



PGs at Your Fingertips

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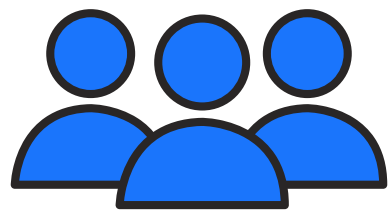
 @pgfysolutions

 pgfy-in

 www.pgfy.in*

*Website under development

TEAM pgfy



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Problems

PG Booking

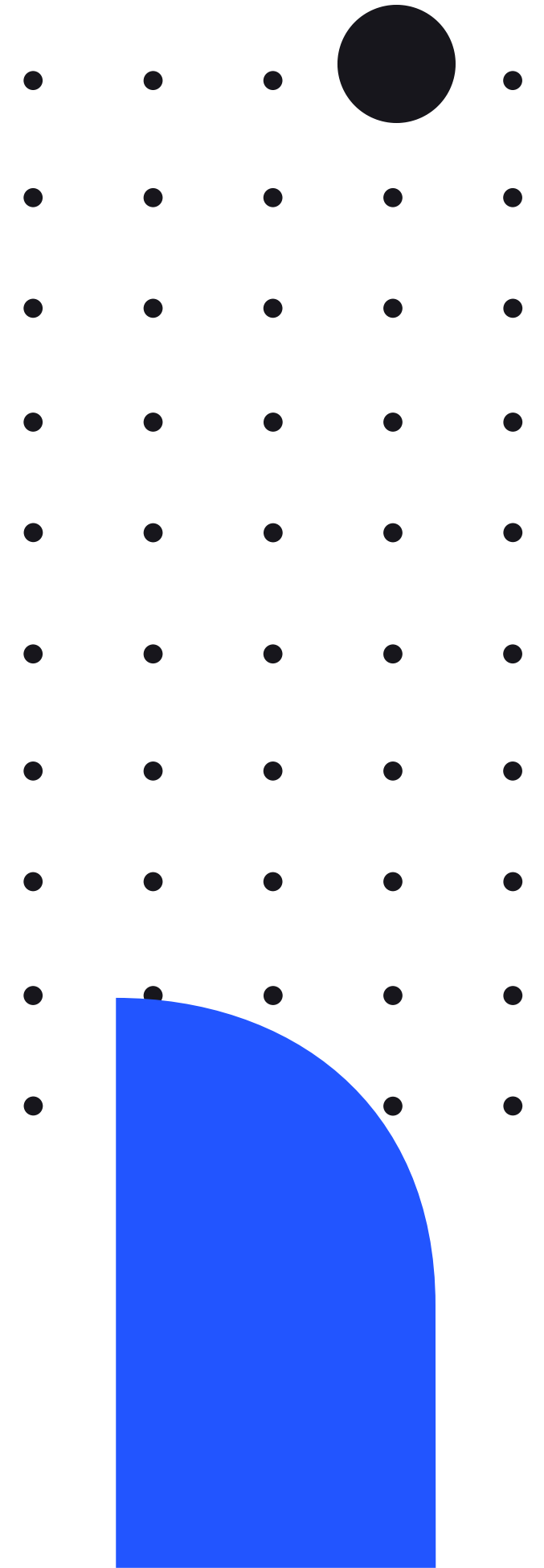
Finding a PG hasn't been an easy task for students who are new to the city. Students roam a lot to get an affordable PG around their respective colleges and may even end up booking a PG that doesn't meet their requirements.

Stationary expense quite high

Stationary and xerox services are taking a considerable share in every student's budget even if it sounds too small.

New to Laptops

Buzzing through tons of reviews on the web and ending up with a laptop that doesn't fit to your educational needs is really frustrating..Isn't it??





Birth of Service

A simple timeline on how our service came to be is a helpful way of visualizing our origin story.

1

Problem Interview

100 students and 25 service providers were questioned.

2

Brainstorming Session

Our team had a problem focussed brainstorming session.

