



Market Analysis

App based security and community management for gated premises

A colorful, stylized illustration of a city skyline. It features a variety of building types, from small houses to large skyscrapers, all rendered in shades of green, blue, and white. Interspersed among the buildings are several stylized trees and a few small, puffy clouds in the sky.

By: Ishant Khurana And Piyush Pandey



Introduction

MyGate is a mobile based intelligent security application to enhance safety of gated communities. The product is designed and executed by founders with experience in the Armed Forces, NSG/SPG and technology experts from Google and Oracle. MyGate will augment existing security in an intelligent and non-intrusive manner.

MyGate is deployed in 7000+ communities in Bangalore, Chennai, Hyderabad, Mumbai Delhi and Pune.



7000+
communities



900,000+
app users



\$11.5 million
funding



165 million+
visits validated



700,000+
homes



600+
strong team

Products and Services

Visitor Management

Ensure your guests always feel welcome.

Now with a simple passcode, your guests can be at your door in minutes. No need for the register.



Daily Staff Management

No more anxiety about whether your maid has checked in!

Know exactly when your maid, cook or driver enters the community, pay their salaries and review their attendance on the app.



Security Management



Delivery Management

All your packages delivered, whether or not you're home

Not home? No problem. Simply instruct security to collect it for you via the app and pick it up at your convenience.

Child Security

Freedom for your children, but not at the cost of security

With MyGate, ensure that they need your permission to leave the community with or without an escort

- + Security Alert, eIntercom, Number Plate Recognition, OverStay Alert etc.

Products and Services

Accounts & Payments

Money management made easy

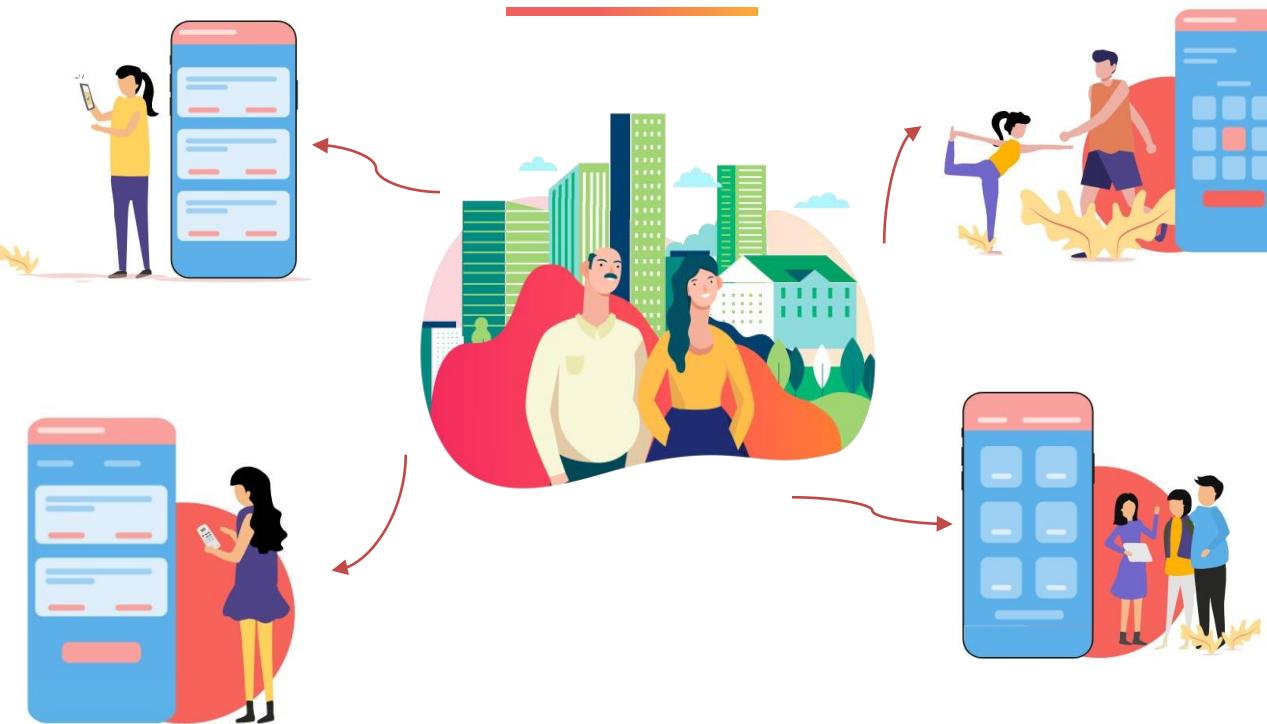
Simplified money management, with a complete accounting toolkit for the committee and one-click payment for residents.

Helpdesk

Solve problems on-the-go!

MyGate makes it easy to manage and assign complaints and provides residents with real-time updates

Community Management



Amenities' Booking

For a safer, better managed clubhouse

Do you know who is using the facilities within your community? MyGate can make it happen.

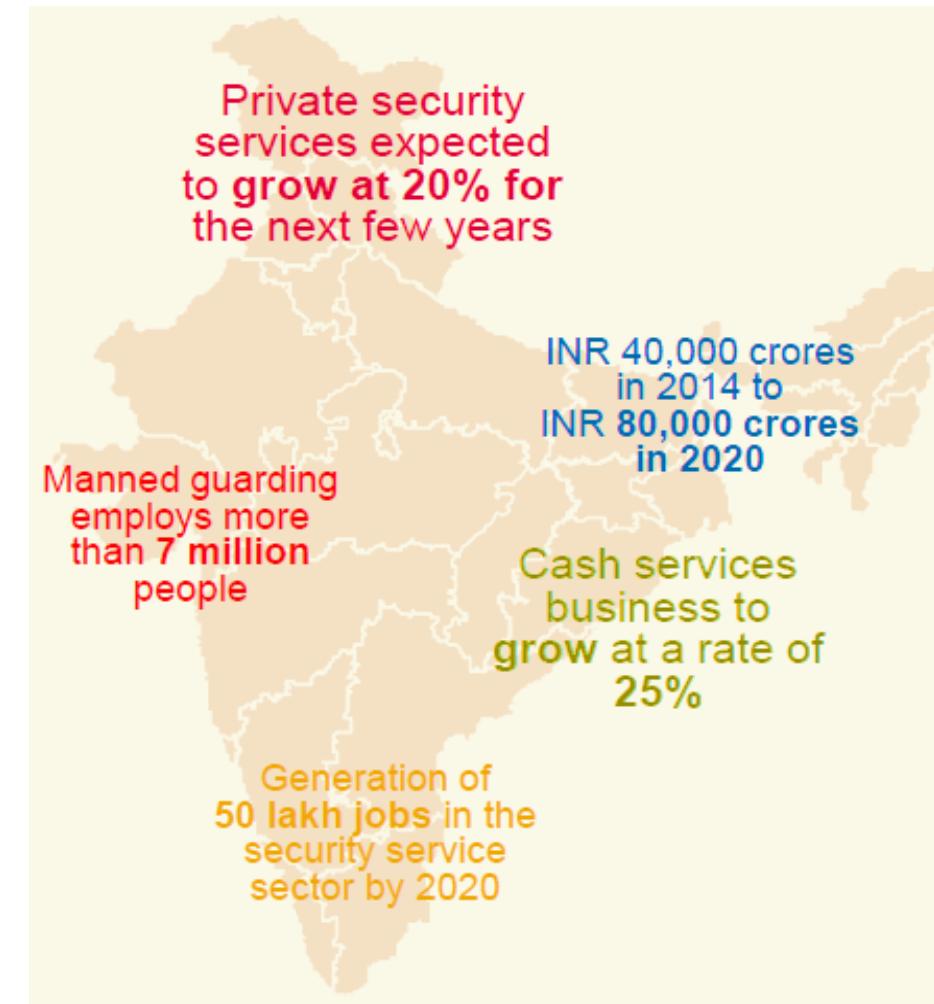
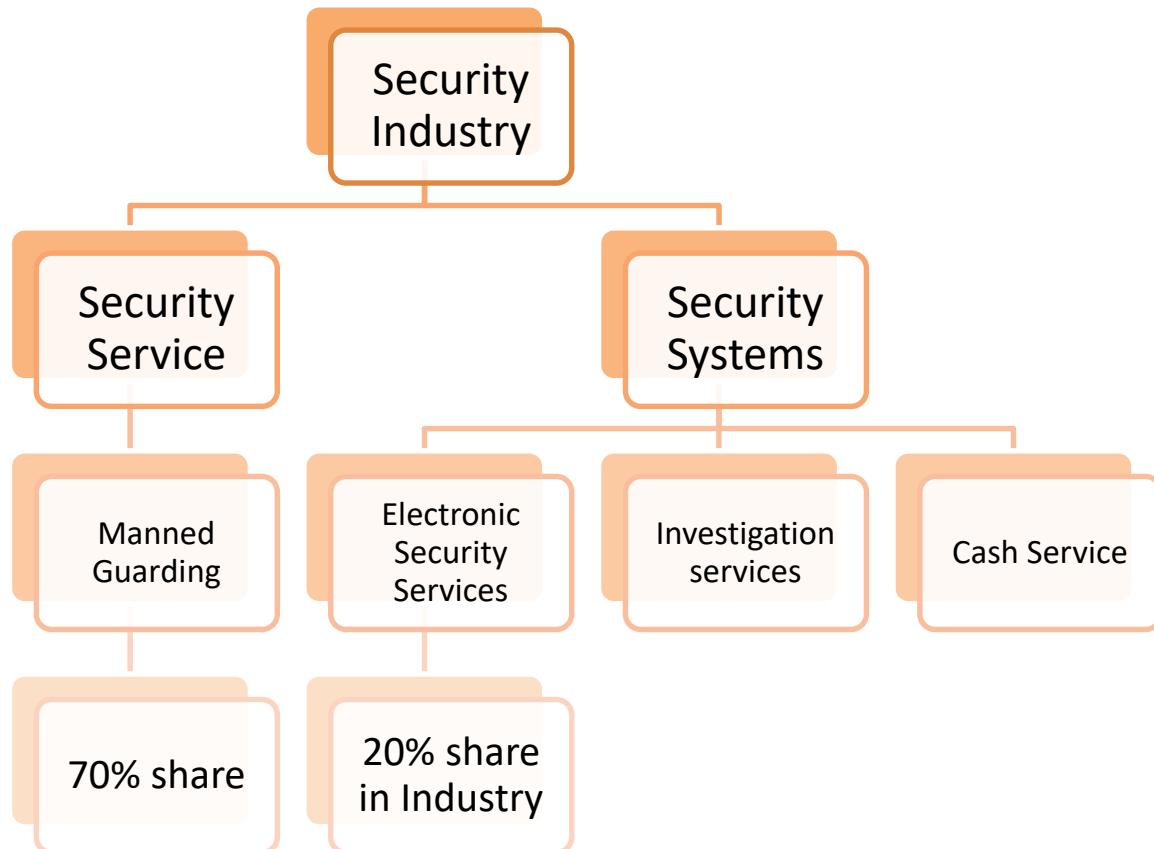
Communication Management

