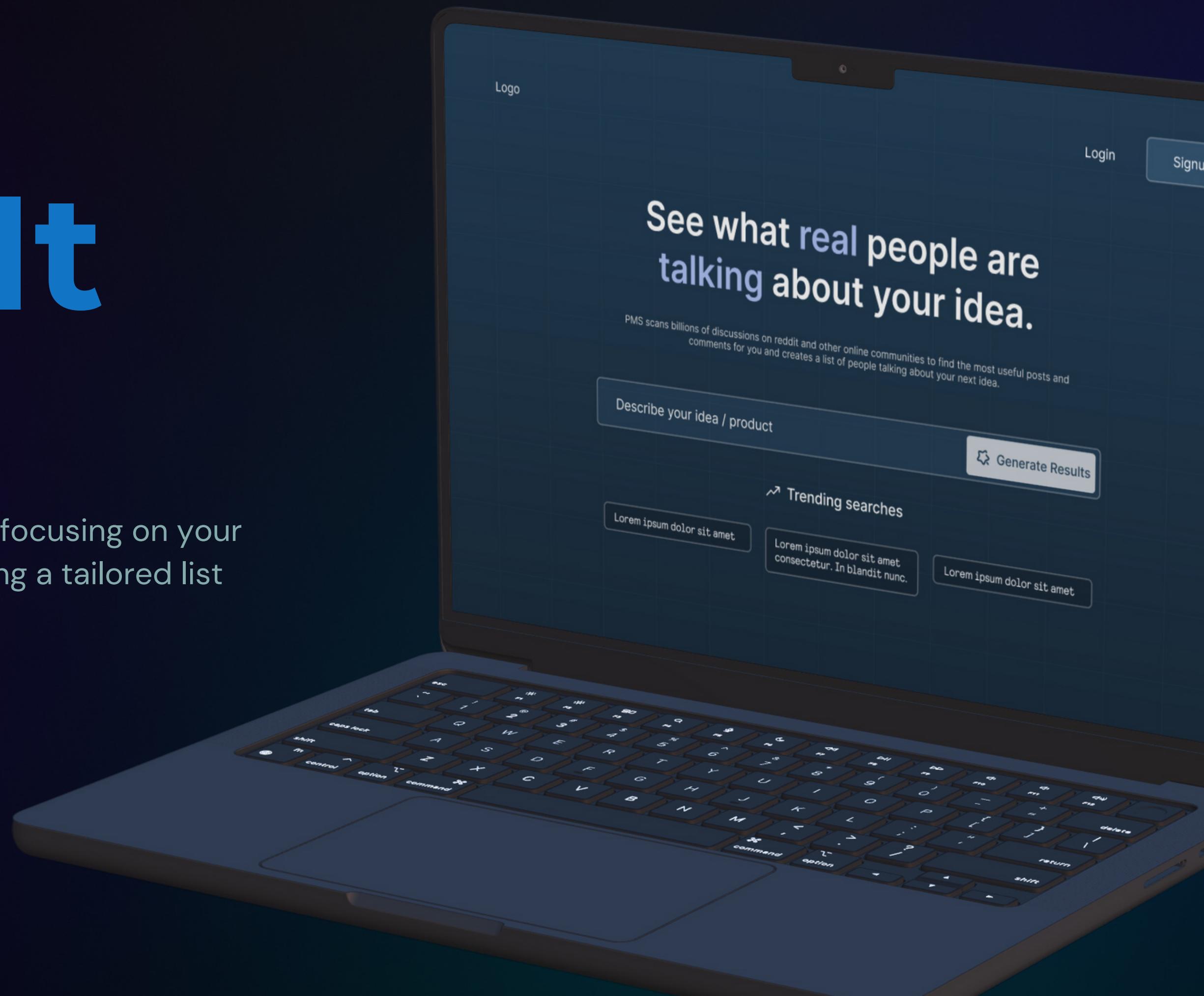


IdeateIt

From Idea to customer

IdeateIt curates top online discussions, focusing on your idea, from platforms like Reddit, providing a tailored list of engaged users.