3

Observations

We found out that an All-in One platform for students was missing in the market



Solution

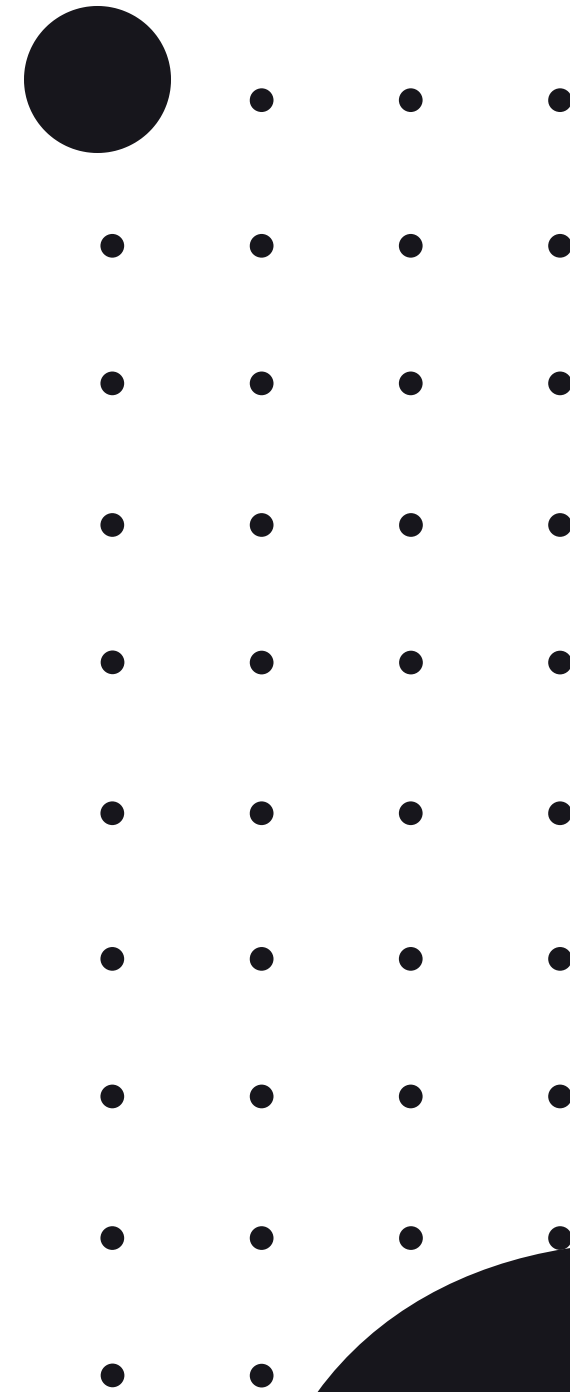
PG Booking website, mobile application, and agent support from search to stay.

Addon Service

Photocopy and stationary shops affiliation model by which we can offer discounts for students.

Addon Service

Free Laptop recommendation by experts from planning to purchase.



Target Market

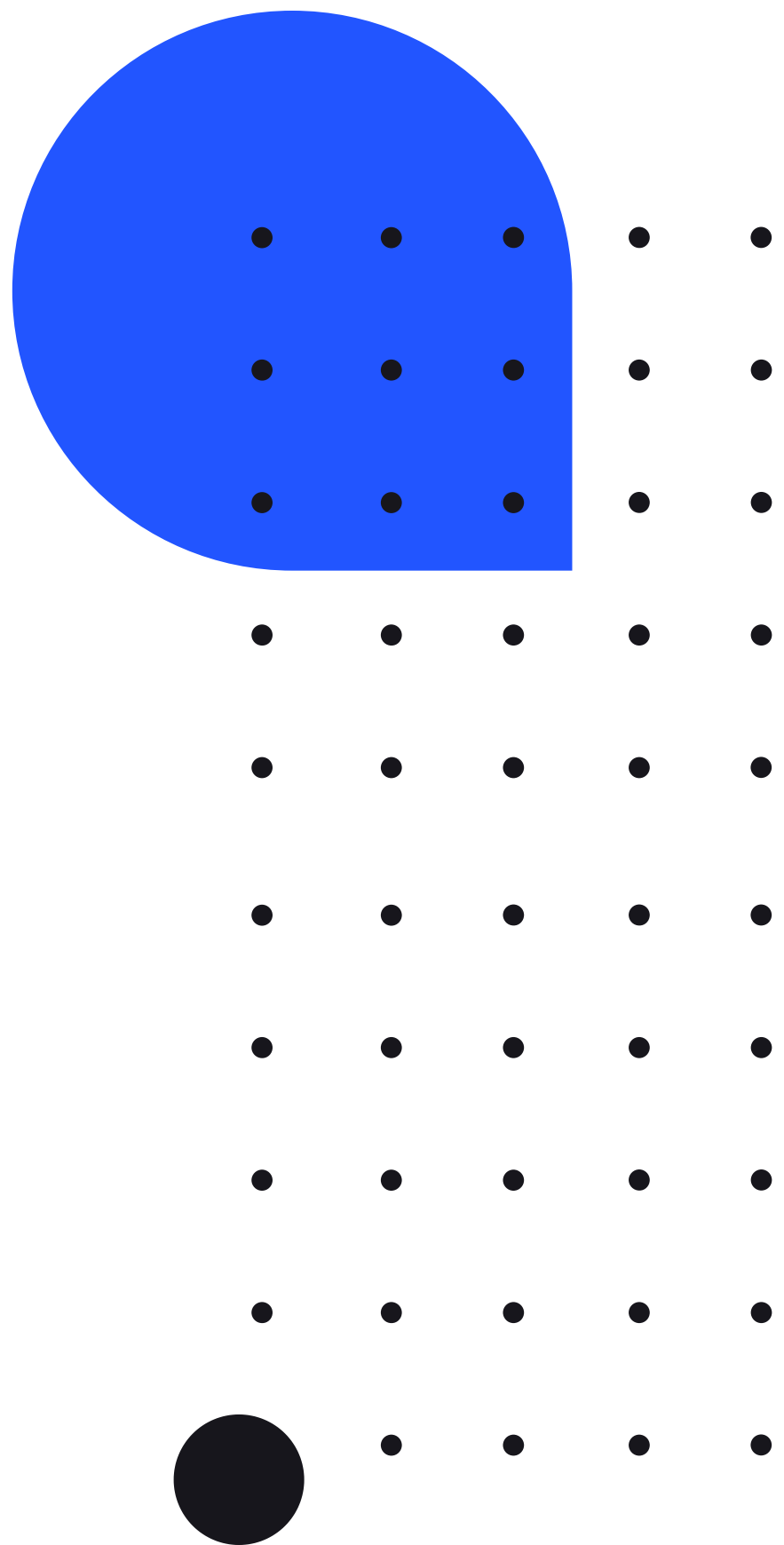
Who are the customers we want to cater to?