Build engagement the easy way!

MyGate streamlines the flow of all information within the community, with features to manage official communication, feedback, discussions and even recent events.

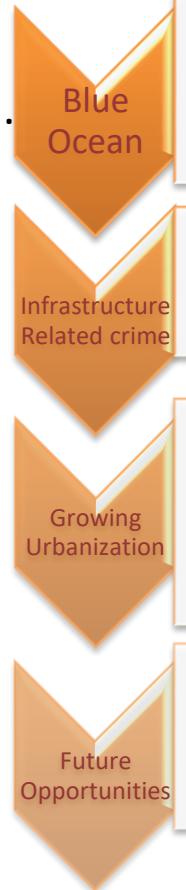
+ Accounting Toolkit, Tanker Management, etc.

Industry and Market Dynamics



+ 45 million people in India live in gated community

Factors Favouring e-Gate

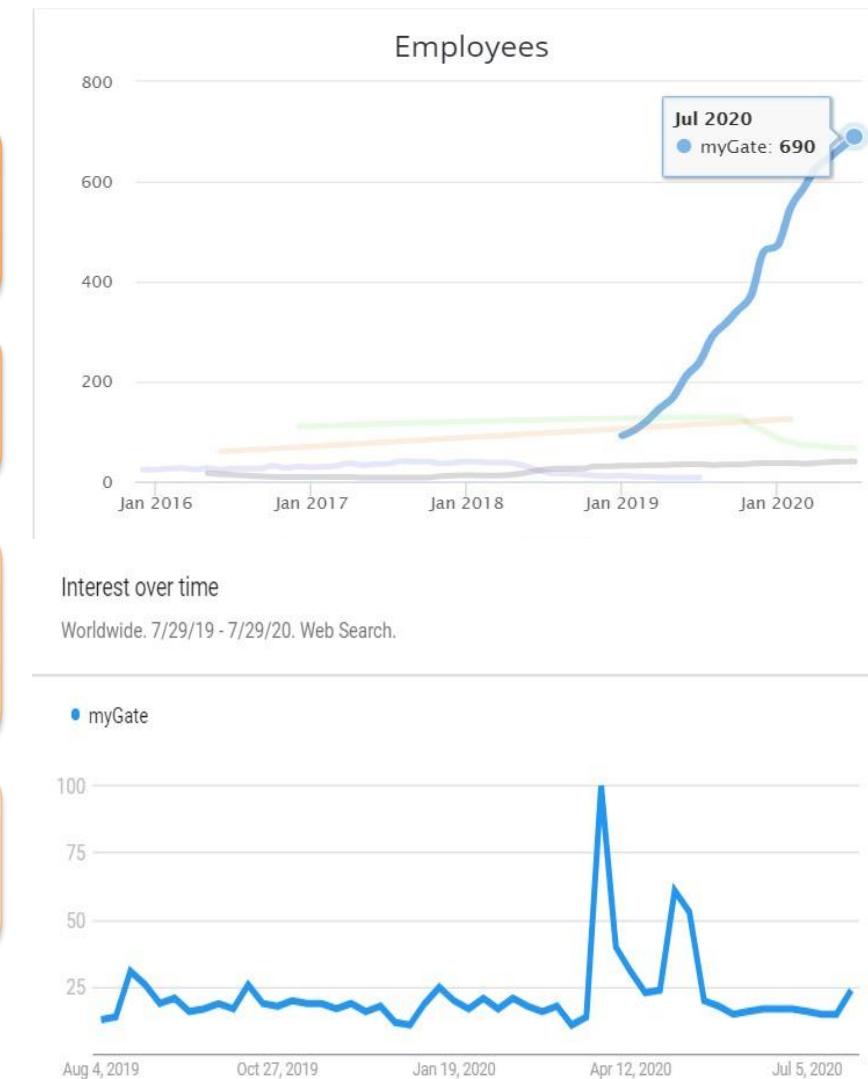


- Private security Industry in India is \$15 billion market
- Security is the prominent sector which is not digitalized up to its potential

- Value of property stolen increased from 1,735 crore to 13,219 crore from 2002 to 2013

