



SMARTCERTIFICATES.IO

We make certificates Smart!

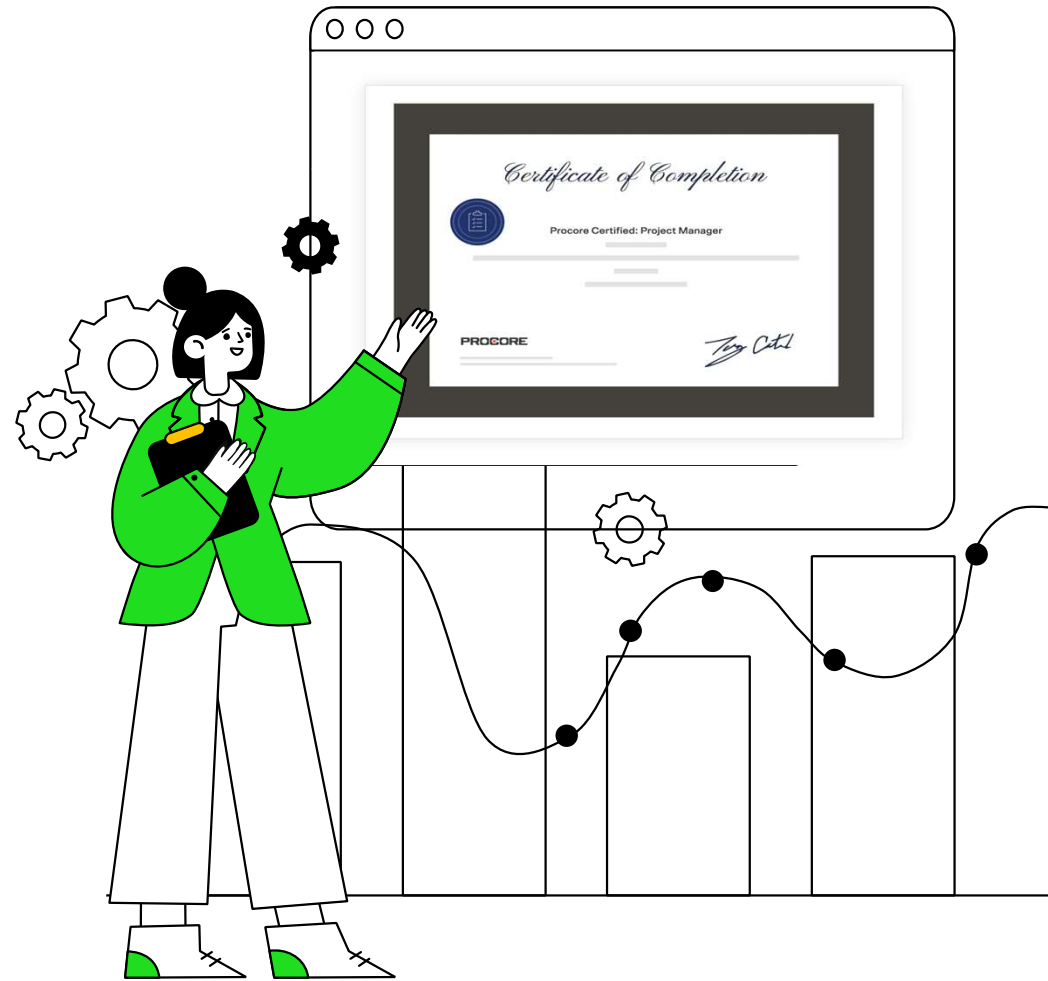




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WHY & HOW?...

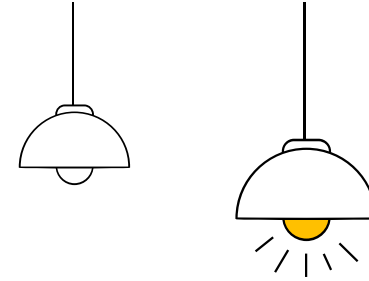
03

MARKETING PLAN

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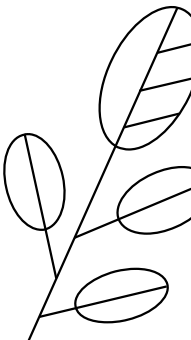
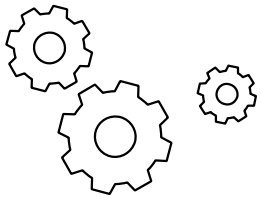
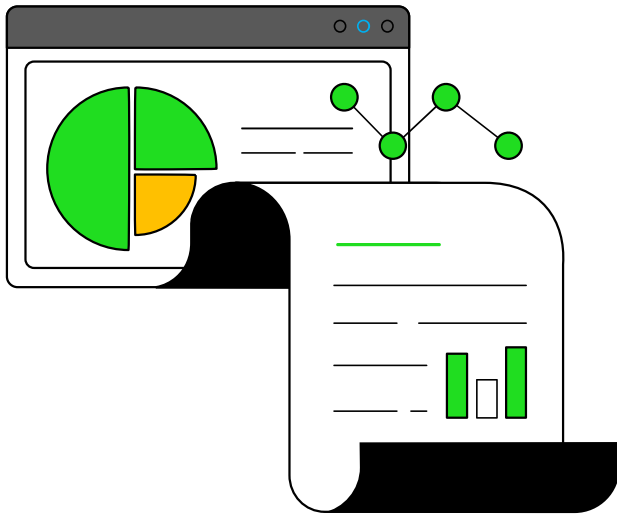
OPERATING PLAN

