

CampusYaar

Affordable Finds , Sustainable Minds



Founders



Shlok Mehroliya

CEO

Problem Solver and the main placeholder of the team



Deepesh Kumar

CTO

Technophile, loves to get all over anything tech related



Naman Rawat

CMO

Efficient and has a understanding of marketing strategies and activities



Yash Khatri

CFO

Has a keen interest in finance and upcoming tech

Customer Problem

Imagine being a student at the end of the semester, looking around at a room full of perfectly good items that are too bulky to take home. Meanwhile, next year's freshers will have to spend a significant amount buying the exact same things new.

CampusYaar breaks this wasteful cycle by connecting departing students with incoming ones through our campus marketplace. Sellers recover their investment while buyers save on essentials.

No more unreliable platforms or logistics headaches. Our verified listings, quality checks, and convenient pickup/delivery services make transitions seamless.

CampusYaar creates a sustainable circular economy while putting money back in students' pockets.

What is CampusYaar?

- CampusYaar is a student-friendly platform that makes buying and selling college essentials effortless.
- Graduating students can list unused items with ease, while incoming students find affordable, quality secondhand goods.
- CampusYaar serves graduating students, new students, budget-conscious buyers, and eco-friendly shoppers.
- Our secure system, verified listings, and warehouse assistance ensure quality and convenience, making student living affordable and sustainable.



Customer Journey

Before

Graduating students have excess dorm items

Items are too bulky to move or ship

Perfectly usable items often end up in landfills, creating environmental waste

After

CampusYaar provides a very productive way of connecting seniors and freshers.

Freshers save on money and also build good positive connections.

Seniors get money better than usual resale marketplaces.