Target Market

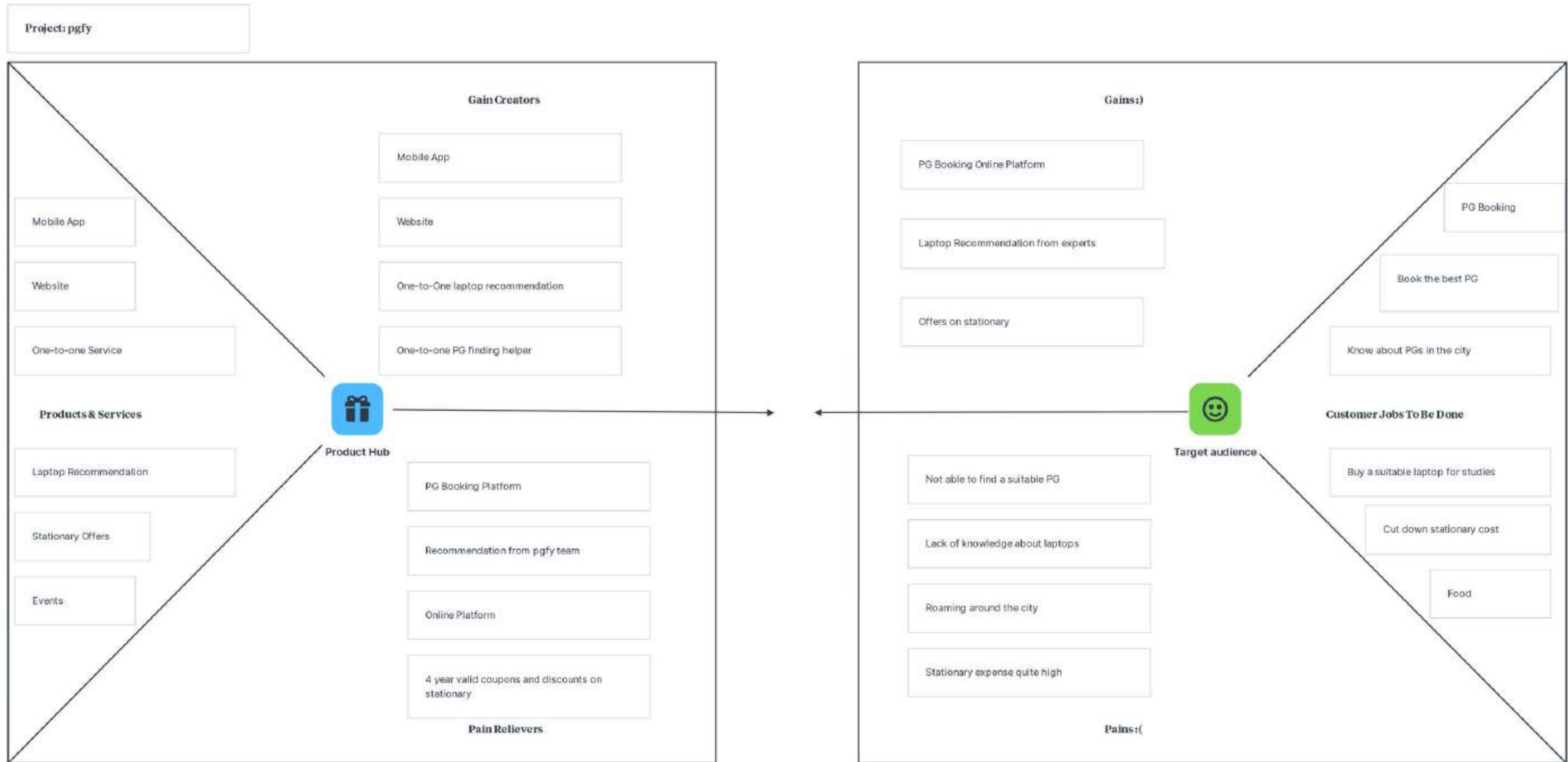
Students

Service Providers

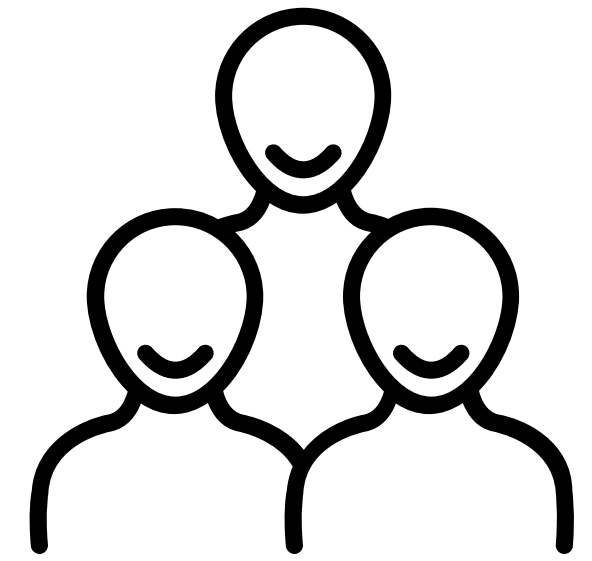
PGs, Stationary Shops, Hotels, Laptop Companies



