphs of text. The first paragraph states: "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." The second paragraph states: "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." The third paragraph states: "Slice has more than 4 million registered members with an average age of 27 years. We aim to become the payments product of choice for India." The background of the slide is a close-up of white computer keyboard keys. A small "Prezi" logo is visible in the bottom left corner.

#### 4} WORST CASE SCENARIO-



#### 4.1} SOLUTION

