

Pucho

The internet in your language

अपनी भाषा में इंटरनेट

ನಮ್ಮ ಭಾಷೆಯಲ್ಲಿ ಇಂಟರ್ನೆಟ್

અમારા ભાષામાં ઇન્ટરનેટ

Vision

To make the internet
universal to all languages.

Mission

To create a language independent
knowledge base to provide free
access to the internet across all
known languages and socio-cultural
demographics.

Co-Founders



Vikram Jha (CEO)

Major in Electronics and Communications Engineering from M.G.R.University, Chennai, India.

4+ years of experience in Machine Learning Technologies.

Team Leader for Darpa humanoid robotics challenge in 2012.

Previously co-founded Deep Learning Research.



Anurag Ranjan (CTO)

Graduated from UBC in M.Sc. in Computer Scienc.

PhD Candidate in Machine Learning and Computer Vision at Max Planck Institute for Intelligent Systems.

A Mitacs Globalink Fellow and

award holder for Mitacs Graduate Fellowship.

Reciepiant of Prime Minister's Letter for contribution to research.



Rakshit Sharma (Head of Operations)

Major in Electronics and Communications Engineering from M.G.R.University, Chennai, India.

4+ years of experience in Software Development.

Currently pursuing M.Tech. in Computer Science from Indian Institute of Technology, Kanpur

Tech Team

Aadithya Tirumale

Machine Learning Engineer

Currently pursuing M.S. in Computer Science at Indiana University

Dinesh Rathore

Web and Backend Development

Currently a Senior Software Development Engineer at Flipkart, India.

