



BHARATNOVA

INDIA 2.0 – BUILT BY THE NEXT BILLION



Choose Your Role



Engineer



Entrepreneur



Minister

*“Build your Bharat.
One Mission at a Time”*

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PROBLEM

The Disengaged Giant: Gen Z in India

- **300M+** strong, but insufficiently engaged in nation-building
- Addicted to reels, disconnected from reality
- No platforms to influence policy or real-world change
- Outdated education fails to teach leadership in system

VISION

Reimagining Nation- Building for the Next Billion

"To create a gamified, social, and career-accelerating simulator that transforms India's Gen Z into the leaders of India 2.0 - one mission at a time"

- Gamified civic learning
- Real-world missions, real impact
- Career acceleration + verified credentials

India's Gen Z : the Largest Untapped Nation-Building Force

Where purpose, career and technology converge

300M+

Gen Z in India
Largest youth
population in the world

200B \$

Global Gaming
Market with large
share in mobile
gaming

More than **50%** feel traditional education does not prepare them for the real world while upto **64%** of Gen Z wants to create a social impact

Market Trends



EdTech to CivicTech crossover is booming

Gen Z wants impact + learning



Gamification drives retention

Duolingo, Kahoot are best examples



Career-focused platforms are in demand

LinkedIn + portfolio-driven hiring models are rising

“BharatNova sits at the intersection of education, civic engagement and the future of work - a 10B \$ opportunity waiting to be tapped”

Inside BharatNova : A Role-Playing Engine for Real-World Impact



 Avatars  Progress  Leaderboard  Statistics

[WORKING PROTOTYPE LINK](#)



Role Creation

Choose a role
Minister | Entrepreneur | Engineer



Weekly Missions

Real-world challenges framed by partners
(government, NGOs, CSR, companies)



Build & Collaborate

Form teams, co-create solutions using
toolkits and interactive simulations



Simulation & Impact Scoring

Backend simulations run using real
datasets/models to generate impact score



Earn Rewards






Mentorships, certifications, impact
credentials (LinkedIn-ready)

Business Model Canvas





Key Partners

- Government Agencies 
- NGOs, educational institutions 
- Corporates and brands 
- Developers and content creators 

Key Resources

- Technology 
- Content 
- Partnerships 
- Community and user base 
- Brand and reputation 





Revenue Streams

- **In-App Purchases:** Users can buy virtual goods, premium content, or tools for enhancing their experience. 
- **Subscriptions:** Premium membership for added features like advanced challenges, personalized career paths, etc. 
- **Sponsorship & Partnerships:** Revenue from collaborations with brands, government agencies, and NGOs for challenges, advertisements, and policy engagement. 
- **Educational Certifications:** Charging fees for certification courses or programs partnered with educational institutions. 

Customer Segments

- Gen Z 
- Educational institutions 
- NGOs and government agencies 
- Corporates/brands 

Channels

- Mobile app 
- Website 
- Social media and influencer partnerships 
- Partnerships with educational platforms 

Key Activities

- Platform Development and maintenance
- User engagement through gamified experience and challenges
- Partnerships and collaborations for real-world impact
- Community building (events, challenges and networking)
- Data analytics and insights for continuous improvement

Value Propositions

- Empowering Gen Z to shape India's future through interactive, gamified experiences
- Real-world policy-making and entrepreneurship opportunities for youth
- Personalized career growth and learning
- Platform for social networking, leadership, and innovation

Customer Relationships

- Personalized user journeys
- Community-driven content and discussions
- In-app support and feedback loops
- Regular engagement through updates, events, and rewards

Cost Structure

- Platform development and maintenance
- Marketing and user acquisition
- Content creation
- Partner relationship management
- Technology infrastructure

BharatNova Roadmap & Impact Metrics

PHASE 1

ALPHA LAUNCH

Objective : Test core experience with early adopters

KPIs :



Number of active users



Number of missions completed



Average session time

PHASE 2

BETA EXPANSION

Objective : Grow across 5 key Indian regions

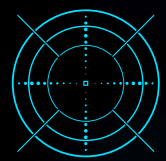
KPIs :



Number of registered users



Number of teams formed



Regional mission submission

PHASE 3

INSTITUTIONAL INTEGRATION

Objective : Institutional Integration

KPIs :



Number of institutional partners



Curated missions from organisations



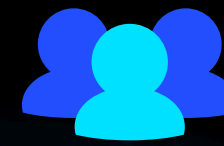
Technological proposals

PHASE 4

NATIONAL EXPANSION

Objective : Scale impact and brand presence nationally

KPIs :



Number of monthly active users



Number of ambassadors



National media platform featuring

Our Impact Vision : A Million Nation-Builders

“BharatNova turns Gen Z from passive citizens into active nation-builders — with measurable outcomes across education, policy, sustainability, and employment.”

LONG TERM GOALS

>250+ CSR/government-backed missions hosted

>1M+ youth onboarded

>5,000+ mission submissions

(policy proposals, startups, tech prototypes)

>10,000+ verifiable credentials issued

(Digilocker + LinkedIn integrated)

>100+ civic ideas implemented or incubated

>500+ mentors engaged

(from policy, tech, consulting, entrepreneurship)

IMPACT PILLARS



CIVIC LITERACY BOOST



CAREER ACCELERATION



YOUTH LED INNOVATION

THANK YOU