ALUM
A Lumped Up Market

Wifi Knowledge Summit
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Motivation

- We often tend to forget small things we need to buy.

- Wide range of mobile apps available (Google Keep, Evernote).

- What if you get notified when one of those items is available nearby. And that too in a battery efficient manner.

Current Advertising Scenario

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- Conventional methods of advertising:
  - Print ads, Social Media, Radio, Telemarketing, Television ads, Web pages, etc.
- Popular newspapers charge ₹150 to ₹6500 per sq. cm depending on the region and position of the ad.
- A 10 second commercial starts from ₹6000 which goes to ₹18 lakhs during IPL.

Source: Internet

Small Business?

- Small businesses can't afford to spend so much money on advertising.

- Cheaper options are available in form of social media presence but its reach is limited to a specific type of audience.
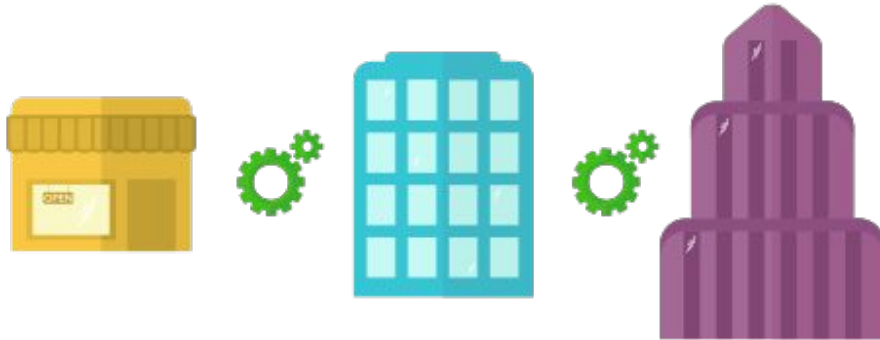
" Your money won't grow until you tell people about it. "

Courtesy: Google Images
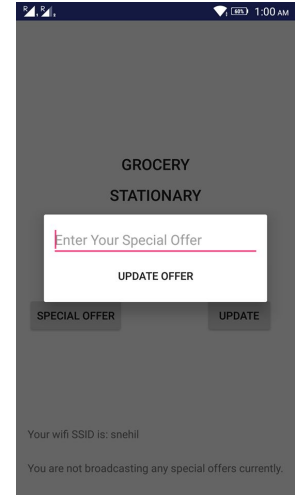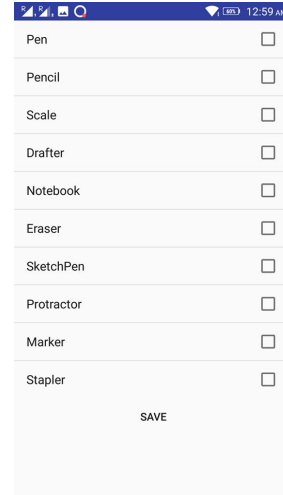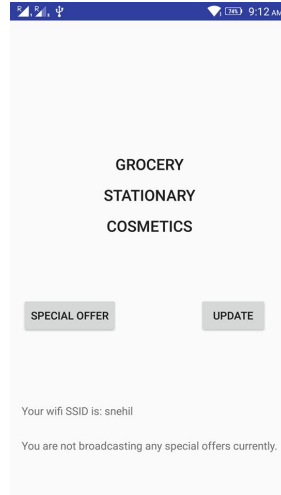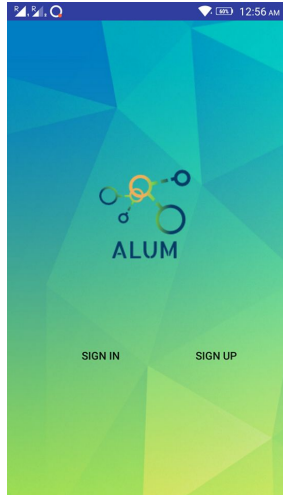
Presenting to you...

Workflow

Seller's App – **EasyAds**

- Seller will be issued a unique identification key upon creation of profile, which will be used to create a mobile or Wi-Fi hotspot.

- He will also upload the inventory and special offers if any on our servers.

- It would be free.

Workflow

Buyer's App – **EasyBuy**

- Similarly, Buyer app would be similar to any list application.

- EasyBuy will frequently search for such hotspots (the process runs in background).

- Buyer will be sent a notification, providing important details if an item is found nearby.