Raghunandan Kavi

Android Developer

Currently working as a Freelancer

Saurav Pandey

Machine Learning Engineer

Currently Final year Student at Indian Institute of Technology

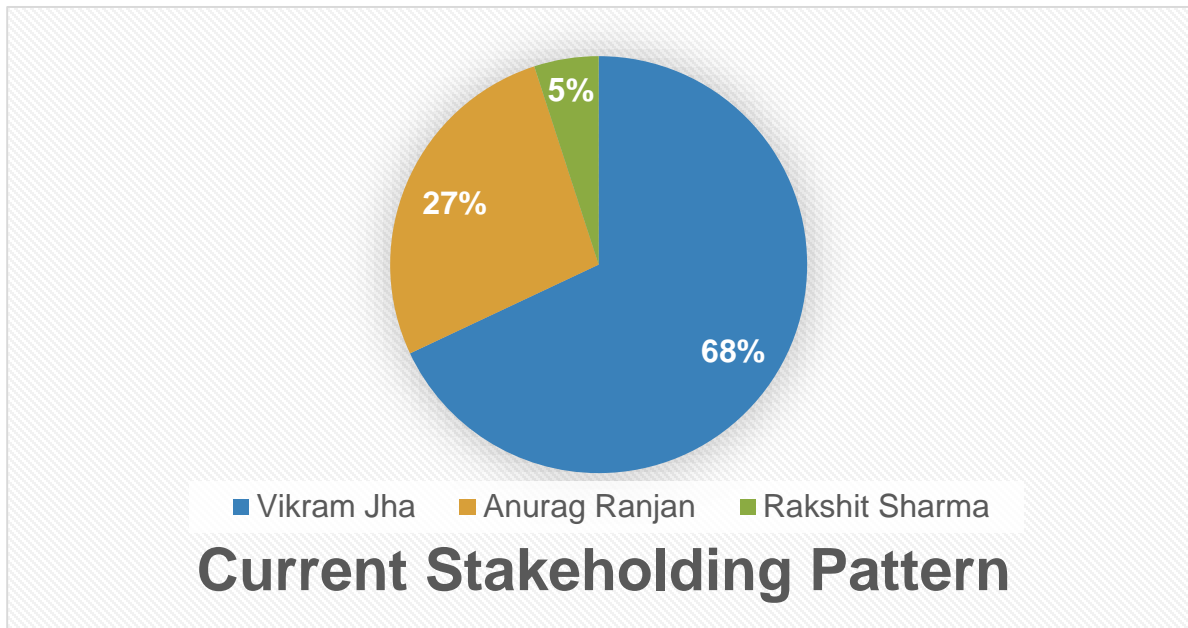
Harsh Mathur

Web and Backend Development

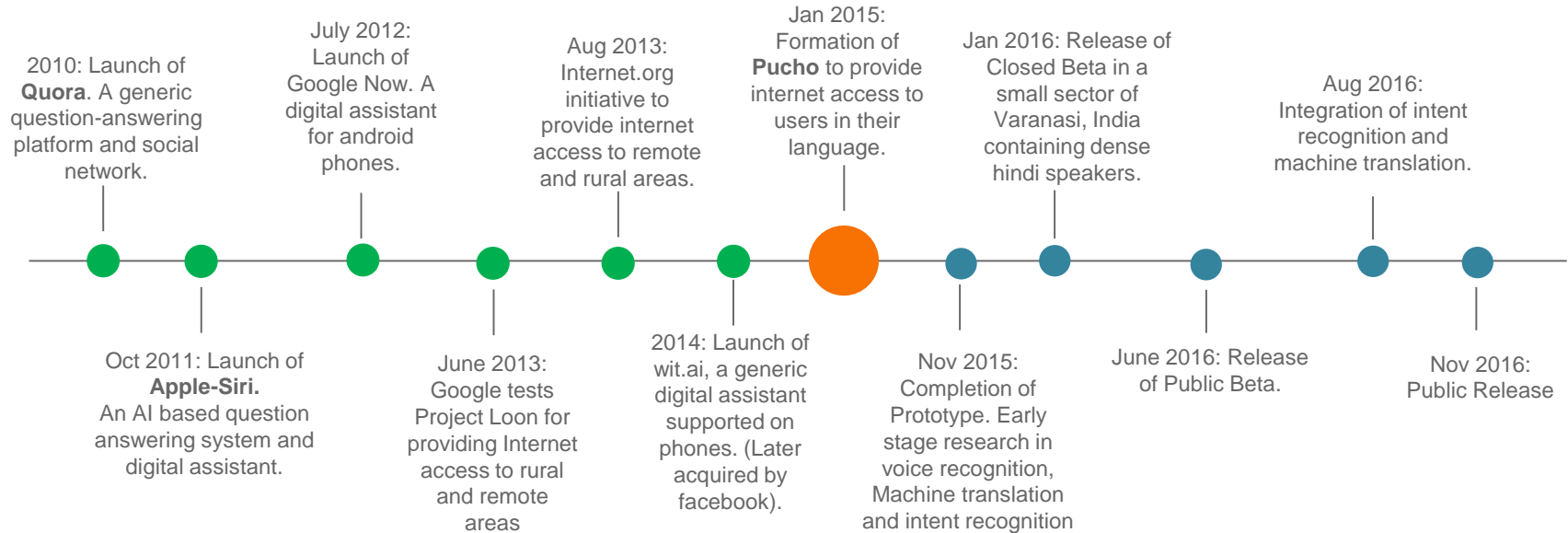
Currently a Software engineer at Delhivery

