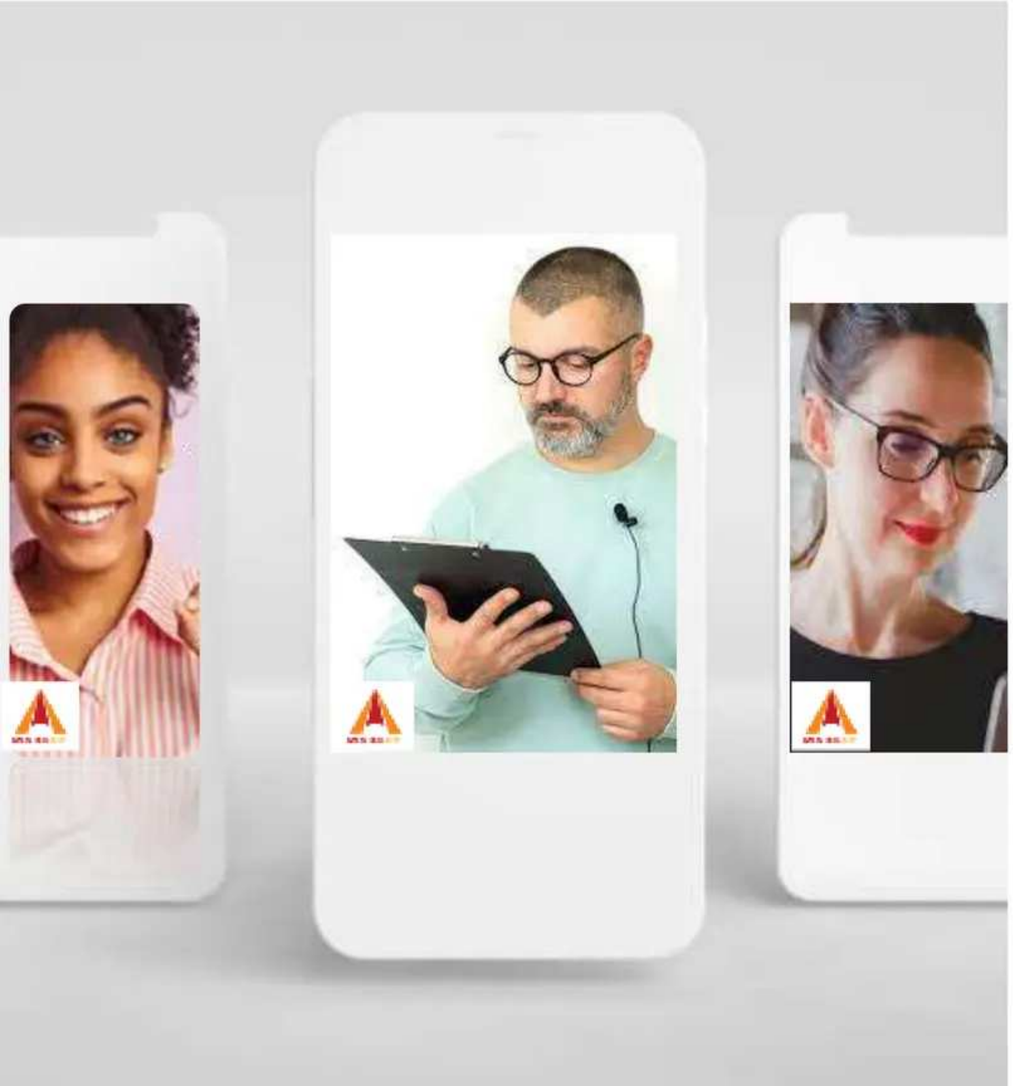
MENTORAPP

MENTORAPP

Fostering Connections
Building Community

Who we are



Why

Entrepreneurs need Mentors …

… Mentors need Entrepreneurs

They just have to **FIND** each other

What

MentorApp is a **AI powered Tinder-like tool** that connects the Mentors and Entrepreneurs globally. MentorApp is vibrant tech-environment that brings in the best elements of the entrepreneurial ecosystem for a mutually beneficial interaction that is both satisfying and remunerative.

How

AI powered platform using proprietary ML techniques and deep mining the ecosystem. Selects the perfect match for what the entrepreneur wants with the what mentors have to offer . It's a subscription based platform that lets subscribers effectively monetise their interactions.

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Problem/Opportunity

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CONTEXT
When does the problem occur?

Startup
- Right from starting up
- Mostly while searching for a co-founder, product-market fit validation, business model validation, product development stage, financial planning, marketing and promotion, growth predication, raising funds
- Only a few mentors are available through personal networks
- Whenever there is an immediate need
- Poor outcome/solution from the mentoring

Mentor
- During mentor-mentee conversations
- During scouting the right startups for mentorship
- Usually when the mentor wants to monetize her services
- Learning from personal experience

PROBLEM
What is the root cause of the problem?

Startup
- Very nascent and have lack of entrepreneurial skills
- Very young startup founding team and many have little experience after their graduation
- Peer-pressure to be part of the startup spree
- Not enough networked
- Limited resources and perks to onboard fulltime mentors
- Lack of availability of mentors within personal network
- Mismatch for startup and mentor

Mentor
- Good visibility in ecosystem but limited personal branding
- Unorganised mentoring format
- No mentor-mentee tracking
- Low rewards and mostly pro-bono
- Difficult to scout right startups
- A lof of time is wasted
- Mismatch of mentor and mentee startup

ALTERNATIVES
What do customers do now to fix the problem?

Startup
- Consult lawyers, CA's, Business Consultants
- Try to seek help from their network, professors of management, reliable friends/ family/relatives who are doing their businesses
- On-board mentors with limited knowledge skill in exchange of equity
- Learn from entrepreneurship books, websites, blogs, articles, online courses, incubators, accelerators

CUSTOMERS
Who has theproblem most often?

Startup
- Mostly very young and early stage startups
- Revenue and growth stage too want business mentors

EMOTIONAL IMPACT
How does the customerfeel?

Startup
- Confused, frustrated and sometimes lost
- Under confident
- Over priced
- Lack of trust, respect and credibility due to poor outcomes or no outcomes

QUANTIFIABLE IMPACT
What is the measurable impact (include units)?

Startup
- Achieve more in less (less time, les money)
- Increase in sales more than double
- Survive for more than 5 years with faster access to external investment

Mentor
- Provide focussed mentoring in just a few hourly slots
- Reduces search time to find the right startup by more than 50%
- Increased numbers of mentee connection requests

ALTERNATIVE SHORTCOMINGS
What are the disadvantages of the alternatives?