Value Proposition Model



Customer Segment



Jobs to be done:

- PG Booking
- Book the best PG
- Suitable Laptop purchase
- Cut down stationary cost
- Cut down daily food cost

Pain points:

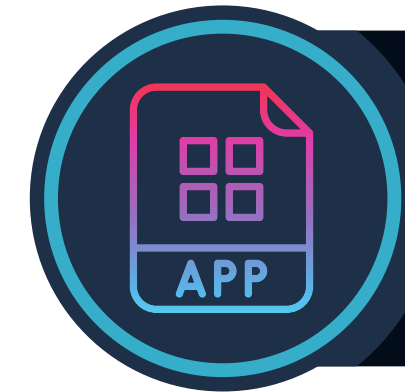
- Not able to find a PG
- Lack of knowledge about laptops
- Roaming around the city
- Stationary expense quite high
- Daily food expense quite high



OUR SERVICE



**BOOKING
PLATFORM**



Mobile App



Website

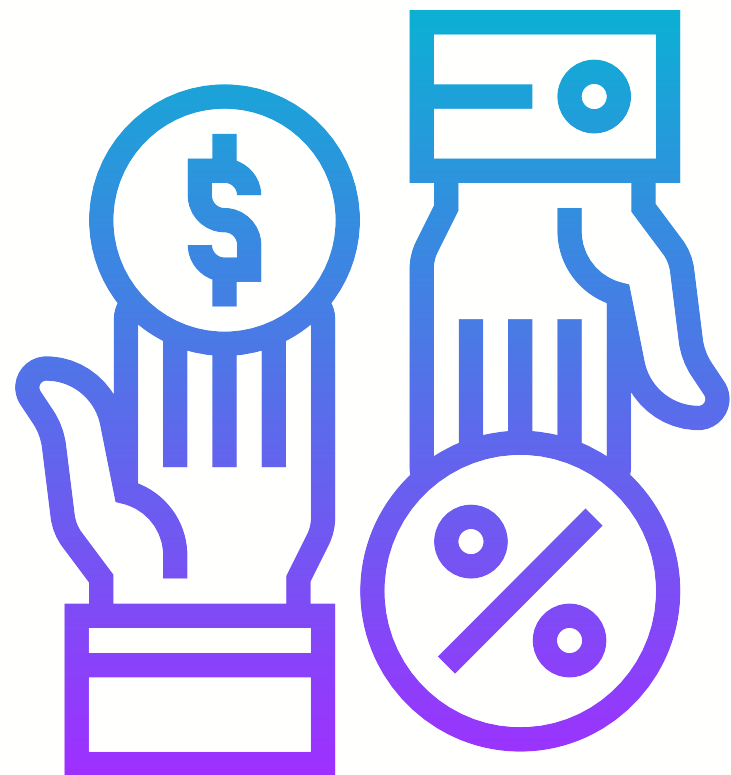


One-One Agent

ADDITIONAL SERVICES



Revenue Streams



**Commission
from PG**

**Laptop
Companies
Commission**

**Hotel
Collaboration**

**PG Marketing
Service**



Size of the Market- Mysore

After meaningful calculations, we have found that there is a huge market for our service and around 8% of the market is obtainable.

Rs 26.5 Crores

Total Available Market (TAM)

Rs 5.3 Crores

Serviceable Available Market (SAM)

Rs 2.1 Crores

Serviceable Obtainable Market (SOM)



Size of the Market- India

After meaningful calculations, we have found that there is a huge market for our service in India with around 8% of the market obtainable.

- **Rs 74 Thousand Crores**

Total Available Market (TAM)

- **Rs 14.8 Thousand Crores**

Serviceable Available Market (SAM)

