

Omicron



“Your Business In Global Spotlight”



Team Omicron says Hi!

Ketan



Team Lead,
Front End Developer,
Data Analyst

Yanlin



Full Stack Developer,
Database designer,
Backend expert

Meeta



Backend Developer,
Market Researcher,
Website Architect

Mahir



UI/UX Designer,
Project Design
Manager



This is John...

- John owns a famous burger shop in downtown Halifax
- His burgers are tasty and he has some frequent customers
- He is the king of burgers within downtown Halifax





John says, “How about some more business?”

- John wants to expand his business outside downtown across Halifax.
- He wants to sell more burgers outside his dominance range.
- He manually advertises his burgers to more customers





But...

- His manual reach gets limited to few customers outside and doesn't make much impact
- Outsiders aren't "bonded" with John's burgers yet.
- Few outsiders arrive at this shop but later forget his burgers





How about Omicron, John?

- Brings niche business to spotlight
- Present your products globally through video streaming!
- Analyze your business through our analytics
- Get a global feedback on our every post!
- Get to know famous businesses across Halifax
- Your success is ours!
- Get bonded outside your current dominant range



Unique Value Proposition

- First web portal combining video streaming, social media and advertisement features specifically for niche markets for connecting them to global customers.
- Omicron connects the customers with the niche vendors and generates a global image of niche vendors.



Unfair Advantage

- We are developing this product amidst COVID-19 pandemic due to which several niche businesses have lost their original publicity and dominance.
- Omicron's features are exactly what can help them see the light at the end of the pandemic tunnel.



Customer Segments

- Niche entrepreneurs and vendors who are facing difficulties in expanding their business outside their niche range.
- Our Mass market = Niche entrepreneurs
- Businessmen setting up their business for the first time
- Tourists/Customers who want to know about the best niche products within Halifax



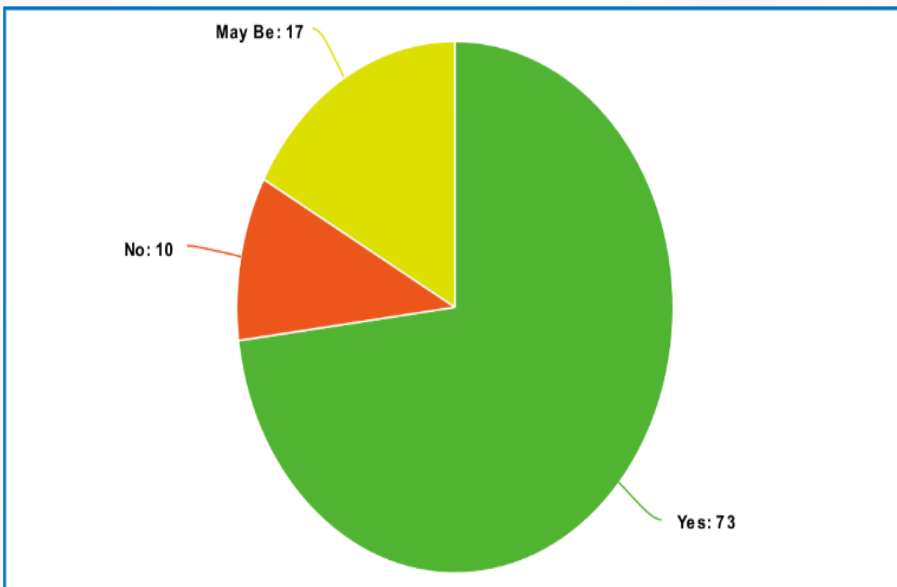
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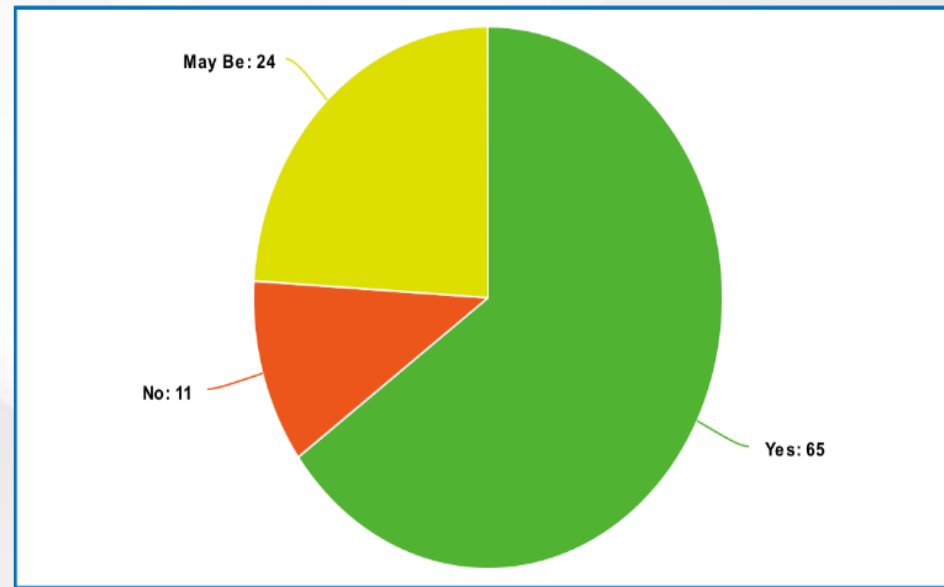


Survey Results

Do you need an application for globalizing your business?



