



pgfy

PGs at your fingertips



www.pgfy.in



[pgfy-in](https://www.linkedin.com/company/pgfy-in)

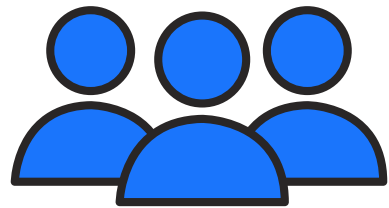


[@pgfysolutions](https://www.instagram.com/pgfysolutions)



[Uniquota](https://www.youtube.com/Uniquota)

TEAM pgfy



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Problems

PG Booking

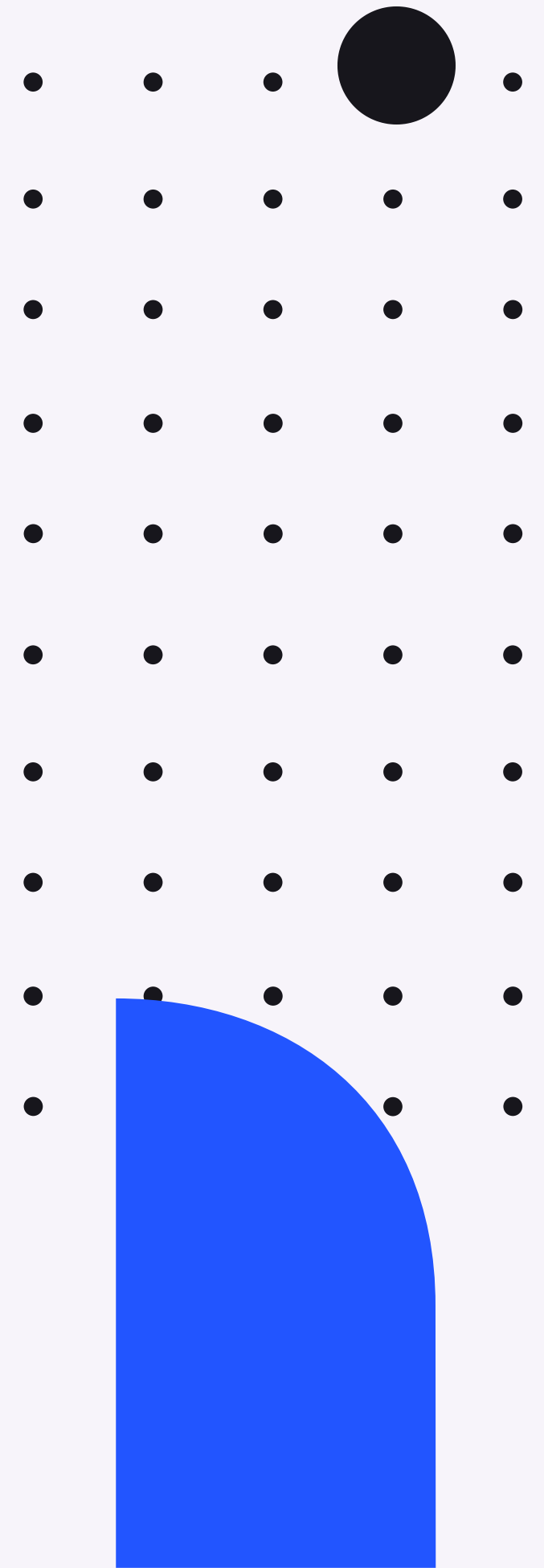
Finding a PG hasn't been an easy task for students who are new to the city. Students roam a lot to get an affordable PG around their respective colleges and may even end up booking a PG that doesn't meet their requirements.

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??



