



**Illinois Institute of
Technology**

International Bundles

Sarvesh Kaushik, Yanlin Chen, Kevin Barrera

TODAY'S PRESENT ATION

RECAP

Value Proposition
Total Addressable Market
Beachhead Market
Marketing Techniques
Business Model
Competition
Team

OUR COMPANY

Financials
Type of Company
Capital Structure
Exit Strategy



Value Proposition

Make Your Life Studying Abroad Easier with our International Bundles

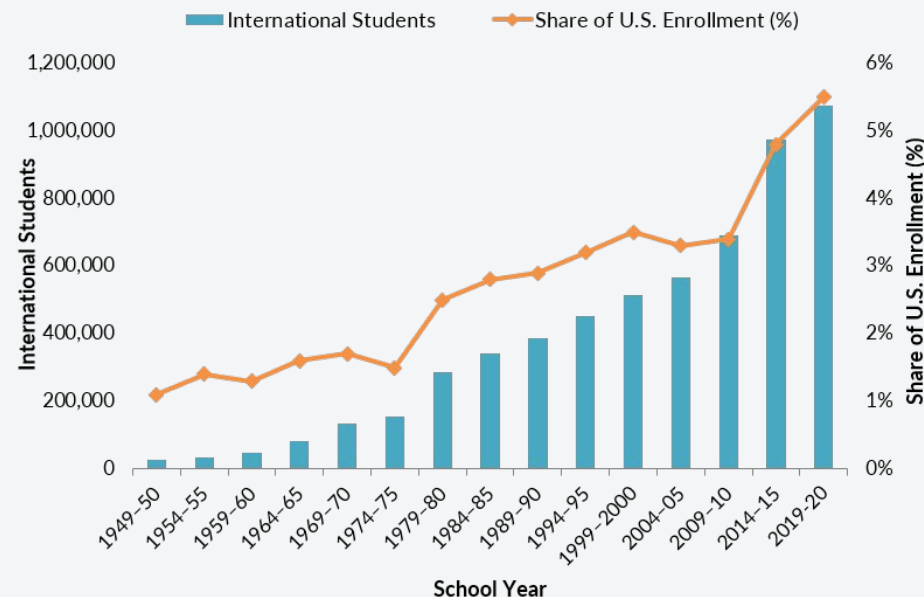
- Every Single Item is Carefully Selected
- Every single bundle is meticulously packed
- Every single box is wonderfully designed.

Sarvesh Kaushik,
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Barrera

Total Addressable Market and Beachhead Market

Our Target Audience includes all future and current international students.

Our identified beachhead market mentioned last time were Indian international students at Illinois Tech.



Source: Institute of International Education (IIE), "Enrollment Trends: International Student Data from the 2020 Open Doors Report," accessed January 11, 2021, available [online](#).

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Marketing Techniques

Beachhead

-On campus advertising, city advertising

Total

-Social Media Marketing, promotions, referrals

Direct Competitors



India In Box



Desi Basket



IndiFix

Indirect Competitors

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. A curved orange arrow starts under the letter 'a' and points towards the letter 'n'.The Walmart logo, featuring the word "Walmart" in a bold, blue, sans-serif font. Below it, the tagline "Save money. Live better." is written in a smaller, blue, sans-serif font. To the right of the text is a yellow six-pointed starburst icon.

MEET OUR TEAM



Sarvesh Kaushik
CEO



Kevin Barrera
COO



Yanlin Chen
CFO



Adarsh Arora
*Lead Angel
Investor*

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Business Model

- Bundled Pricing:
 - Single transaction with multiple items that can be sold separately.
- Subscription Model:
 - Based on fixed packaged charge over specific time duration.