Team Fresources



Problem

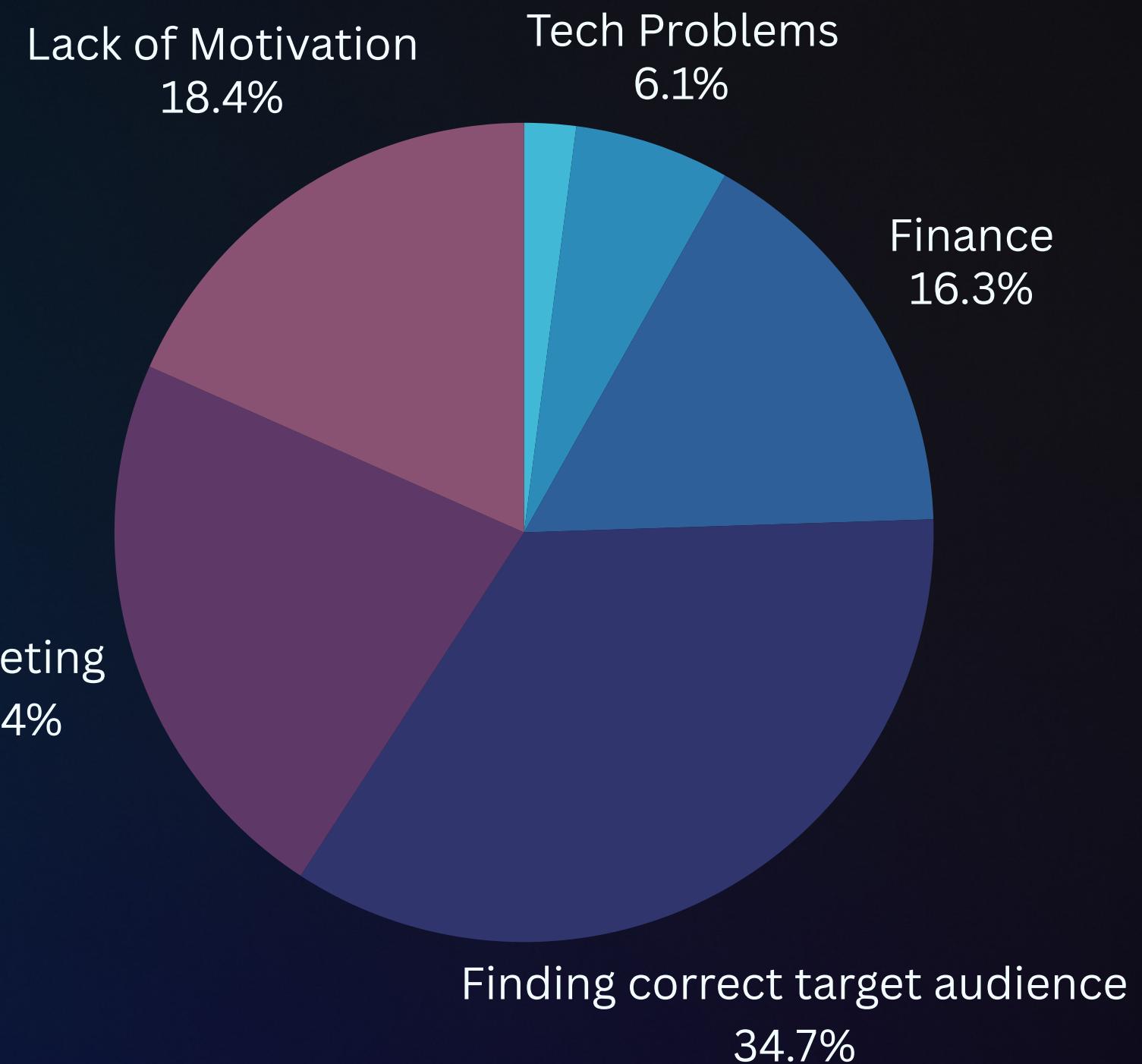
According to statistics, **the current startup failure rate** is high, with about **90% of new business ventures failing**.

This means that **only 1 out of every 10 startups** will succeed in the long run.