Solution

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

Addon -1

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

Addon-2

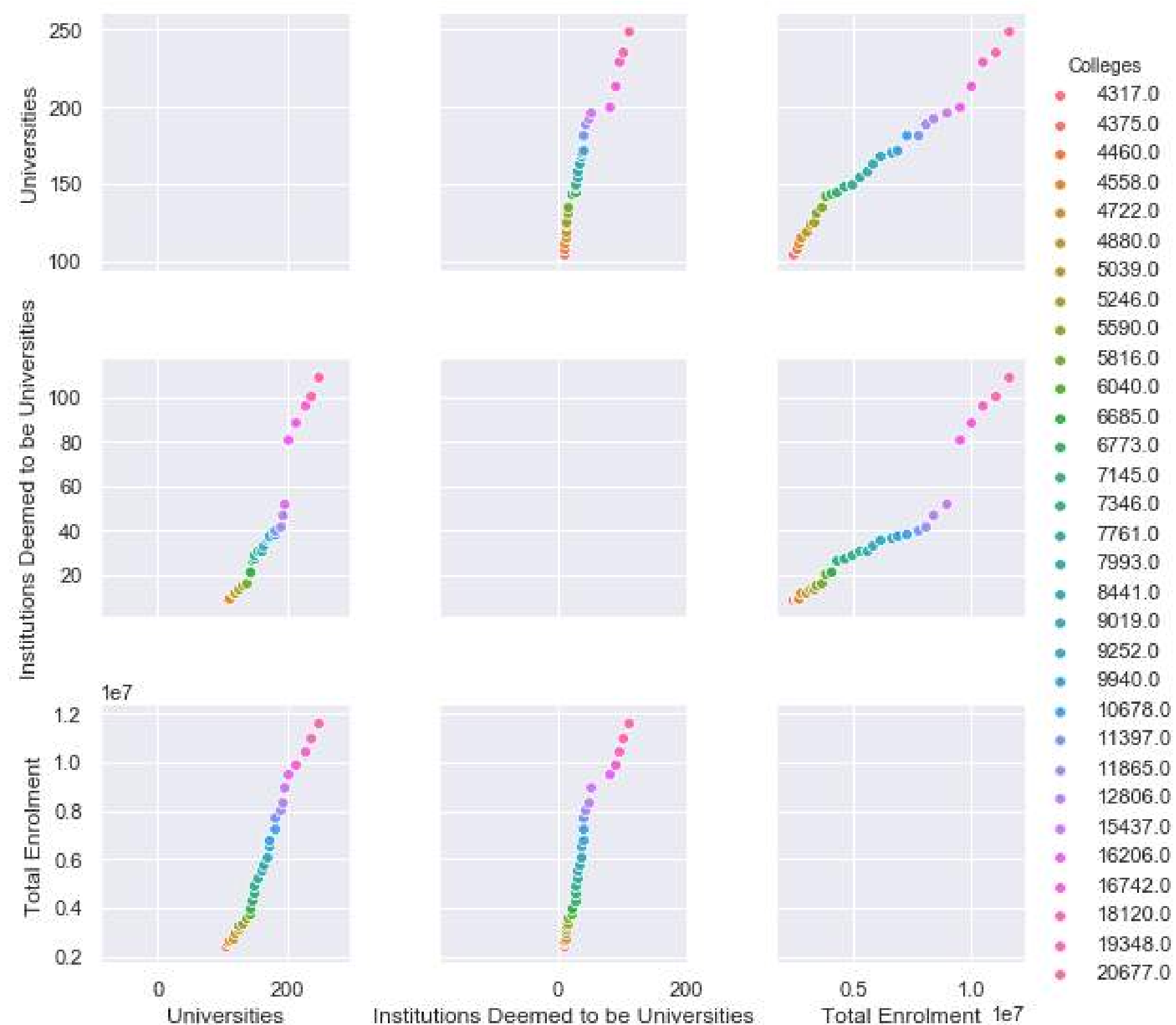
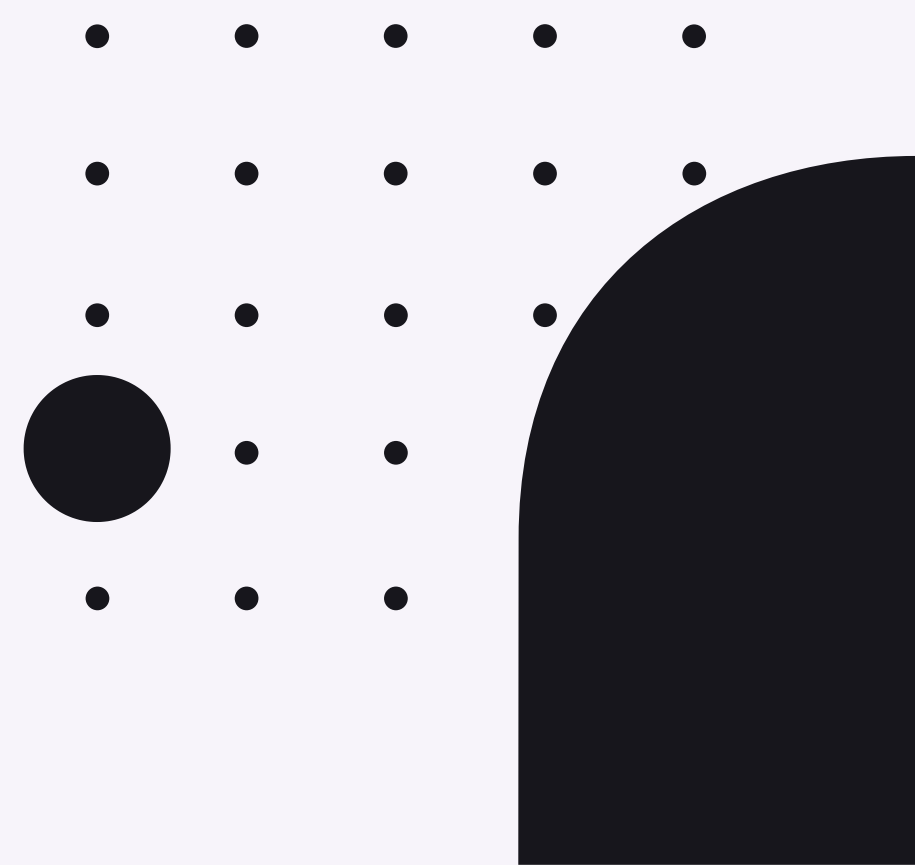
Free Laptop recommendation by experts from planning to purchase.