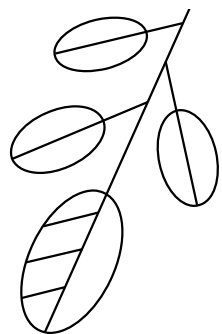




MISSION STATEMENT

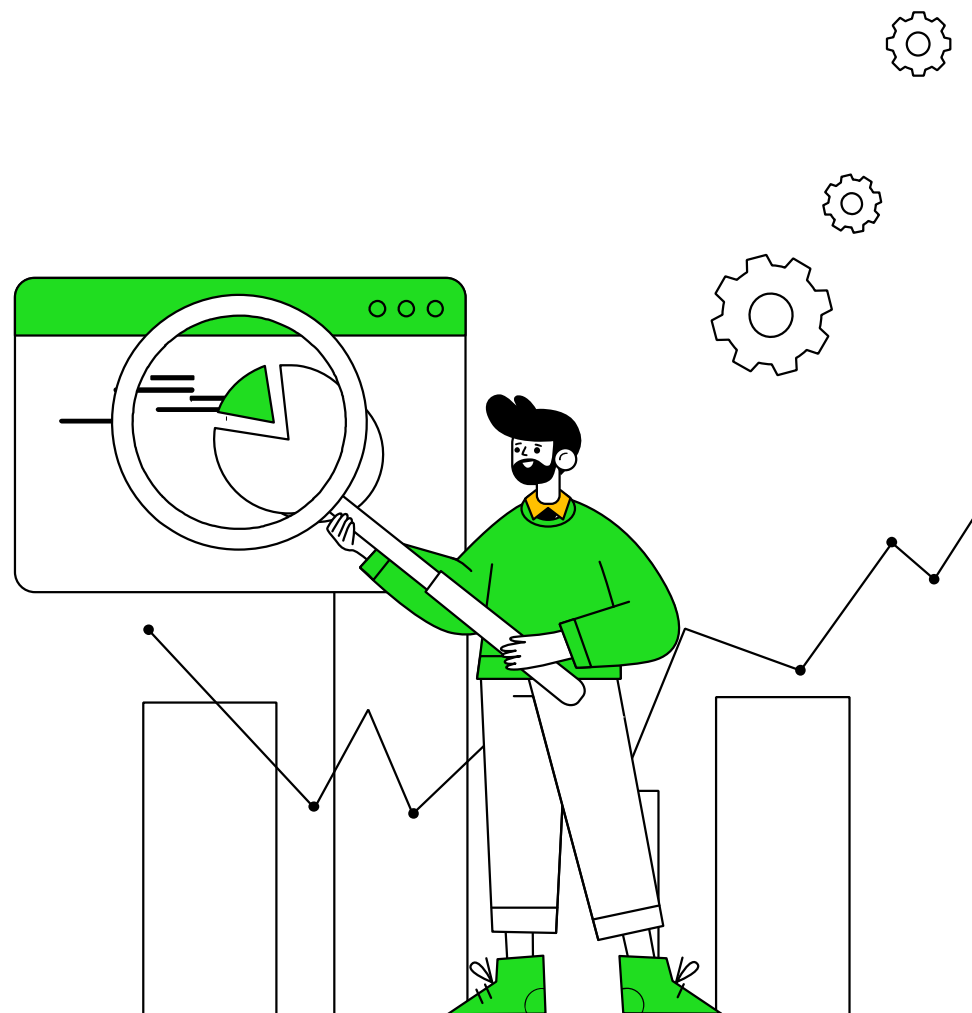
To create **an immutable, interactive, easily verifiable, and practically bulletproof!** certificate that contains all the information like any other traditional paper certificate.





01

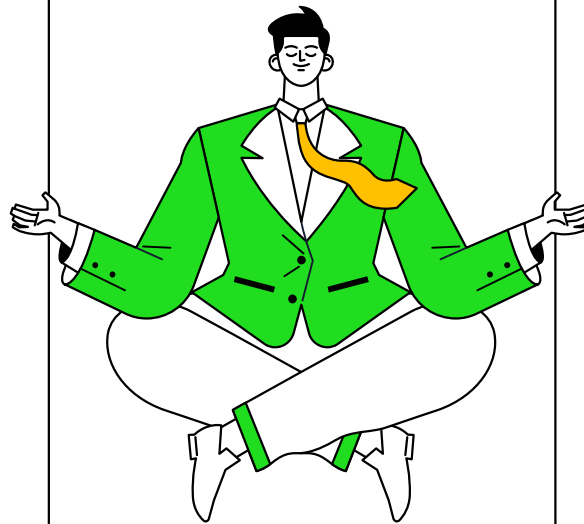
BUSINESS OVERVIEW



PROBLEM VS. SOLUTION

PROBLEM

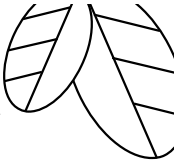
- Easy to forge
- difficult to verify
- mailing time (4-6 weeks)
- Expensive (up to \$15 per copy)
- Requires Manual verification (4-30 days)



