Pucho

The internet in your language

अपनी भाषा में इंटरनेट

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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)



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 Sciene.

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.

Reciepient of Prime Minister's Letter for contribution to



Rakshit Sharma (Head of Operations)

research.

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

Aadithva 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

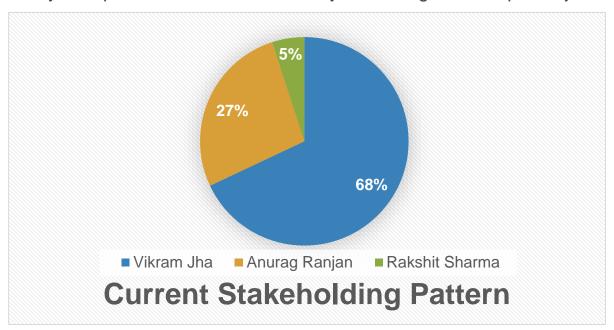
Machine Learning Engineer Currently Final year Student at Indian Institute of Technology

Harsh Mathur

Web and Backend Development Currently a Software engineer at Delhivery

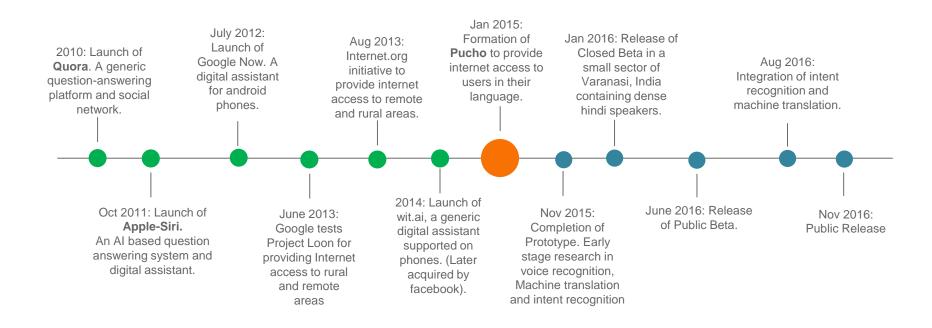
Capital structure

Privately incorporated in India but currently evaluating other corporate jurisdictions.

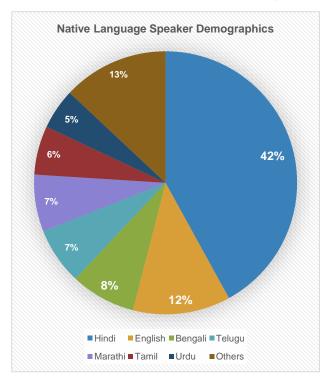


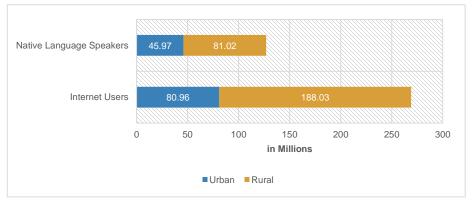
Pucho Technology Information Pvt. Ltd.

Roadmap to Internet in your language



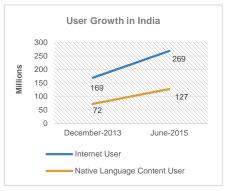
India is the largest untapped Opportunity

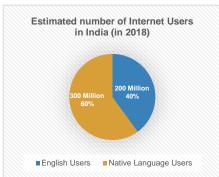


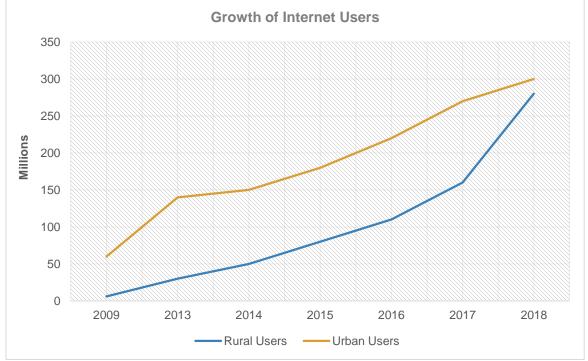


Problem	Reason			
Most apps show partial local language content using Google translate, Bing translate etc.	Absence of efficient machine translation support for native languages.			
Absence of wholesome localised User experience while interacting on aps/websites	Unavailability of intelligent translation			
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.			