The Utopia

Problem interviews helped us find a complete student solution packed with benefits.

Statistical Approach

Market visualization using data science techniques was carried out and the observation was amazing with the market increasing exponentially.



Target Market

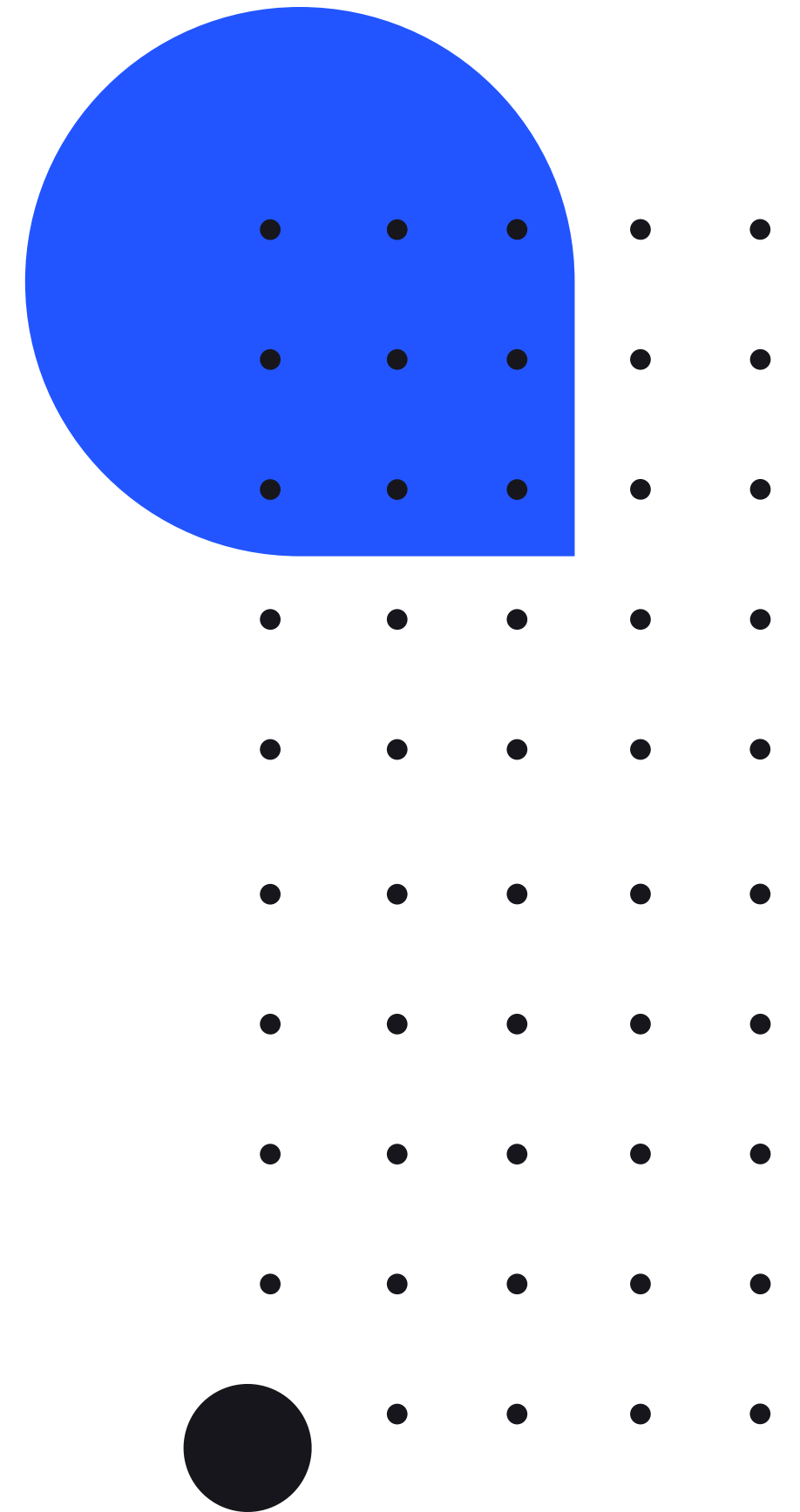
Who are the customers we want to cater to?

