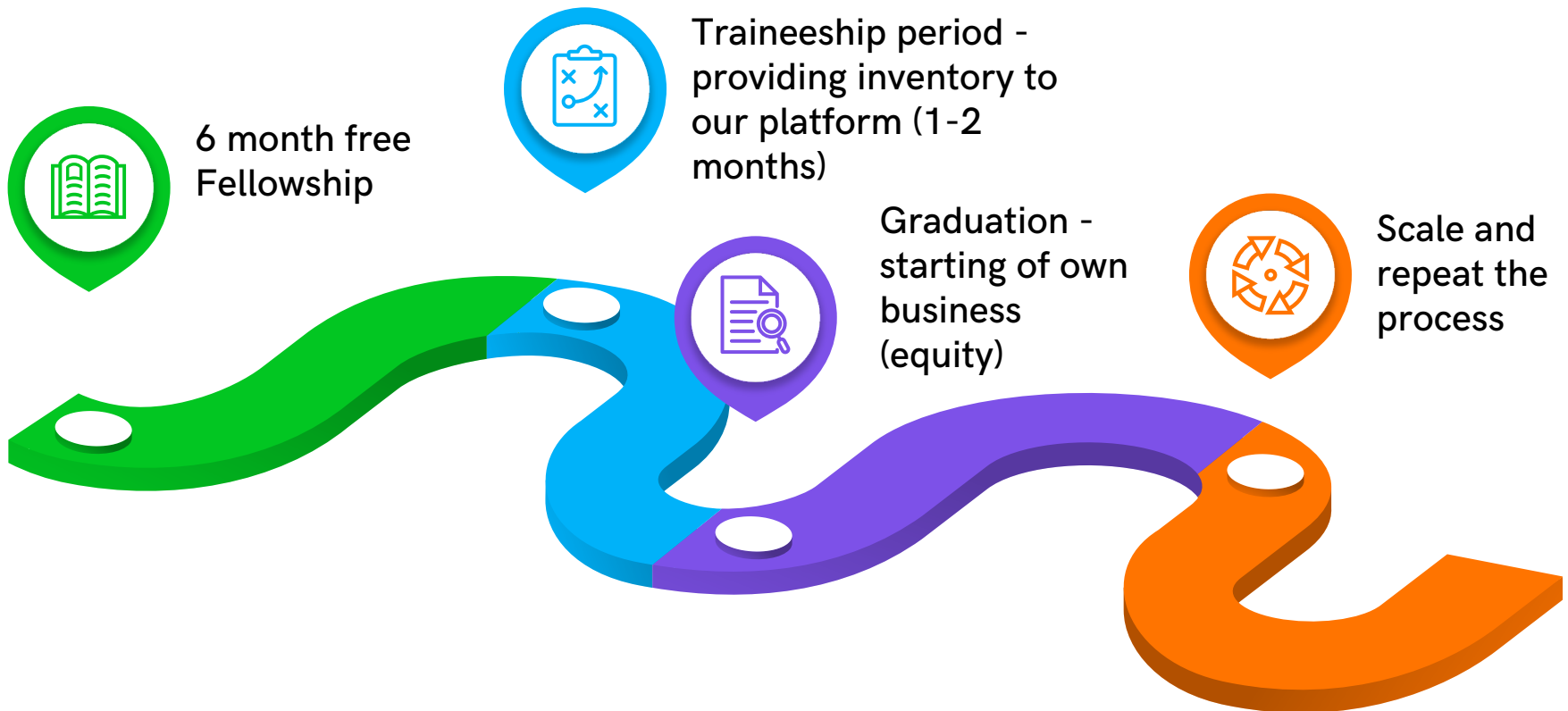