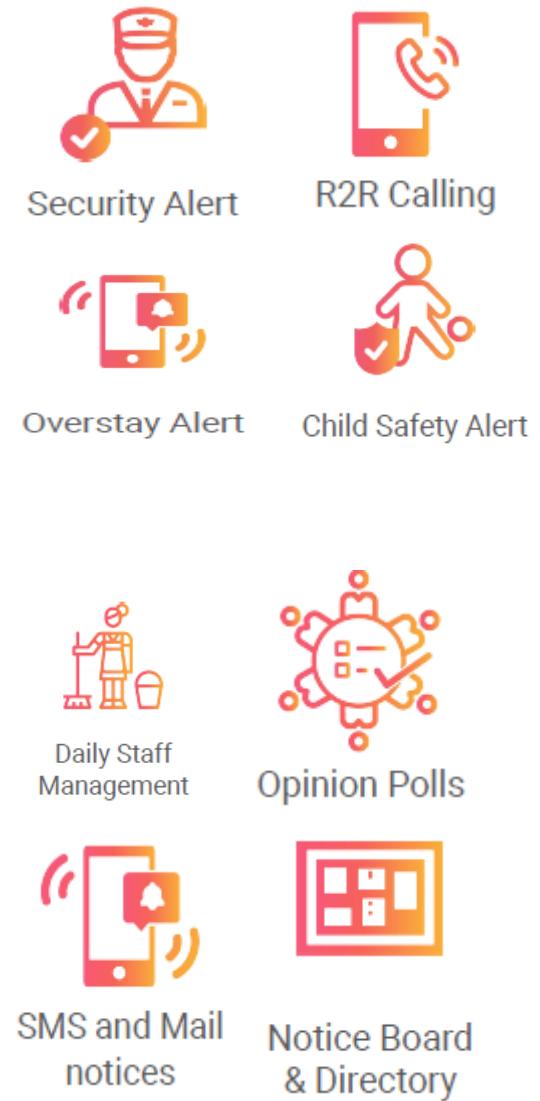
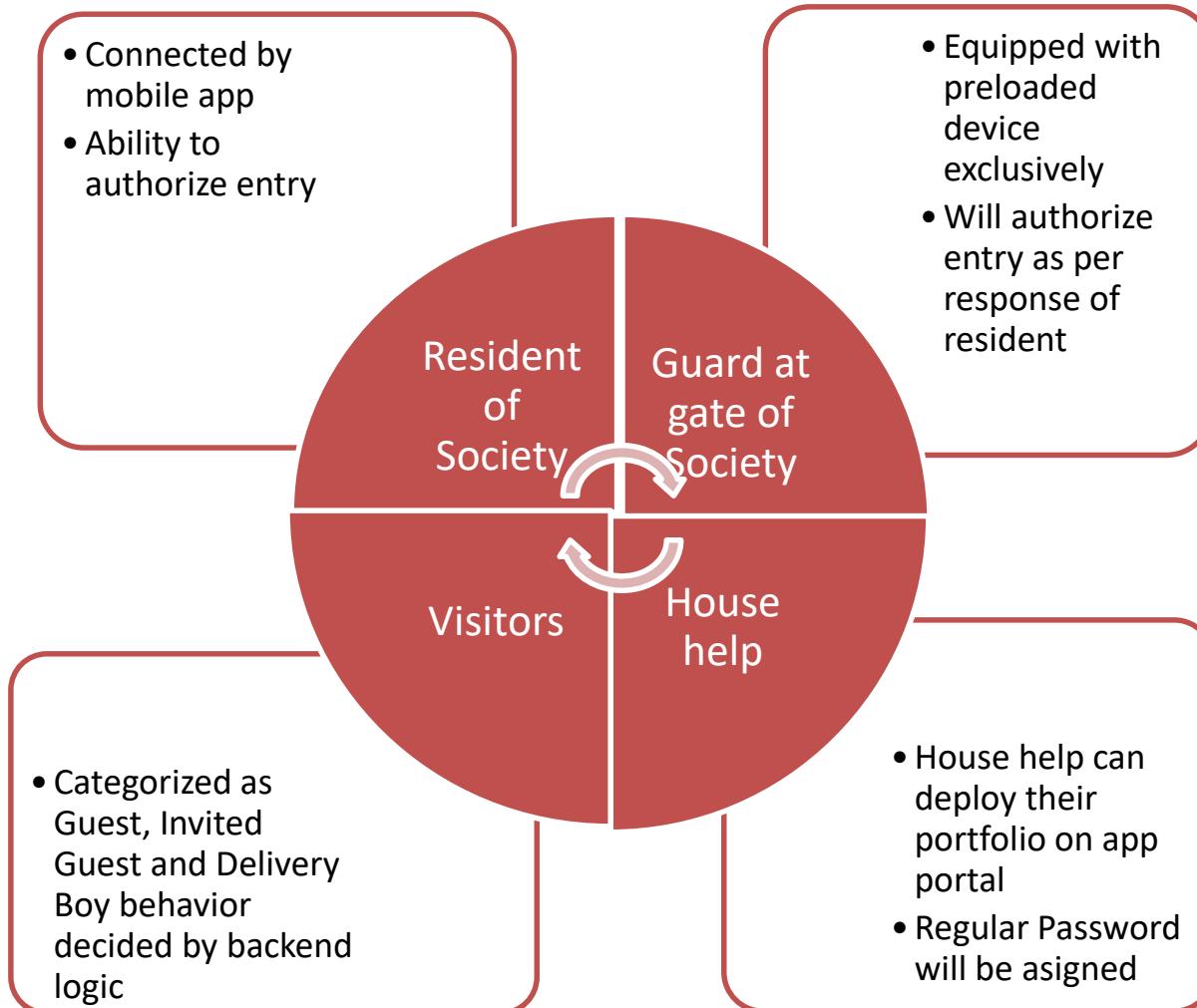
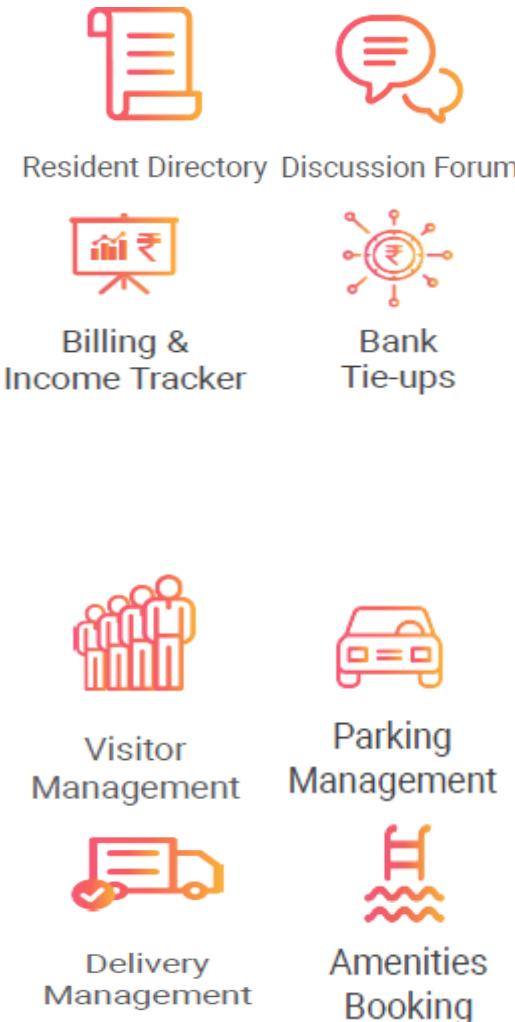
- Construction : Second Largest economic activity in India after Agriculture
- Number of Hotels , Malls and Hospitals have shown increase in the last few years

- 100 smart Cities are envisaged by Government of India with total public investment of 48,000 crore.
- With 'Make in India', growth of Industrial Sector is inevitable