Capital structure

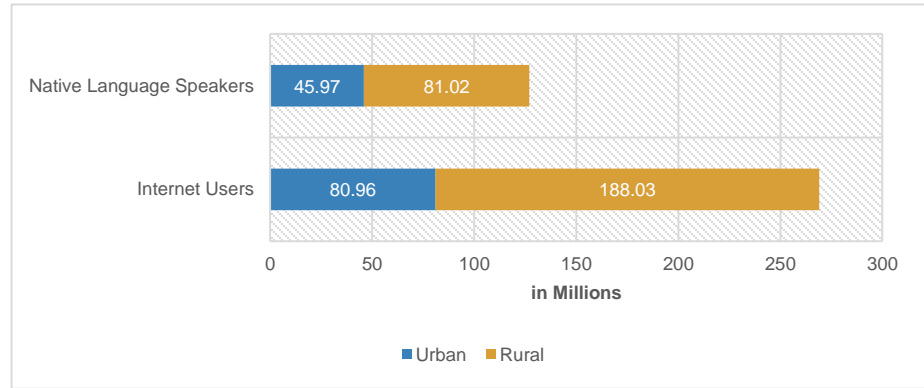
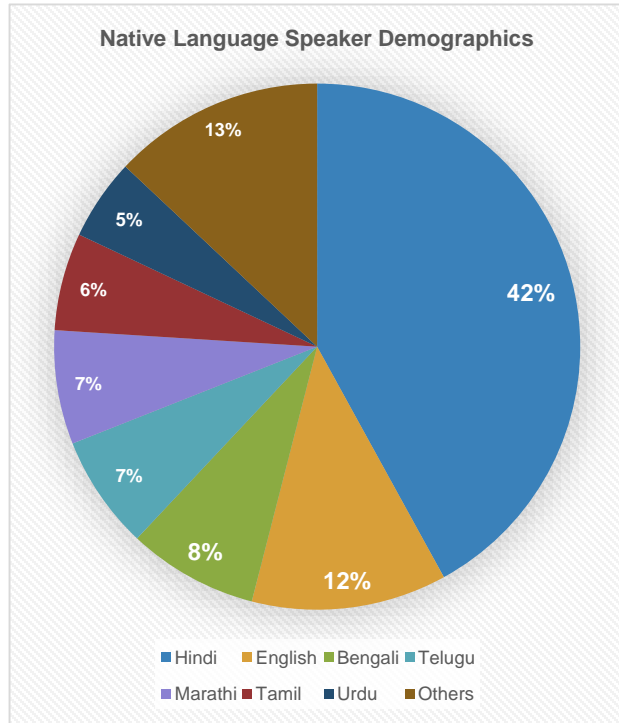
Privately incorporated in India but currently evaluating other corporate jurisdictions.



