

Virtual-QR

The Digital Fintech Yatra



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PROBLEM

- College Story
- Problem Faced
- Finalized Stat



02

PRODUCT

- Different Ways
- Latest Tech
- Final Product



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MARKET

- Heritage Sites
- Fixed Shops
- RoadSide Sellers



04

BUSINESS

- Dashboard
- Service Charges
- Personalized Ad's





01

Finding the Problem

“My Story when i started my college”

Switch to Technical Presentation : shorturl.at/pyDOP



QR- Codes

(A Problem still unsolved)

- QR-code gets Damaged
- Scan the QR-code
- One Person at a time
- Hectic when it's Crowded
- Putting new QR-code



PROBLEM

“ How can we transfer Payment-Details
From Seller to Buyer which is
Cost Efficient,
Highly scalable,
and **Dynamic in nature ?** ”

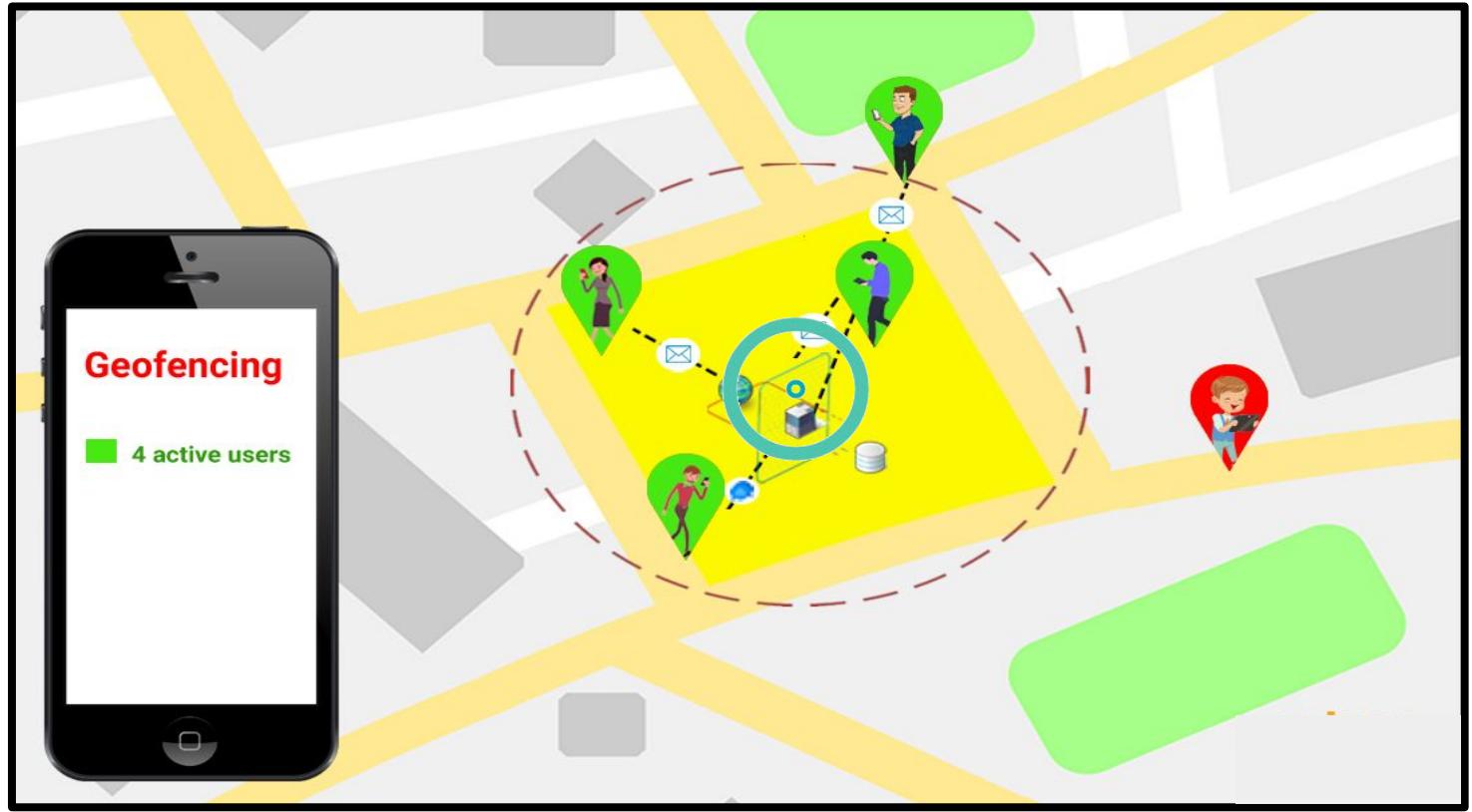
SOLUTION

“Our Solution , **Broadcast's** the Merchant's **Payment Detail** in his surroundings ,So when a buyer enters that region , he directly get the Payment details and he just need to enter the amount “