SOLUTION

- Immutable, stored on hyperledger aries blockchain
- Easily verifiable
- Mailing time (24 hrs from the time of request)
- Comparitively cheap (\$10 per student)
- Verification can be done on website within a minute

BLOCKCHAIN BASED EDUCATIONAL CERTIFICATE HISTORY



2017



2018



2018



2019



2019



2020



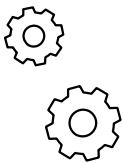
2020



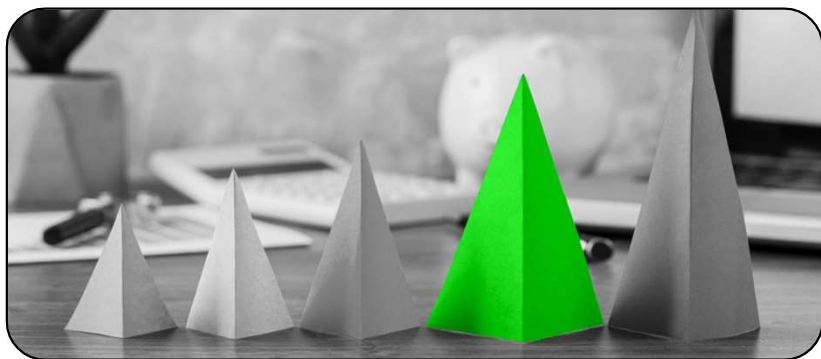
2021



2022
(My Vision)



THEM VS. US



US

We will provide an animated video of 3-4 sec to post on LinkedIn, a thumbnail for the same post. And also the 2D certificate which will be similar to the current one.

THEM

All of them provide same boring certificates like the paper one, just making the difference by putting it on blockchain.