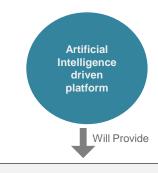
Market Growth







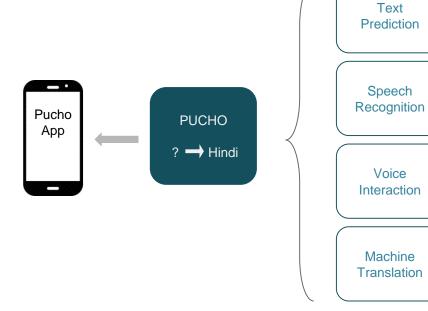
Approach



powerful text and voice translation system in multiple Indian languages

platform where people can get answers to their questions in their own language using text or voice

platform to serve the people in various Indian languages by analyzing the content over the web

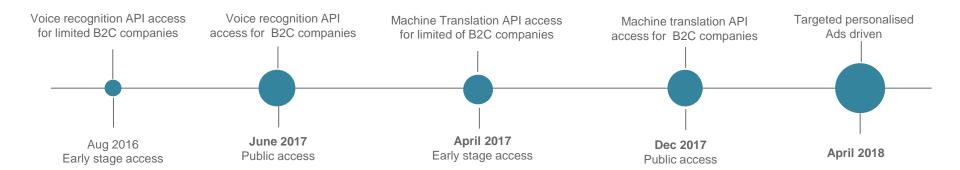


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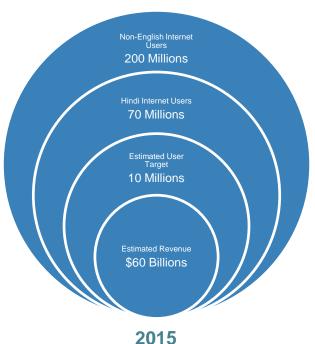
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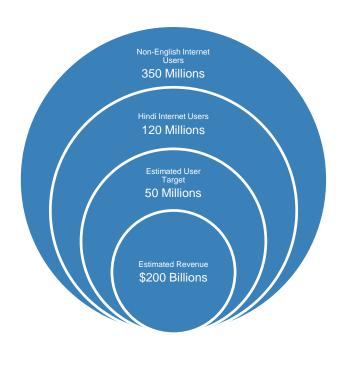
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Revenue Streams



Market Growth and Revenue Forecast





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.



dailyhunt

It aggregates all the local news for their users. Currently there are close to 2-3 billion page views per month. Possible collaboration with our platform to support their news services.

SAHAJ

India's largest Rural network of IT connected centers. They provides more than 50 internet services for the rural India covering about 300 million users.

Compitition and **Partnerships**

internet.org

Facebook's internet.org plans to expand to rural and remote areas in India which covers a significant population. This would provide us an opportunity for collaborative growth. Although FB will be looking for the preference of its own apps over its network.

Quora

Text based Q&A platform restricted to English users, 40% of Quora users are Indians. Quora can be a big competitor if they penetrate the Hindi market. Moreover. collaborations with Quora are possible using our platform.

REVERIE*

It provides regional language capabilities to devices manufacturers – mobile manufacturers. tablets, set top boxes. games and application developers among others.



Google translate is one of the big threats if they plan to expand their services to native Indian users. However, their market is limited to the small urban English users. Our technology can be a basis of a good collaboration.

Investment Requirements

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

Hiring \$600 K	Ф000 I/	ML	Android	Backend	UI/UX	Marketing & Ops
	\$300 K	\$70 K	\$80 K	\$100 K	\$50 K	
Servers and	Servers	PC	Office Space			
infrastructure	\$150 K	\$55 K	\$15 K	\$30 K		
Speech data collection	\$100 K					
User Onboarding	\$40 K					
Corporate	\$110 K	Legal	Accounts	Perks	Tax	
	ΨΠΟΙ	\$55 K	\$15 K	\$30 K	\$10 K	



Contacts

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Google becomes the Search Engine giant, and invests in AI to support humanmachine interactions.



Facebook also invests in AI to support humanmachine interactions.



goes in the direction of human-machine interactions.



Microsoft launches Cortana looking at growth of AI.