

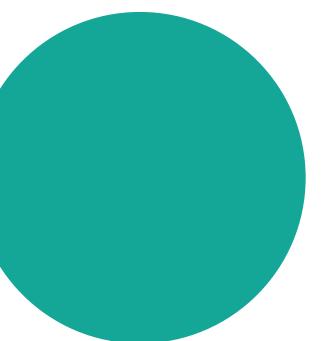


Serve.Community.Earn.

GenConnect

Pitch Deck

Presented by DPM Group 2, Team 2



Where it all began....



It all started with my Mom scolding my Dad for scrolling through his phone endlessly



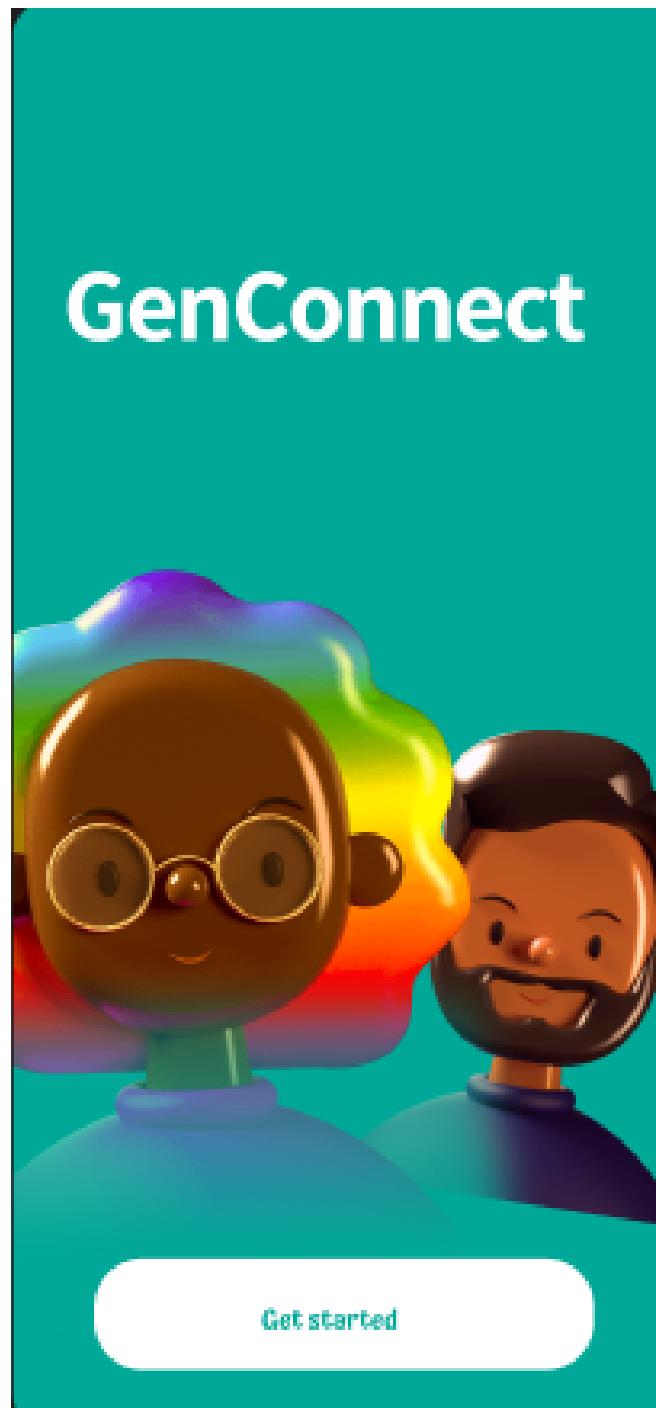
My Dad (Turned 62 this April) is retired sales man! He hates boredom!

He loves playing with his grandkids, he recently picked up the hobby of Collecting Butterflies from his Grandson, who has gone back to kindergarten post summer vacation



Where it all began.....

Yet another ‘Platform’? Yes...but trust me it is worth your Dear One’s Time!



**This is where the idea of
GenConnect was born**

As a seasoned Product Manager, I was confident that I could leverage my IT background and PM role to develop a platform.

We are a self-motivated team of 8 individuals developing this app, working to turn it from an Idea to Reality

The Problem

Many individuals aged 50 and above, especially early retirees, are eager to learn new skills or hobbies. The lack of tailored learning environments, discourages them from pursuing their interests