Target Market 1

Students

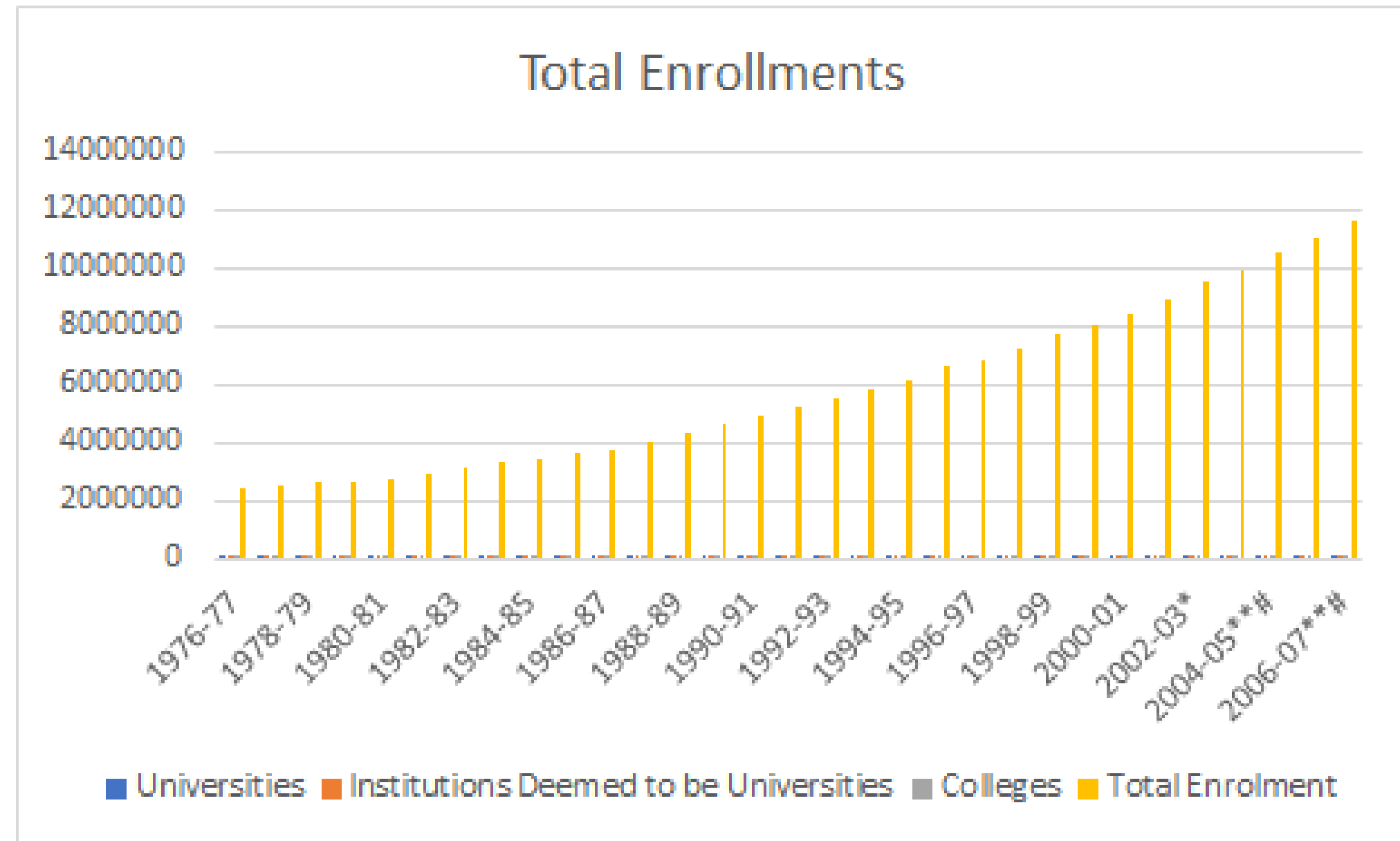