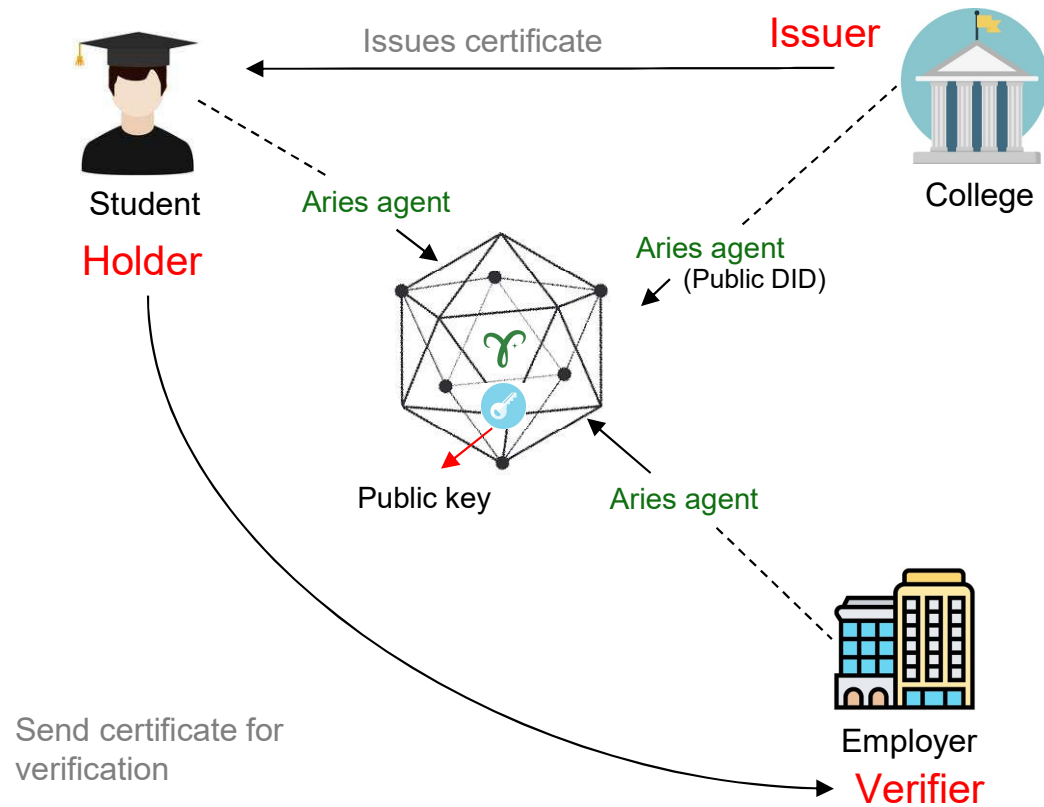


02

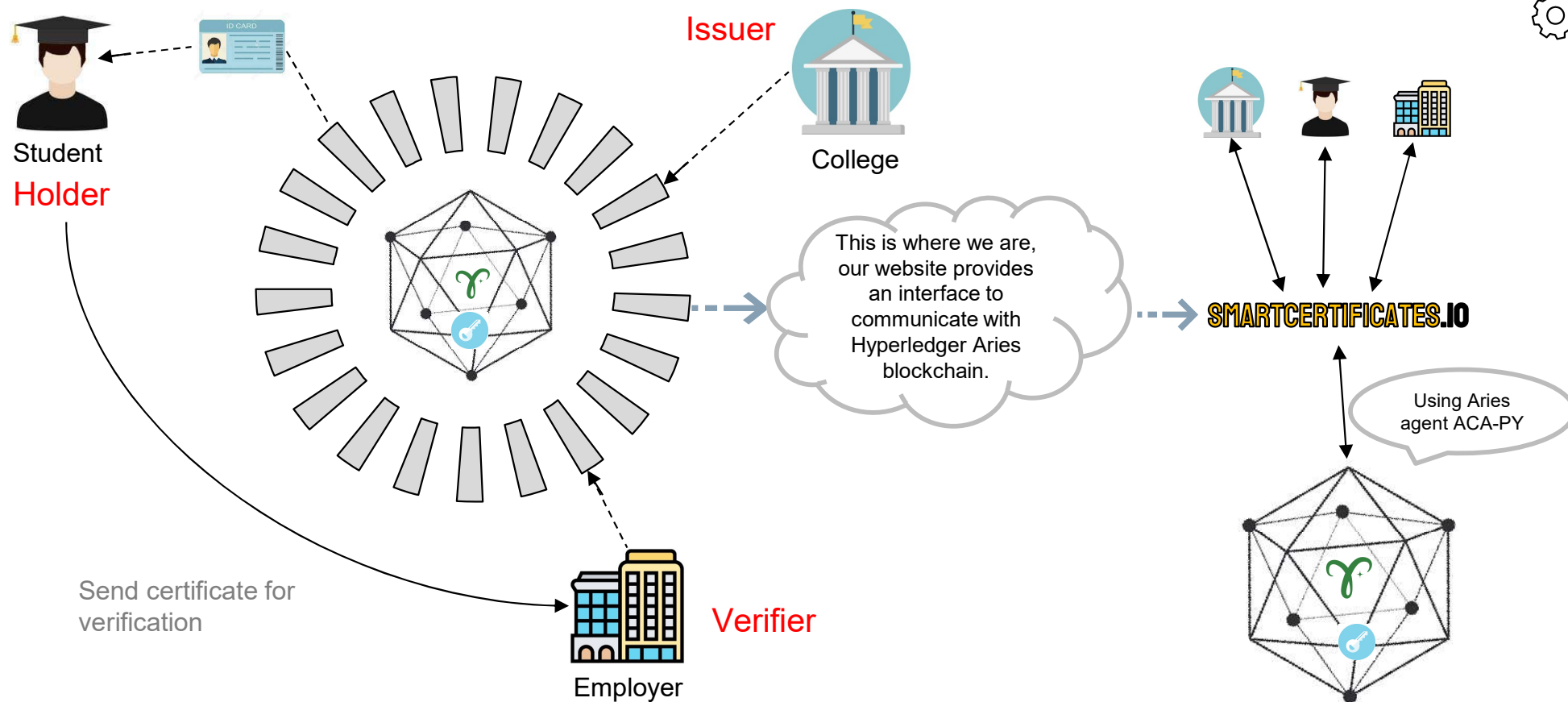
WHY & HOW?...