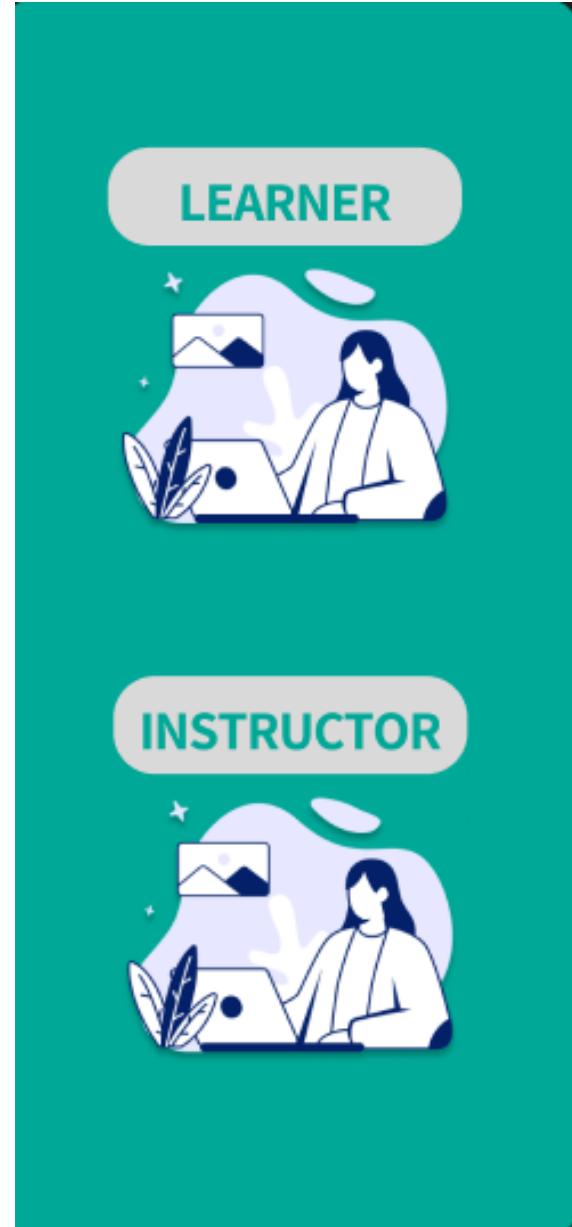
80% of the retirees in our survey said that they have tried to pick up a new hobby soon after their retirement. More than **90%** had problems finding and learning the hobby they wanted.



GenConnect's Value Proposition

We aim to build a platform that provides a **dedicated space** for elderly people to learn new skills and hobbies from **enthusiastic younger adults**. This platform offers solo & community-based learning options, which can be accessed offline & Online, based on the location, ensuring a supportive and appropriate environment.

By facilitating these interactions, we provide a meaningful experience for the elderly while offering the younger adults to earn a part-time income and share their passion.



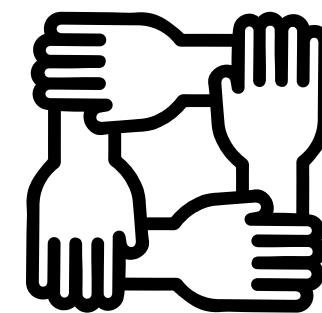
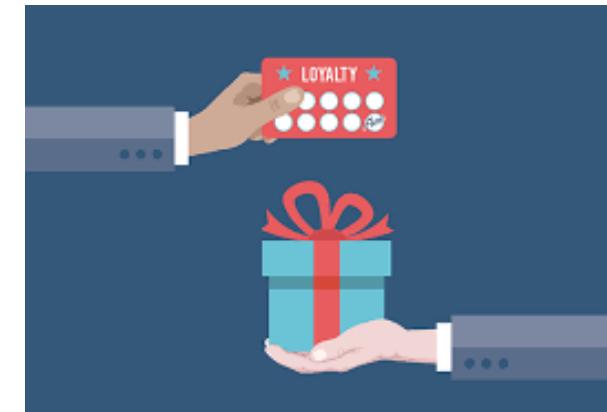
How we plan to safe guard our revenue stream