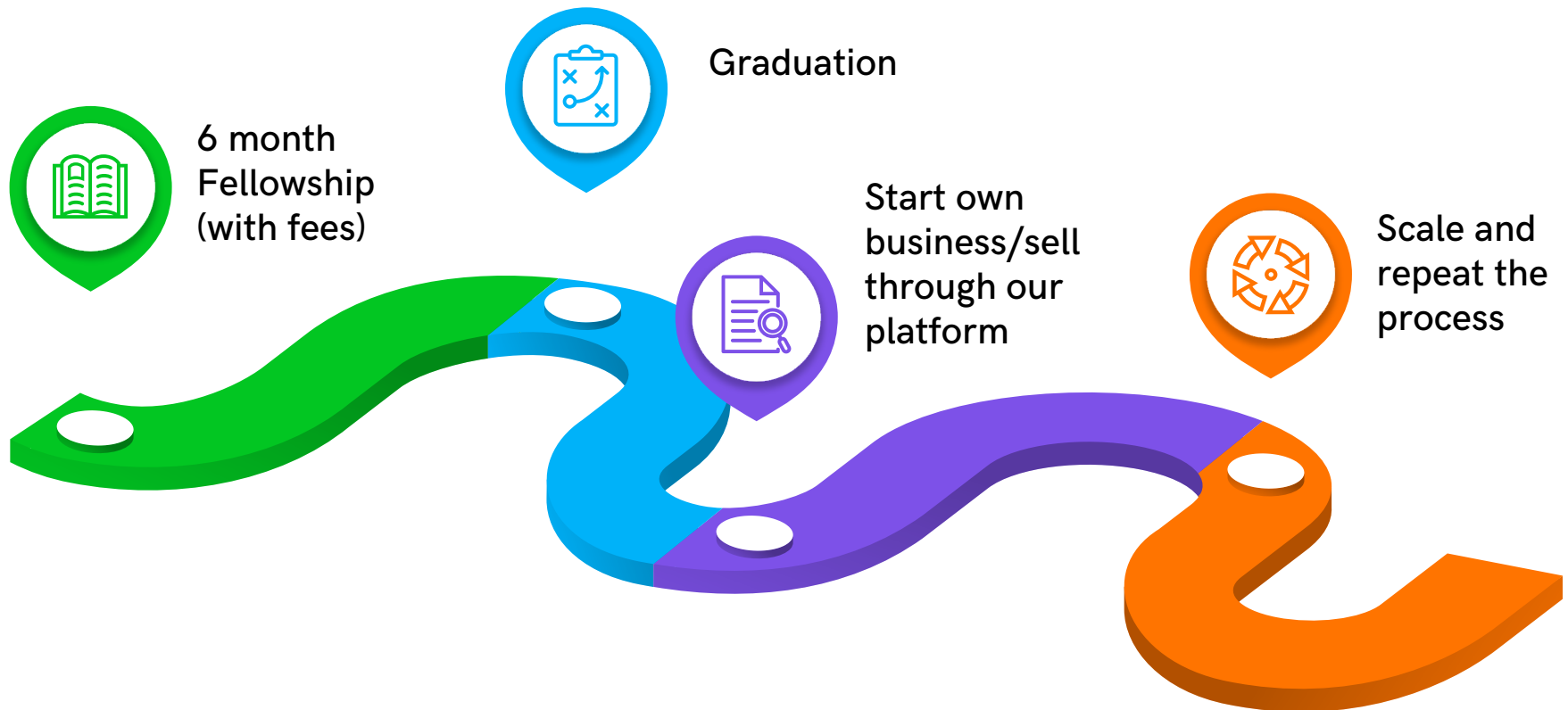# Zomato Model I