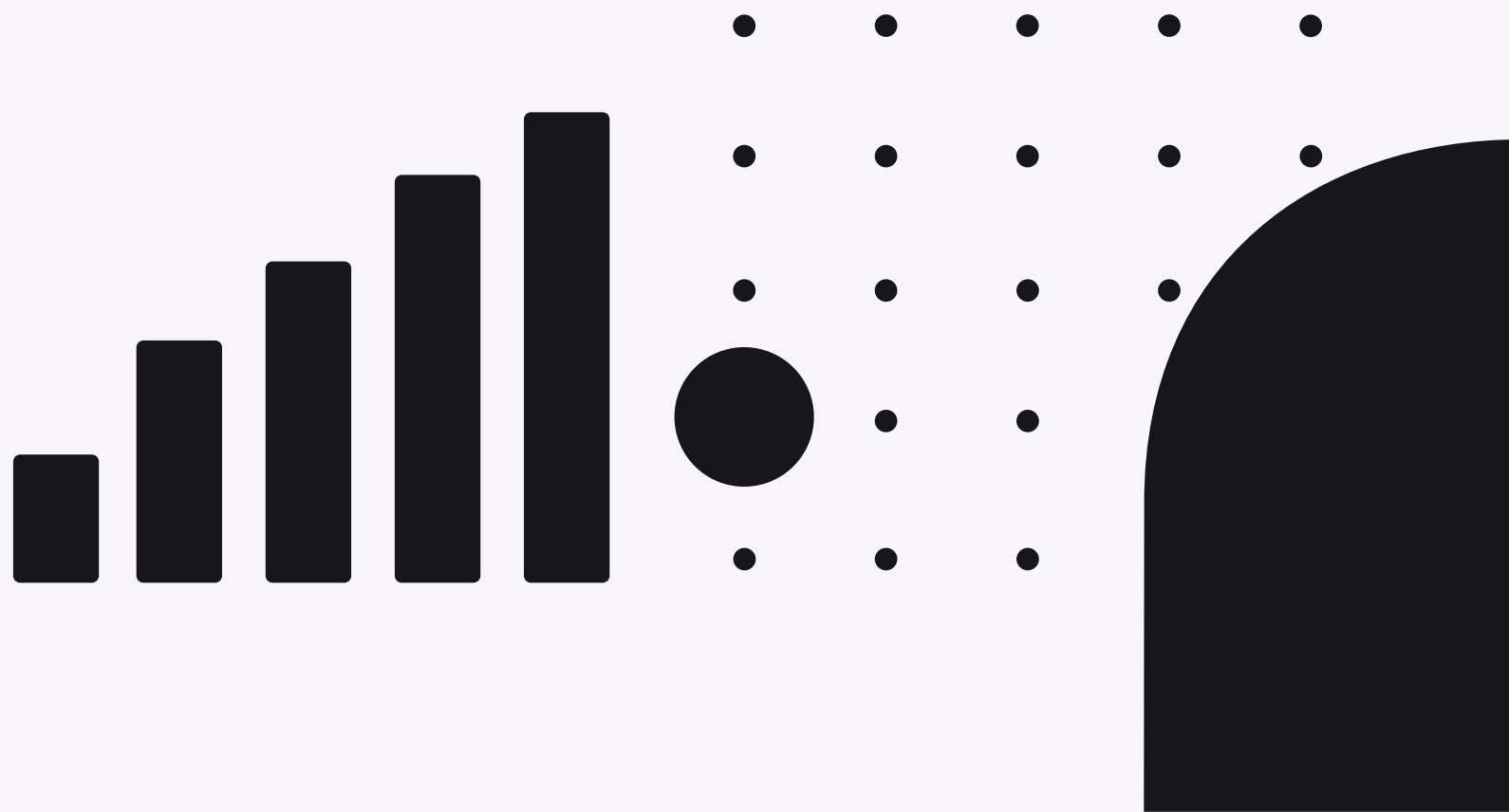
Target Market 2