International Bundle Finances: 18 Months					
Expenses					
Hosting	\$	1,305.00			
Marketing	\$	21,750.00			
Essential Items	\$	6,517.00			
clothing	\$	12,672.00			
Food	\$	138,163.00			
Total Personnel	\$	250,000.00			
Total Cost	\$	430,407.00			
Revenue					
				Food Subscriptions	
Essential bundles accounts		Clothing Bundle Accounts	Weekly	Monthly	
Direct Sales Accounts	150	150	282	270	
Channel Sales Accounts	0				
Price Per Bundle(PPB)	\$ 50.00	\$ 60.00	\$ 20.00	\$ 25.00	
	\$ 7,500.00	\$ 9,000.00	\$ 231,360.00	\$ 121,500.00	
Gross Revenue	\$	369,360.00			
Net Revenue	\$	369,360.00			
Actual Loss		-\$61,047.00			



FINANCIALS

Expense Breakdown

INTERNATIONAL BUNDLES

Export

- Freight Charges: \$3076
- 3 Destination Services: \$1944
- 4 Approx Destn. THC, Port & Liner Charges :\$532
- 5 Other Services: \$101

WWW.INTERNATIONALBUNDLES.COM

INTERNATIONAL BUNDLES

Hosting

- WooCommerce host costs \$9/month first year
- 18 month year after that
- 2.9% + 30¢ for every purchase made with a US credit or debit card
- There is an additional 1% fee for international cards.
- Paypal = 30/month plus 2.9% + 30¢ for every purchase
- Shipping Extension - 49 a year
- Woocommerce subscriptions 200
- A year SSL certificate ~300 a year

WWW.INTERNATIONALBUNDLES.COM

INTERNATIONAL BUNDLES

Marketing

- College Events: \$950/hr + \$125 per person meal
- Estimated cost for SEO to a website:
- Local Campaign: \$500/month
- International Campaign: \$2500/month
- Content Marketing cost: \$20000

WWW.INTERNATIONALBUNDLES.COM



FINANCIALS

Average Revenue Per Account

- ARPA for Food Bundles: \$53.09
- ARPA for Essential Bundles: \$50.00
- ARPA for Clothing Bundle: \$60.00

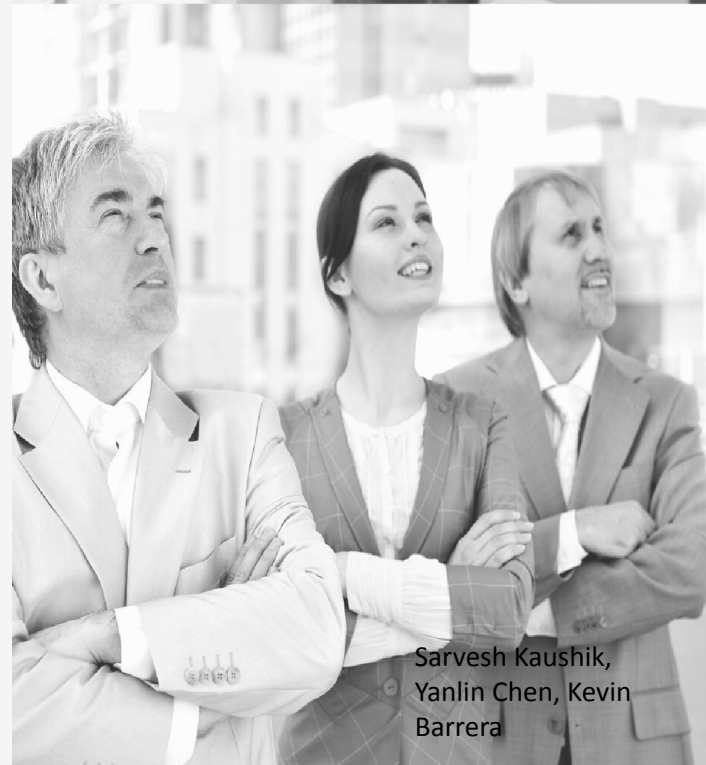


Life Time Value of Customer

- Average Life time value of customer would be \$168

Amount we need to raise

- Million Dollars



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LLC

Limited Liability Corporation

Members

We look forward to work with ambitious members over Stock Holders.

Managers

We chose Managerial Administration over officers

Taxation

LLC will serve us in Taxation benefits

Flexibility, Operating agreement

We can put forth decision with our own ease.