Startup
- Lawyers and CA's and business consultants are pricy
- Mostly have domain-specific knowledge, sometimes outdated; may not be relevant right at the starting up phase.
- Sometimes too busy to provide meaningful time
- May be good for financial management but not for the business execution, strategies and growth
- Books are time-consuming, mostly generic, not very updated
- Articles, blogs, websites are too many, time-taking to search the right one, not able to provide much-needed information

Mentors
- Lack of proper platform for provide mentoring
- Offline mentoring is time-consuming and costly
- Limited scope and less rewarding

Entrepreneur Interview Results

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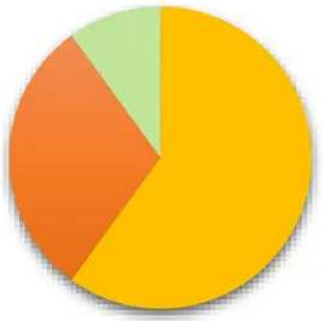
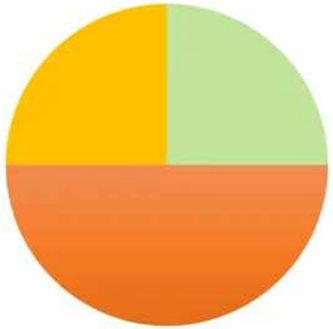
Age-profile of Entreprneurs Interviewed



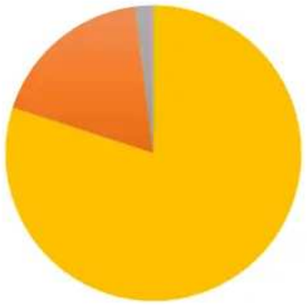
18 - 25 25- 35 35-45

Interview Mode



Surveys Calls One-on-one conversations

Responses to the Interview



We must have a solution to this problem

It would be good-to have a solution to this problem

Asolution to this problem wouldn't matter to me

No. of entrepreneurs interviewed = 100

Word of Mouth:

- I struggle to get the right mentors"
- Fellow entrepreneurs also face a similar struggle – we try to help each other"
- I can't tell you how many times I have called a mentor and explained my business, only to realize that s/he may not be able to help me"
- I regularly exchange notes with other entrepreneurs if I feel a mentor is good or has too much hype"

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Mentor Interview Results

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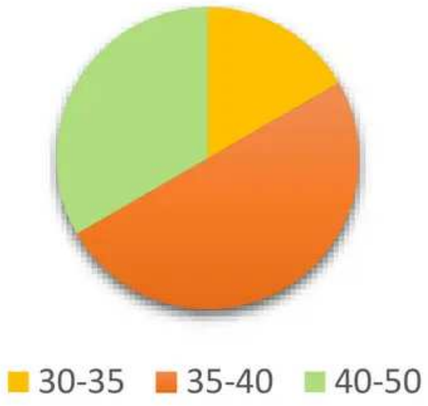
Age-profile of Mentors Interviewed



Interview Mode

Responses to the Interview

No. of mentors interviewed = 50

Word of Mouth:

- "I have to spend a long time listening to entrepreneurs before figuring out if I can help them or not"
- "I find it difficult to keep track of my conversations"
- "I face scheduling challenges"
- "I wish I could get I could also expand my network"
- "I want to take up mentoring full –time; but I am hesitant to ask struggling entrepreneurs for a fee"

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Problem / Opportunity

Start-up:

- Do not have easy access to mentors and experts
- Have to rely on my network and hence may not be connected to the best mentor for my problem areas
- Don't have any reliable information on how helpful the mentoring conversation would turn out to be

Mentor:

- The mentoring sessions are unorganized
- Mentor can't follow through to see if the mentees actually took the advice.
- Unable to showcase these sessions and establish credibility
- The time spent on these sessions is high; the sessions are generally free; no tangible return on the time and effort expended.

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Persona – Entrepreneur

I am in love – I eat, sleep and breathe my venture every moment of the day. I will make it happen."

Age: 25 - 35
Work: Entrepreneur
Location: Sec A / Sec B cities

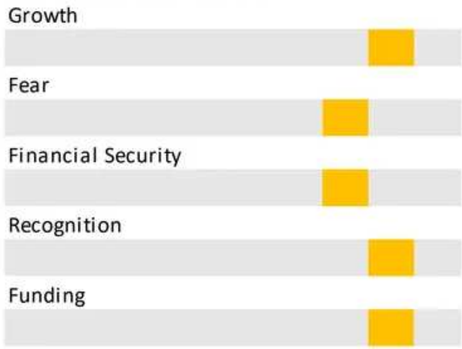
Personality

Risk takers | Self-motivated | Passionate

Goals

- Business Sustainability
- Become the next-big thing
- **Receive investor interest and funding**
- Secure financial future for self and family

Motivations



Frustrations

- Not receiving the desired level of customer traction
- **Lack of connection to mentors and experts**
- **Getting an audience with investors**

Bio

Krish has started his venture about a year ago. Presently, he is at POC stage and has some customers. The venture has yet to achieve its breakeven. He *needs* to make the venture sustainable so that he can start planning for funding to fuel his next level of growth.

He believes the solution has an immense potential to carve out a niche for himself and might end up changing the market dynamics. He is open to take guidance from the mentors, and experts to take his business to success.

He attends different entrepreneurial seminars **and tries to network with experts**. He makes an effort to discuss his business challenges with similar-minded people. At times, he becomes defensive and is unreceptive to strategic advice that is not conducive to his line of thought. At the same time, he is riddled with the fear of losing personal financial security, unfavorable market feedback and lack of investor interest.

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Value Proposition Canvas

Persona – Entrepreneur

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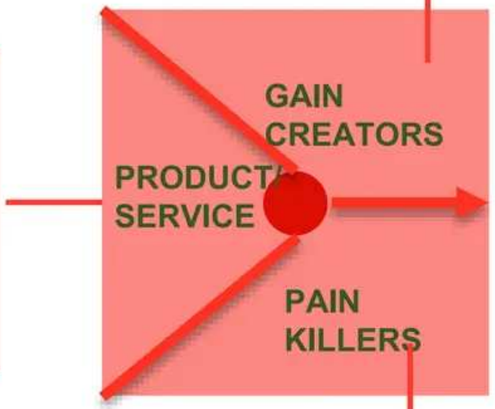
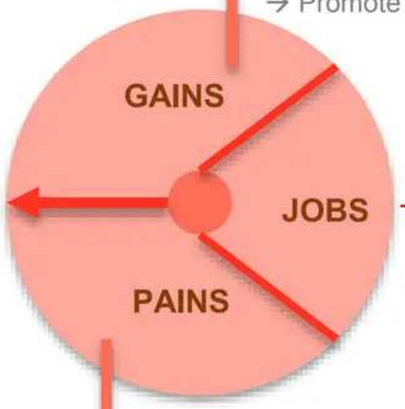
→ Access to Mentor's Network (based on Mentor's discretion)
→ Perfect your Pitch Sessions with Pitch Mentors
→ Discussion Forum / Notice Board to post updates on your start-up
→ Access to market trends, data and analytics that the start-up can use

The MentorApp is a **AI powered platform using proprietary ML techniques to match-make** the specific needs of the start-up and the profile of the Mentor/Expert

MentorApp tracks the progress of the start-up, provides reliable data on the efficacy of the mentoring conversations and sets up a developmental journey for the Mentor.