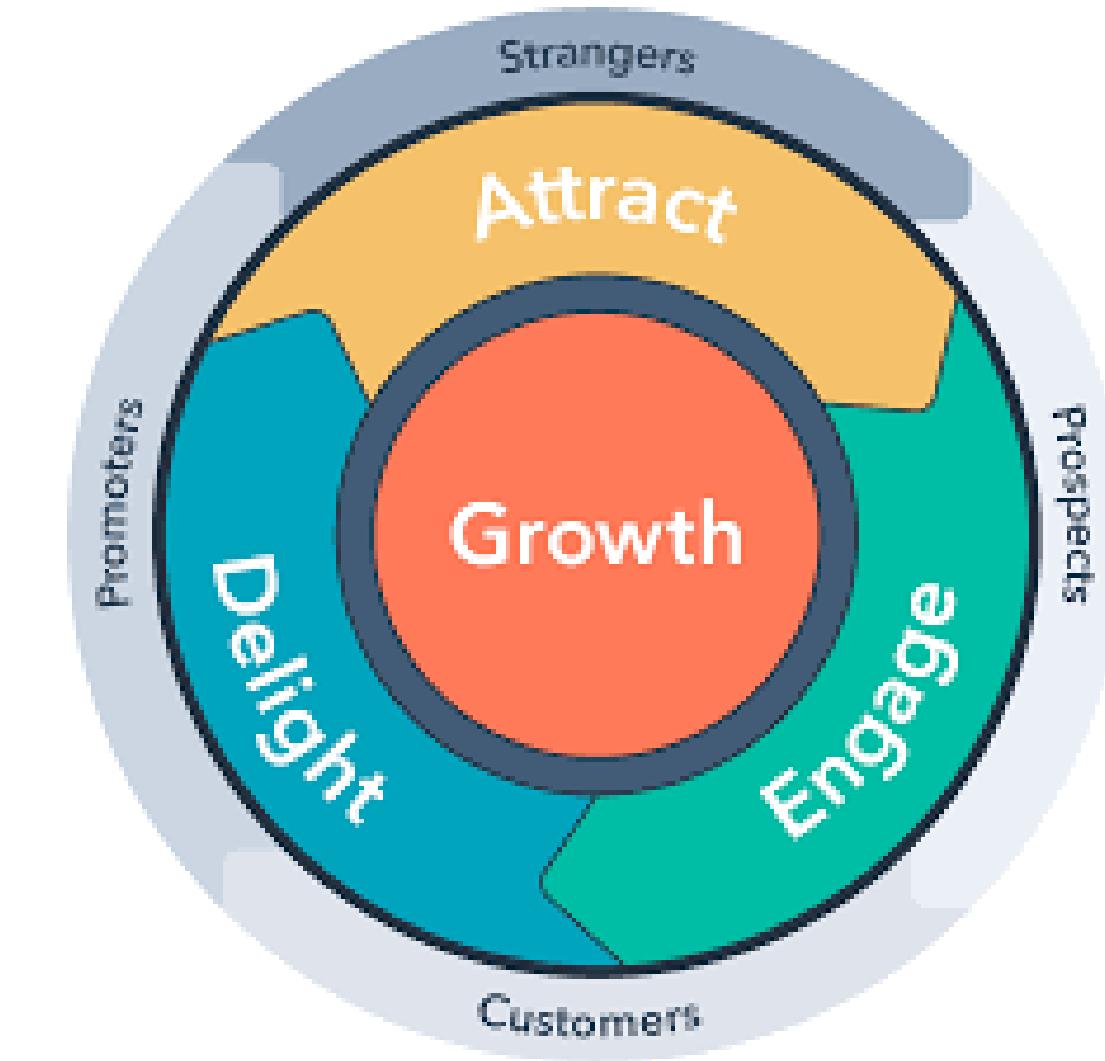
Reduce Effort & Transaction Cost



Young Instructor Loyalty Program



Family Mindset



By Onboarding Talented Young Instructors first, we plan to jump start the network flywheel effect



JTBD

For Students ●

As a Student, I want to earn money by teaching people what I know and am good at so that I can cover my petty/additional expenses and don't have to rely on my parents.

For Seniors ●

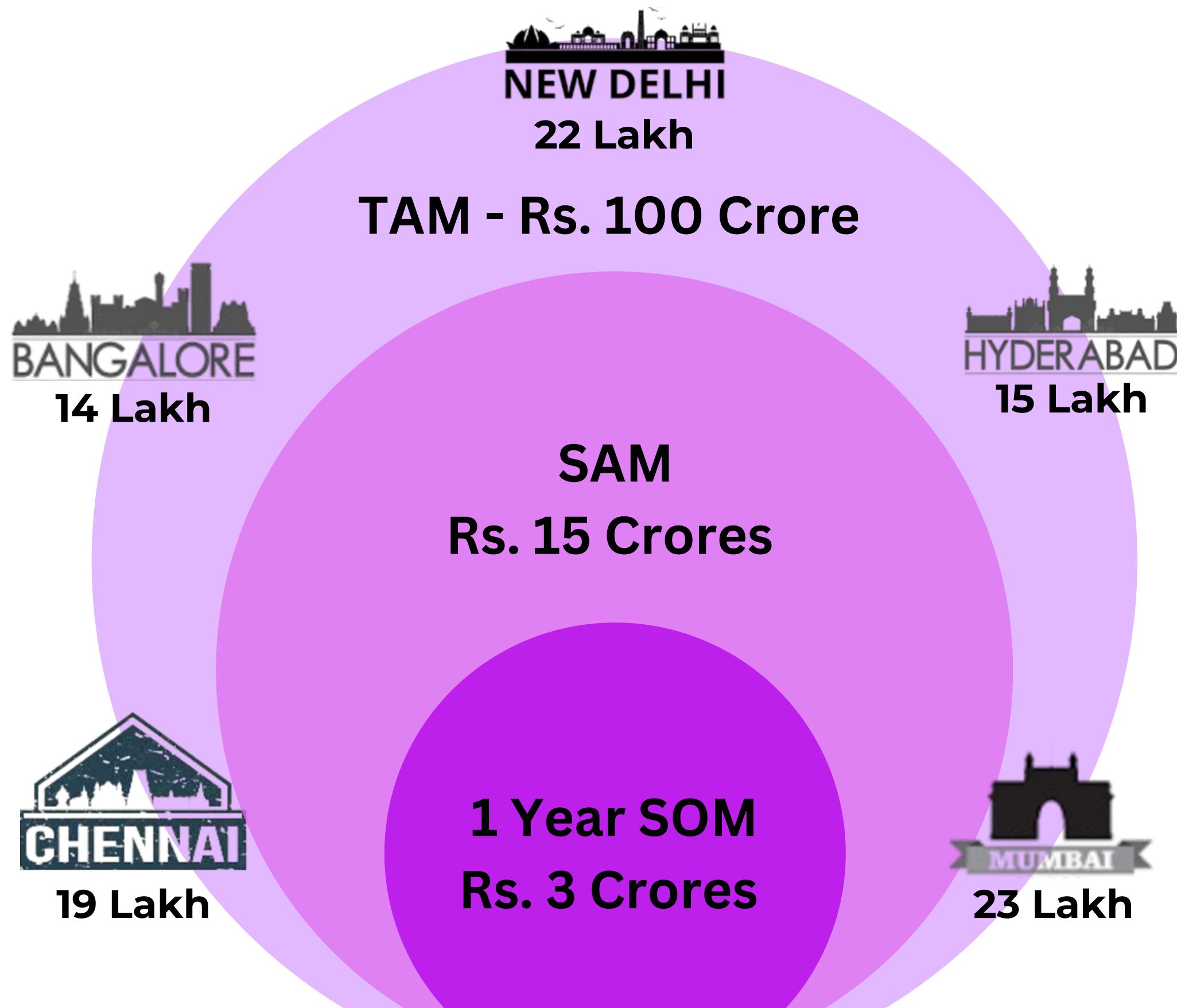
As an elderly person, I want to learn skills in my free time so that I don't feel bored and engage in things that can make my mind and body active.

Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Elderly Care Facilities or Retirement Homes Universities or Schools Nonprofits and Government Programs for the Elderly (FUTURE) Suppliers of Hobby Materials (FUTURE)	Platform Management Marketing & Outreach Customer Support	<p>For Seniors/Learners</p> <ul style="list-style-type: none">• Learn new hobbies and skills in a friendly, personalized, and fun way.• Social interaction with younger generations, reducing loneliness and improving mental well-being. <p>For Students/Instructors</p> <ul style="list-style-type: none">• Earn income by sharing knowledge and hobbies.• Gain teaching experience and improve communication skills.	Channels Online Platform In-person Classes (FUTURE) Social Media & Online Ads Retirement Homes (FUTURE)	Seniors:/Learners Individuals aged 60+ wanting to learn new things to make better use of their time Students/Instructors Young individuals with expertise in various hobbies and interested in sharing their knowledge for pocket money.

Cost Structure	Revenue Streams
Platform Development & Maintenance Cost Student Compensation Marketing & Customer Acquisition Cost Employee Cost	Class Fees Subscription (FUTURE) Partnership Revenue Elderly care facilities or retirement homes could pay for packages to provide learning sessions for their residents. Students (FUTURE) Charge a small commission in the fee paid to them

Learners Side Market Size (Age 45-65)



Assumption

14% Smart Phone penetration in Urban Cities

80% Interest Rate to learn new hobby

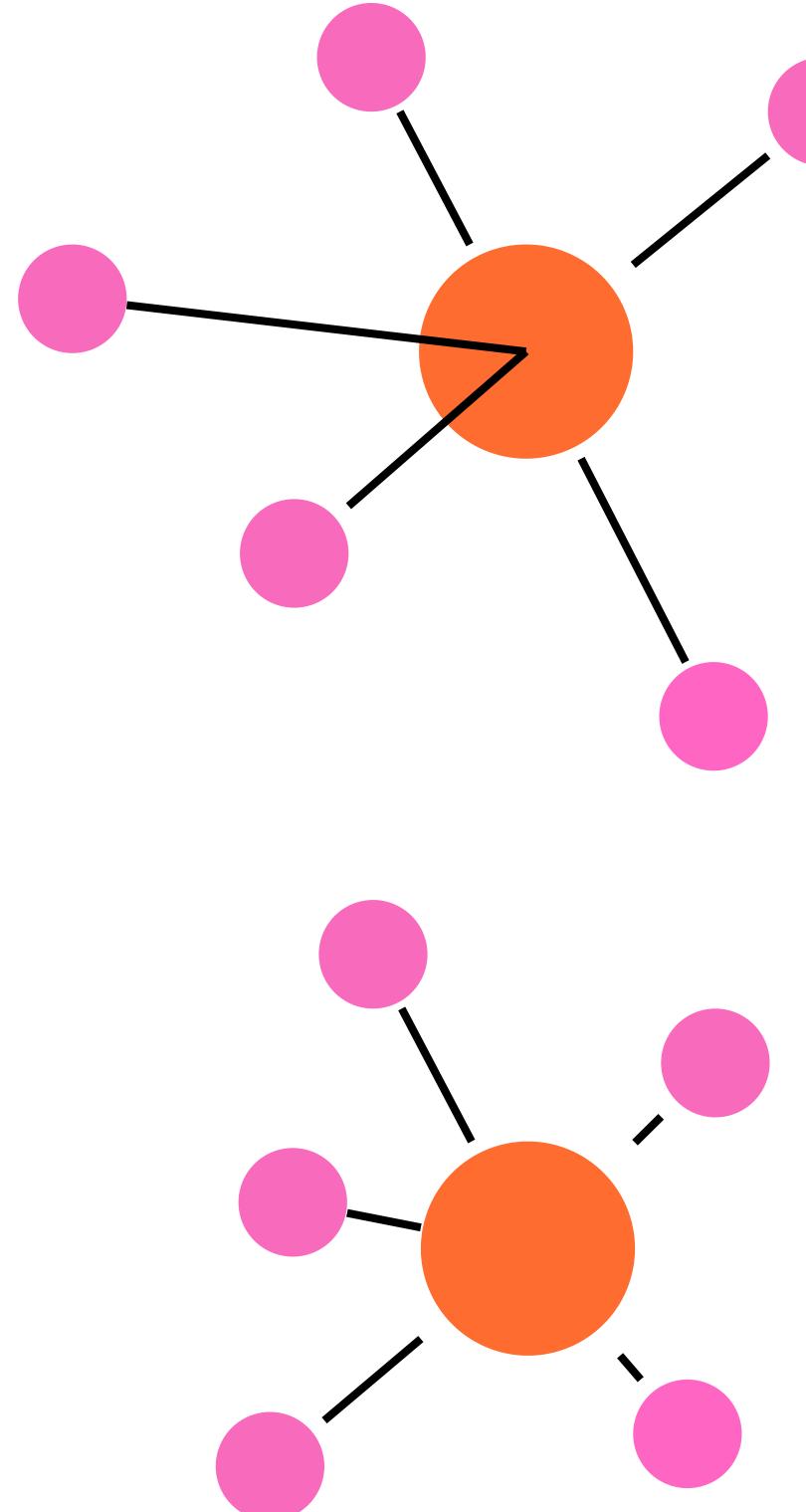
8% of people have capability to spend Rs. 1,000 per month for hobby

