NewWorlds

Your Decision Partner

Why so indecisive!?

after a

month of

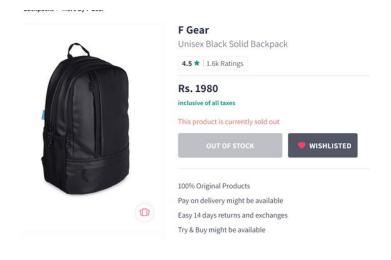


choices!!











Gear Unisex Black Solid Backpack 4.6 * 3.1k Ratings Rs. 2199 inclusive of all taxes This product is currently sold out

> 100% Original Products Pay on delivery might be available Easy 14 days returns and exchanges

Why so indecisive!?



Credit: Big Bang Theory

The fear of messing up, when making a one-time purchase, leads to people overthinking the available choices, and ultimately, walking off without being able to make any purchase.

PROBLEM

Indecisiveness | Loss

Moderate-high customer indecisiveness level in 87% of sales opportunities (HBR, 2022).

40-60% of deals being lost to indecisive customers (HBR, 2022).



OUR CHANCE

Lack of competition!

There exists no **B2B application** that addresses this issue.

SOLUTION

NewWorlds

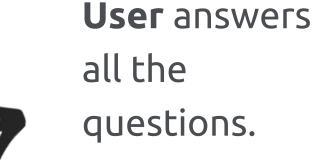
An interactive and personalized **AI-based SaaS product** that predicts, and helps you analyze, the different consequences associated with different decisions that could be made.

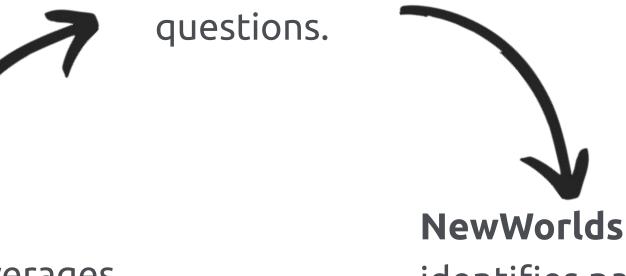
HOW DOES IT WORK?

User shares the choices they are indecisive about.

E.g. "Should I go ahead with bag A or bag B?"

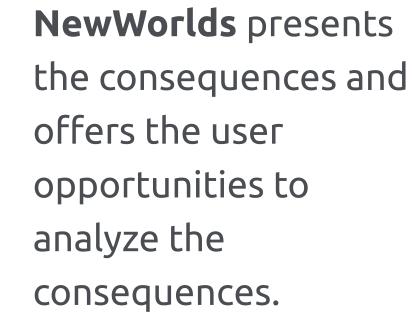






NewWorlds leverages existing information and asks questions relevant to the prompt to build more context around user persona

E.g. "Why do you want to purchase a bag?"





identifies patterns in the user's context and other related past context and predicts consequences of each of the choice with varying

probabilities.



See Ahead, Stay Ahead

For Consumers

- Diminishment of fear of messing up.
- Sense of ownership over decisions.
- Make the final purchase

For Businesses

- Reduction of cost of training sales team.
- Increased sales
- Identification of bottlenecks and hidden opportunity costs

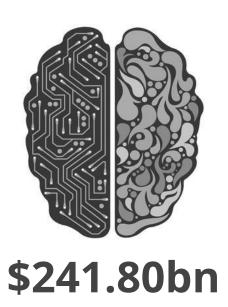
MARKET

Ideal Customer Profile

- **B2C global organizations** directly dealing with customers
- Position: Senior organization leadership,
 corporate decision-makers, CSO
- Business' customer age 15+

Early Adopter Profile

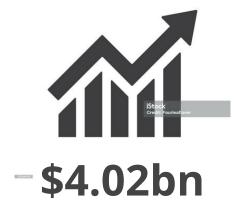
- **Age:** 15-30
- Occupation: Students/Fresher Employees



Al Market



B2C Market



Sales Enablement Platform Market

REVENUE MODEL

Subscription-Based

Companies purchase the AI model as a feature on their site

Normal

- \$10/month
- Allows the prediction of consequences
- Normal depth and precision

Premium

- \$20/month
- Allows the prediction and analysis of the consequences
- Increased depth and precision

SCALABILITY

B2M Model: NewWorlds For All

FOR RESEARCHERS Solve problems associated

- Solve problems associated with information overload and excessive time consumption with traditional research methods
- Gather and analyze a wide range of data to conduct comprehensive research
- Refine predictive models to make them more accurate and robust in forecasting outcomes

FOR EDUCATORS

- Solve problems associated with the lack of curriculum that encourages lateral thinking and holistic and comparative analysis
- Gather unique content for teaching

Nurture a stimulative and an engaging environment while teaching

FOR STUDENTS

 Solve problems associated with the lack of access to interactive and personalized learning experience

 Gather insights and better understand concepts and ideas

 Stimulate scientific thinking, enhance critical thinking, and spark creativity

ACHIEVEMENTS

- Won Runner Up (2nd/30+) or NIIT Startup Summit (Sinusoidv7) with an award of 5k rupees.
- Shortlisted to Semi-Finals Round (50/772) startup competition Start your own startup by MICA.
- Shortlisted for the flagship Pre-incubation program of Ashoka's startup club E-club.
- National Finalists Youth-preneur by KC Mumbai College (10/95)
- National Finalists for Inceptio 7.0 by NMIMS (10/191).
- National Finalist Entrepreneur Conclave by Delhi University (10/121)
- National Finalist for Deshbhandu college DU startup competition Futura Pitch (10/120).
- National Finalist for Ativizva startup competition by Lal Bahadur Shastri Institute of Management Delhi (10/98).
- Shri Ram Conclave SRCC 2024 by DU Finalist (10/3471)
- National Finalist, Through the Policy Prism by IIM Kozhikode (67/1054)

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