→ Perfect matchmaking with experts, mentors
→ Exposure to the right kind of Investors



I would **LOVE** it if:

→ I receive connects with industry – customers, suppliers, and service providers etc.
→ I receive connects with Funding Agencies
→ I receive specific inputs on Pitching
→ I receive data and intelligence on market trends and competitors
→ Promote my events, success stories etc.

I would **WANT**:

→ Easy and Convenient Access to Mentors and Experts
→ An opportunity to assess the credibility of the Mentor
→ An opportunity provide feedback on the efficacy mentoring conversation
→ To build my network – connect with other entrepreneurs
→ Share my story, my trials and tribulations

I would **HATE** it if:

→ If I am connected to experts, mentors who do not "get" me and my idea
→ If I feel 'obliged' to follow advice
→ My idea gets 'stolen'

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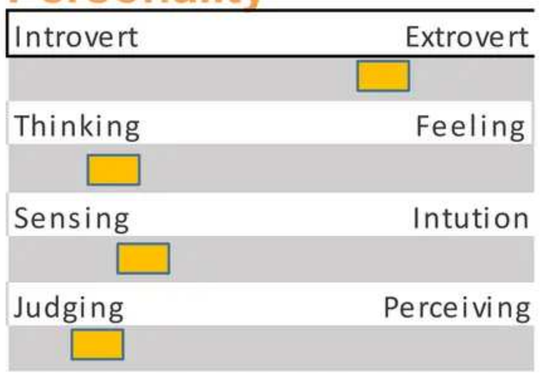
Persona – Mentor

I love entrepreneurs – I am in awe of their struggle and tenacity. I want to give back so that they can learn from my mistakes!

Age: 40-45
Work: Angel investor and established entrepreneur
Location: Sec A / Sec B cities

Personality



Goals

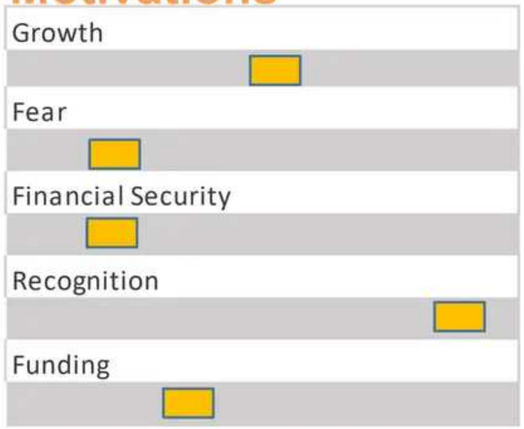
Eager to give back | Knowledgeable | Experienced

- Build a brand for self
- Give back to the community
- Expand my network

Frustrations

- Non committed entrepreneurs
- Unorganized mentoring sessions

Motivations



Bio

Arijit is an established entrepreneur and is active in the start up ecosystem. He is a mentor to few startups in India and SEA. He is eager to help committed entrepreneurs and take them to the next level.

He is a TEDX speaker, loves to travel and network with people from across the globe. He has been able to allocate time to support the startup ecosystem.

He genuinely believes that the new startups can avoid from expensive mistakes and heart-burn if given the right advice at the right time. He gets the internal happiness and peace once the new startups inch towards success.

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Value Proposition Canvas

Mentor - Persona

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→ Exposure to start-ups in 15 developing economies
→ Best practice sharing sessions with global mentors
→ Recognition for efforts through a structured R&R Program
→ Receive further development as Mentor
→ Opportunity to become a mentor to mentors

The MentorApp is a **AI powered platform using proprietary ML techniques to match-make** the specific needs of the start-up and the profile of the Mentor/Expert

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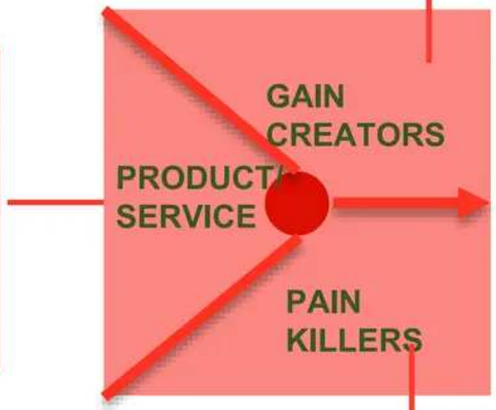

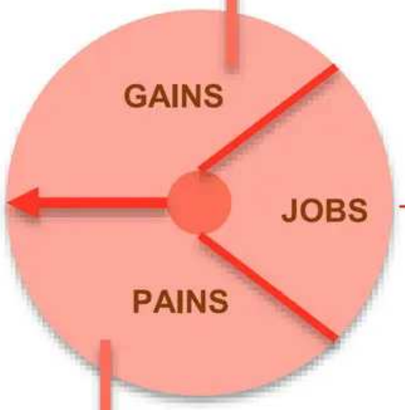

I would **LOVE** it if:

→ I have exposure to international start-ups
→ I receive recognition based on the actual results achieved by the start-ups
→ Further development as a Mentor
→ Mentor aspiring mentors to achieve a multiplier effect

I would **WANT**:

→ Build a brand for self
→ Expand my network
→ Develop myself further as a Mentor
→ Give back to the community
-→Receive local and international recognition
→ Receive attribution for my contribution to the start-up

→ Select committed start-ups
→ Goal based mentoring connects
→ I have the option to choose the start-ups that excite me
→ An NPS based feedback collection

I would **HATE** it if:

→ Start-ups are not committed
→ The intermediary organization does not conduct 'structured mentoring sessions
→ I am bombarded with mentoring requests
→ There is an administrative overload
→ There is no way to capture feedback after the mentoring conversation

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Market Size Estimation

741 M

Total Pop^{n} 18 – 64

37 M

Estimated Entrepreneurs
(approx. 6% of the Pop^{n})

6 M

Total Addressable Market
(approx. 15% of the estimated Ent^{r})

62 M

No. of Professionals on
Linkedin (India)

0.6M

Estimated no. of Mentors
(1% of the Professionals)

- 6M entrepreneurs are looking for mentoring
- There are 0.6 M mentors. The mentor market needs to develop and grow to meet the demand of the entrepreneurs.
- Presently, there is dearth of structured mentor development programs
- At first, the market will be served by getting these 0.6 M mentors on board.
- As the model matures, entrepreneurs would also become mentors and thus keep feeding back to the mentor pool.