PGs, Stationary Shops, Hotels, Laptop Companies



ESTIMATED TOTAL MARKET IN 2021

> 4000 Crores



OUR SERVICES



PG

STATIONARY

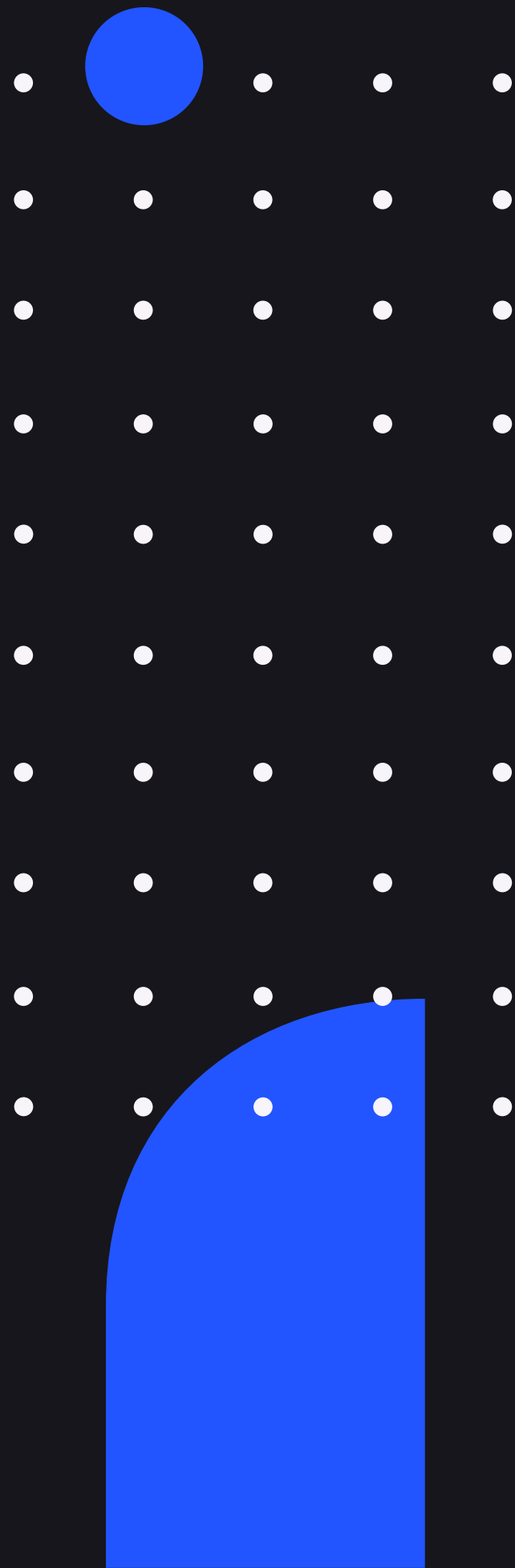
LAPTOP

FOOD

TUITION

XEROX

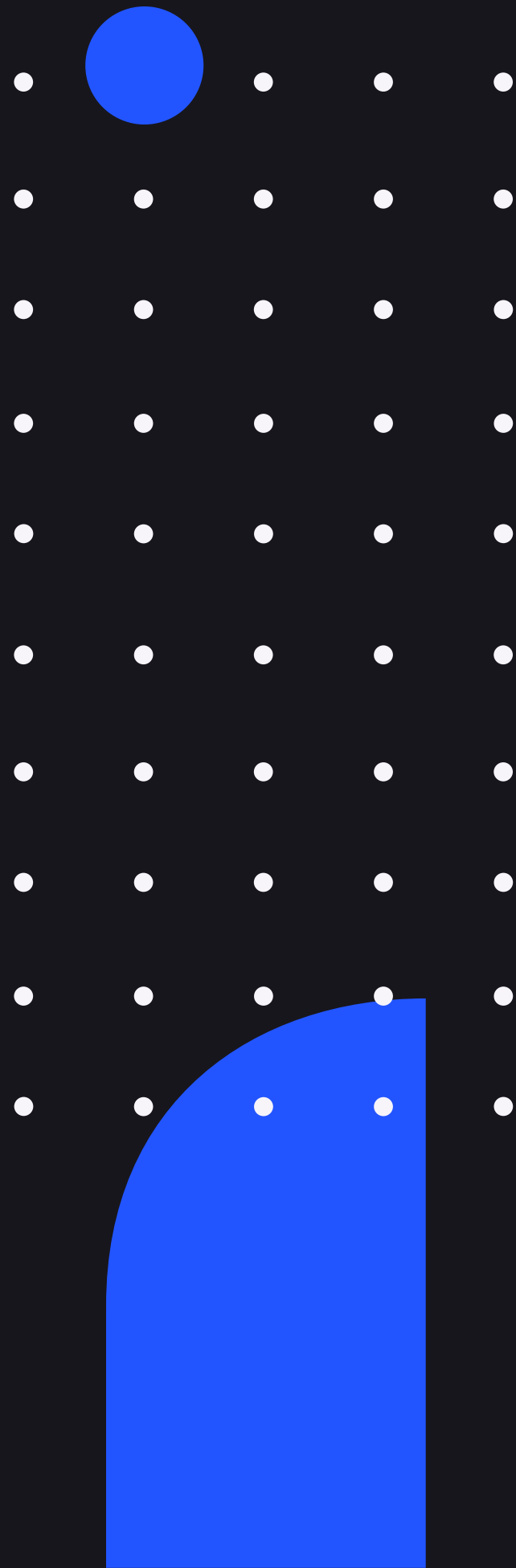
EVENTS, TRIPS, CLUBS



Size of the Market- Mysore

After a statistics-driven survey, we have found that there is a huge market for our service and around 25% of the market is obtainable.