- **Rs 5.9 Thousand Crores**

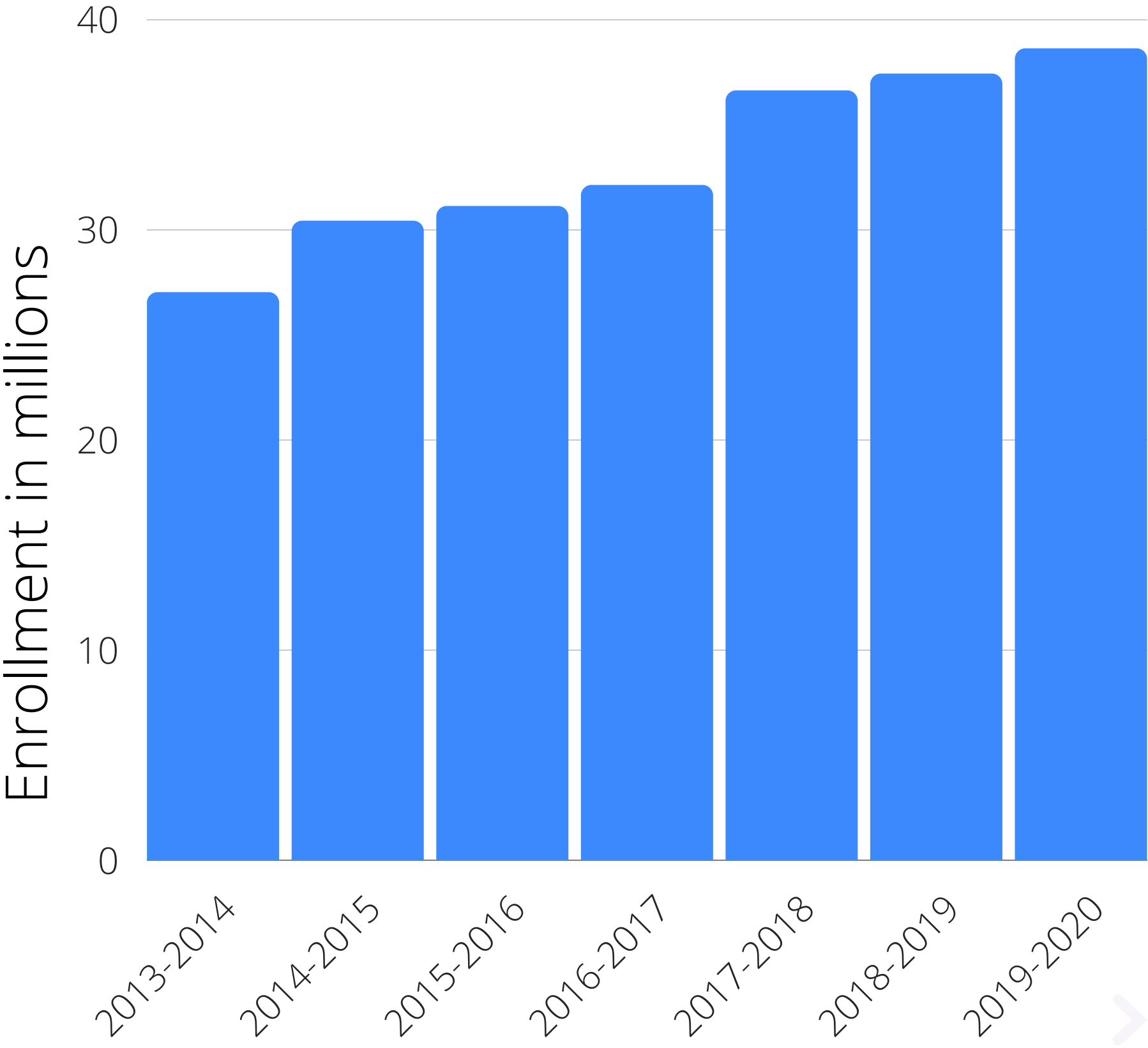
Serviceable Obtainable Market (SOM)

Market in the Future

Total enrollment for higher studies is increasing, hence the market is stable and predicted to increase the same way in the future



TOTAL ENROLLMENT (higher studies)




Business Model

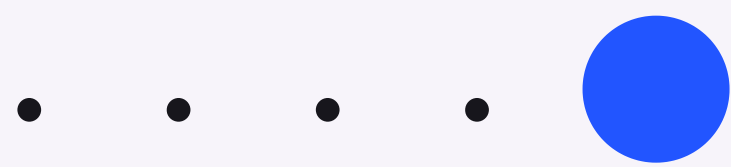
Pgfy

Apr 06, 2021

PROBLEM PG Booking #users Filling up vacant rooms #customers	SOLUTION PG Booking website, mobile application, and agent support from search to stay.	UNIQUE VALUE PROPOSITION Find and book PGS at your fingertips #users	UNFAIR ADVANTAGE Customer Community Dream team Insider Information PG portability offers	CUSTOMER SEGMENTS Students #users PGs and Rooms #customers
	KEY METRICS Rs. 800 Crores turnover per year in 3 years		CHANNELS Flyer distribution Digital Marketing Word of Mouth Events and promotions	
EXISTING ALTERNATIVES Broker service College Hostels OYO and PGO		HIGH-LEVEL CONCEPT PG Booking without roaming around the city #users		EARLY ADOPTERS Students who are new to the city #users PGs and Room owners who have vacant rooms #customers
COST STRUCTURE Hosting and Deployment Advertising People Costs			REVENUE STREAMS Commission from PGs and Room Owners Prime subscription for students PG Marketing Service	

Competition Analysis

Product Benefits	PGO	OYO	College	
What is the product?	PG Booking app	Online rooms booking	Hostels	Students' PG Booking app
How is this product different from the others? Mention the feature/s.	PGs only	All In One	Trusted	Student specific
What is the price?	Differs	Differs	High	Zero cost service
Any known drawbacks (refer to market review of the Competitors)	App UI not good	All in one feature makes it complex	Less advantages	Nil



Unique Differentiator



Zero cost Service

We don't charge a single penny from our customers. What more can anyone expect?

Easier Service Bookings

Our responsive website and mobile app makes it easier for customers to book our service.

Incentives

Our package comes with a lot of incentives ranging from discounts on xerox and free laptop recommendation from experts.

College-wise Service

Our service is categorized based on the college which helps students select the best room or PG.

Why is this the right Time? >

Post Covid-19 period

This period may help us occupy a larger market since everyone is showing interest in cleanliness and social distance.