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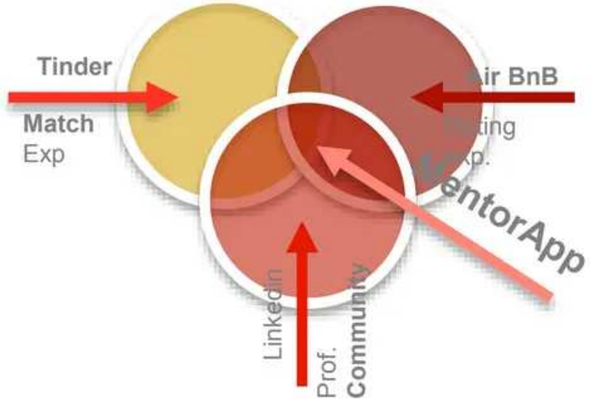
Solution

Access to Mentors, Content and Connects through an AI-enabled tech platform



CONTENT

Masterclasses with Experts | Curated material on specific needs based on the maturity of the start-up

ONE-ON-ONE MENTORING

MentorApp is an AI powered match-making app | Subscription based model | Basic package: 10-hr mentoring pack over 6 months

MENTOR DEVELOPMENT

A well-defined mentor development path with Rewards & Recognition

CONNECTIONS

A virtual watering-hole for Entrepreneurs and Mentors

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Solution

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Benefits to the Entrepreneur

- MentorApp is a virtual watering hole for entrepreneurs and mentors.
- The app aims to use AI/ML to do perfect matchmaking between mentors & entrepreneurs based on industry and specific business issues.
- Tinder-like Swiping from both parties
- A community share highs and lows - Entrepreneurs are encouraged to post on the progress of their ventures and write about significant events in their journey.
- Reviews and ratings on mentoring conversations
- A great place to grow your network

Benefits to the Mentor

- MentorApp will provide Mentors structured guidance on entrepreneurial mentoring - Mentor Development Path
- Systematic rewards and recognition
- Reviews and Scores that they can showcase as evidence of the efficacy of their mentoring conversation
- Stay connected to the start-up - Mentor would get automatic alerts which would help them toe track the journey of the start-ups they are mentoring.
- A great place to grow your network

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Lean Canvas – Entrepreneur

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Problem Insert

Lack of access to mentors & experts

Lack of a way to ascertain the credibility of the expert/ mentor

Lack of a way to rate /provide feedback on the expert/mentor's advice in moving the venture forward

Existing Alternatives

Mentors through existing network

Solution Insert

MentorApp is a virtual watering hole for entrepreneurs and mentors.

The app aims to use AI/ML to do perfect matchmaking between mentors & entrepreneurs based on industry and specific business issues.

A community share highs and lows - Entrepreneurs are encouraged to post on the progress of their ventures and write about significant events in their journey.

Reviews and ratings on mentoring conversations

A great place to grow your network

Key Metrics Insert

Number of clicks on ads
Number of visitors to the website
Numer of app downloads
Number of students/start-ups signed up
Activity on forums and communications
Mentee satisfaction Score
No. of start-ups getting funded

Unique Value Proposition Insert

MentorApp is an AI-powered tool that connects Mentors and Entrepreneurs globally. MentorApp is a vibrant tech environment that brings in the best elements of the entrepreneurial ecosystem for a mutually beneficial interaction that is both satisfying and remunerative.

Using proprietary ML techniques and deep mining the ecosystem. Selects the perfect match for what the entrepreneur wants with what mentors have to offer. It's a subscription-based platform that lets subscribers effectively monetize their interactions.

High Level Concept

Tinder for Entrepreneurs and Mentors

Unfair Advantage Insert

A team of talented coders
A mentor who has an extensive network of entrepreneurs and mentors

Channels Insert

Campus Ecells
Acceleartors / Incubators
TiE
BNI
Social Media - LinkedIn, Twitter Instagram, Facebook
Networks - Coffee Mug, Golder Circle
Watering Holes - Local Seminars and Events

Customer Segments Insert

Entrepreneurs / Startups

Student Entrepreneurs
Entrepreneurs in Incubators
Entrepreneurs in Accelerators
SME Entrepreneurs

Early Adopters

Campus E-Cells in the city
Entrepreneur Alumni in network

Mobile APP Product Development
Salaries
Maintenance and hosting cost
Marketing and Advertisements

Subscriptions

Ad revenue

Mentor Development Fee

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Lean Canvas – Mentors

Problem Insert

Lack of a Structured Mentoring Engagement

Lack of a Program that can track my progress as a Mentor

Lack of Recognition for mentoring efforts

Lack of a methodology to track the venture and how they fared after the mentoring conversation

Existing Alternatives

Start-ups who approach me through my personal network
Get empaneled with T-i-E, Coffee Mug, BYST, Mentorkart, etc.

Solution Insert

MentorApp will provide Mentors structured guidance on entrepreneurial mentoring - Mentor Development Path
Systematic rewards and recognition

Reviews and Scores that they can showcase as evidence of the efficacy of their mentoring conversation

Stay connected to the start-up - Mentor would get automatic alerts which would help them toe track the journey of the start-ups they are mentoring.

A great place to grow your network

Key Metrics Insert

No. of mentors signed up
No. Mentors moving forward on the developmental journey
Mentor satisfaction score

Unique Value Proposition Insert

MentorApp is an AI-powered tool that connects Mentors and Entrepreneurs globally. MentorApp is a vibrant tech environment that brings in the best elements of the entrepreneurial ecosystem for a mutually beneficial interaction that is both satisfying and remunerative.

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High Level Concept

Tinder for Entrepreneurs and Mentors

Unfair Advantage Insert

A team of talented coders who are passionate about delivering a network of value of value for teh ecosystem
A mentor who has an extensive network of entrepreneurs and mentors

Channels Insert

Campus Ecells
Accelerators / Incubators
TiE
BNI
Social Media - LinkedIn, Twitter Instagram, Facebook
Networks - Coffee Mug, Golder Circle
Watering Holes - Local Seminars and Events

Customer Segments Insert

Established Business Mentors
Experts - Fin, Sales, Funding
Budding Business Mentors

Early adopters

Mentors & Experts aligned with Campus E-Cells

Cost Structure Insert

Mobile APP Product Development
Salaries
Maintenance and hosting cost
Marketing and Advertisements