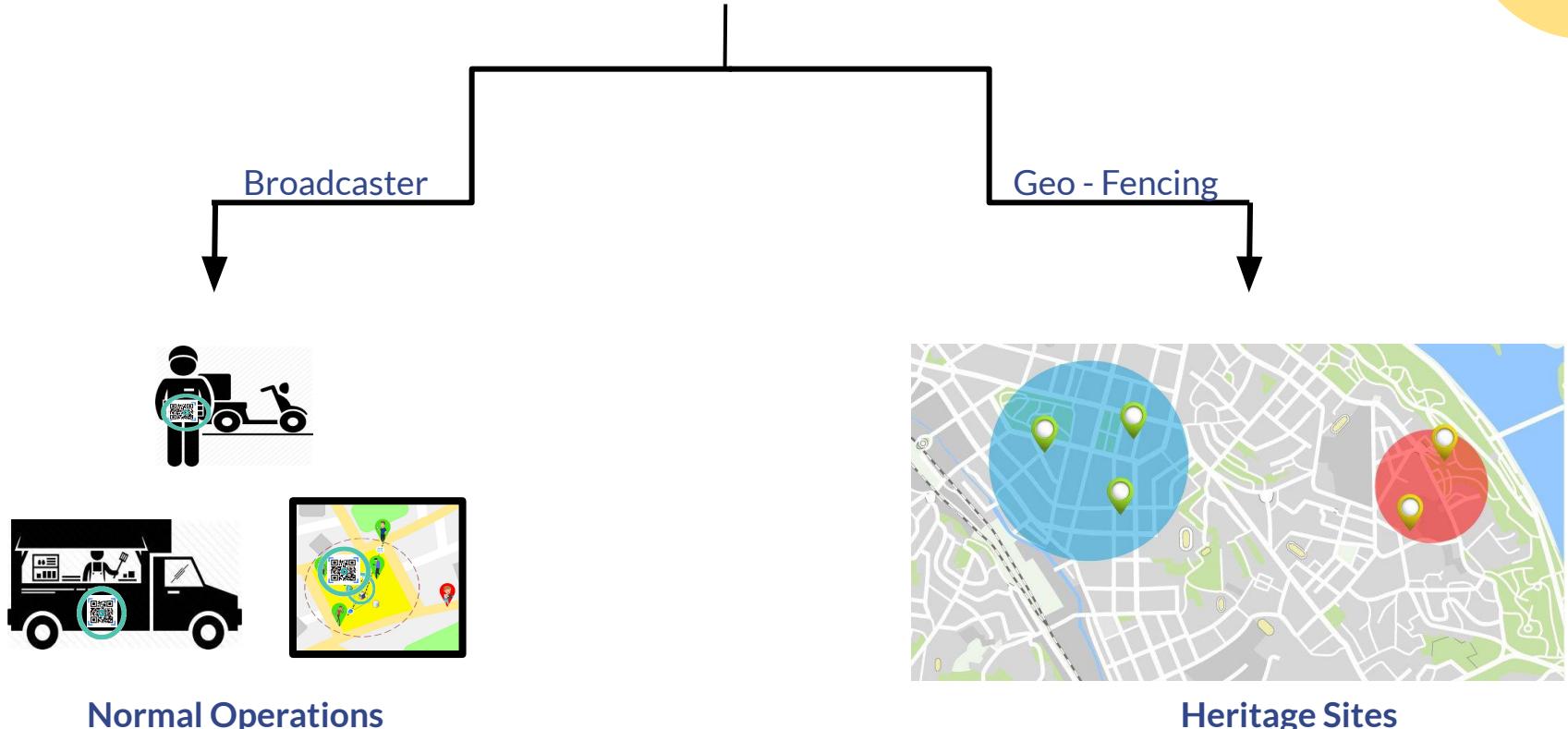


Industry 4.0 Solution





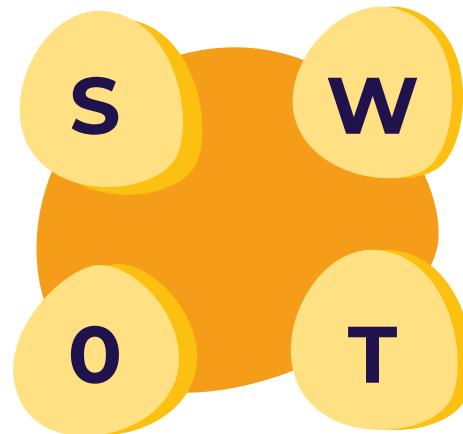
SOLUTION



SWOT ANALYSIS

Unique Approach best application among all existing technologies .

Once Established no one can copy us .



Initially it will take time to get Everyone used to get along with this Tech .

At Initial stage we will have to start small

02

Product

Switch to Technical Presentation : shorturl.at/pyDOP

PRODUCT OVERVIEW

BROADCASTER

Broadcast your payment details and update them whenever you wish.

DASHBOARD

Track your shops performance with detailed dashboard.

CREATE OFFERS

Create offers that people can't refuse When they are shopping from you .

