# T&C APPLIED

THE SMALL PRINT CAN MEAN BIG PROBLEMS

### Problem

#### **Problem 1**

PEOPLE GETTING TRAPPED IN AMBUSH OF FAKE WEBSITES AND APPLICATIONS

### Problem 2

LACK OF LAWFUL ACTION DUE TO ACCEPTANCE OF INAPPROPRIATE STATEMENTS

### **Problem 3**

**USAGE OF PERSONAL DATA INNAPROPRIATELY** 

### Solution 1

Providing a better summarized form of the usual lengthy terms and conditions you accept blindly

### Solution 2

Saving people from any further frauds and misleading apps/websites

## The Solutions

Now how are we going to solve it

### Product or Service

With Terms & Conditions getting longer everyday, it's easy to just click ACCEPT.But you should know what you're really agreeing to. T&C Applied covers some of the fundamental things that you should, at the very least, check before accepting.



### Timing

In this era with a boom of new upcoming startups and ventures cyber issues are also at peak.

#### Reason 1

Everything nowadays from food to clothing is bought online which hides the crucial text known as terms and conditions.

#### Reason 2

Next time you sign up for something, use T&C Applied to make sure you've protected yourself and are not giving away something you wish you hadn't.

# Size of the market

4.48 Billion

Total Available Market (TAM)

10.6M

Serviceable Obtainable Market (SOM) 53 M

Serviceable Available Market (SAM)

### Competitive Advantage

### Advantage 1

There is a chrome extension that gaurantees a similar work but is inefficient and also not true to it's words

### Advantage 2

Even we saw a tough competition which was later found out not to be automated and rather a review system based on reviews of attorneys who read the