- **5 Crores**
Total Available Market (TAM)
- **2.5 Crores**
Serviceable Available Market (SAM)
- **1.25 Crores**
Serviceable Obtainable Market (SOM)

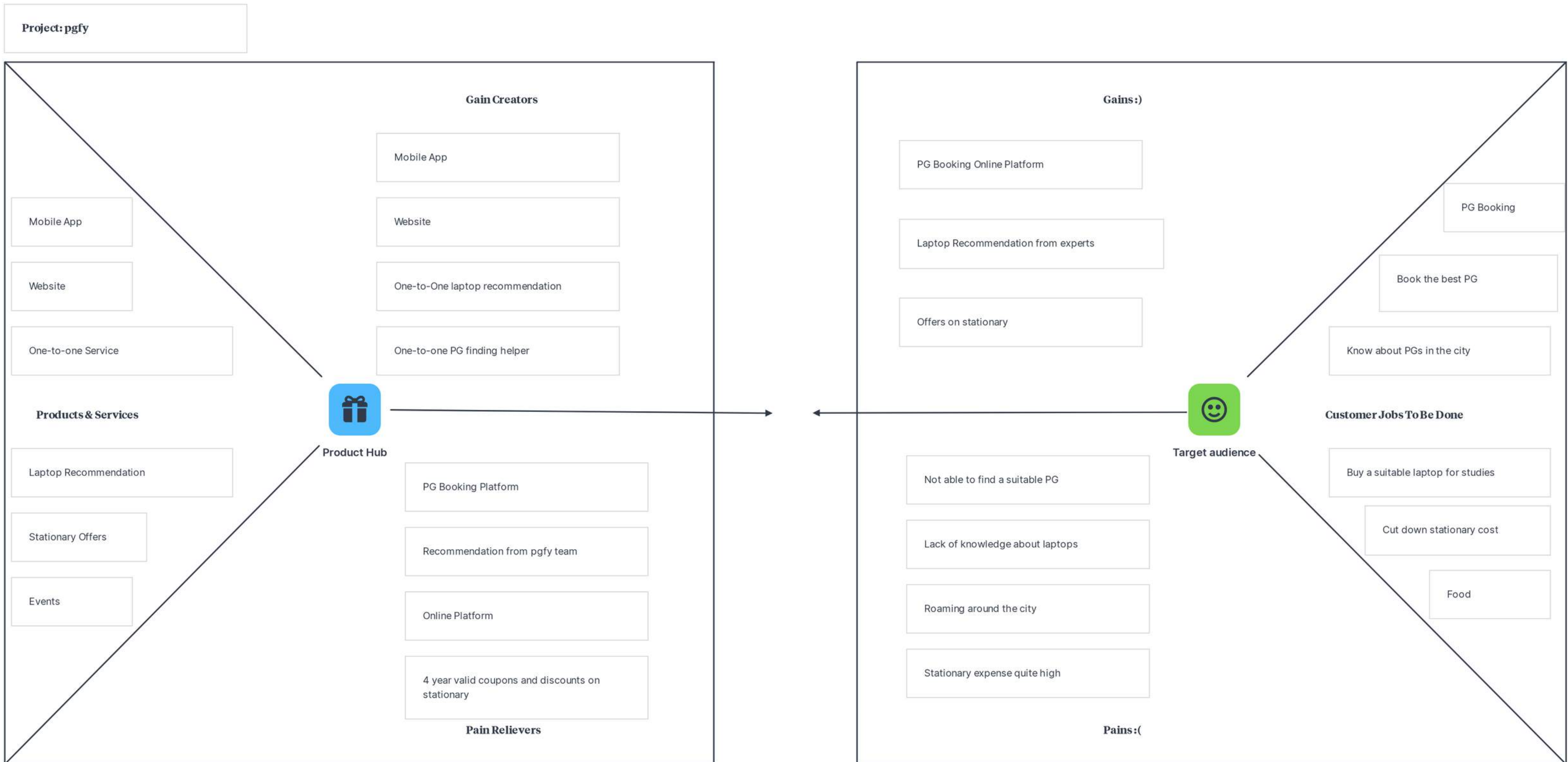


Size of the Market- India

After a statistics-driven survey, we have found that there is a huge market for our service in India with around 20% of the market obtainable.