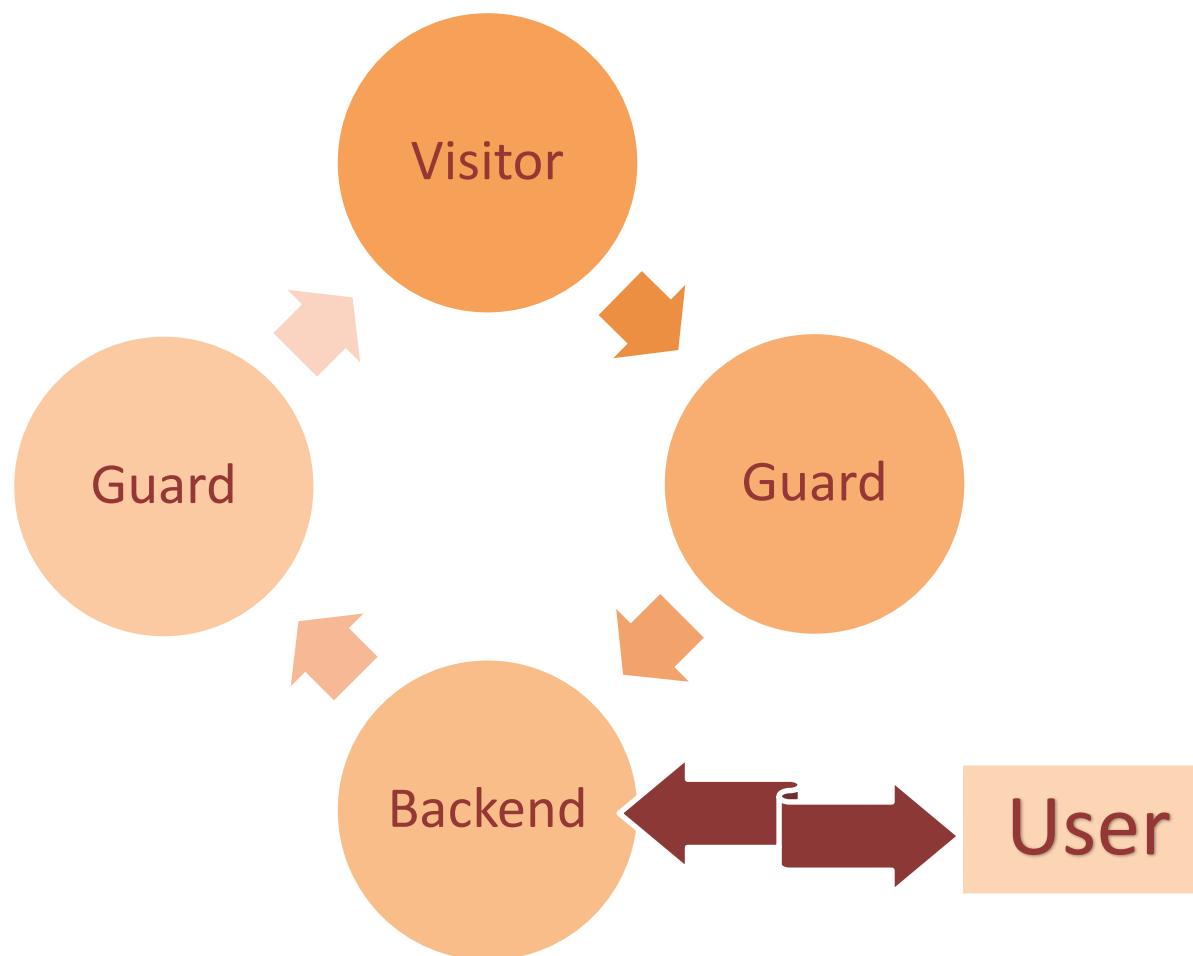


+ Reliability and Experience are key feature for successful e-gate

MyGate mode of Operation



Production to Consumption



Guard

- First Point of Contact
- Has My Guard device along with all features pre installed and trained for 5-10 days.
- Able to categorize a visitor as guest, invited guest, staff, child and proceed with backend.

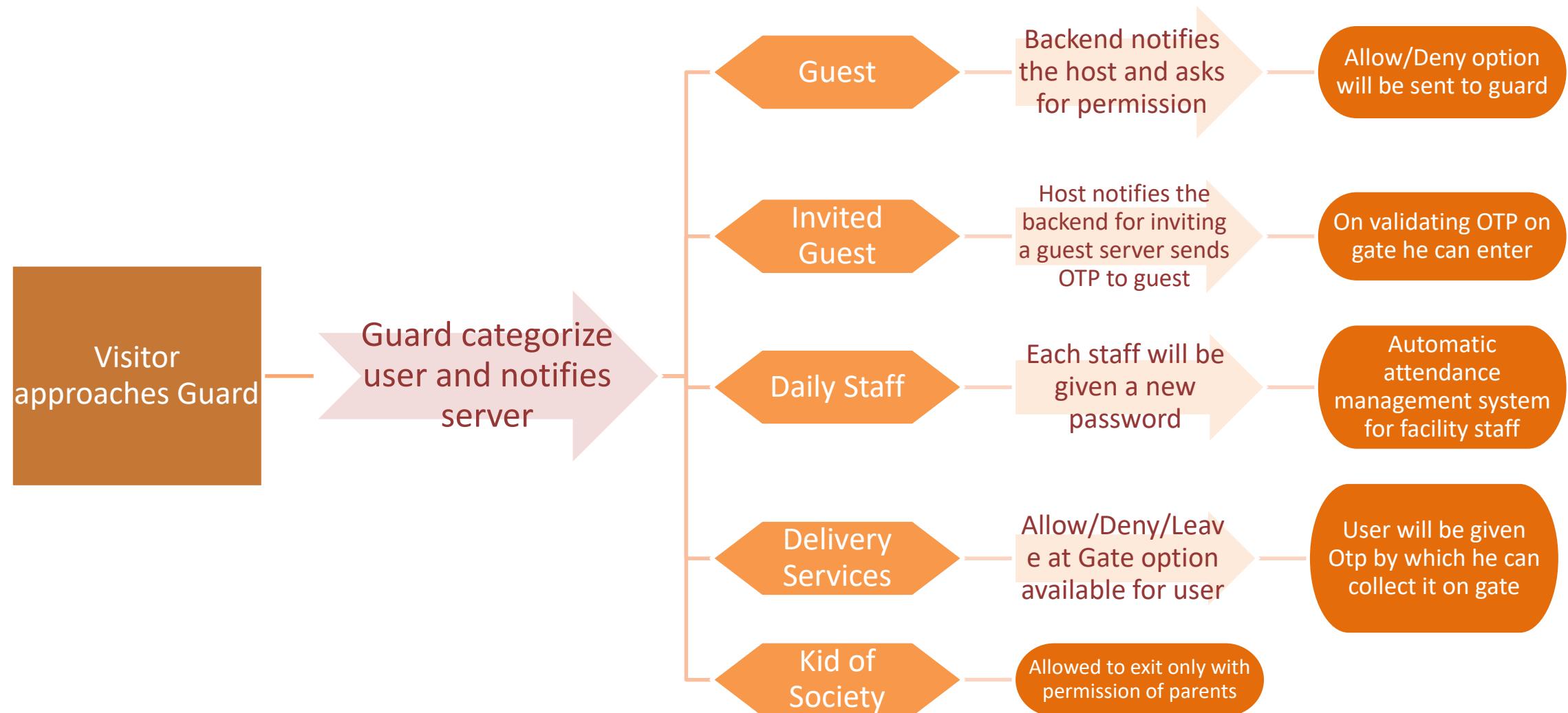
Backend

- Decides mode of operation as per response of Resident and category of visitor

Resident

- Able to allow, deny any visitor

Flow of Operations





Trends

myGate Cybersecurity Score



Risk

Low
Return

Issues of
Insurance

Passing of Liability

Market is not mature

No minimum standards or
guidelines

Challenges

Competitors



	Founded In	Est. annual revenue	Est. employee	Sector	Headquaters
 MyGate	2015	\$<1 M	700	Application Software	Inn Bangalore, Karnataka
 ADDA	2009	\$1.5 M	200	Application Software	Inn Bangalore, Karnataka
 ApnaComplex	2010	\$1.2 M	58	Application Software	Inn Bangalore, Karnataka
 SOCIETY-HiVE	2012	\$<1 M	43	Application Software	Pune, Maharashtra
 DigitalGorkha	2015	\$1.5 M	88	Application Software	Mumbai, Maharashtra

Rules And Regulations

MyGATE becomes among the first Indian consumer companies to embrace the stringent requirements of the European Union's General Data Protection Regulation (GDPR) directive.

Major commitments under GDPR :

- **Right to be forgotten:** Users will now have the ability to delete all digital records of their personal information from MyGate system via the app.
- **Auto Log Deletion:** The Digital log of visitors to societies that use MyGate's app will now be wiped out mandatorily every 180 days, with the option to do so after shorter periods of 60 and 120 days as well.
- **Numberless entry:** Visitors to societies that use MyGate will no longer need to input their phone number, nor will it be necessary for a phone number to be shared for a resident to create an invite; a name and flat number would be adequate.
- **Viewable access log:** All users will now be able to access a log (if any) containing when his/her personal information was viewed, by whom (including MyGate service agents responding to customer queries), and for what reason
- **Masked information:** All personal data will be masked and all access to the data will be logged.