Walkthrough

SELLERS SIDE

Seller registeration $\longrightarrow$ Make hotspot with that SSID using Mobile hotspot or Wifi Router $\longrightarrow$ Update the inventory

BUYERS SIDE

Buyer makes list $\longrightarrow$ Scan for wifi periodically until any wifi with a particular rejex is found $\longrightarrow$ Network call to get the inventory list

Notification if any item matches $\longleftarrow$ Compare with our items
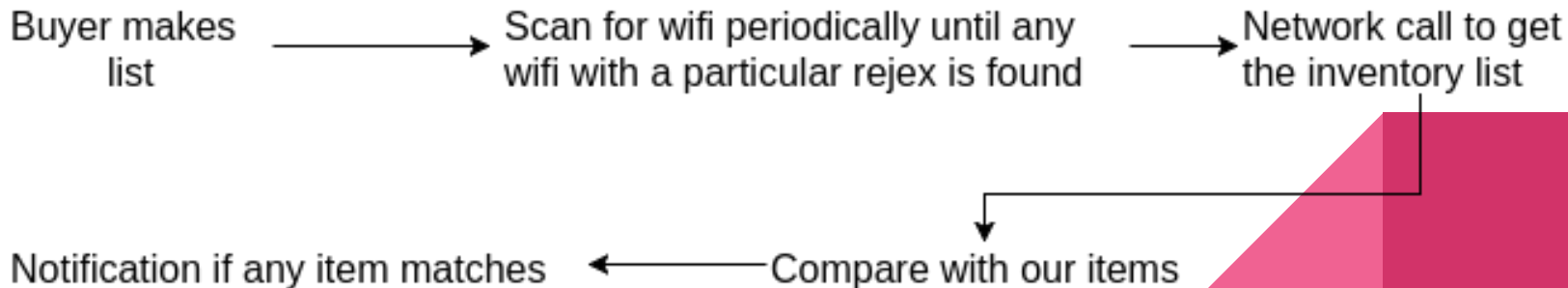
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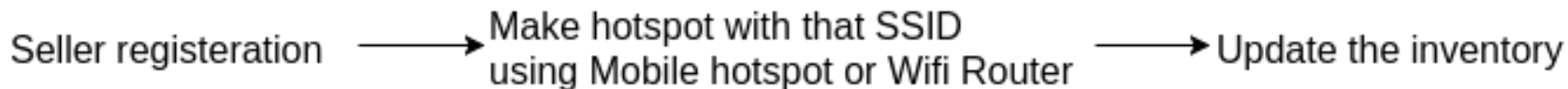
Features

Seller's App – EasyAds

- Shop doesn't need internet connection.

- Web portal with easy drag and drop feature.

- Inventory sync with real time transactions.

- Seller can also know what buyers in his vicinity want to buy without breaching their privacy.

Features

Buyer's App – EasyBuy

- Doesn't need to connect any wifi. **Wifi scan** is sufficient.

- Wifi scan, by default, takes place on certain interval of time. **No battery wastage**

- Notifications for items in shopping list if found nearby.

- No use of GPS for location awareness which saves a lot of battery.

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Features

- User can have multiple shopping lists and can share them with their contacts, for example family members, colleagues, etc.

- If the buyer has any urgent requirement then he has the option to use the GPS which will increase the range significantly.

Business model

- Average monthly household consumption of an urban middle class family - ₹7200* (for a family of 3).

- As technology penetrates further, we expect the user to spend at least ₹3000 on online shopping through our app.

- That becomes ₹400 for 4 days.

*Source: Times of India

Business model

- We tend to sell the user requirements to e-commerce websites like
  - Flipkart
  - Big Basket

- Approximate usage charge –
  - per notification: **0.025**% of product cost (2 per day) - ₹0.05

  - per click: **0.25**% of product cost (1 out of 2 notifications clicked) - ₹0.25

  - per buy: **1**% of product cost - ₹1

- In total we get ₹1.3 per user per day.

Business model

- 60 salespersons covering 43,200 shops in 120 days - expected sellers to use our app EasyAds - 15k.

- Lets say a shop has 100 customers per day of which at least 20 install our app EasyBuy.

- Including the retention rate, we are left with 22.5k buyers per day.

Estimated income from this model beginning from 5th month of launch - **₹8.775 lacs per month**.

Investment Costs

Estimated Development Cost (Delhi)				
Profession / Post	Number of people required	Duration	Cost per 30 days (in Lakhs)	Total cost (in Lakhs)
Salesperson	60	120 days	0.15	36
Android Developer	2	20-30 days	1	2
Web Developer	1	20 - 30 days	1	1
Market and Content Research	5	20 - 30 days	1	5
Tester	1	15-20 days	0.8	0.8
Maintenance	-	6 months	-	3
Extras	-	-	-	1
TOTAL COST				48.8

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Limitations

Small range of Mobile hotspot:

- The range of mobile hotspot is around 100 feet (30 m). To overcome this, seller can use a Wi-Fi router.

Requires internet:

- We assume that the app user has mobile data, which is not really a crude thought, as many smartphone users have internet connectivity these days (thanks to JIO).

Thank You!

"The more informative your advertising, the more persuasive it will be."

-David Ogilvy

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