Roadmap to Internet in your language

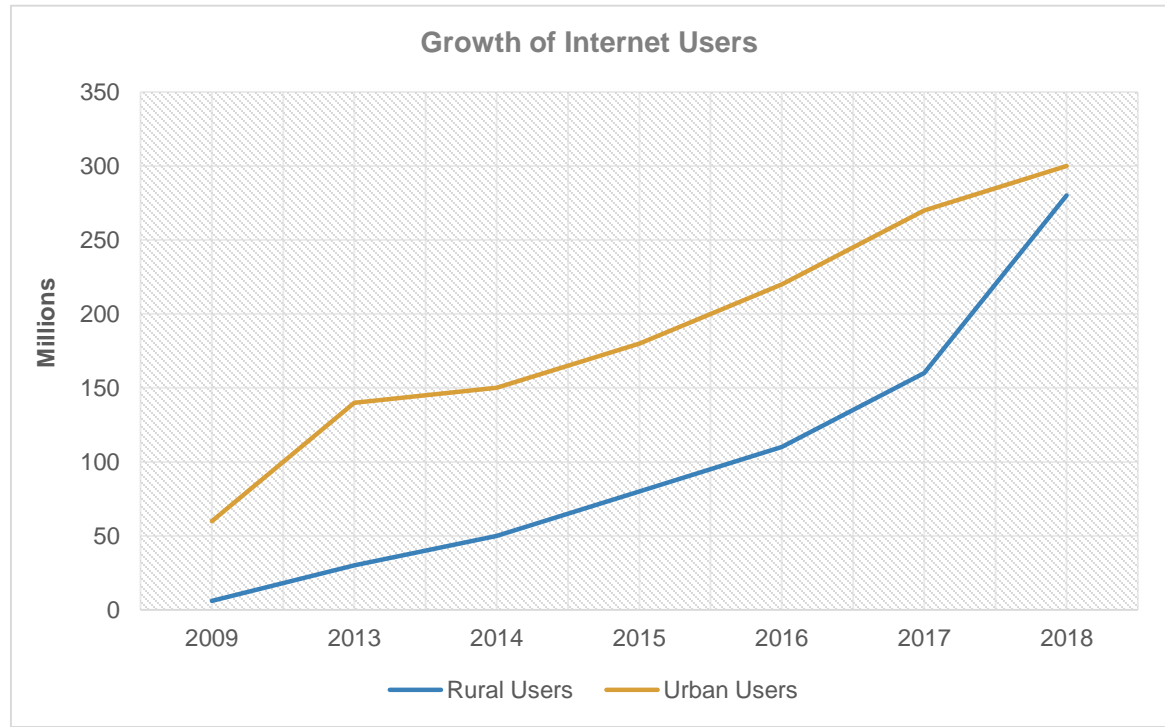
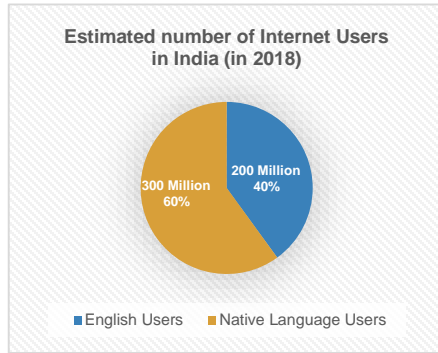
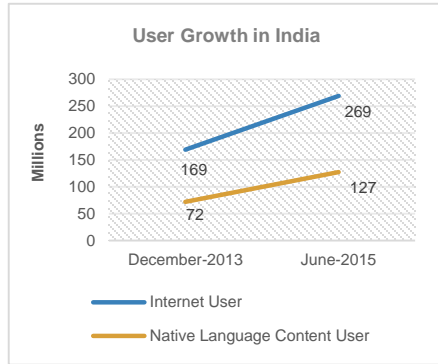