Avg. monthly spend of Rs. 1,000

Adoption Rate of 15%

We aim to capture 20% of the SAM through our marketing

The metrics which guide us



YoungInstructor Distance (Km)

1 Yr.Target
10 KM

2 Yr. Target
5KM

Learner Side Growth Rate

YoungTeacher Growth

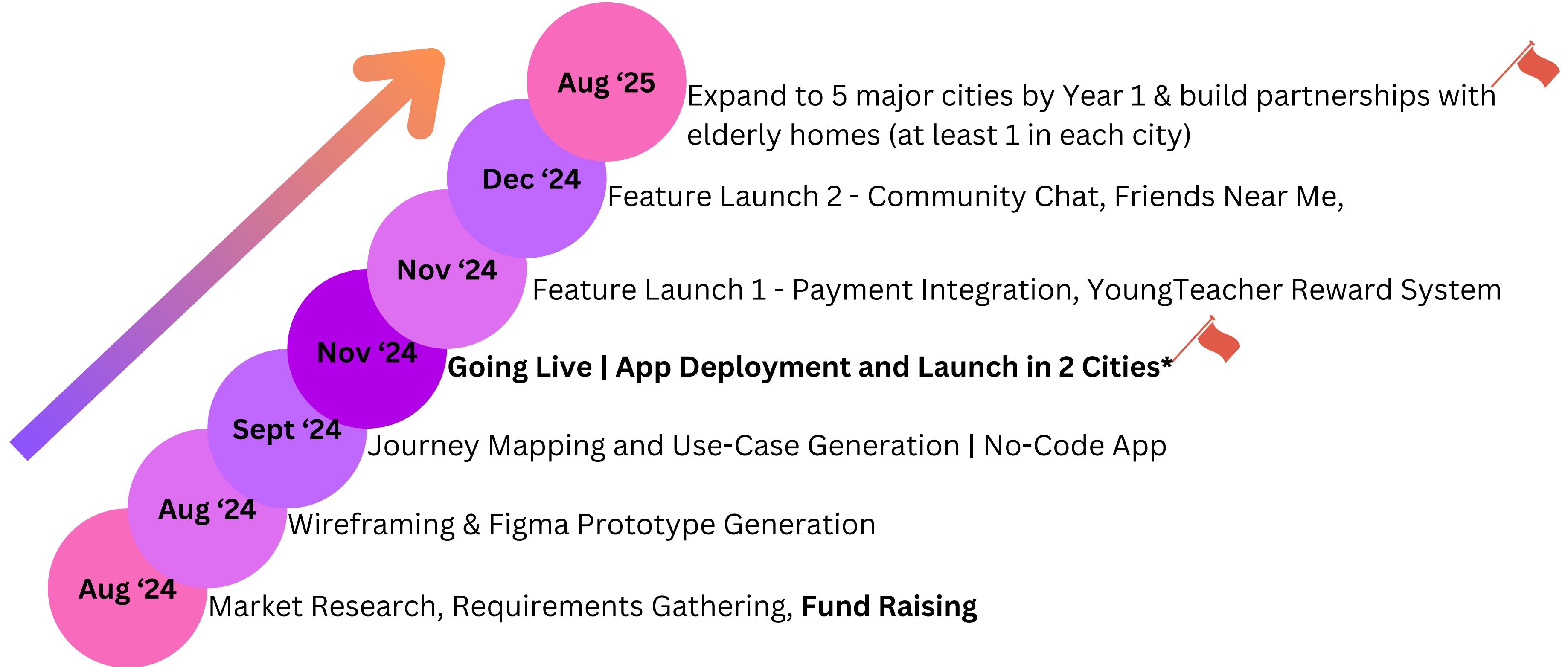
Customer Churn /
Inactive user >2 months