Overall, most startups fail due to common issues such as

- **lack of market research**
- **finding targeted audience**
- **poor business planning**
- **no idea validation**
- **spending time on useless features**

Reasons for Startup Failures



Pain Points of SaaS Founders

Friends Can't always validate the ideas

Social Media is full of useless posts

Spending time on building the wrong features

Lack Of Access To Realtime Market Invalidation

Uncertainty About The Viability And Potential Of Their Ideas





Solution

Discover the honest opinions of your potential customers about your SaaS

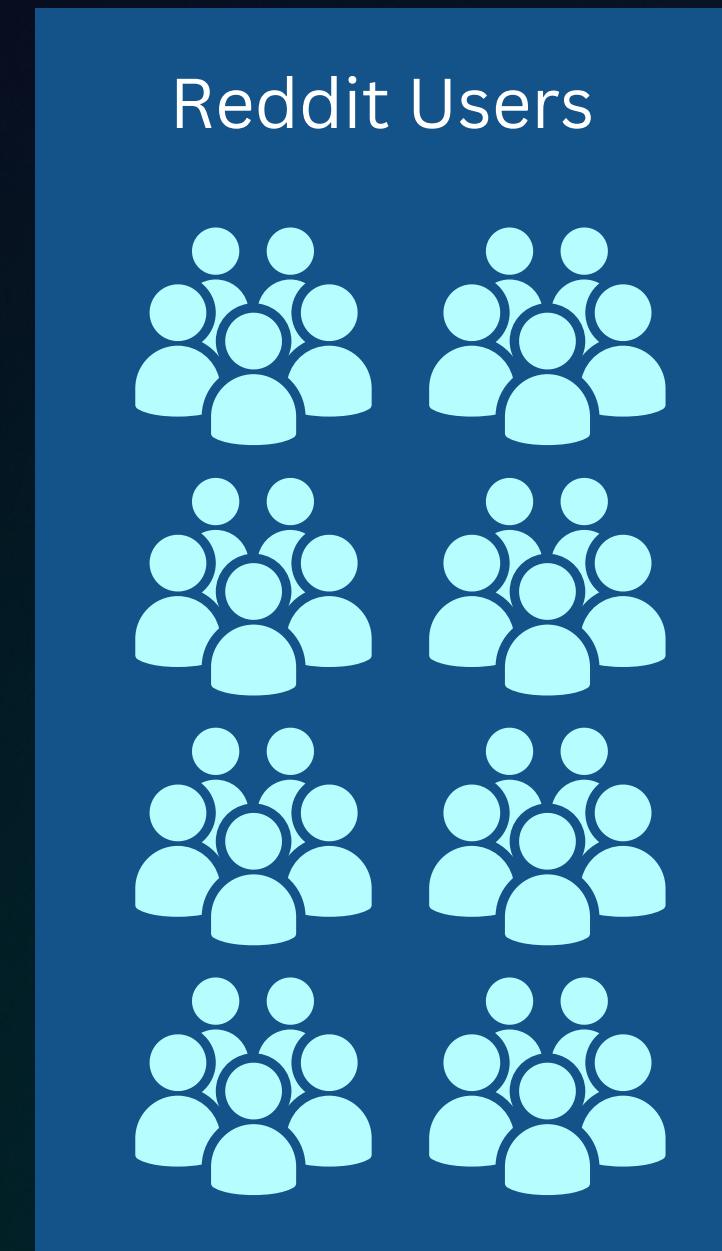
Our platform uses the power of social media to instantly validate your SaaS idea and ensure you're building something people truly want.



Working Under the hood



User inputs
business ideas



We scrape 100s of subreddits to
find posts according to relevance



Our **IdeateIt** engine
parses the output and
derives conclusions

User Base
+
Validation Score
+
Validation Summary

Features

1. TLDR Summary

IdeateIt will give you a tldr summary for how the internet feels about your idea.

TLDR Summary

A Subscription-Based Service Offering Personalized Mindfulness Coaching Through Interactive Sessions and Daily Mindfulness Exercises Tailored to Individual Needs.

Posted by [moonparker](#) · in [r/startup_ideas](#) · 5 months ago

Summary

- Imagine a subscription-based platform that provides personalized mindfulness coaching tailored to individual needs.
- Users would receive access to interactive sessions led by experienced mindfulness instructors, along with daily mindfulness exercises designed to enhance mental well-being and reduce stress.
- Through the platform, users can define their specific goals and preferences, allowing the service to curate a personalized mindfulness journey.
- This service aims to empower individuals to prioritize their mental health and well-being in a convenient and accessible way through digital mindfulness coaching.