Capital Structure

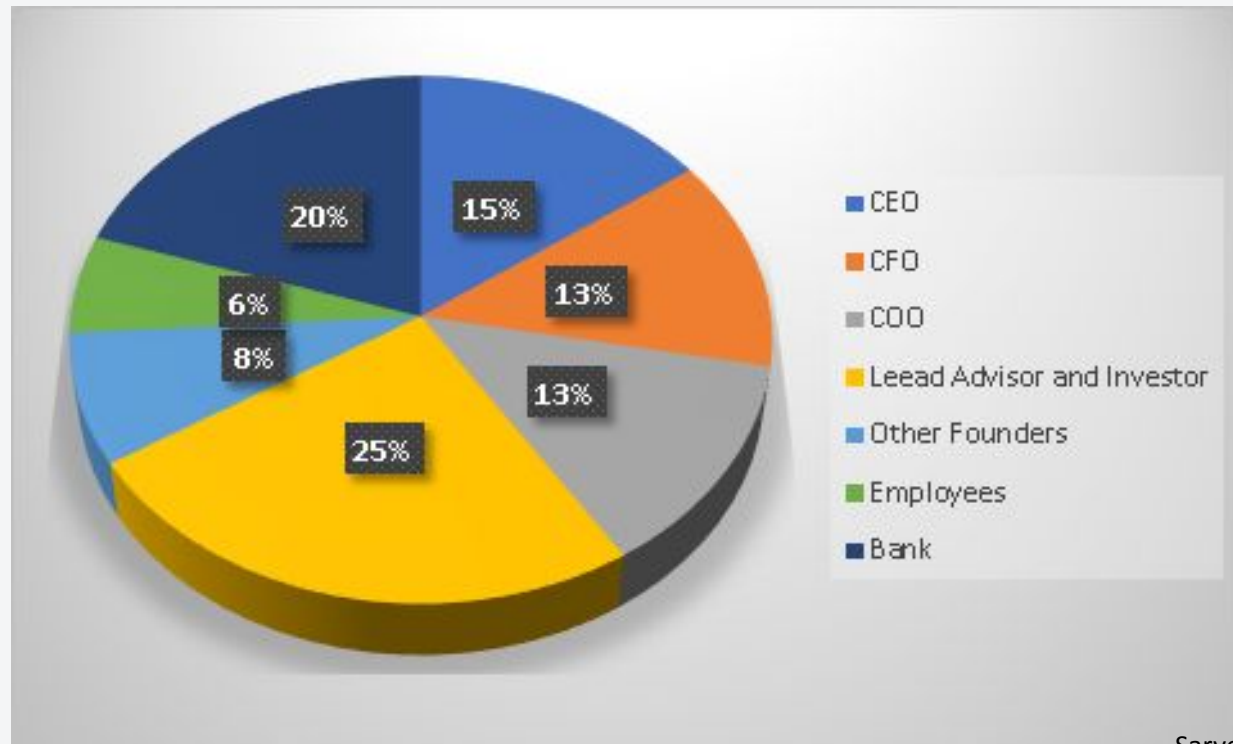
- 10 Million Authorized shares
- 6 Millions Issued Shares
- 4 Millions will be set aside
- PAR .01%

Vesting Schedule:

4 years, 25% per year

Capital Structure

- **Distribution Structure**



Sarvesh Kaushik,
Yanlin Chen, Kevin
Barrera

A photograph of a modern office interior, featuring desks, chairs, and large windows, overlaid with a teal color filter. The text 'EXIT STRATEGY' is centered in large white letters.

EXIT STRATEGY

Priority: Acquisition

Alternative:

- Selling to know person
- Initial Public Offering

Kevin Barrera, Sarvesh
Kaushik, Yanlin Chen

The image features a teal-colored background with a faint, semi-transparent illustration of an office environment. In the center, three business professionals (two men and one woman) are depicted in a collaborative setting, looking at documents. A small table in the foreground holds coffee cups and a plant. The text 'THANK YOU' is prominently displayed in the center within a white rectangular frame.

THANK YOU