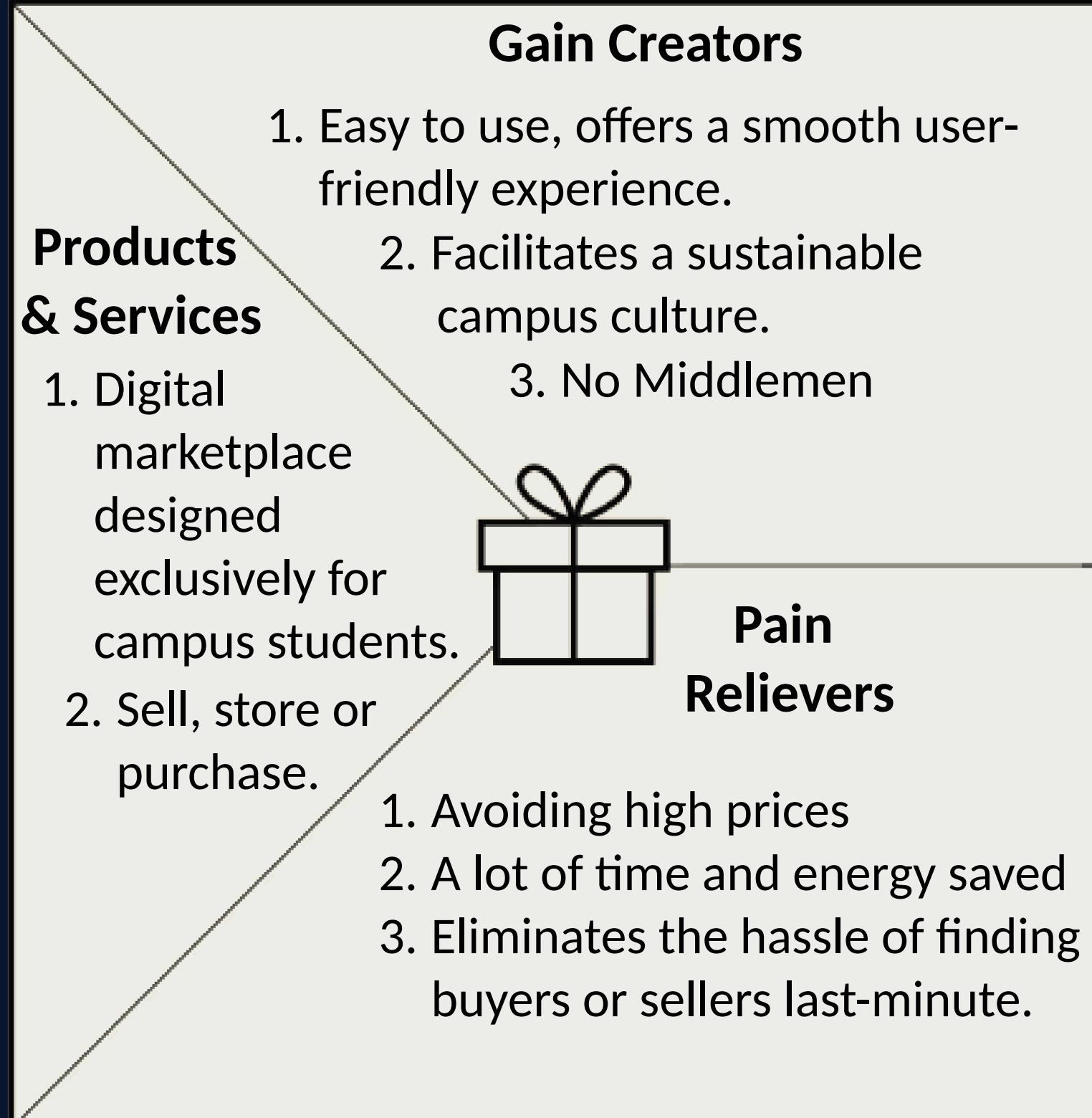


- Also stuff like curtains and mattresses which are a little weathered do not get a very good resale price.
- Juniors sometimes get some stuff from seniors but most reusable stuff which they could have bought at reasonable prices, they have to buy from markets.



CampusYaar connects students and offers a P2P marketplace for them to communicate and offer a better solution than year on year wastage of resources and money







Cost Structure



Revenue Streams

Assumptions



User Growth Projections

Year 1:	1,500 users
Year 2:	4,500 users
Year 3:	10,000 users
Year 4:	11,000 users
Year 5:	19,000 users

Sales per User

Year 1 baseline: 300 sales/mo ÷ 1,500 users = 0.20 sales per user per month

We assume this stays constant in Years 2-5 (sales grow proportionally with users)

Category Mix of Sales

Category C ("< ₹1,000"): 40% of all sales

Category B ("₹1,000-₹5,000"): 40%

Category A ("> ₹5,000"): 20%

Average Commission per Sale:

C: $12\% \times ₹1,000 = ₹120$ | B: $10\% \times ₹3,000 = ₹300$ | A: $8\% \times ₹6,000 = ₹480$

Weighted avg: $0.4 \times 120 + 0.4 \times 300 + 0.2 \times 480 = ₹264$ per sale

Premium Listings (15% of Users)