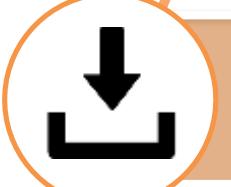
Target Audience And User Persona

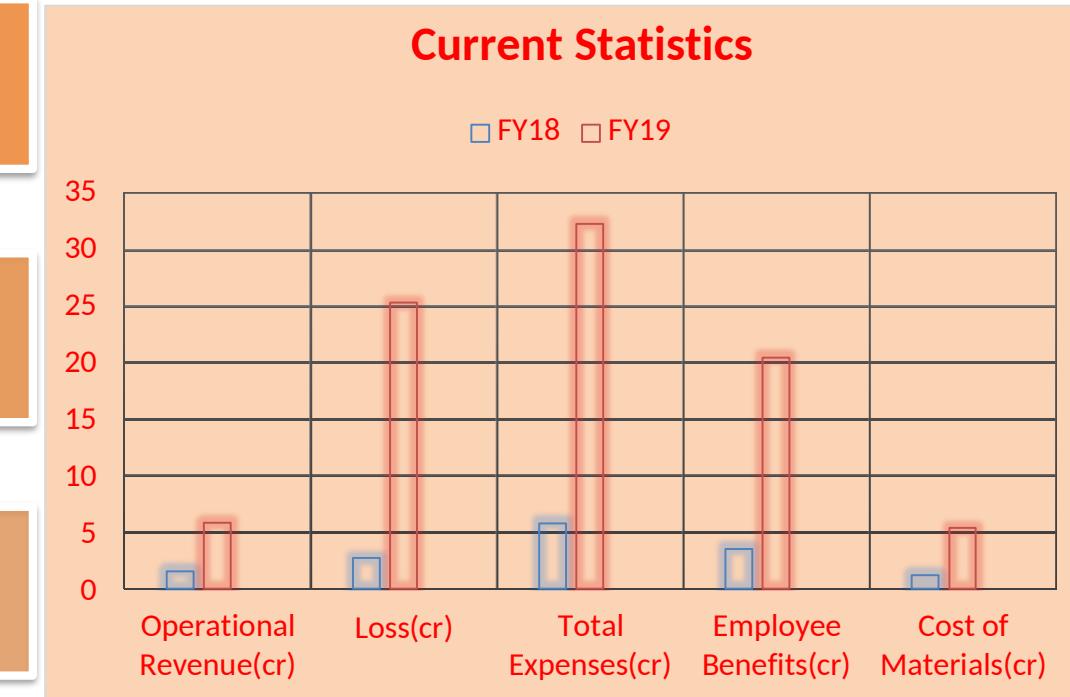
App based security and community management for gated premises

A vibrant, colorful illustration of a modern city skyline. It features various skyscrapers of different heights and colors, primarily in shades of green, blue, and white. The city is set against a backdrop of fluffy white clouds in a light blue sky. In the foreground, there are smaller buildings, trees, and rolling hills, all rendered in a flat, graphic style.

By: Ishant Khurana And Piyush Pandey

Current Audience

-  **GATED SOCIETIES** in Tier-1 Cities(Bangalore, Chennai, Hyderabad, Mumbai, Delhi, Pune) which have **Security Guards**
-  **MyGate** has already secured over 7,000 gated communities in India and validated over 200 million visitors in 14 cities
-  Validates 2 million check-ins everyday
-  **MyGate** is the highest-downloaded (500,000+) app in this category.



-  200M+ Validations
-  7000+ communities
-  900,000+ app users
-  700,000+ homes

Coverage in Bangalore

Number of communities:

1000+

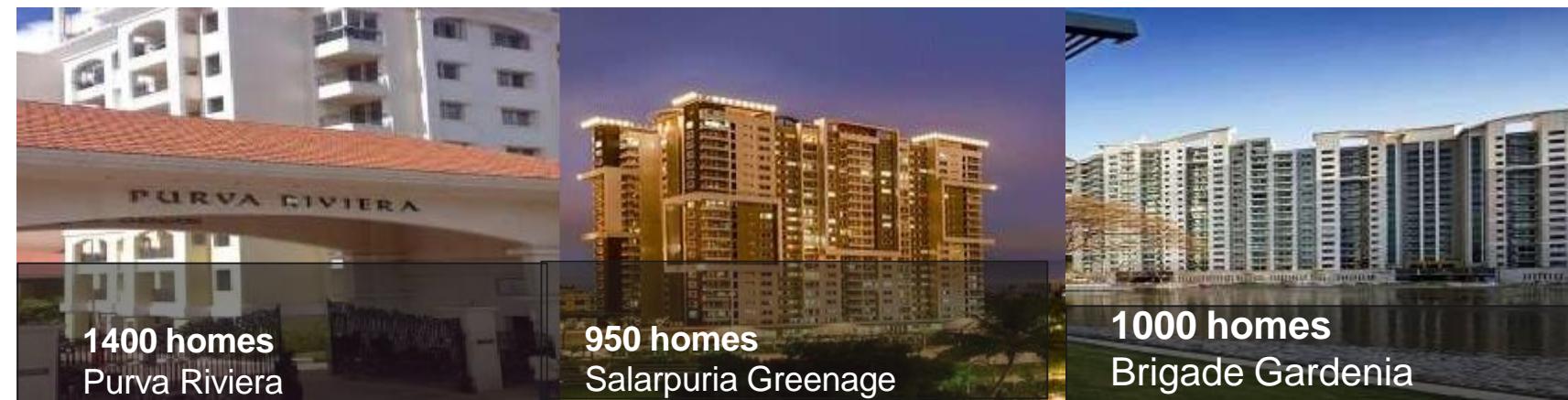
Number of apartments:

250,000+

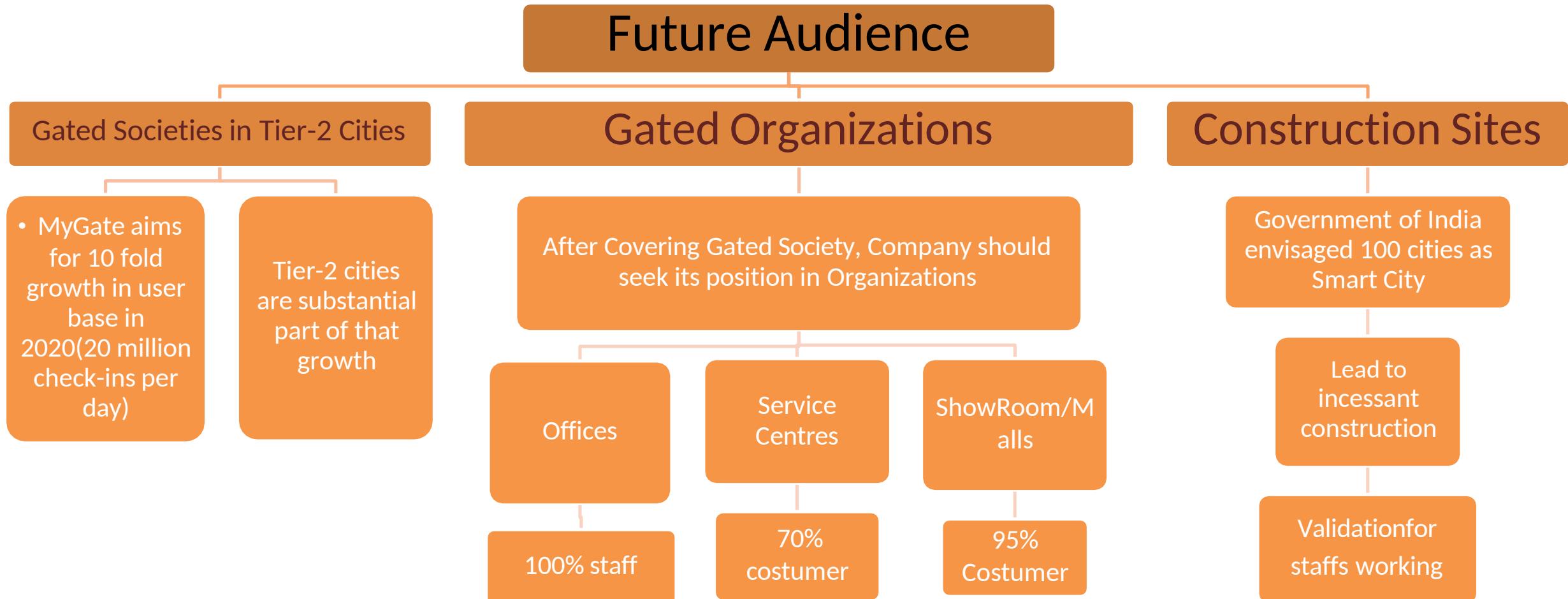
Community size range:

5 to 5000 apartments

Major communities using MyGate



Target Audience



Guesstimate : Total Customers

APPROACHING IT:
• Population wise



Key Features:

Population segmentation:

Most important step. Segment population economically. Cookie points for No. of cars per household



Market Share of MyGate: Take an estimated guess regarding this.