Revenue Stream Insert

Subscription Plans for Entrepreneurs
Platinum
Gold
Silver

Ad Revenues

Mentor Development Fee

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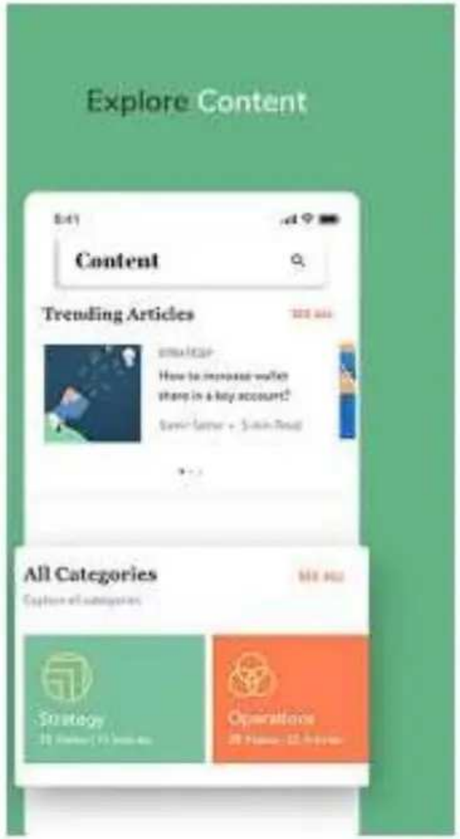
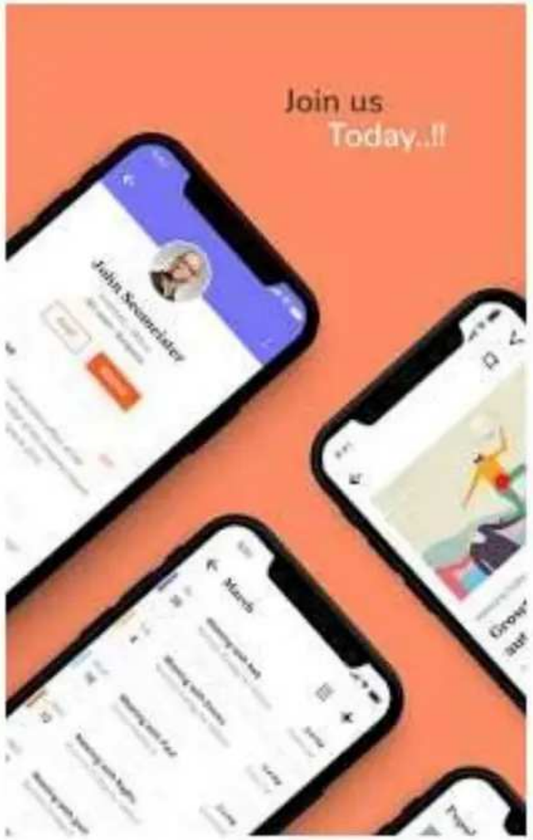
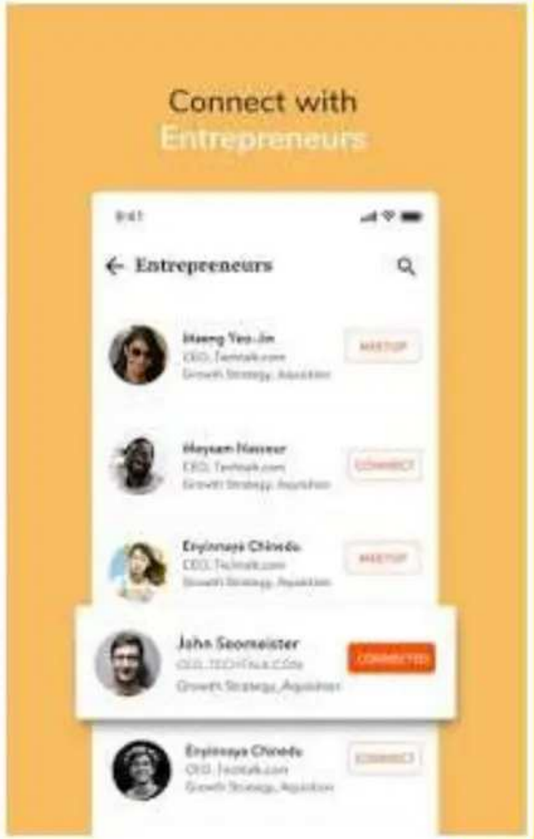
Competitor Analysis

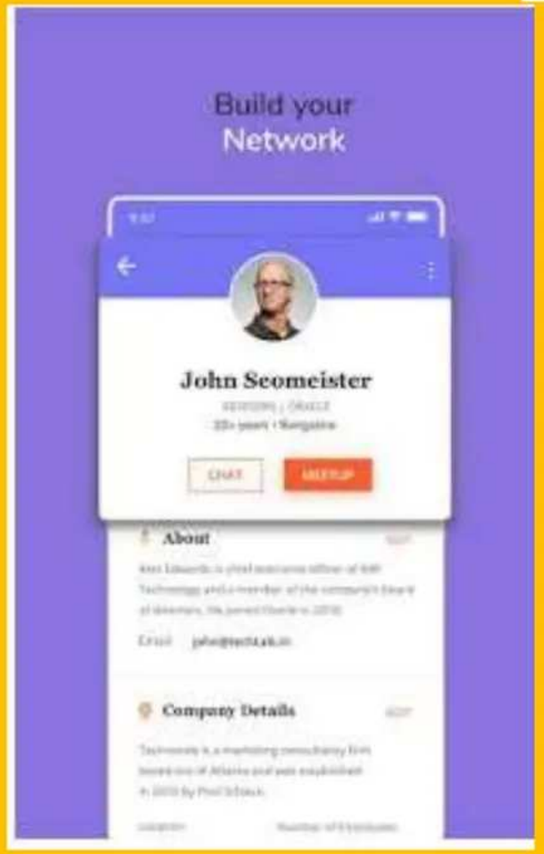
Benefits	MentorKart	MentorToGo	Headstart	MentorBox	MentorApp
Product	App	Offline Mentoring program + App	Offline Mentoring Program	App	App
Pricing	Rs. 1947 per mentoring session	Pro-bono	Pro-bono	Rs. 449	Subscription
UVP	Hand-holding exclusively for entrepreneurs	India's first and largest youth mentoring organization	It is an invite-only meetup that provides mentoring to select start-ups	Career mentorship, soft skill development and strategic coaching to make our mentees career ready	Specific App for AI /ML powered match making between start-ups and Mentors. Subscription based platform that lets subscribers effectively monetise their interactions
Branding Channels	Social Media, Networks	Social Media, Networks	Social Media, Networks	Social Media, Networks	Campus E-Cells Social Media, Networks
Market Review	3.2	4	No reviews found	4.9	-