Premium Listing Fee: ₹499 per user per year

Premium Users in Year 1: 15% of 1,500 total users = 225 users

Premium Users in Year 2: 15% of 4,500 total users = 675 users

Warehouse Size and Storage Fees

Year 1: 2,000 sqft

Years 1-2: ₹150 per sqft per month

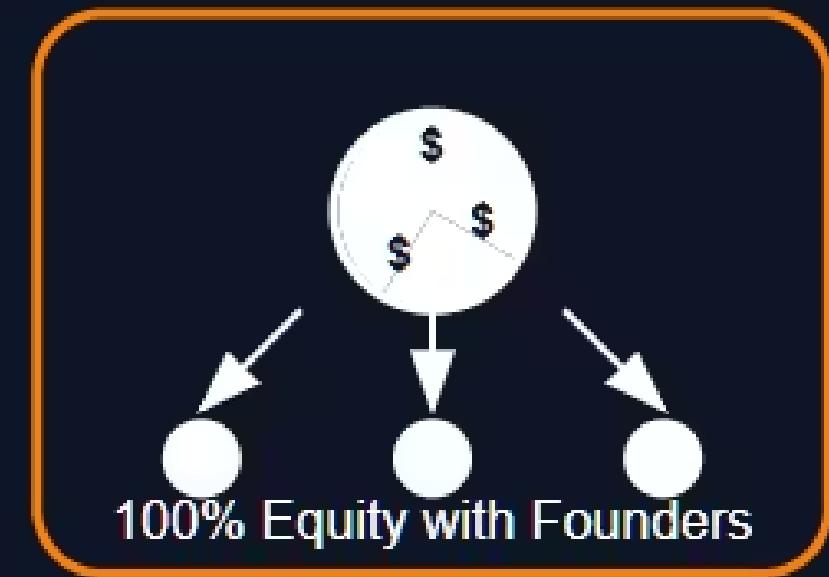
Year 3: 13,750 sqft

Years 3-5: ₹250 per sqft per month

Year 5: 27,225 sqft

40% of area rented for seasonal storage

Pre-Money Equity Structure