Total Number of Gated Societies: Estimated guess again



Divide the population according to category of city

Divisions should be mutually exclusive and collectively Exhaustive

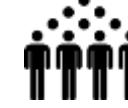
Calculate no. of households in each category of City

Estimate Percentage of household living in gated societies

Calculate total household living in gated societies in India

Any household in India living in gated societies can use our product, Hence latter is the ANSWER

Solution Approach

	 No. of City in India	 Approx. Population per City (lakhs)	 Total Population in type of city (crores)	 Average Size of Household	 No. of Households (crores)	 Percentage living in Gated Societies (%)	 No. of Household in Gated Societies (crores)	
	Tier1	8	100	8	3	2.5	50	1.25
	Tier2	60	10	6	4	2.5	25	0.625
	Tier3	4,000	1	40	5	8	10	0.8
	Villages	7,00,000	0.01	70	6	11.5	-	-

Total Number of customers : 2.675 crores

→ All the costumers living in Gated Societies can use MyGate app hence are the costumer of Product

Therefore, **TOTAL NUMBER OF COSTUMERS THAT CAN USE OUR PRODUCT = 2.675 crores**

User Persona



Location:
Metropolitan Cities

Total Number:
40,000

Buying Power:
Medium

Category :
Lifestyle

LIFESTYLE

Goals:

- Kids security
- Visitors management
- Delivery management

Traits:

- Risk taking
- Safety concern
- Motivational
- Modern

Frustrations:

- 24x7 eye on kids
- Unable to take delivery due to work

Tech:

- Internet
- Social Networking
- Messaging
- Online Shopping



Location:
Metropolitan Cities

Total Number:
25,000

Buying Power:
High

Category:
Prestige

PRESTIGE

Goals:

- Delivery Management
- Visitors Management

Traits:

- Risk taking
- Safety concern
- Motivational
- Modern

Frustrations:

- Unable to take delivery
- Random person at their door

Tech:

- Internet
- Social Networking
- Messaging
- Online Shopping



Location:
Metropolitan Cities

Total Number:
25,000

Buying Power:
High

Category:
Senior Citizen

Retired

Goals:

- Self Security
- Visitor Management

Traits:

- Risk taking
- Safety concern
- Motivational
- Modern

Frustrations:

- Random person at their door
- Fell unsafe

Tech:

- Internet
- Social Networking
- Messaging
- Online Shopping

Roping Target Audience

- Be More Active on Social Media



- Creating An Engaging And Attention Grabbing Message



- Focusing On Target Audience Needs



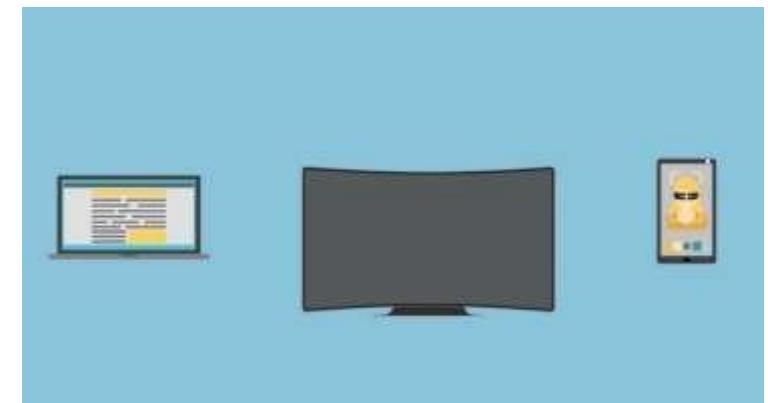
- Maximizing Our Budget:



- Building Trust And Credibility



- Finding The Right Channel/Medium:





Marketing Strategy

App based security and community management for gated premises



A colorful, stylized illustration of a city skyline. It features various buildings of different heights and colors, including green, blue, and white. Interspersed among the buildings are several green trees of different types and sizes. The background is a light blue sky with a few white clouds.

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Marketing Strategies

Strategy#1

Business to Business [B2B]

Marketing

- Pitching to Society heads About the idea and benefit, and get them ready for free demo

Competitive Marketing

- There will be a “Pic Click” competition in the demo period and top 10 societies of this competition will be featured on MyGate official Site and App + 1 month more free Demo as a permanent Customer



Demostrative + FreeBie Marketing

- Giving the society a free demo for 1 month with best quality service we can provide

Social Media Marketing

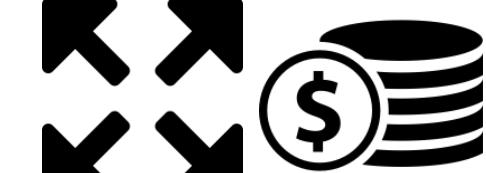
- Society members can post their pics on social media with an object of MyGate (on MyGate booth will be on their Society Gate during Demo period) to win MyGate goods and help their Society to won the competition.

* Initially Apply this strategy on 100 Societies

Timeline



Cost Estimation

						Total Cost		
Hiring Pitching experts	Free Demo for a month	Booth Installation	Workers on booth	Goodies value (Approx)	Extended demo for winners			
	Cost per Society(Rs.)	30,000	2000	5000	15000 x 2	40x300	20	79020

* Two workers on each booth * Goodies Value = Cost of one x Number of Goodies

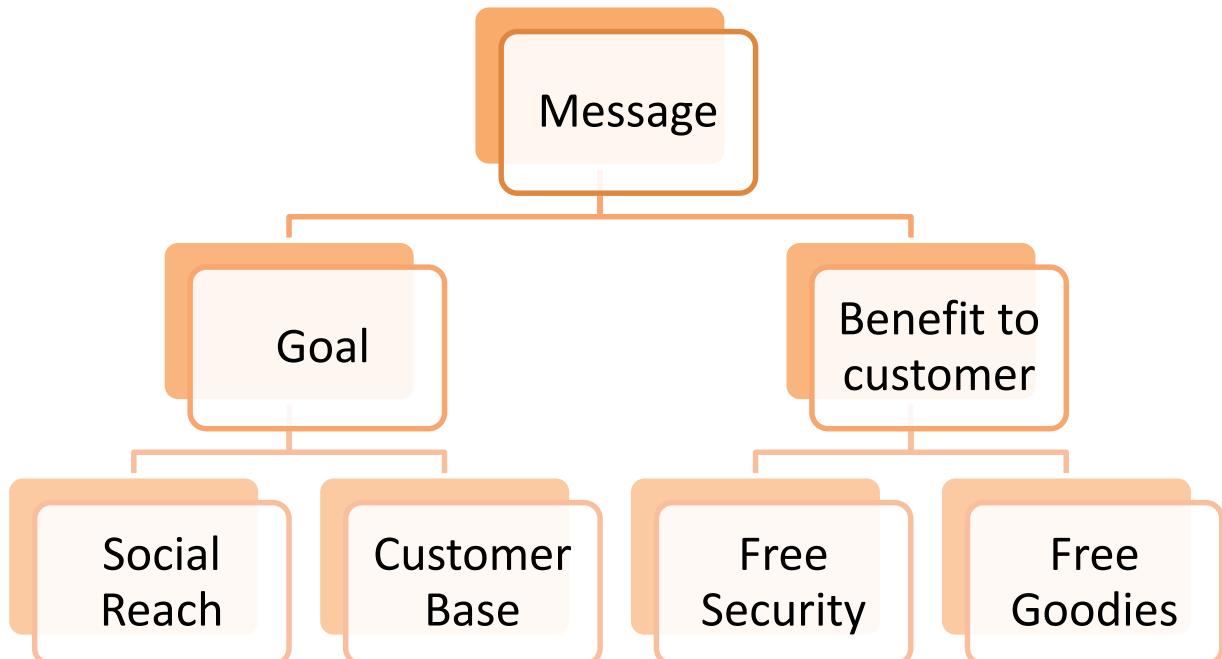
For 100 societies :- $100 \times 79020 = 0.79$ Cr.