MVP-1









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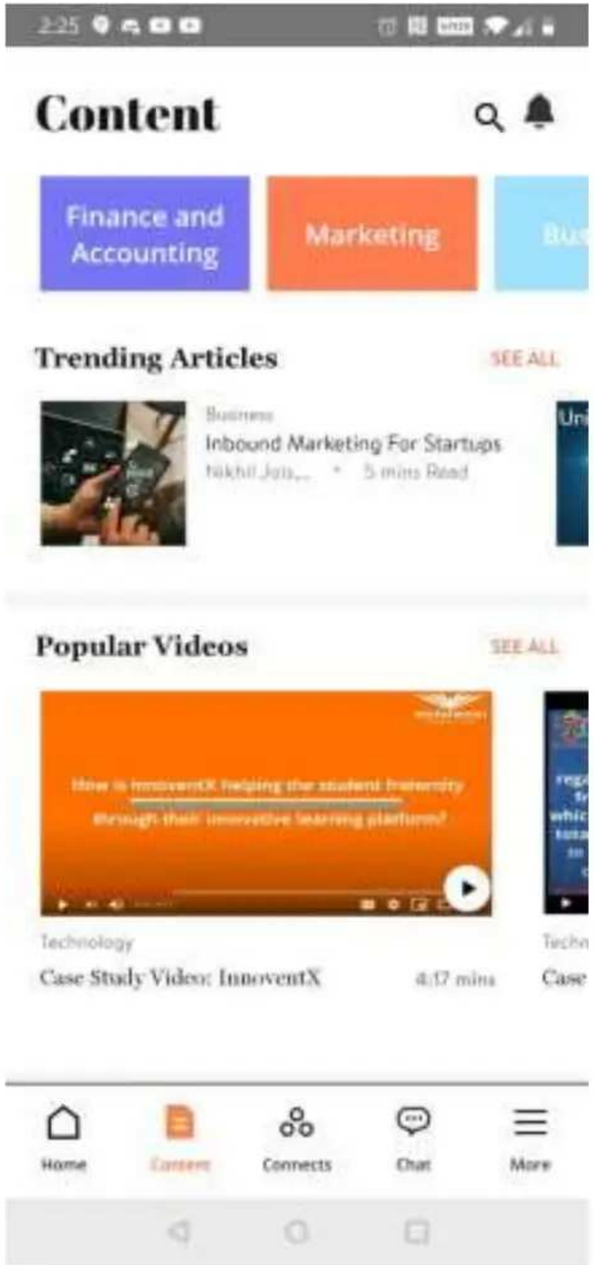
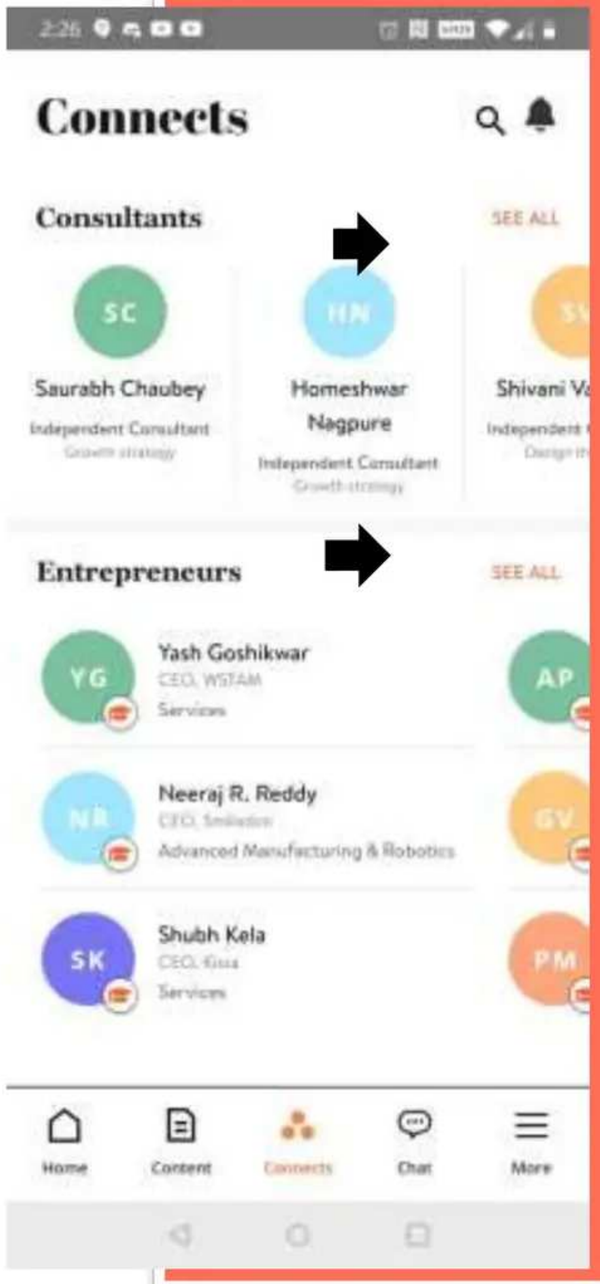
MVP-2





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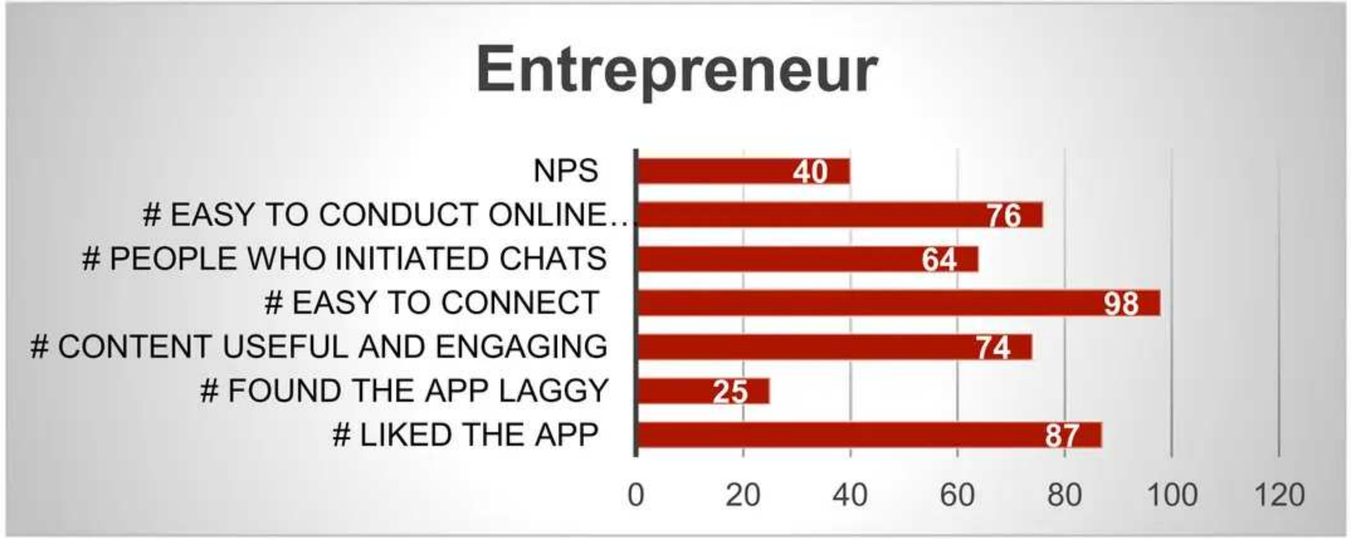
MVP Validation



90/100 entrepreneurs who were surveyed at the beginning participated in the MVP validation and used the app for 15 days.