% Revenue contribution
from Subscription

Customer Acquisition Cost

App Downloads and
Ratings

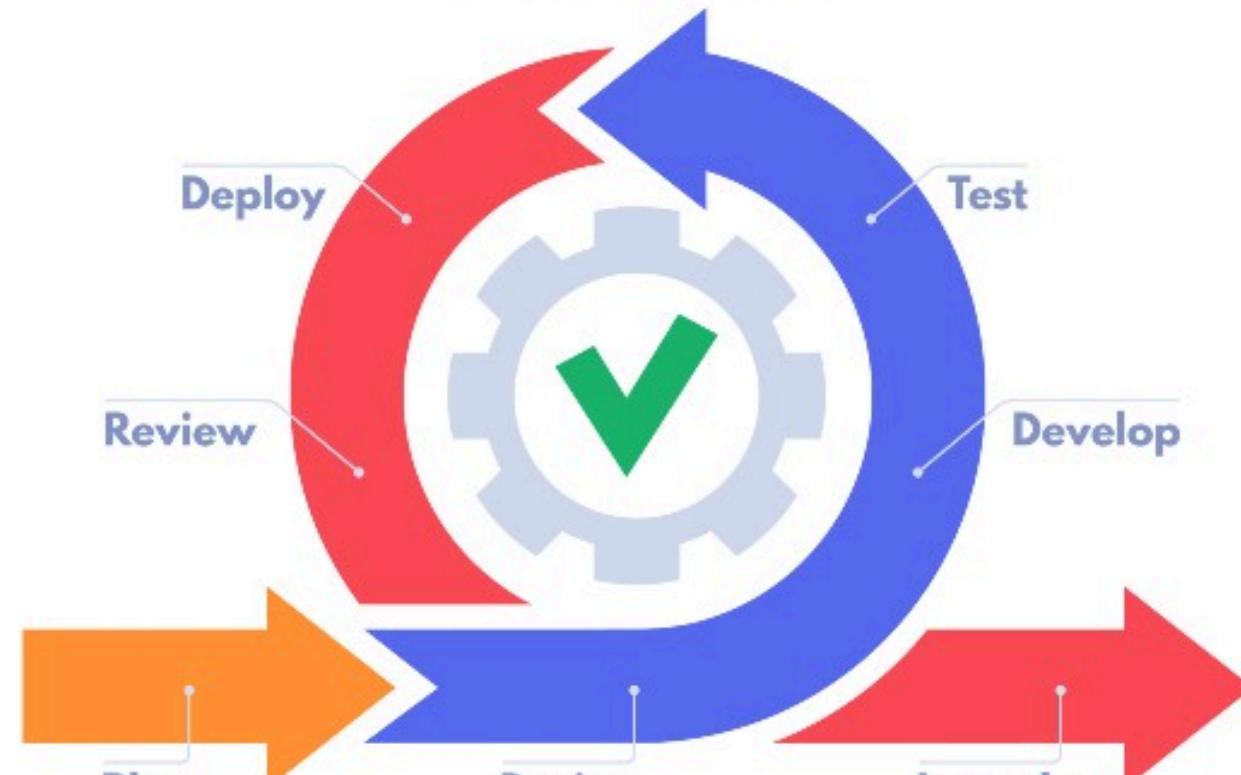
Product Launch Roadmap



* Initial Launch in Chennai, Bangalore | Expand into Hyderabad, Delhi and Mumbai

Know how we work and roll

At GenConnect, we are Agile



Faster Product Development Cycles

Quick Feature Release

Optimal Resource Allocation

Customer Centric - Our PM's understand the pain points and come up with ideal solution through brainstorming sessions with the development team

No/Low Code App Experts - Development Team wastes no time coding

Revenue Strategy



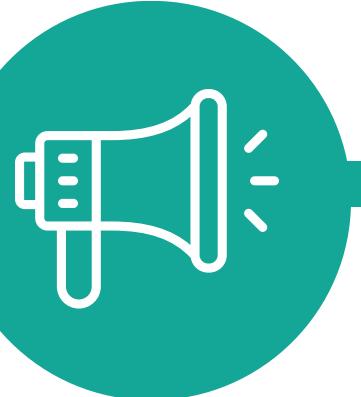
Revenue Streams

- GenConnect generates income primarily through class fees paid by seniors per session.
- Future revenue will include subscription models for monthly access and partnerships with elderly care facilities for group learning sessions.
- Additionally, commissions on student instructor fees will add a scalable revenue stream.



Pricing Idea

- Classes are priced between Rs. 250 to Rs. 500, depending on the hobby type and instructor expertise.
- This ensures affordability while fairly compensating instructors.
- The planned subscription model, priced at Rs. 2,500 per month, offers seniors cost-effective access to multiple classes.



Growth

- As the GenConnect platform attracts more seniors and student instructors, its revenue potential expands, enabling growth into new regions and the addition of more diverse class offerings.
- This growth strategy is designed to continuously increase the platform's reach and user engagement.



Scalability

- Partnerships with care facilities and retirement homes will significantly scale revenue by tapping into institutional budgets for resident education.
- Future platform enhancements, will introduce additional scalable income opportunities, ensuring long-term sustainability.

Pricing Strategy

Assumptions:

- Average fee per class: ₹250
- Average number of classes per month per senior: 4
- Number of seniors by second year: 2000
- Annual growth rate in senior users: 100%

First-Year Revenue:

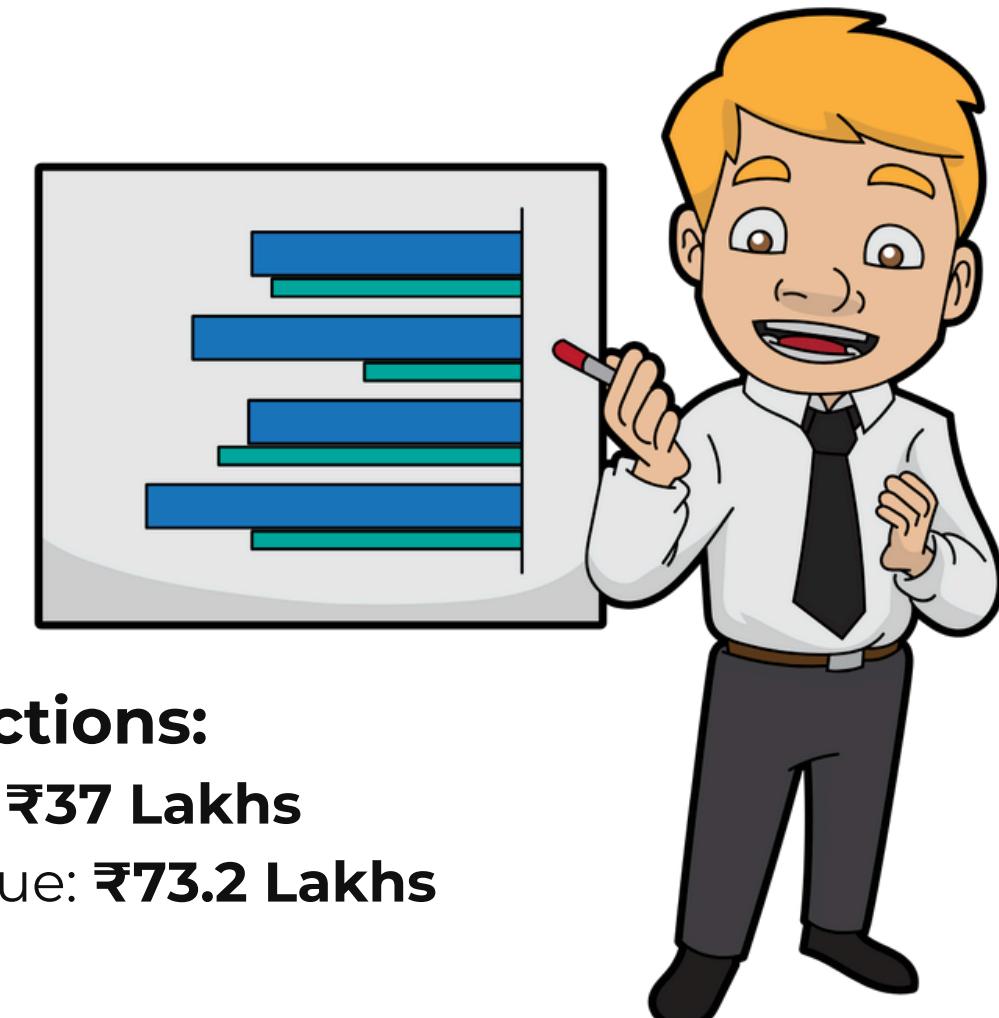
- Class Fees Revenue: 2,000 seniors×4 classes/month×12 months×₹250 per class = ₹ 2,40,00,000
- Partnership Revenue = ₹ 6,00,000
- Total Year-I Revenue: ₹24,000,000+₹6,00,000 = ₹2,46,00,000

Second-Year Revenue:

- Number of seniors: 2,000×100% = 4,000 seniors
- Class Fees Revenue: 4000 seniors×4 classes/month×12 months×₹250 per class = ₹4,80,00,000
- Partnership Revenue = ₹7,80,000
- Total Year-II Revenue: ₹4,80,00,000+₹18,00,000 = ₹4,87,80,000

Streams of Revenue

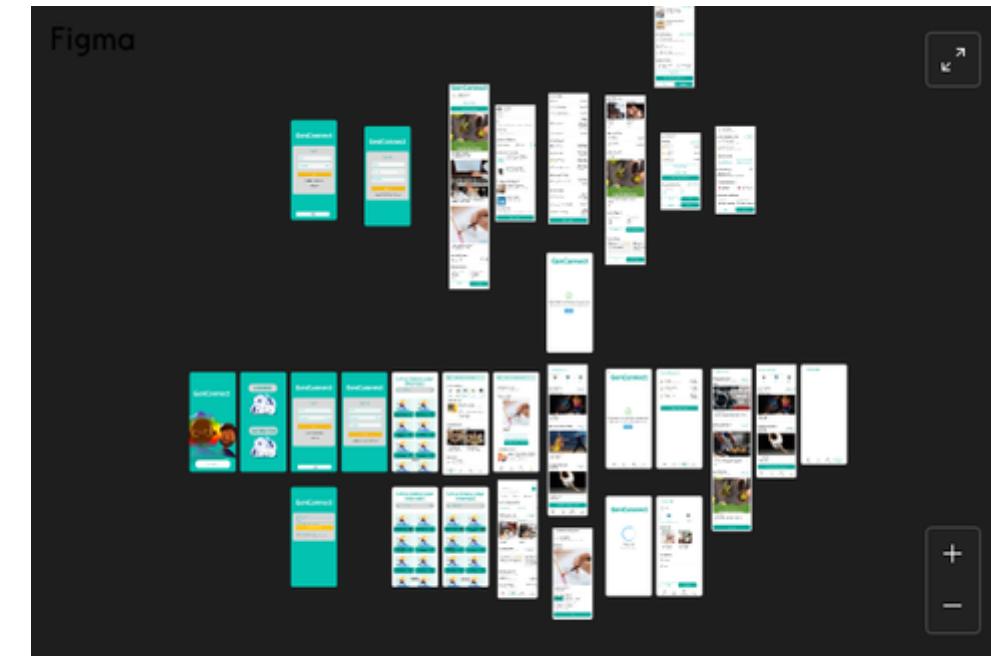
- Class Fees: ₹250 per class based on skill and instructor experience.
- Subscription: ₹2,499 per month for 5-10 classes, including additional benefits.
- Partnership Revenue: Elderly care facilities pay for learning packages, estimated at ₹10,000 per month (For 15 elderly people)
- Our Commission: 15% of fees.