It's not gibberish

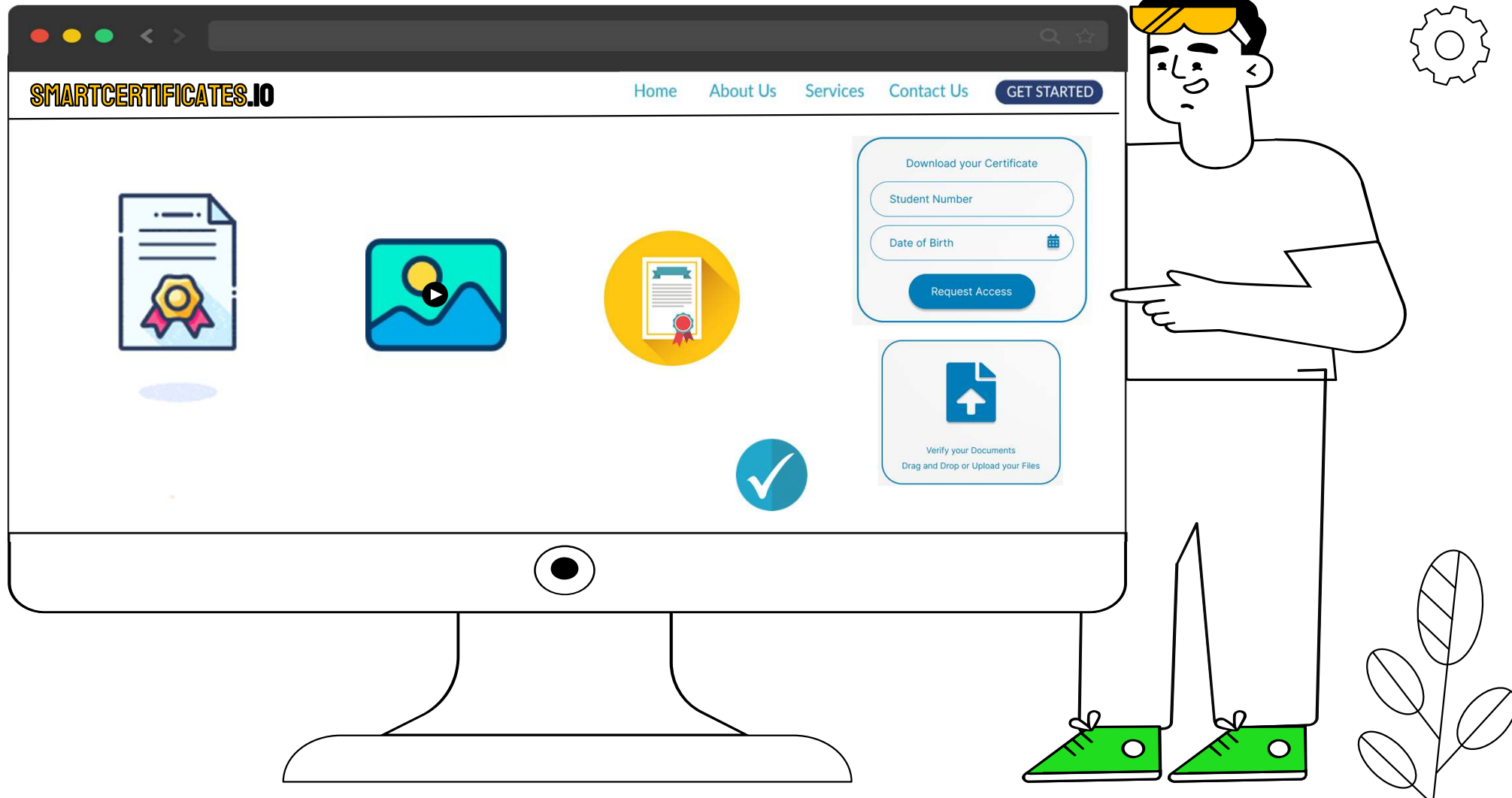
HOW... IT WORKS!?



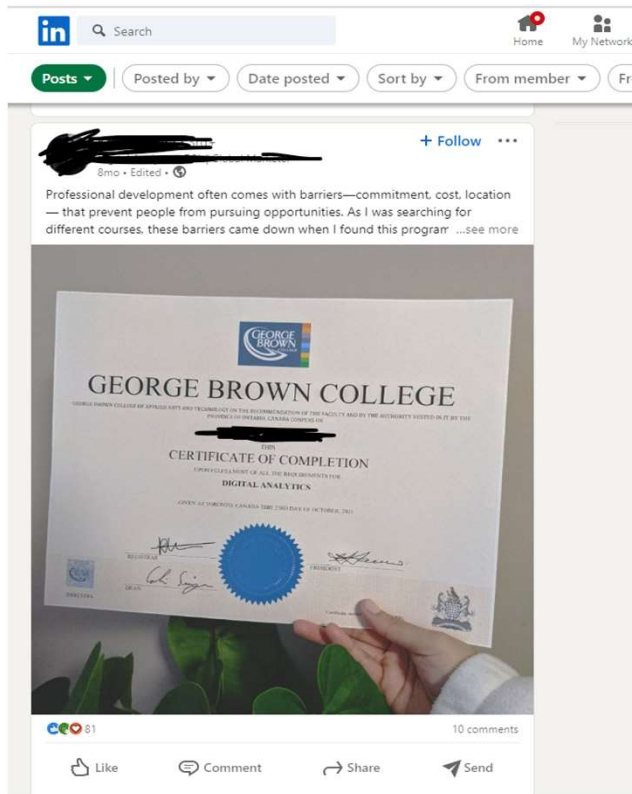
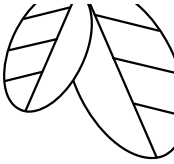
WHY... WE CAME INTO THE PICTURE!?