India is the largest untapped Opportunity

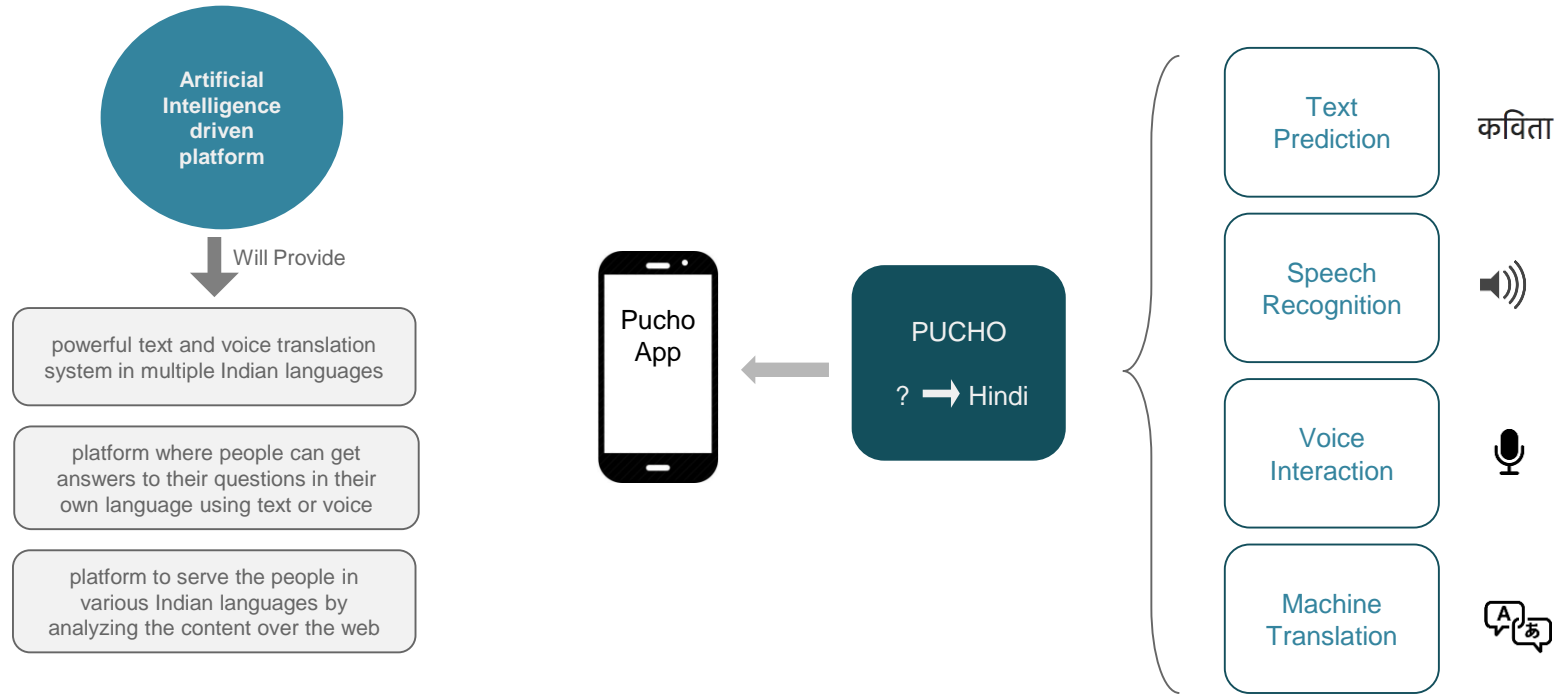


| Problem | Reason |
|---|--|
| Most apps show partial local language content using Google translate, Bing translate etc. | Absence of efficient machine translation support for native languages. |
| Absence of wholesome localised User experience while interacting on apps/websites | Unavailability of intelligent translation |
| Lack of access of internet in hindi and other indian languages. | Massive dearth of local language content due to early adoption of English over the internet. |