Our Revenue Projections:

- First-Year Revenue: ₹37 Lakhs
- Second-Year Revenue: ₹73.2 Lakhs

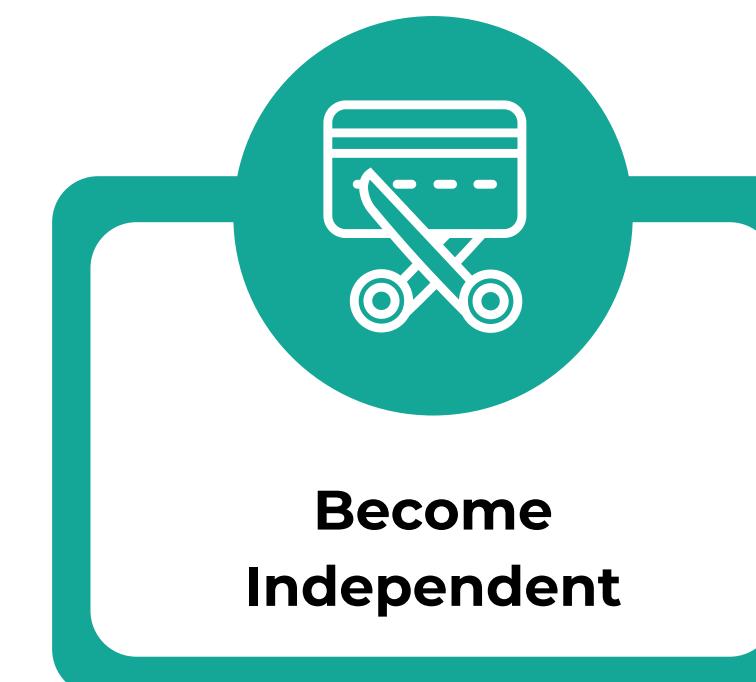
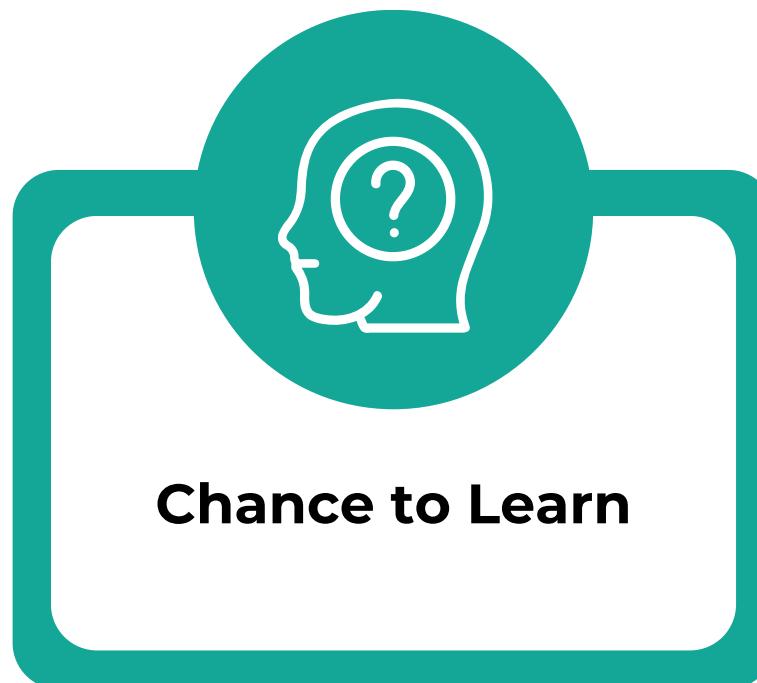
Explore our GenConnect Prototype



Coming soon on



What We Offer



Typical Customer Persona



Learner Persona 1

Sex: Male

Age: Early retirees

Why use App:

Loneliness, possibly early symptoms of Alzheimers, forgetfulness. Need for community belonging feeling.



Learner Persona 2

Sex: Male

Age: Late 60s - mid 70s

Why use App: Need for learning. Upskill or learn a new skill and then monetize it for earning money and sustaining themselves. Learn a skill they always wanted to learn but couldn't.



Instructor Persona 1

Sex: Male

Age: College students

Why use App: Help others learn and connect with elderly people. Earn extra cash to use on self. Like a side hustle. Maybe fulfil a need of connecting with a elderly.



Instructor Persona 2

Sex: Female

Age: Teachers

Why use App: Side hustle purely. Make / earn extra cash.

Typical Customer Persona



Pseudo Customer Persona 1

Sex: Male/Female

Age: 30s - 40s

Why use App: Its pains them to see their old parents lonely and cranky and want them to divert their attention towards productive means/channels.



Pseudo Customer Persona 2

Sex: Spouse of Elderly

Age: 60s-80s

Why use App: It pains them to see their spouses lonely. They want to gift them this application.



Pseudo Customer Persona 3

Sex: Male

Age: 30-50

Why use App: Owner of Old age homes who take care of wealthy parents of children.

Our Fund Ask

We require Rs. 40 lakhs in return for a 20% stake in the company. We hope to onboard 24000 to 34000 customers within the first 6 years with a market share of around 30%-40% at the end of 6 years out of the 83,000 TAM.

Our Team



Jayachandran R



Mukund R



Pavithra S



I Sohail ur Rahman



Rajat Kumar Singh



Praveen Kumar T



Thariq Mohammed



Nune Tejaswi

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