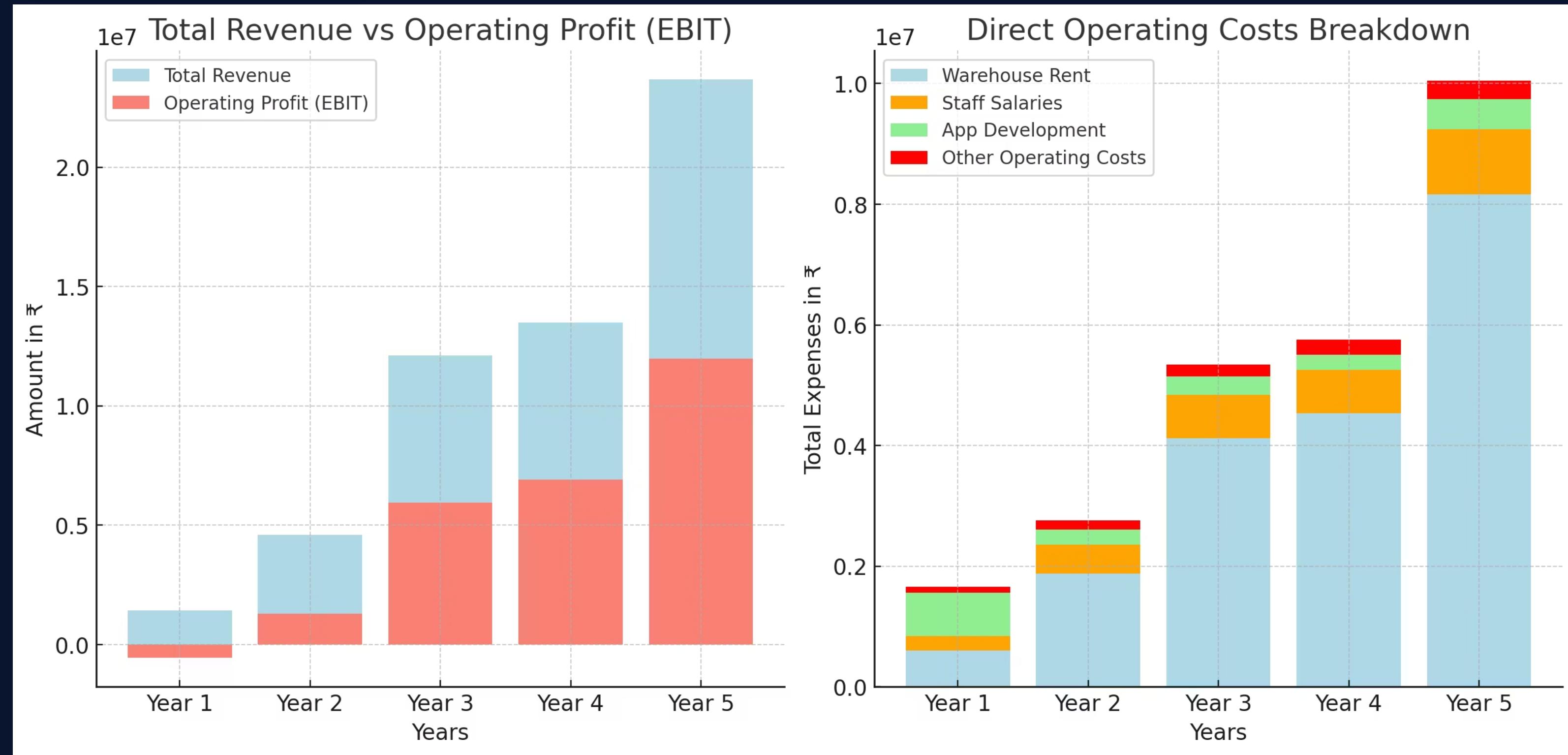
Each founder holds 25% equity



No previous ~~investment~~ history

Financials

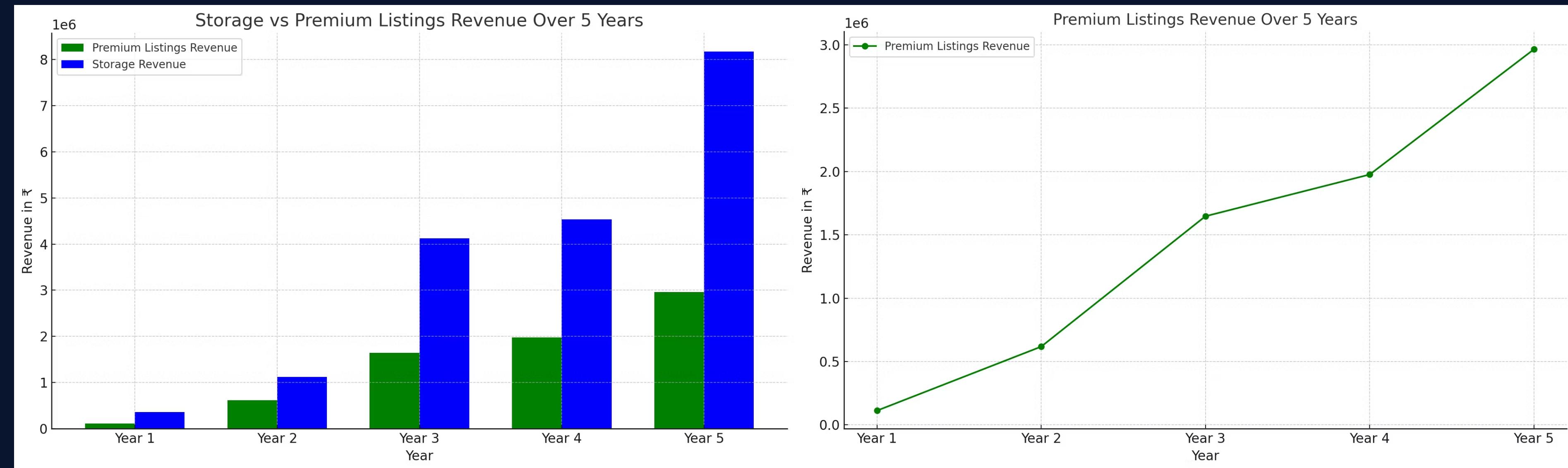
*All Values in Lakhs



<https://docs.google.com/spreadsheets/d/1uZAs6HtgWzQfXBlx-3fDsHbmGSYJ6BFzHHrOzsYZUmM/edit?usp=sharing>

Financials

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Thank you





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