Therefore, **Total estimated cost for Marketing is 0.79 Cr.**

Feasibility

- I. Annual revenue of MyGate is 5.83 cr and expected to increase exponentially this year.
- II. Considering annual revenue of myGate this strategy will cost almost 13.55% of revenue which is quite high but this satrategy will increase your current Customer and even increase our Social media reach to a great height.
- III. And This satrategy has the capacity to Give that money back in 1 year.
- IV. All the aspects of marketing strategies are feasible and easily to be applied.

Marketing Message



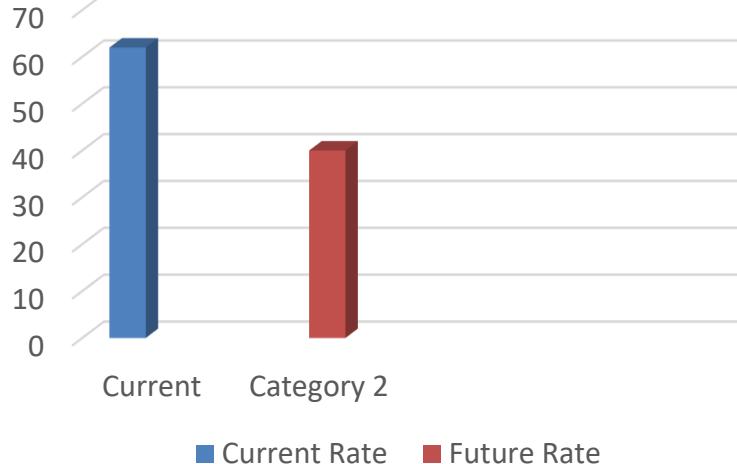
**“Hurry!! Call now!
to grab Elite e-
Security for *free* and
win exciting *goodies*”**

*Only for limited time period

Key Performance Indexes

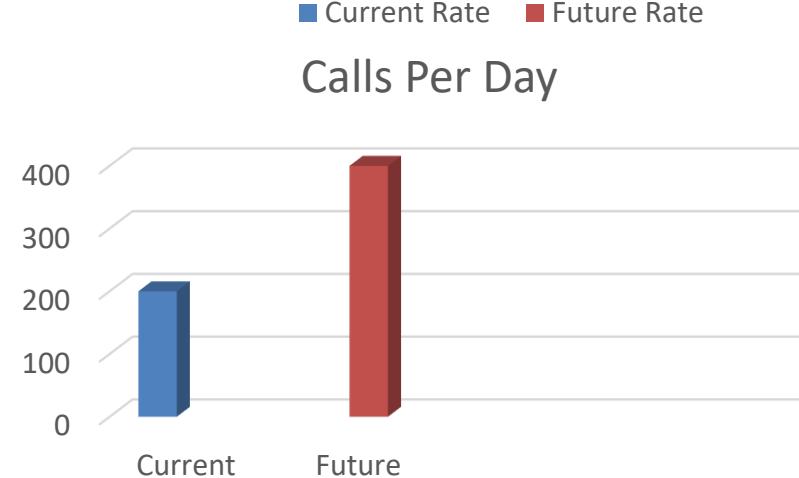
Landing Page Bounce Rate

- How much time a visitor visits the site in important for marketing



Call rate

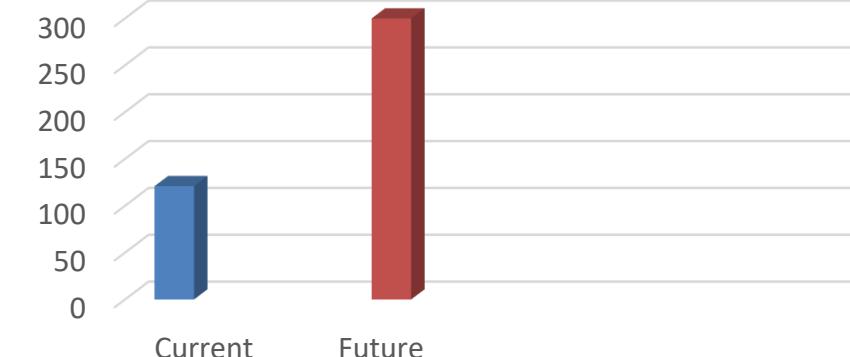
- Number of calls are directly link with number of Customers



New visitors

- New Visitor can be our potential Customer which aims to increase Sales

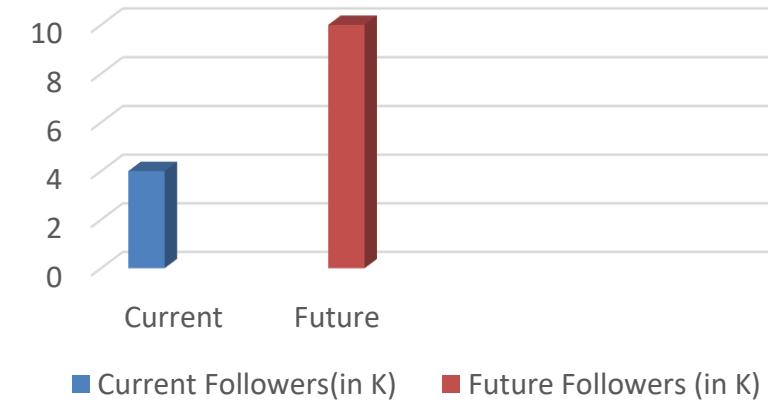
Number of New Visitors (Per Day)



Followers Growth Rate

- One of the aims of Marketing Strategy is to increase Social Media Reach, So this kpi is Important

Number of Follower



Strategy#2 : Collaborative Marketing

PHASE-I COLLABORATION



Collaboration {Swiggy+MyGate}

- Like-mindedness
- Complementary products
- Similar target markets
- Complementary marketing goals



Syncing {Marketing Goals}

- Both are looking for Secure and Fast experience for customers.



Term-Decison

- Short term collaboration till MyGate establishes itself(6 month/city)

PHASE-II COLLAORATION



Outlining the logistics

- Arranging tools, resources, and manpower to make collaboration work



Responsibility Management

- Ensuring each brand and individual team is clear on what and when stuff needed to be done



Workflow Creation

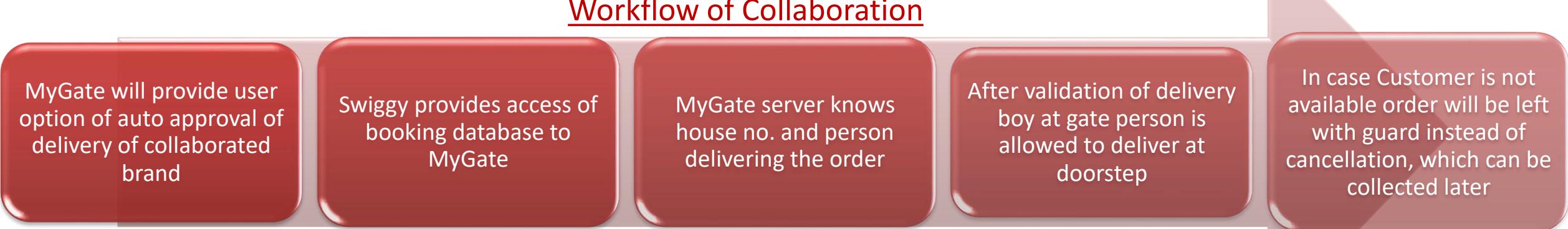
- Process of how work is passed from team to team, and how you will effectively meet deadlines