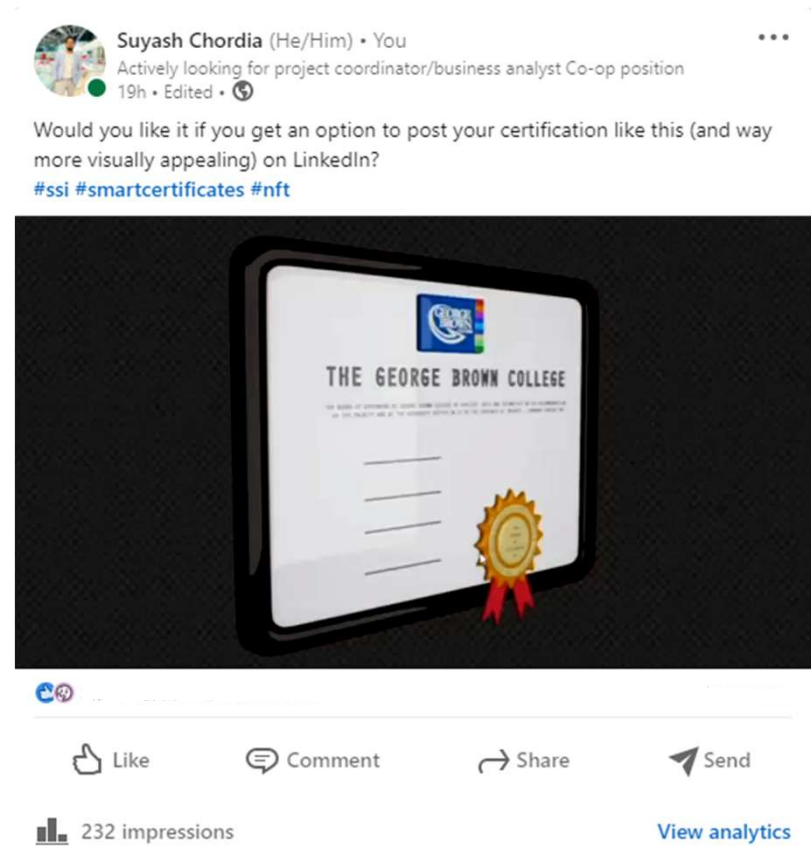
OUR WEBSITE



HOW... IT LOOKS!?

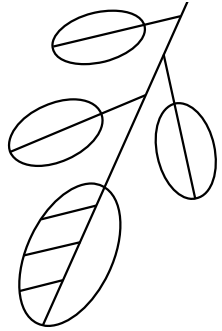


How current certificate posts look like on LinkedIn



How I want it to look like in future

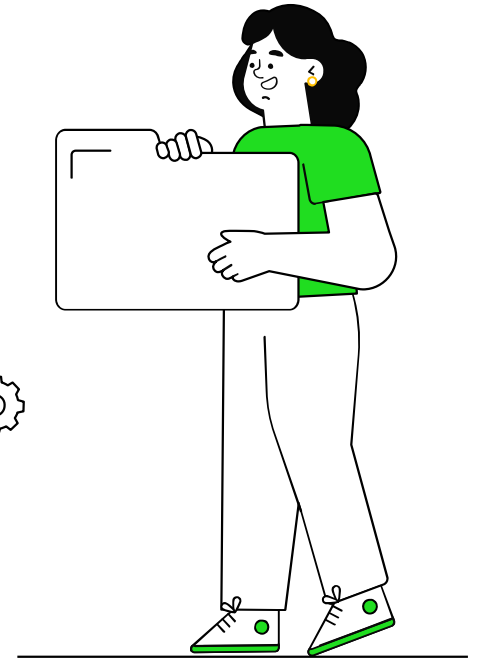
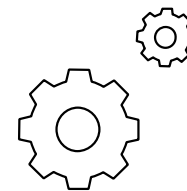
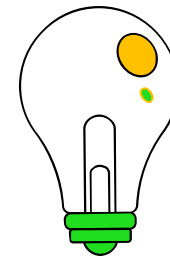




03

MARKETING PLAN

Because we need to make
money...





OUR SERVICES



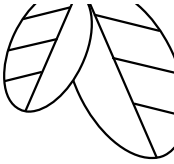
SMART CERTIFICATE ANIMATED VIDEO



THUMBNAIL FOR VIDEO



A 2D CERTIFICATE



OUR PLANS

\$10 (PER CERTIFICATE)

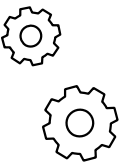
When we sell it directly to colleges, in bulk.

B2B

\$15 (PER CERTIFICATE)

When sell it to a student directly.
If verified by college registrar, and we are already working for that college