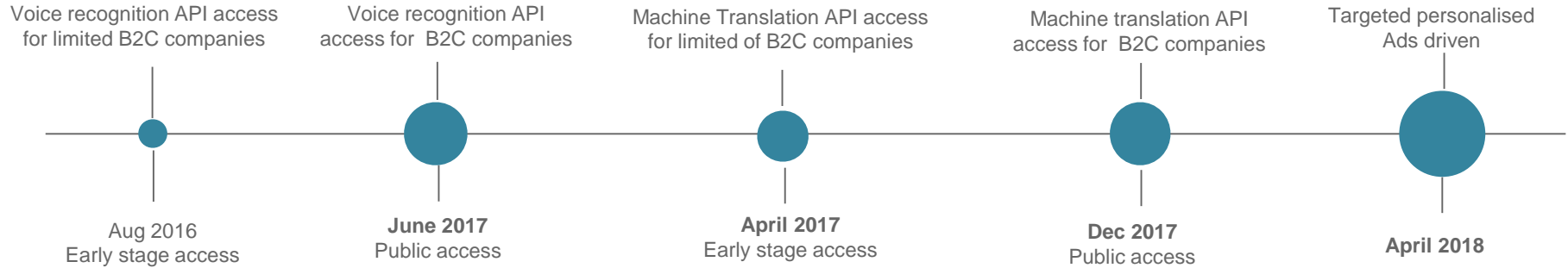
Market Growth



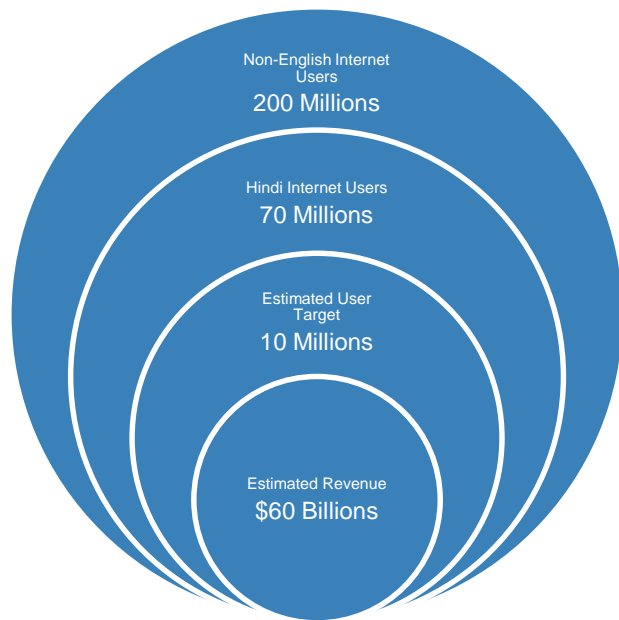
Approach



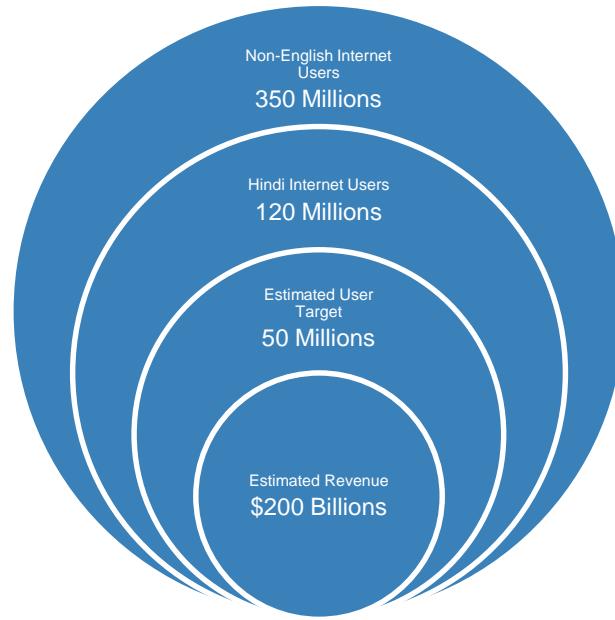
Revenue Streams



Market Growth and Revenue Forecast



2015



2018

Marketing and Growth Strategy

Extensively leveraging the existing ecosystem such as **universities, schools, NGOs** etc.

Giving **incentives** to people for their quality answers. Assessment of quality answers would be defined on factors like number of upvotes, experience of person in the concerned field.

Bringing in **influencers** on the platform from the popular fields like education, entertainment, sports.

Bringing in the most relevant **system generated answers/replies** in the real-time.

Partnerships

- Central/state government for **Digital India Campaign** and **Skill India Campaign** etc.
- Event organizations to make our platform popular in the relevant segments.
- Collaboration with Smartphone manufacturers to provide our app by default.
- Telecom service providers to provide cheap access to our platform.
- B2C and B2B companies to get contents on our platform as well as giving them APIs access to leverage our technologies for their business.



Investment Requirements

Total investment required is **\$1 Million** for **1 year and 4 months** of operation.

| | | | | | | | |
|----------------------------|---------|---|-------------------|--------------------|------------------------|------------------|---------------------------|
| Hiring | \$600 K | → | ML \$300 K | Android \$70 K | Backend \$80 K | UI/UX \$100 K | Marketing & Ops \$50 K |
| Servers and infrastructure | \$150 K | → | Servers \$55 K | PC \$15 K | Office Space \$30 K | | |
| Speech data collection | \$100 K | | | | | | |
| User Onboarding | \$40 K | | | | | | |
| Corporate | \$110 K | → | Legal \$55 K | Accounts \$15 K | Perks \$30 K | Tax \$10 K | |



Contacts

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Google becomes the Search Engine giant, and invests in AI to support human-machine interactions.



Facebook also invests in AI to support human-machine interactions.



Amazon also goes in the direction of human-machine interactions.



Microsoft launches Cortana looking at growth of AI.