Promotion Channels

Flyer Distribution

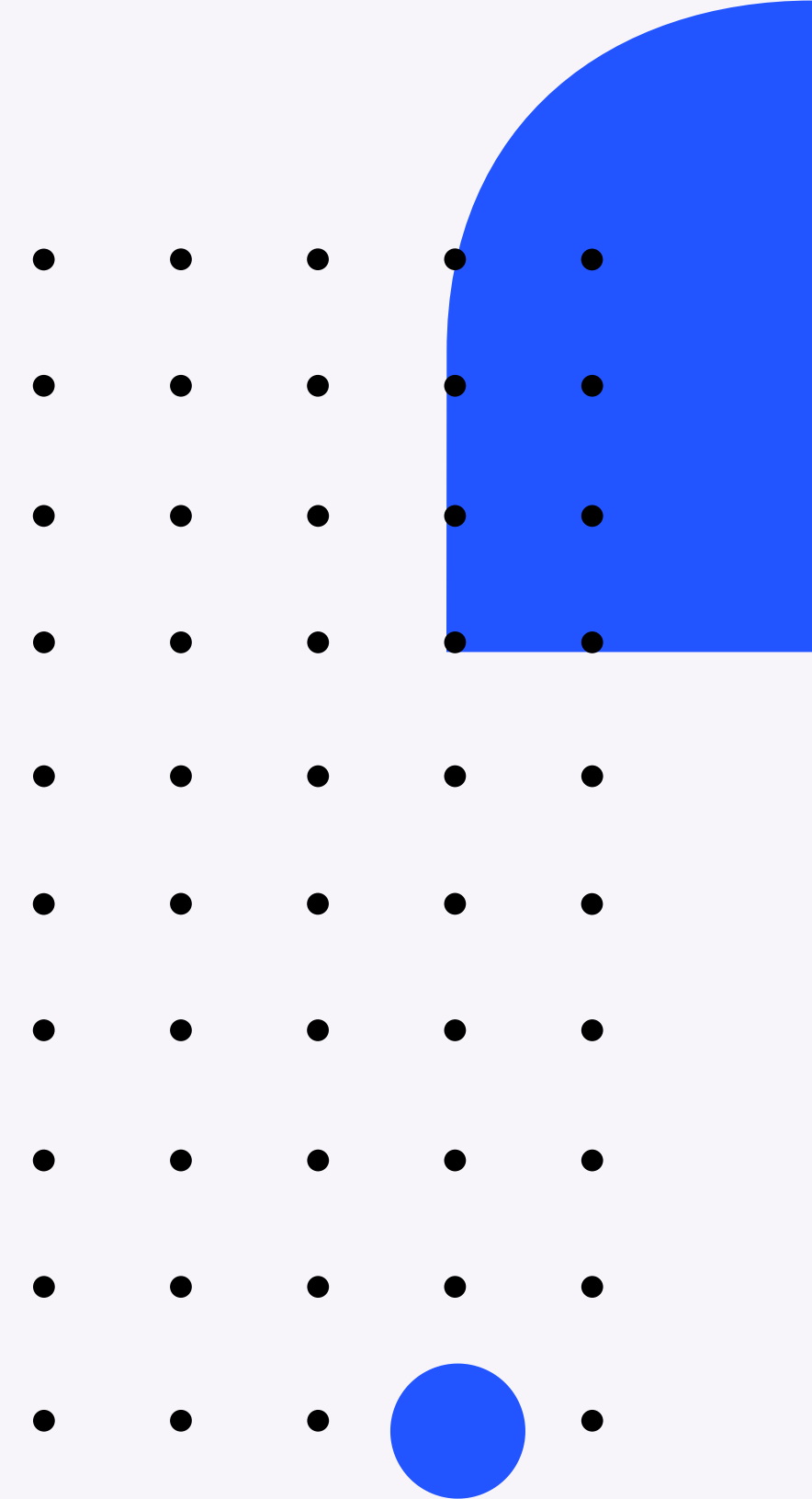
It is so much to the point that it does not require any sort of extra effort to make the audience understand the purpose behind it.

Student Ambassador Program

Going with the trend, we can host student ambassador programmes which have proven to be helpful in this niche.

Digital Marketing

Our target audience is tech savvy and we can make a good impact using SMM, SEM and SEO and building a huge social media community