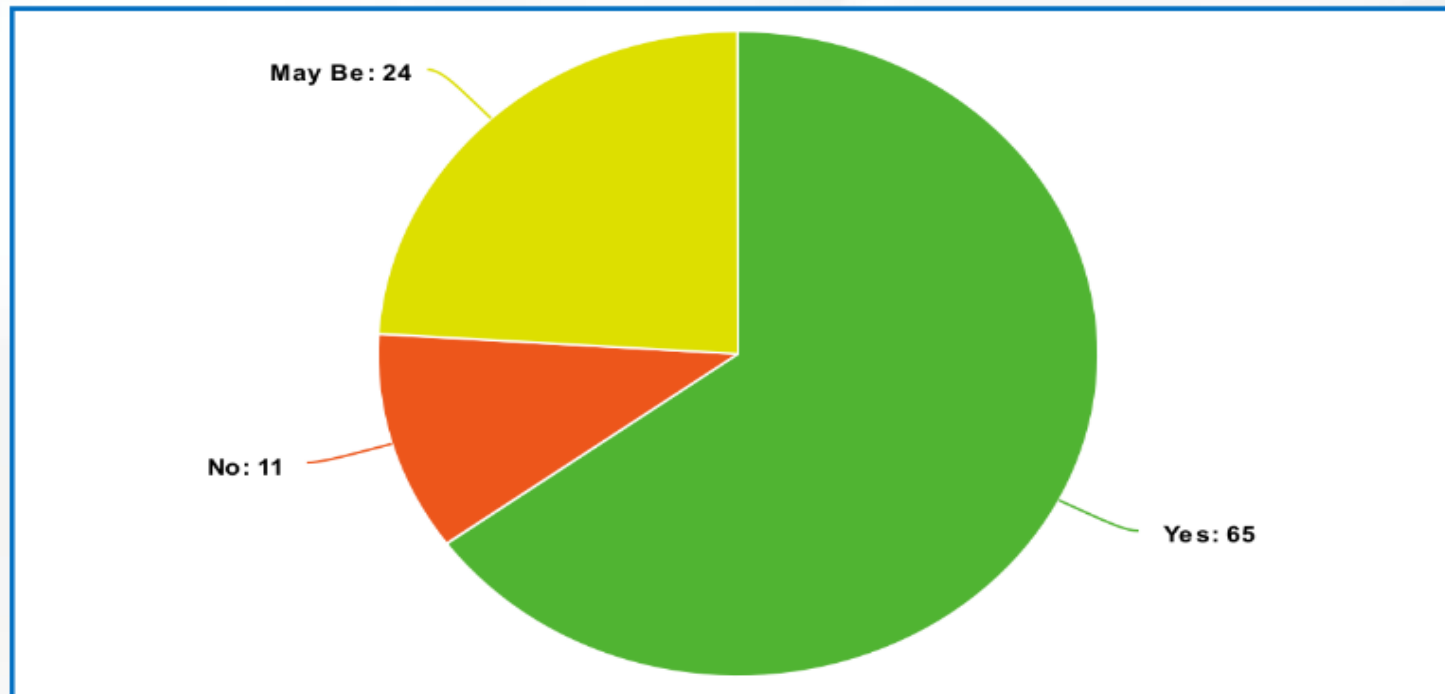
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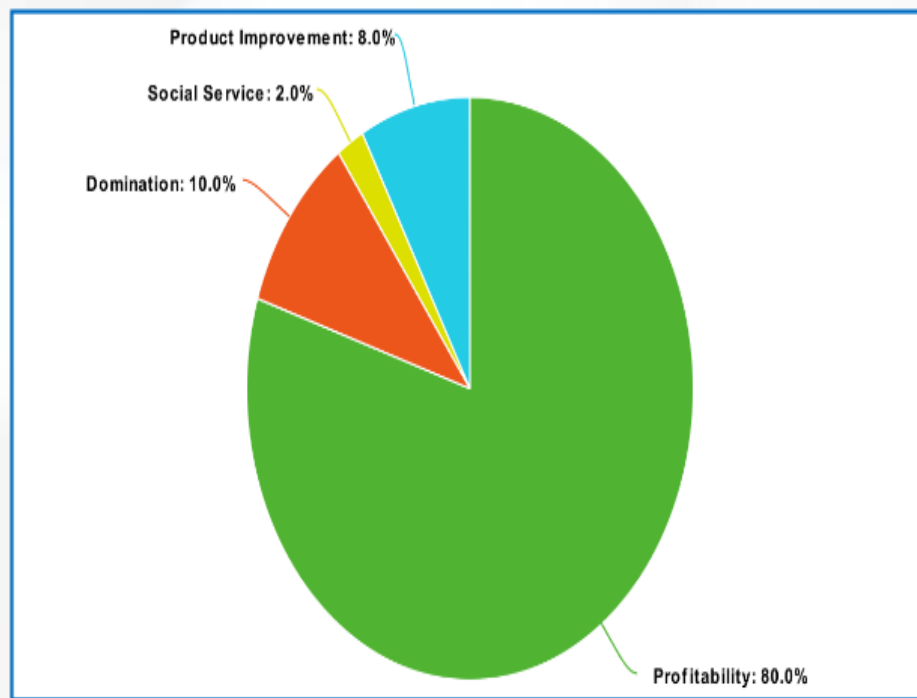
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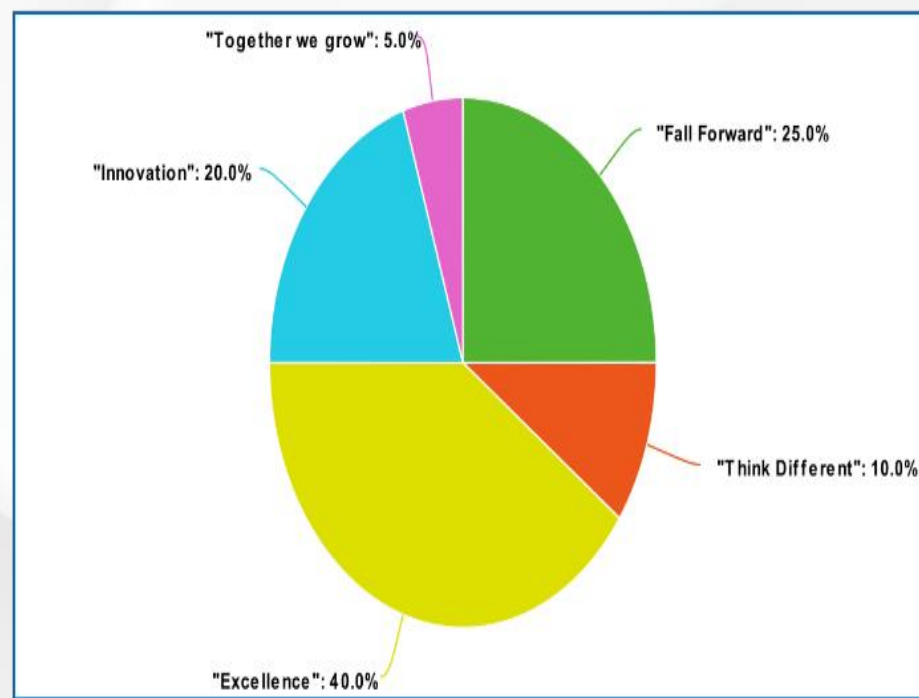