B2C





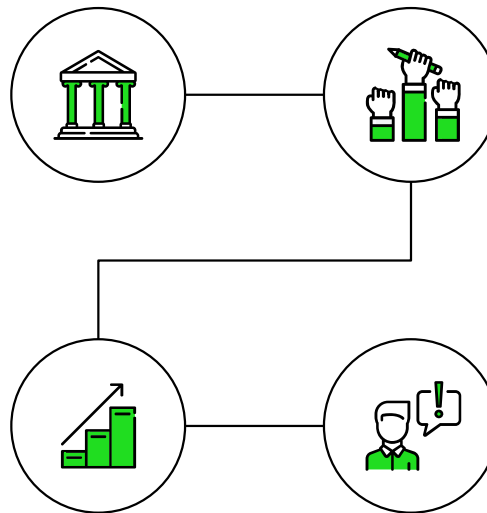
SALES AND DISTRIBUTION

CHANNEL 1

Taking bulk certificates contract from college

CHANNEL 3

Taking requests from other students to contact their college

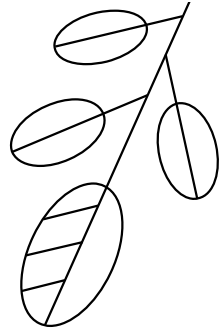


CHANNEL 2

Taking requests from individual students of previous batches

CHANNEL 4

Advertising on our website



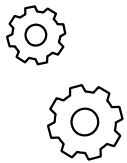
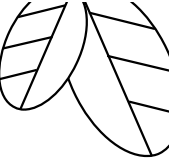
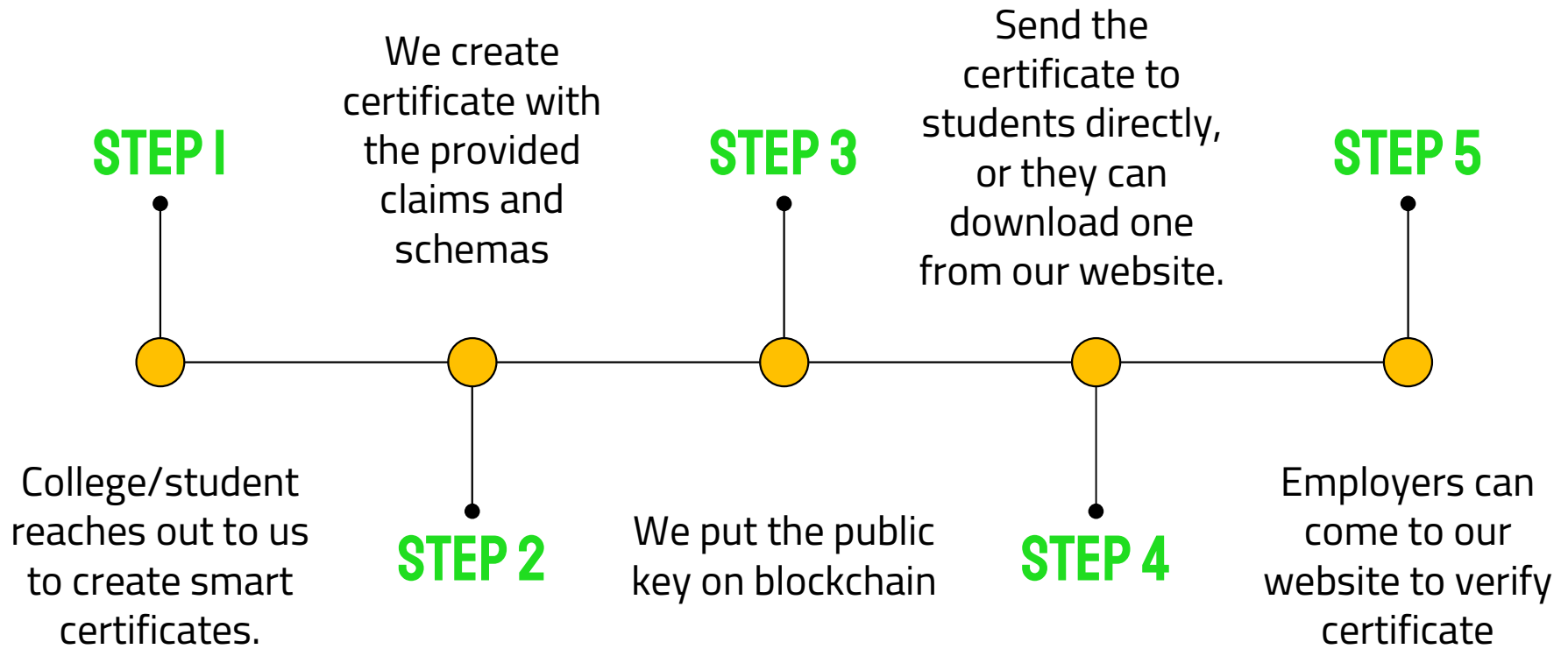
04

OPERATING PLAN

That's it...



OUR PROCESS





BENEFITS TO...