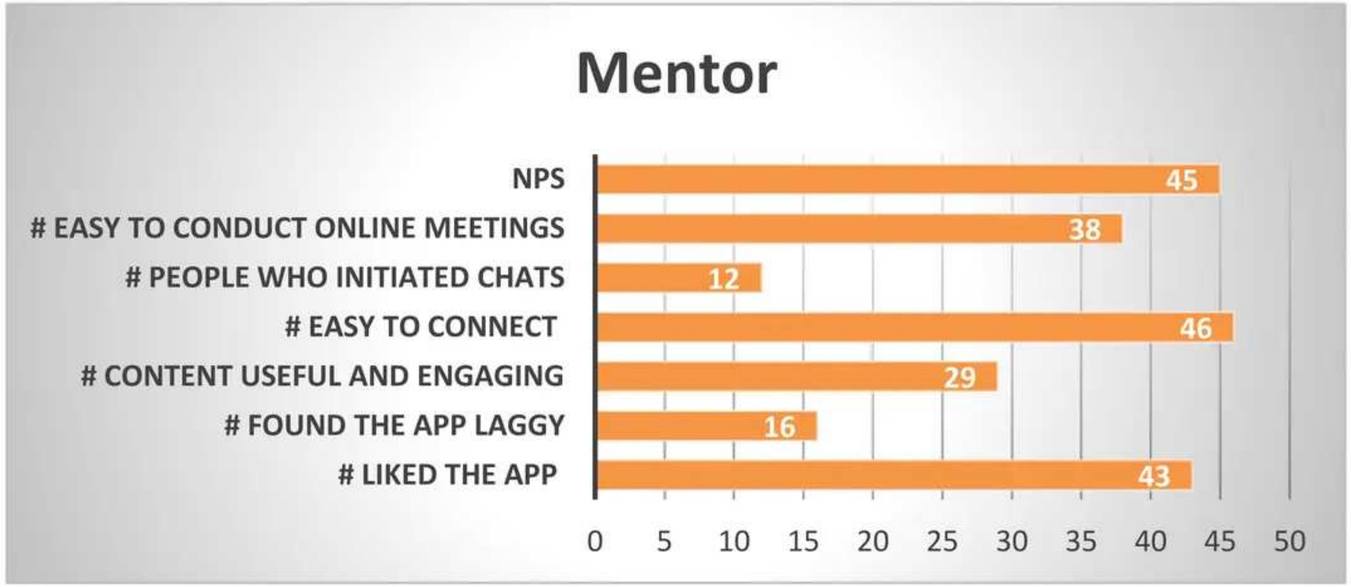
Qualitative Feedback

Good

- The app layout is designed well and is easy to navigate
- The search for mentor option gives right mentors with right key words

Improvement

- The app is a bit slow sometime and stops working
- The chat feature allows the user to share phone numbers etc. That should be controlled.
- Expertise and domain-specific search will improve the overall search and match making
- An inbuilt feature to record meetings will be helpful



50/50 mentors who were surveyed at the beginning participated in the MVP validation and used the app for 15 days.

Qualitative Feedback

Good

- The app provides the right match making
- The design look good

Improvement

- The UX is not so good, it lags sometime and stops working
- Sector wise startup search should be present
- An automatic email notification with calendar invite should be added

Sales Funnel

*This sales funnel is for one year

MARKET SEGMENT and CHANNELS

- 6M entrepreneurs are looking for mentoring
- There are 0.6 M mentors. The mentor market needs to develop and grow to meet the demand of the entrepreneurs.
- Presently, there is dearth of structured mentor development programs
- At first, the market will be served by getting these 0.6 M mentors on board.
- As the model matures, entrepreneurs would also become mentors and thus keep feeding back to the mentor pool.

Marketing and Sales

Brand Logo

MENTORAPP

Fostering Connections

Building Community

POSITIONING STATEMENT

For Entrepreneurs and Mentors, who want to connect with each other, MentorApp is an **AI-powered Tinder-like tool** that connects Mentors and Entrepreneurs globally. MentorApp is a vibrant tech environment that brings in the best elements of the entrepreneurial ecosystem for a mutually beneficial interaction that is both satisfying and remunerative. **Unlike a few existing platforms, with its unique AI-powered platform using proprietary ML techniques** and deep mining ecosystem, it selects the perfect match for what the entrepreneur wants with what mentors have to offer. It's a subscription-based platform that lets subscribers effectively monetize their interactions

MARKET SEGMENT and CHANNELS

- **Market Segments**

  Customers:

  Early Adopters:
  - Entrepreneurs who are in need of Mentors
  - Mentors who are willing to devote time and share their expertise in

- **Channels:**
  - Entrepreneur and Mentor Community on LinkedIn and Facebook closed groups
  - Startup India web page tagging
  - Sponsor to Entrepreneurship/ Startup Networking Events

Start-up Costs

Starting Costs	
Startup Cost	**₹3,35,000**
Business Registration fees	₹15,000
Product Development	₹95,000
Website Design	₹20,000
Website Development	₹55,000
Computer Systems	₹1,50,000
Capital Work in Progress (Fixed Asset)	**₹2,50,000**
Additional Workstation	₹2,50,000
Starting Operations (Budgeted)	**₹4,15,000**
Product Launch Expenses	₹1,25,000
Rental expenses	₹2,10,000
Stationery and office supplies	₹10,000
Miscellanous	₹75,000
Start-up capital	**₹10,00,000**
Share Captial (by Team)	₹5,00,000
Loans (from Bank or Others)	₹5,00,000

Explanation

- The basic starting cost is the website design and development cost and the cost of office computers.
- We haven't considered a fixed deposit for office space since they'll be working out of college. The cost of a Chartered Accountant company registration is taken into account.
- The total startup investment is INR 10,00,000. Half of the amount is invested by founders and the other half is interest-free loan from friends and family.

Forecast P&L

MENTORAPP

Profit & Loss Account (Income Statement)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Sales													
Cash Sales	₹ 5,00,000	₹ 7,50,000	₹ 10,00,000	₹ 14,00,000	₹ 19,00,000	₹ 25,00,000	₹ 32,00,000	₹ 40,00,000	₹ 47,00,000	₹ 55,00,000	₹ 62,50,000	₹ 70,00,000	₹ 3,87,00,000
No. of Units Sold	50	75	100	140	190	250	320	400	470	550	625	700	3870
Price Per Unit	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000
Other Cash Receipts													
Total Sales	₹ 5,00,000	₹ 7,50,000	₹ 10,00,000	₹ 14,00,000	₹ 19,00,000	₹ 25,00,000	₹ 32,00,000	₹ 40,00,000	₹ 47,00,000	₹ 55,00,000	₹ 62,50,000	₹ 70,00,000	₹ 3,87,00,000
COGS													
Cost of Services	₹ 3,50,000	₹ 5,25,000	₹ 7,00,000	₹ 9,80,000	₹ 13,30,000	₹ 17,50,000	₹ 22,40,000	₹ 28,00,000	₹ 32,90,000	₹ 38,50,000	₹ 43,75,000	₹ 49,00,000	₹ 2,70,90,000
Cost Per Unit	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000	₹ 7,000
Gross profit	₹ 1,50,000	₹ 2,25,000	₹ 3,00,000	₹ 4,20,000	₹ 5,70,000	₹ 7,50,000	₹ 9,60,000	₹ 12,00,000	₹ 14,10,000	₹ 16,50,000	₹ 18,75,000	₹ 21,00,000	₹ 1,16,10,000
Fixed Expenses													
Salaries	₹ 60,000	₹ 60,000	₹ 60,000	₹ 60,000	₹ 85,000	₹ 85,000	₹ 1,05,000	₹ 1,05,000	₹ 1,35,000	₹ 1,35,000	₹ 1,50,000	₹ 1,50,000	₹ 11,90,000
Marketing and Promotion	₹ 42,000	₹ 42,000	₹ 42,000	₹ 42,000	₹ 42,000	₹ 42,000	₹ 42,000	₹ 42,000	₹ 42,000	₹ 42,000	₹ 42,000	₹ 42,000	₹ 5,04,000
Digital Marketing & Cust Services	₹ 80,000	₹ 80,000	₹ 80,000	₹ 80,000	₹ 80,000	₹ 80,000	₹ 80,000	₹ 80,000	₹ 80,000	₹ 80,000	₹ 80,000	₹ 80,000	₹ 9,60,000
Utilities (Electricity etc.)	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,000	₹ 1,80,000
Office Supplies & Misc	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 1,20,000
Rent	₹ 35,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 4,20,000
Total Expenses	₹ 2,42,000	₹ 2,42,000	₹ 2,42,000	₹ 2,42,000	₹ 2,67,000	₹ 2,67,000	₹ 2,87,000	₹ 2,87,000	₹ 3,17,000	₹ 3,17,000	₹ 3,32,000	₹ 3,32,000	₹ 33,74,000
Result													
Net Profit/Loss	₹ -92,000	₹ -17,000	₹ 58,000	₹ 1,78,000	₹ 3,03,000	₹ 4,83,000	₹ 6,73,000	₹ 9,13,000	₹ 10,93,000	₹ 13,33,000	₹ 15,43,000	₹ 17,68,000	₹ 82,36,000
Gross Profit Margin	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Net Profit Margin	-18%	-2%	6%	13%	16%	19%	21%	23%	23%	24%	25%	25%	21%

