

The image features a vibrant green grassy field as the background. In the center, the word "VPLAY" is written in a large, white, stylized font. The letters have a slightly distressed or textured appearance. To the right of the text, there is a white graphic element consisting of a large circle and a vertical line, resembling a portion of a sports field's boundary or a goalpost. The overall composition is clean and modern, emphasizing an outdoor, active lifestyle.

VPLAY

MEET YOUR RECREATIONAL TRIBE

Team Members



1. Lokesh Bollini
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How did we
get this
Idea?



VPlay offers organizations a powerful platform to enhance people engagement by facilitating the discovery of recreational tribes, interact regularly, and cultivate a thriving community network.

VIEW

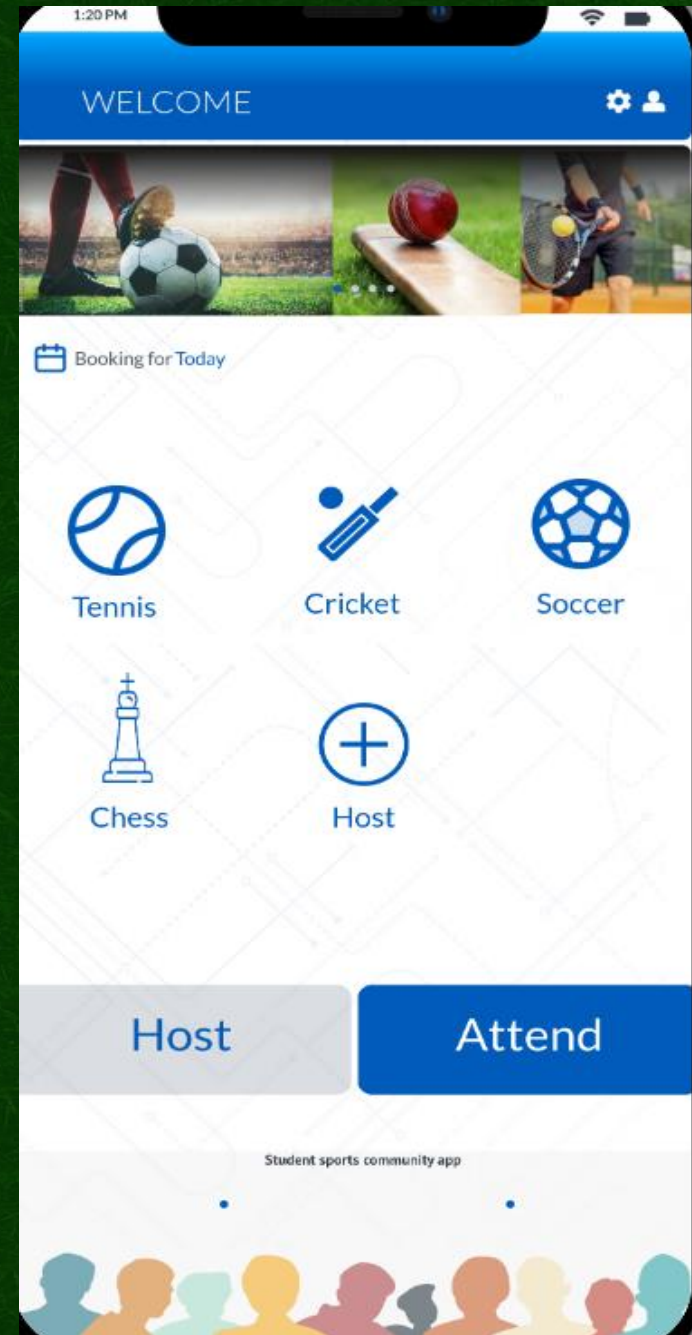


ATTEND

HOST

NETWORK

UI Design



Our competitors?



- Meetup – Event booking app

How are we different ?

- End users can Host, Attend and Build network

Our Market

- Approx more than 30000 Students in a University.
- Large organizations.
- Manufacturing companies (sports, recreational)

Business Model

- We offer our PAAS (Platform as a Service) and charge annual fee to organizations.
- We offer sports companies a unique platform to market their kits at events, creating brand exposure opportunities by providing sports equipment for attendees to use.

Key Resources



- Get popular brands low value products, clearance products or On-Sale products
- Data analytics – Reviews from Users
- Finally merchandising their products

ASK

- Research and Development
- Technical resources

Blackstone Experience

- We made our target audience more clear
- How to convert a problem into a Business Model
- How to scale up marketing strategy
- Confidence