COLLEGE

- No pressure to get new tech
- Free brand visibility
- Cheaper certificates

STUDENTS

- Improved visibility to employers.
- Worry free certificate

EMPLOYER

- Fast verification
 - Cheaper than other third party background checks.
- 
- 

OUR TEAM



SUYASH

Founder, Business
Development Manager,
and Project Manager



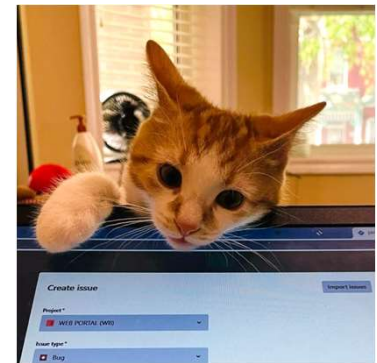
LinkedIn QR



suyash.chordia11@gmail.com

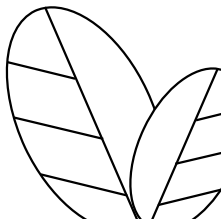


+16475128721



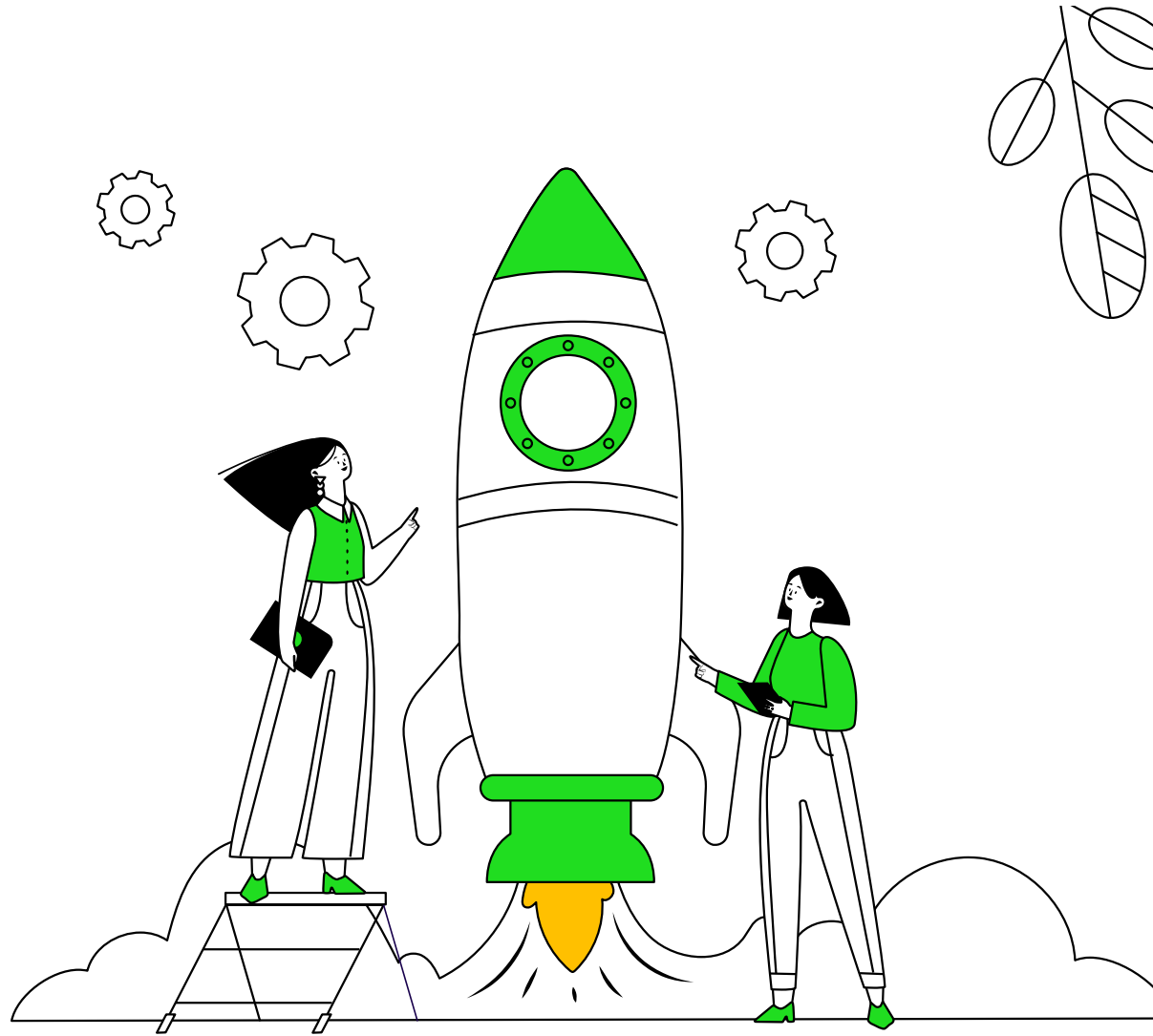
SIMBA

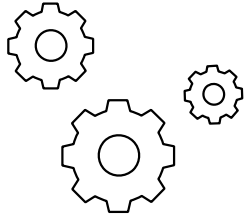
Mascot



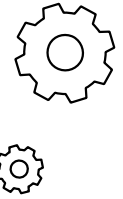
THANKS!

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**





RESOURCES



- <https://www.georgebrown.ca/impact-report-2020-2021>
- file:///C:/Users/16475/Downloads/12th_ICCCNT_2021_paper_192.
- <https://www.youtube.com/watch>
- <https://www.youtube.com/watch>