Explanation

The products being sold are 'One Hour of Mentoring' for now. These are one on one sessions that are paid for my the mentee, purchased in advance in size of 10hr packs . There could be additional revenues by way of in-line app advertising at a later stage. Refer to the Financial statement sheet here.

Unit Economics

P & L/ unit	Year 2022
Revenue	₹ 10,000
COGS	₹ 7,000
Gross Profit	₹ 3,000
Gross Profit Margin	30%
Operating Costs	₹ 7,872
Operating Profit	₹ 2128

Unit Economics	Year 2022
CAC	₹ 378
CLV	₹ 4,031
ARPU	₹ 12,900

The above is the Unit Economics for year 1 (year 2022). Refer to P&L statement for year 1 in slide 21.

Terms	Explanation (For the actual calculations, refer to the Financial Plan Excel sheet link)
CAC	(Cost of Sales + Cost of Marketing) / Number of new customers acquired (in currency terms)
CLV	Average purchase value x Average purchase frequency x Average Customer Lifespan x Gross Margin
ARPU	Total revenue in specific period/Total number of customers during the same period (in currency terms)
GROSS PROFIT	Total revenue – Total COGS (In currency terms)
OPERATING COSTS	Cost of goods sold (COGS) + operating expenses (OPEX)
OPERATING PROFIT	Revenue from Core Operations – Cost of Goods Sold – Operating Expenses – Depreciation – Amortization Expenses
CHURN RATE	(Customers at the beginning of the period – customers at the end of the period) / customers at the beginning of the period

Assumptions (Year 2022)

3000 customers purchase 3780 subscriptions

Churn rate = 96% (A customer subscription once and stays for only for 1 month)
Depreciation and Amortization have been assumed to be 0%

Since it is a subscription package for 1 month, it is assumed that more than 90% of customers will buy it only once, hence if the customers at the beginning are 50 at the end of 1 month around 2 will be retained. In this case, the churn rate is very high 96%, but for a venture like Mentorapp which is dependent mostly on new customers makes sense.

Funding Plan & Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of sales	3870	4650	5580	6700	8000
Value of each sale (Contribution)	₹ 3,000	₹ 3,000	₹ 4,000	₹ 4,000	₹ 5,000
Average Price per unit	₹ 10,000	₹ 10,000	₹ 12,000	₹ 12,000	₹ 13,000
Average Cost per unit	₹ 7,000	₹ 7,000	₹ 8,000	₹ 8,000	₹ 8,000
Total revenue	₹ 3,87,00,000	₹ 4,65,00,000	₹ 6,69,60,000	₹ 8,04,00,000	₹ 10,39,96,800
Gross Profit	₹ 1,16,10,000	₹ 1,39,50,000	₹ 2,23,18,326	₹ 2,67,97,990	₹ 4,00,00,000
Capital costs					
Land and building	N.A.	N.A.	N.A.	N.A.	N.A.
Equipment	₹ 2,50,000	₹ 10,00,000		₹ 18,00,000	
Product development costs	₹ 95,000	₹ 5,00,000	₹ 7,00,000		₹ 10,00,000
Others	₹ 3,35,000				
Total	₹ 6,80,000	₹ 15,00,000	₹ 7,00,000	₹ 18,00,000	₹ 10,00,000
Expenses (Annual)					
Salaries	₹ 11,90,000	₹ 13,09,000	₹ 14,39,900	₹ 15,83,890	₹ 17,42,279
Marketing and Promotion	₹ 5,04,000	₹ 5,54,400	₹ 6,09,840	₹ 6,70,824	₹ 7,37,906
Digital Marketing & Customer Services	₹ 9,60,000	₹ 10,56,000	₹ 11,61,600	₹ 12,77,760	₹ 14,05,536
Utilities (electricity etc.)	₹ 1,80,000	₹ 1,98,000	₹ 2,17,800	₹ 2,39,580	₹ 2,63,538
Office Supplies	₹ 1,20,000	₹ 1,32,000	₹ 1,45,200	₹ 1,59,720	₹ 1,75,692
Rent	₹ 4,20,000	₹ 4,62,000	₹ 5,08,200	₹ 5,59,020	₹ 6,14,922
Total	₹ 33,74,000	₹ 37,11,400	₹ 40,82,540	₹ 44,90,794	₹ 49,39,873
Earnings (EBITDA)	₹ 82,36,000	₹ 1,02,38,600	₹ 1,82,35,786	₹ 2,23,07,196	₹ 3,50,60,127

Note: A 20% YoY linear growth in sales is projected.

Funding Plan & Projections

Funding Needed For	Market Expansion and Product Development for the next 5 years
Current Equity Capital of Founders	The Founders have put in paid up capital of INR 0.5M , they also have a debt of INR 0.5M from family and friends which will be converted into equity at par. Total Capital is INR 1M
Potential Funding Sources	Angel Networks , Seed Funds , HNI's
Current Valuation of Company	The company is seeking a current valuation of INR 70M based on comparables of 12 P/E on a 5 year projection based on current sales
Target Fund Raise	The company is seeking to raise INR 20M
WIIFM for Investors	26% equity in the company and a seat on the board
Future Fund Raise	Series A from marquee VC Firms

Team Commitment

Edward John (CEO)
The Visionary – MentorApp has been Edward's idea. The problem is one that is 'close to his heart'.

Priyanca Jain (CTO)
The Hacker – Priyanca comes with coding skills par excellence. She already has 2 apps to her credit

Farhan Ahmed (CMO)
The Hustler – Farhan is a born salesman. He is a mobilizer and has connects with campuses across the country through their e-cells

MENTORAPP

Thank You!