1

2

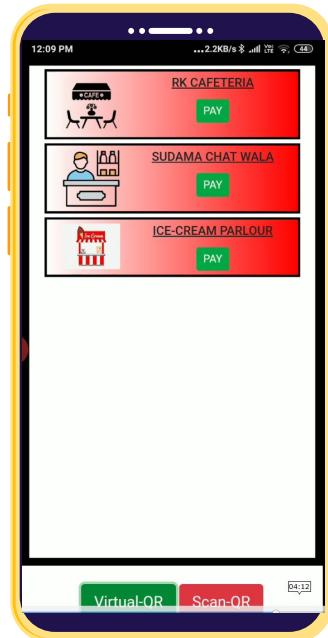
3



PRODUCT DEMO

Basic Demo :- <https://youtu.be/wo6zESMyntY>

Live Demo :- <https://youtu.be/96UqloyvZmY>



AWARDS



NPCI - API Accelerator Hackathon

Won 1st Prize at the
National Level Hackathon ,
It was open to all :-

- Student's
- Corporates
- Startup's

[Link](#)

REVIEWS



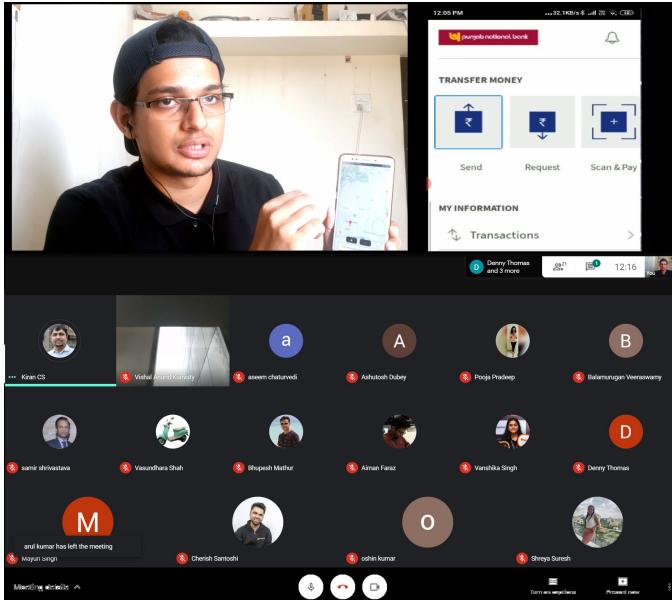
“Excellent Idea waiting for this
this Idea and technology
go live”

— **Ms Praveena Rai**
(COO - NPCI)



“Idea is great and this
technology has a lot of scope
once implemented will find
more use cases”

— **ASHUTOSH DUBEY**
(Lead - Innovation & Business Analytics)





03

Market Overview

Switch to Technical Presentation : shorturl.at/pyDOP

Go to MARKET Strategy



20%

1 |

Fixed Shops



20%

2 |

Local Vendors



80%

3 |

Tourist Place's



B2B Partnership :-

PayUmoney

instamojo

SBI card i ICICI Bank

Razorpay

HDFC BANK



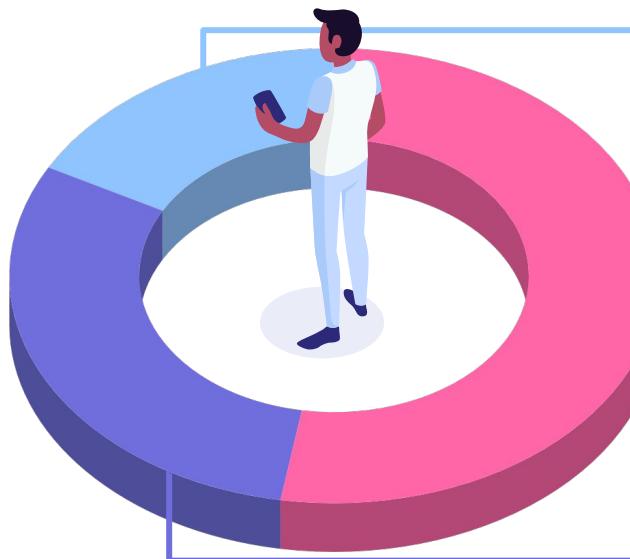
Maestro Paytm

04

Business Model

Switch to Technical Presentation : shorturl.at/pyDOP

BUSINESS MODEL



Payment Gateway

Partnership with Payment gateways for revenue sharing upto 0.2% per transaction .

Merchant Dashboard

Dashboard providing details and behaviour of customers (Analytics)

White Labelling

White Labelling based specific application charges .

Revenue Projection :-



1

Fixed Shops

20%



From Card / Net-Banking Transactions :-
0.2% of Total Transaction Value
(from Each shop)



2

Local Vendors

20%



-



3

Tourist Place's

80%



Targeting 20% of People of 10 major Sites :-
Avg Revenue * 10 :- 160 Cr
Total Profit (0.2 %) :- 32 Lakhs

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