

JanSeva Market Strategy

When we launch JanSeva, we know we won't have a lot of money. But what we do have is a clear vision: connect people who want to help with NGOs that truly need support.

1 Start Small, Build Trust

We don't need to begin across all of India. Instead, we'll focus on just 1–2 states first, bring 50–100 NGOs on board, and verify them properly. Imagine — if someone donates for Punjab flood relief, they immediately see where their money goes and get a certificate of appreciation. That trust will be our foundation.

2 Grow Through Partnerships, Not Money

Instead of spending on ads, we'll grow through people.

- Partner with local NGOs to list them for free.
- Approach colleges — students are always looking for volunteering opportunities.
- Work with CSR teams in companies who already have to spend 2% of profits for social good.
- Even tie up with local government bodies to add credibility.

3 Spread the Word Organically

We won't burn money on marketing. Instead, we'll:

- Share real NGO stories on social media.
- Let volunteers become our biggest ambassadors (a certificate from JanSeva looks great on their CVs).
- Reach out to local newspapers, radio, and community leaders — they love covering social impact work for free.

4 Keep Tech Simple

No need to build a fancy app right away. A simple website where donors can browse NGOs, donate, and download their certificate is enough to start. Later, we can add advanced features like recommendations or analytics.

5 Make It Fair and Transparent

Unlike other platforms, we'll ensure small NGOs also get visibility, not just the big ones. Every donation will generate a certificate, and every NGO will have their past, present, and future work clearly displayed. That's how donors know their money is making a difference.

6 How We'll Stay Sustainable

We'll begin with small revenue streams:

- A tiny platform fee (5%) on donations.
- Showing relevant ads (like CSR campaigns).
- Later, NGOs who want extra visibility or advanced tools can opt for premium plans.
- And companies can run CSR campaigns through us, bringing in bigger revenue without burdening small donors.