Thank You

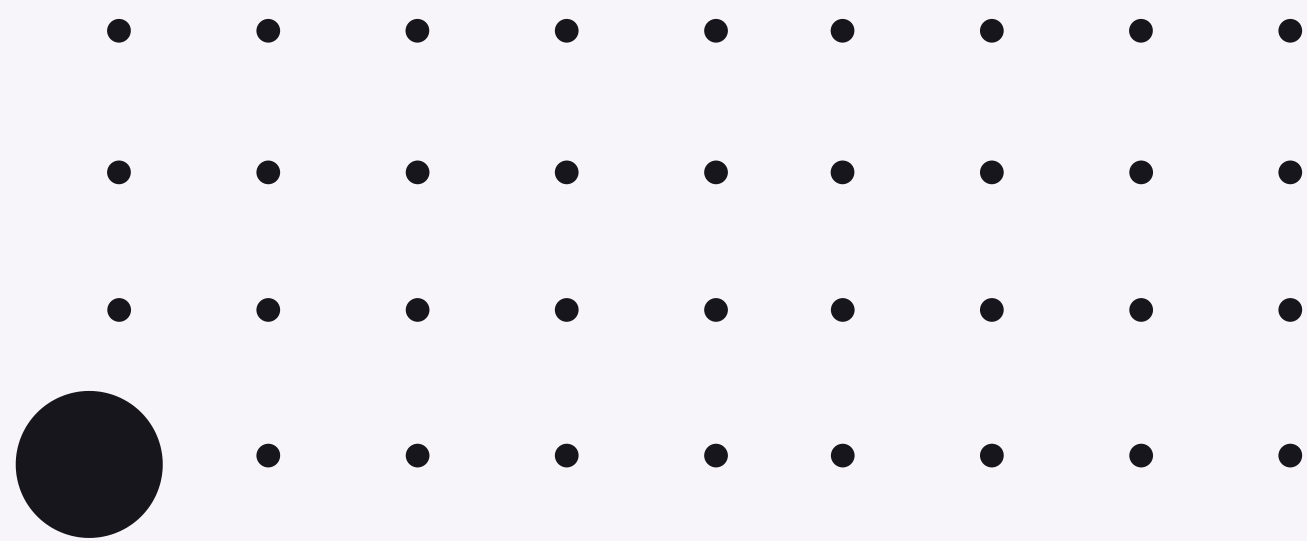
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BACKUP SLIDES

Market Calculations

PG Commission	3000
Laptop Commission	2500
Food Subscription Share	1000
Total	6500
Total no. of colleges in Mysore	17
Avg. no. of students in higher studies	2400
Total	40800
TAM	₹ 26,52,00,000.00
50% day scholars & 30% already settled	
SAM	₹ 5,30,40,000.00
50% hostels & 10% other arrangements	
SOM	₹ 2,12,16,000.00

MYSORE

PG Commission	3000
Laptop Commission	2500
Food Subscription Share	1000
Total	6500
Total no. of colleges in India	39931
Avg. no. of students in higher studies	2850
Total students	113803350
TAM	₹ 7,39,72,17,75,000.00
50% day scholars & 30% already settled	
SAM	₹ 1,47,94,43,55,000.00
50% hostels & 10% other arrangements	
SOM	₹ 59,17,77,42,000.00

INDIA

*Estimated based on data found on the Internet

Profitability Check

Startup Costs		INR	Fixed Costs (for a month)		INR	Salary per employee	No. of employees	Variable Costs (per unit)		Cost	Unit	Rate (INR)	Burn Rate and Runway Period			
Technical	5000		Transportation	6000	0	0			0				Your Monthly Fixed Cost (F11)	8300		
Marketing	10000		Hosting	300									Your Monthly Variable Cost (K11*C19)	0		
Company Registration	5000		SMM	2000									Your Monthly Operating Expense (P6 +	8300		
													Your Monthly Revenue			
													Burn Rate (P8 - P9)	8300		
Total	20000		Total	8300				Total	0							
													Your cash reserve (the money you have with you at your disposal)*	20000		
													Runway Period (P12/P10)	0		
Revenue (for 30 days)			Customers (per day)	No. of days				SUMMARY						* This is the amount of "cash" we have at your disposal that you decided to spend on the venture at the time of starting up.		
Number of customers	30						Revenue	INR								
Units per purchased	1						Sales	150000								
Price per unit (INR)	5000						Others									
Purchase frequency	1															
Total sales in units (INR)	30						Total	150000								
Total sales revenue (INR)	150000															
								Profit	141700							
								Breakeven	1.66							
								Pay back period (months)	0.14							
								Contribution	5000.00							