Features

2. Filter by subreddits

Add or remove subreddits and it automatically generates a new result.

The screenshot shows a dark-themed mobile application interface. On the left, there's a sidebar with a white header that says "Include subreddit +". Below this, there's a list of four subreddits, each preceded by a small circular icon: r/business (blue), r/startup_ideas (purple), r/askreddit (light blue), and r/travel (teal). The main content area of the app is visible on the right.

3. user info, posts and comments

Add or remove subreddits and it automatically generates a new result.

The screenshot shows a dark-themed mobile application interface. At the top, there's a header with a "Sources" icon and the word "Sources". Below this, a message states "A total of 369 users have been talking about your idea in 3 Subreddits." There are three cards displayed, each representing a user's post:

- u/unapologeticNerd**
I wish there was an app which connects me with personalised..
 r/askReddit
- u/Chaitanya**
I'm working on an app which will cater to individual exercise..
 r/startup_ideas
- u/bakshi_dhruv**
Not a gym in my area, need an online trainer.
 r/gymFreaks

At the bottom right, there's a button labeled "+ View All".

Unique Selling Point

Real And Fast
Feedback

Realtime
Social Media
Insights

Skip Costly
Research

Build Right, First
Time

Find the correct
Target Audience

Launch with
Confidence

If not IdeateIt then what?

Conduct
Thorough Market
Research

Extravagant
costs of
agencies

Hassle of finding
real audience

No Realtime
Social Media
Insights

No community
for your product

Business Plan

We have devised **five strategic revenue models** to fortify our **financial sustainability** and **drive success** for our project.



Credit System

Additional \$2 per credit , for extra credits apart from monthly plan

MONTHLY PLAN	Credits	Customizable Features	Price
Hobby	3	✗	\$6
Pro	8	✓	\$12
Enterprise	12	✓	\$15

Empowering SaaS founders by providing them with **50 extra credits**.

Target Audience

Total Entrepreneurs in India	76 million
Startups that received incubation in last 2 years	~52,000

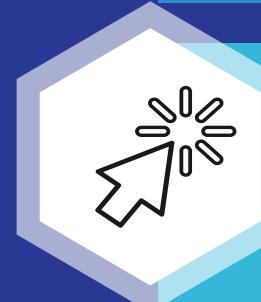
In this challenging landscape, our project **maximizes efficiency**, and **enhances the probability of success** by giving the correct direction to a potential SaaS



Entrepreneurs and Startups
(76 million)



Solo professionals and creatives
(estimated 10 million)



Students, educators, and educational institutions (estimated 45 million)



Small and medium-sized businesses (63.4 million)



Marketing Agencies or Professionals (estimated 5 million)

