

# FLYZY

*Simply better*

GROUP 22

ADITYA | AMIT | PALASH | BALWANT | ATUL

## Team flyzy



**Deepak Meena**  
CEO and Co-founder



**Hansraj Patel**  
CTO and Co-founder



**Arjit Singh**  
CBO and Co-founder



**Arpit Verma**  
Design Head



**Vidhi Bhati**  
Designer



**Mohammed Fahim**  
Designer



**Mahendra Yadav**  
PR & Branding



**Sankalp Borthakur**  
Mentor/Advisor

# About Flyzy

- ▶ Founded in 2020.
- ▶ Enables safe and contactless air travel.
- ▶ Provides services like Web Check in, contactless baggage drop, shopping, food and beverages.
- ▶ Aims to make air travel personalized, in compliance with the IATA and DGCA guidelines.

flyzy

Recognized by Startup India [DPIIT]



Government of India  
Ministry of Commerce and Industry  
Department for Promotion of Industry and Internal Trade

#startupindia





# About interviewee

- ▶ DEEPAK MEENA
- ▶ Co-founder and CEO
- ▶ 3<sup>rd</sup> year chemical engineer  
@IIT Guwahati
- ▶ Mentor @ PM-YUVA
- ▶ Official Indian Delegate  
@NEXUS Global Summit  
2019, United Nations



# Goals

## Short term goal

- ▶ To gather a stable team.
- ▶ Current team is mainly based on Interns.
- ▶ To raise sufficient funds and maintain a full-time team.
- ▶ To strike deals with the major airports of India so that their software is adopted.

## Long term goal

- ▶ To achieve a higher market share and gather a niche consumer base.
- ▶ To create a high end AI based technological solution for future aviation.
- ▶ To expand services from air travel to rail and road travel as well.
- ▶ Introducing a premium version of the app.

# Challenges

- ▶ It was initially hard to convince any airport to tie up.
- ▶ *It was solved by getting in touch with a firm based in Bangalore that does the partnerships and dealings.*
- ▶ Initially, due to lack of funds, it was hard to maintain a full time team.
- ▶ *A workaround solution was found by hiring interns from the same uni.*
- ▶ Initially there was no widespread appeal as the capacity of the app was to provide only travel and flight information.
- ▶ *It was solved by expanding the services of the app, and aiming to make the app the one-stop-solution for air travel. This included including features like shopping, luggage info, amenities, etc.*



# REVENUE

E-commerce model

No charges from user

Targeted advertisement from the data collected from the user

# PROFIT/ LOSS

Expecting profit in the next 2 years

Dynamic Pricing once profit achieved

Expecting the market to boom once the pandemic is under control

# Consumers

- ▶ Working class, travelling people between the age 22-38.
- ▶ Currently, not expecting people over the age of 50 as they aren't tech savvy.
- ▶ Target Audience : Young people living in the metro cities of India.
- ▶ Aiming to integrate with the top 5 airports in India which deal with nearly 90% of revenue and passengers.
- ▶ Introducing this service to more shops and provides to induce competitive pricing



# Suppliers

- ▶ Travel Retailers at the airport.(Eg. Coffee shops, restaurants, currency exchanges, etc.)
- ▶ Aiming to expand rapidly geographically, and therefore, getting more travel retailers on the service.
- ▶ Prime importance given to diversification and vendor availability.
- ▶ Hoping to increase the commission taken from suppliers once the market share increases substantially.
- ▶ Aiming to cut down the middle man dilemma by connecting the suppliers directly to the consumers.

# PRICING

## CURRENT

- Users are not charged.
- Doesn't want to give the impression of a pricey company, as Indian market is highly price sensitive.
- As aim is to get higher market share, services will be priced at the purchase cost with minimal price increase.
- Initial revenue mainly from advertisement.

## IN FUTURE

- Expecting the per capita income to increase dramatically.
- Introduce a premium, ad-free version of the app.
- To increase the prices of the services provided dynamically.
- Take higher commissions from the suppliers on the app.
- Customer acquisition cost will go down as , higher market share + higher per capita income.

## Fixed Cost

- Rent
- Cloud/Server Cost
- Electronic Gadgets

## Variable Cost

- Digital Marketing
- HR cost
- Travel Cost
- Maintenance Cost
- Salary of Interns

## Sunk Cost

- API Cost
- Lobbying and partnership costs



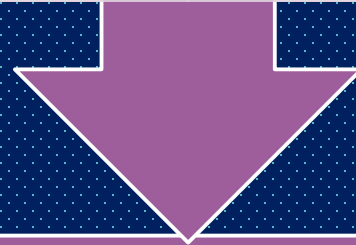
# Current Competition

Local competition is mild.

Local competitors :  
Ahoy, HY

Global competition is intense, however that is not the area of focus.

Global competitors :  
Effendor ( pioneer in this business)



# Future Competition

Expecting intense competition both locally and globally given the pandemic.

Aims to tackle it by capturing a higher market share at any cost.

# COVID


- ▶ Covid is a blessing in disguise
- ▶ This service was initially a luxury.
- ▶ This pandemic made it a necessity.
- ▶ However the Recession in the economy and the fear in customers has been a strong blow to the revenue.
- ▶ Customer demand is low.
- ▶ Demand is only in the air bubble routes.
- ▶ Suppliers are demanding and supply chains are fragile.

# Tax Regime

- ▶ Since recognized by Start-up India, no compulsion to pay tax.
- ▶ However the tax system is highly bureaucratic
- ▶ Mandatory to hire an expert in tax filing, and to maintain several paperwork.
- ▶ This is both costly and time consuming.
- ▶ GST has centralized the tax system but it is quite some work nonetheless.
- ▶ Abroad, it is relatively simple and straightforward.
- ▶ Any government in power prioritizes politics over economics.



# Seasonal Pattern

- 
- ▶ Any specific demand pattern can't be expected in the near future.
  - ▶ Peak demands are expected during holiday periods, e.g. June, December
  - ▶ During peak season, prices of the services will be hiked to garner larger profits.
  - ▶ Peak season brings with it challenges like extra server and banking charges.
  - ▶ When demand will be less, consumers will be incentivized with discounts and coupons to spend more.



# LEARNINGS

## Entrepreneurial Learnings

- ▶ Quintessential to address real life problems.
- ▶ Versatility, adaptability and connections.
- ▶ Important to consult the experts in that area.
- ▶ Better to share idea with peers, as mind opens up to new possibilities.
- ▶ Open to feedback from customers, peer, seniors and experts.

## Importance of Start-up

- ▶ Helps a country to be self-reliant.
- ▶ Indigenous resources and supply chains.
- ▶ All economic giants became so because of native industries.
- ▶ Economic security, job creation and local work force utilization.
- ▶ Students shouldn't be afraid to fail.
- ▶ Start-up culture, its possible failures, and its benefits needs to be normalized in the society.



*Thank You*