A business model where a cohort of 25 housewives are offered free training and resources and then are encouraged to start selling their products through our platform. From all the products sold we keep a commission (percentage).

There is a compulsory period before graduation of 1-2 months where the housewives have to provide us with inventory to be sold in our platform (instagram).

6 month free Fellowship

Traineeship period - providing inventory to our platform (1-2 months)

Graduation - starting of own business (equity)
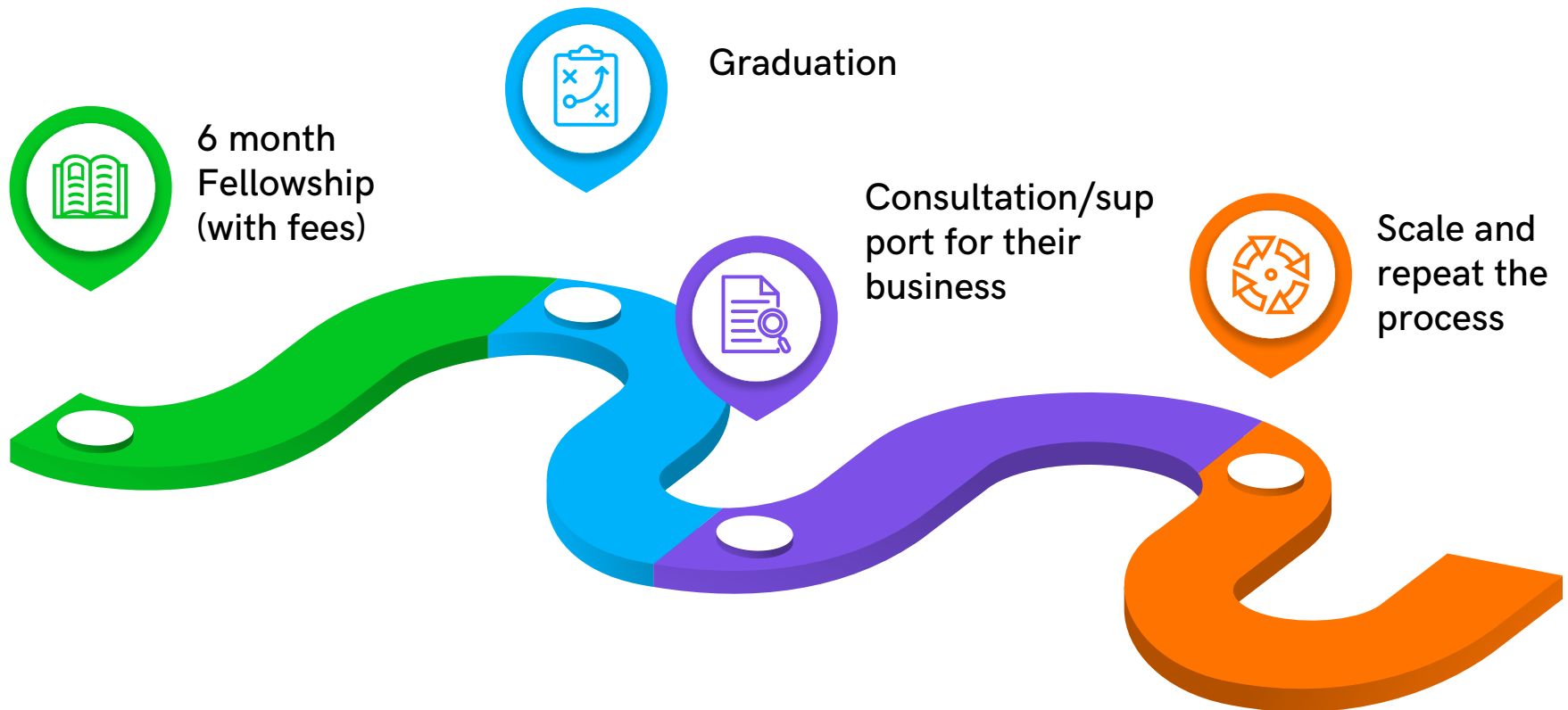
Scale and repeat the process

Y-Combinator Model II

A business model that provides learning and resources for free to a cohort of housewives for a duration of 6 months and then encourage them to start their business. We will own a part of their business (equity) – that could be sold back to them in the future.

Graduation

6 month Fellowship (with fees)

Start own business/sell through our platform

Scale and repeat the process

Coursera Model

A cohort of housewives enrol in a 6 month course - they will have to pay the fees up front or in instalments. After the completion of the course, there is an option for those wanting to marketise a product to do it with our support and via our platform and we will make profit either via commission or equity.

6 month Fellowship (with fees)

Graduation

Consultation/support for their business

Scale and repeat the process

COMPARISON CHART
REVENUE MODELS

ZOMATO MODEL	Y-COMBINATOR	COURSERA MODEL
• Commission based - we receive a Commission of all the products sold. • Commom platform to order (instagram/app/website)	• Offer resources and learning to the seed start-ups (for free). • Equity in the business usually in exchange of financing	• Pay an enrollment fee for the course. • Pay for the certificate.

OBSTACLES

• They can sell withouth using our platform, selling privately. • We do not know they will decide to start selling after the fellowship	• How to ensure they scale their business ater the fellowship? • Will all the Y combinator resources be offered for free?	• It might become just a learning platform. • No insurance that the learning will turn into a business. • Transactional

ADVANTAGES

• Everything is centralised. • It will reduce the burden and risk from their side.	• More opportunities of growth and to attract external funding	• Simple • Can be paired in the second phase with y combinator or zomatio model.