Strategy#2 : Collaborative Marketing

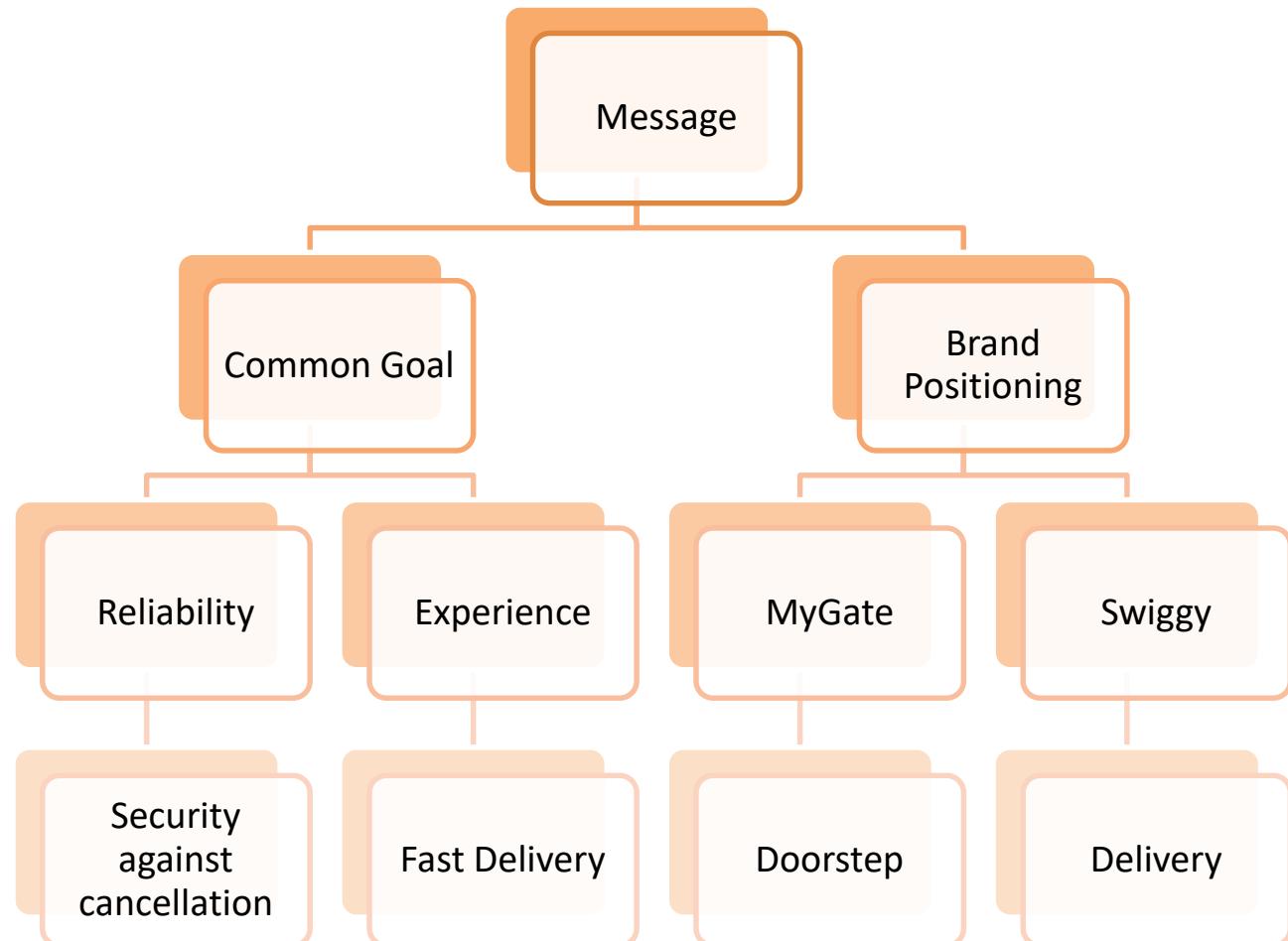
Outline of logistics



Workflow of Collaboration



Marketing Message



“SAFETY
&
SPEED
*delivered at
your doorstep”*

Cost-Feasibility Analysis

Cost



Software cost

- 1 time cost(negligible)
- Approx 10k



Software Maintenance Cost

- Requires Regular staff
- 50 K/month centrally



Employee training Cost

- Negligible as compared to whole

Total cost = 3.1 lacs for 6 months

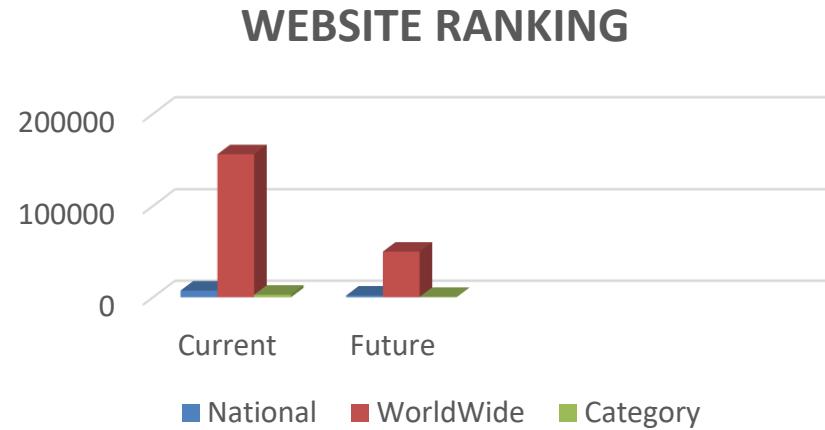
Feasibility Analysis

- I. Annual revenue of MyGate is 5.83 cr and expected to increase exponentially this year
- II. Considering annual revenue of myGate this strategy will cost 0.53% of revenue
- III. Cost is negligible as compared to benefits which are illustrated in next slide

Key Performance Indexes

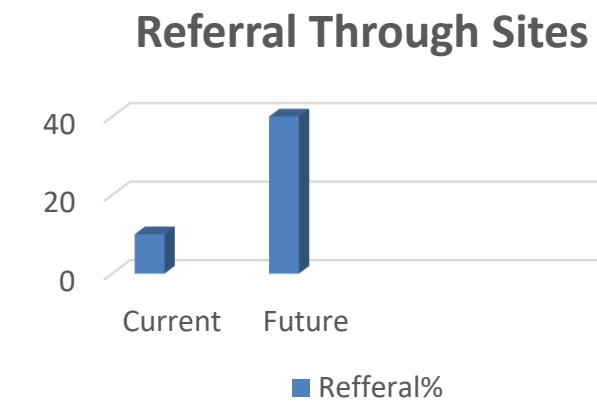
KPI#1

- MyGate expected to witness 3-fold improvement in rank by end of 6 months



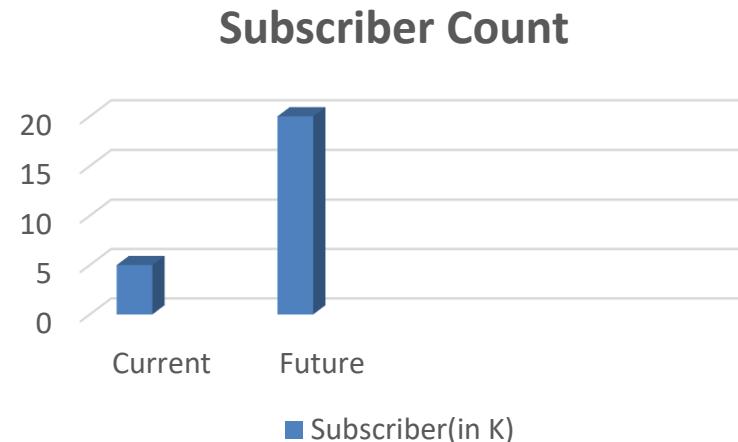
KPI#2

- After collaboration, referral from these site will increase



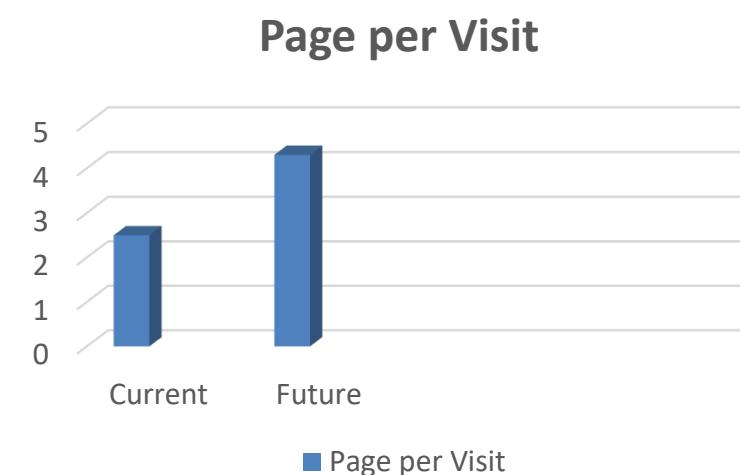
KPI#3

- Youtube is responsible for 10% social traffic in future customer will be interested in video demo



KPI#4

- After validation in market retention will increase



Thank you.