Positioning Statement

Positioning Statement

Our *online PG Booking platform*

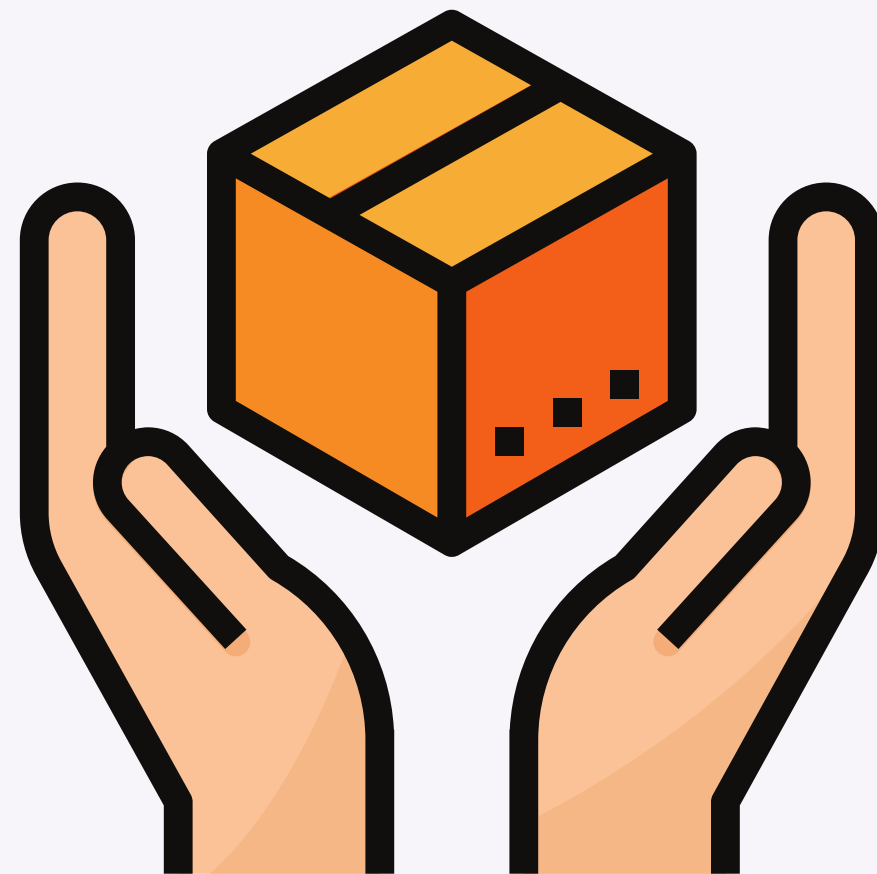
Helps *people especially students*

to *find and book a PG online using our Website or mobile application*

By *recommending a PG based on the user's profile for free*

as *compared to the broker service which costs their time and money.*

MINIMUM VIABLE PRODUCT



DESIGN OF THE LOGO



Light Icon



Dark Icon

#5eebf3



#060f22



#16bbfc



CONCEPT



||

pg + 

Welcome to PGFY,
Login to your account



Login

Sign in with Google

Create New Account

LOGIN PAGE



REGISTRATION PAGE

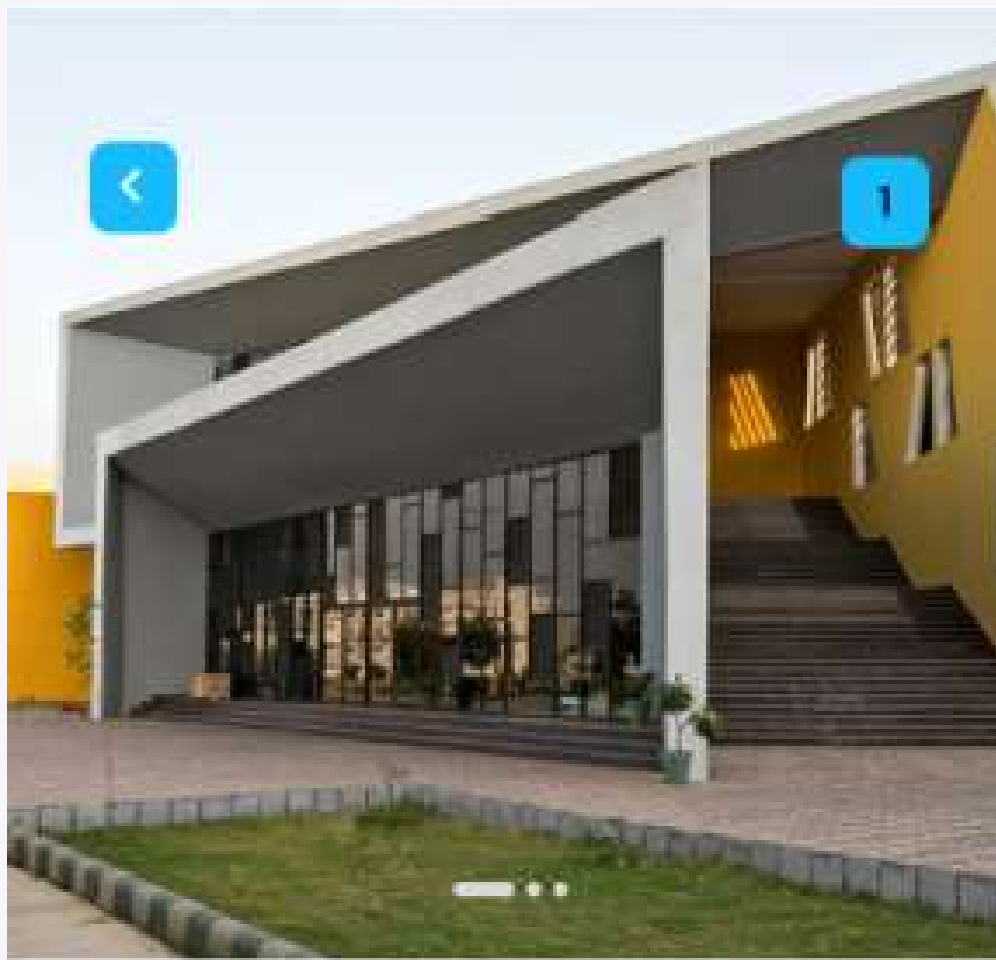
Create A New Account



Create Account

Sign up with Google

Back To Login



PG - 1

₹4K-5K

Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam

Select Occupancy

1

2

3



Add To Wishlist

PRODUCT PAGE



pgfy

SEARCH PAGE

Search here...

Search Results





Wishlist

2



PG - 1

₹4,300

Occupancy - 2



PG - 2

₹5,700

Occupancy - 1

WISH-LIST PAGE



pgfy

SAVED PAGE

Saved Options

0



Estimated Costs

Startup Costs	INR		Fixed Costs (for a month)	INR
Technical	5000		Transportation	6000
Marketing	10000		Hosting	300
Company Registration	5000		SMM	2000
Total	20000		Total	8300

NOTE: No variable costs