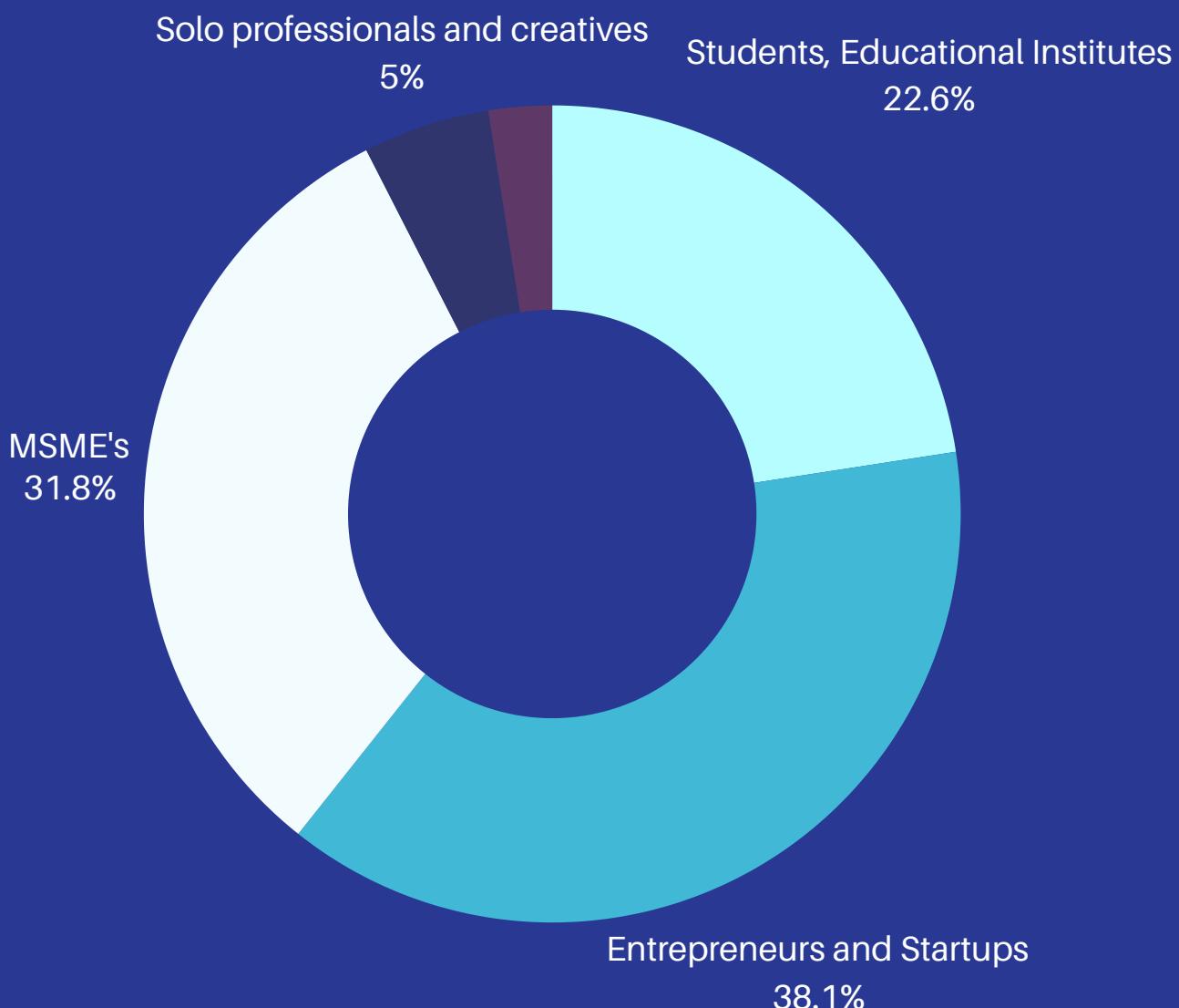
Market Size

According to the Target Audience

Total Addressable Market (TAM):
200 million potential users in India.

Market Penetration Rate :

Due to the **early stage and broad target audience**, achieving a high penetration rate might be challenging. We can consider a conservative estimate of **1% market penetration (2 million users)**.



Potential Revenue

Average Revenue Per User : Let's assume a user distribution of **60% Basic, 30% Standard, and 10% Premium**.

$$\text{ARPU} = (0.6 * \$2) + (0.3 * \$1.5) + (0.1 * \$1.25) = \$1.775$$

Total Monthly Revenue: 2 million users * \$1.775

Monthly Revenue = \$3.55 million

Annual Revenue: \$42.6 million

Potential Valuation

Given the early stage, considering the **Price-to-Sales (P/S) ratio** of **5** (a relatively low ratio for early-stage startups).

Valuation Estimate: \$42.6 million (annual revenue)

$$* 5 (\text{P/S ratio}) = \textbf{\$213 million}$$

Future Goals

Sentiment Analysis Integration

Go beyond keyword matching and analyze the sentiment behind comments and posts. Identify not just what people are saying, but also their feelings towards the idea.

Multi-Question Idea Prompts

Move beyond a single-line prompt. Develop a series of questions that delve deeper into the target market, value proposition, and unique selling points of the idea.

Categorize wrt More Social Media

Integrate data scraping from additional platforms like Discord, Instagram, and forums relevant to specific industries and show them separately.

Community Features

User Forum: where **entrepreneurs can connect, share ideas, and ask questions** related to business planning.

Expert Q&A: Partner with **industry experts to host live Q&A sessions or offer consultations** within the platform.

Thank You

~ Team Fresources