Customer Segmentations



■ Profitability ■ Domination ■ Social Service ■ Product Improvement

meta-chart.com





Channels

- Email notifications
- Google Advertisements
- Texting them about this idea
- Meeting the nearby niche vendors in-person for pitching our idea
- Web Portal's Contact Us page
- Web portal's product delivery page



Key Metrics



- Number of niche businesses globalized in every month
- Number of new subscriptions every month
- Number of interviews conducted and positive feedbacks



Cost Structure

Cost Parameter	Cost (CAD)
Website Development & Maintenance	\$48000/year per full time employee
Digital Marketing	\$2000 every month
Development Support Intern	\$2500/month per intern
Website Hosting	\$500/month
Total	4 full time developers + 3 interns + 4 digital marketing interns (\$32k/month)



Revenue Structure

Revenue Parameter	Revenue (CAD)
Classic Subscription	30 CAD/month
Premium Subscription	50 CAD/month
Auxiliary Advertisements	400 CAD / website slot- every month
Break Even Point	200 Classic subscriptions, 50 auxiliary advertisements, 30 premium subscriptions
Life time value : After globalising a niche business, the impression of this idea will be permanently positive on the targeted niche entrepreneurs. We will be trying to pull up their business and their success will be our success too!	

Demo



Our Asks



We want improvement
advices for our application in
terms of design, business
model and implementation



There you go, John!



Thank you