- **4000 Crores**
Total Available Market (TAM)
- **1500 Crores**
Serviceable Available Market (SAM)
- **800 Crores**
Serviceable Obtainable Market (SOM)

Value Proposition Model





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

We questioned our target audience and found that they were waiting for such a solution.

2

Brainstorming Session

Our team had a problem focussed brainstorming session.

3

Solution

We came out with solutions for the problem and then a clear analysis of the data proved that the market for this business is increasing exponentially.



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

MVP

REGISTRATION PAGE

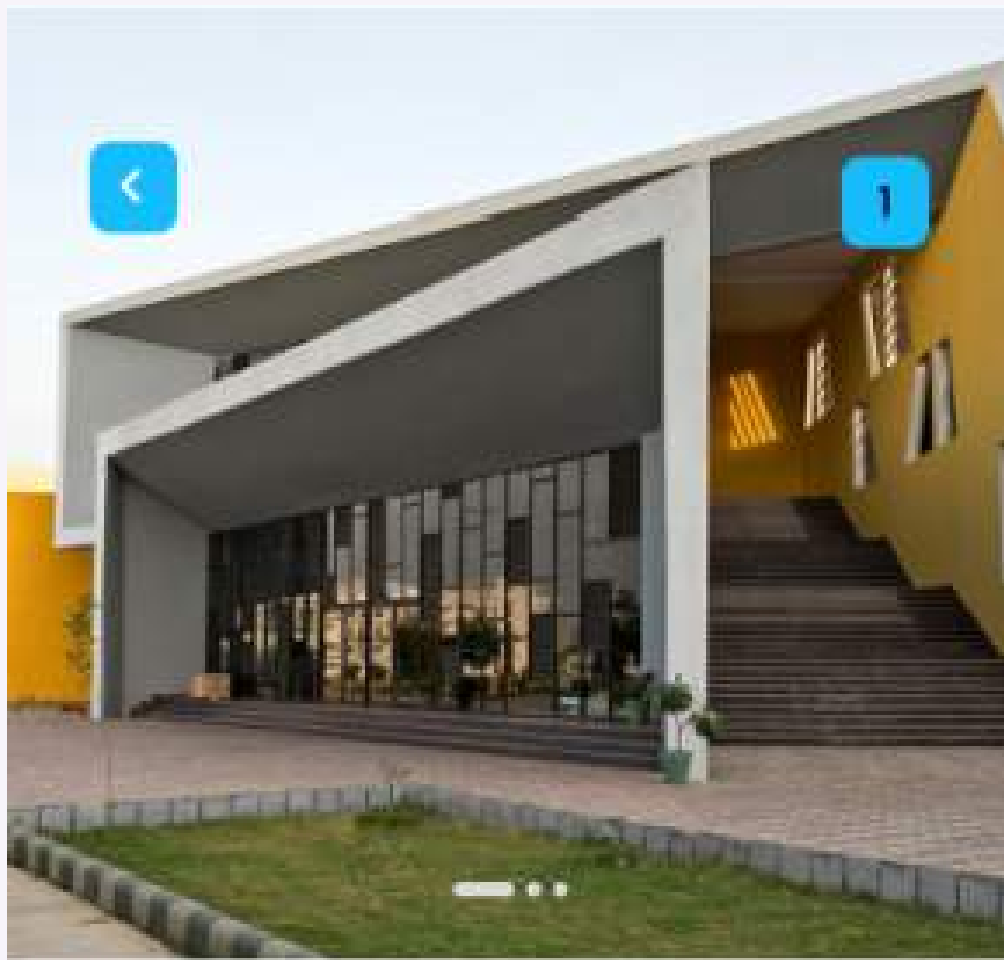
Create A New Account



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

MVP

SEARCH PAGE

Search here...

Search Results





Wishlist

2



PG - 1

₹4,300

Occupancy - 2



PG - 2

₹5,700

Occupancy - 1

WISH-LIST PAGE

MVP

SAVED PAGE

Saved Options

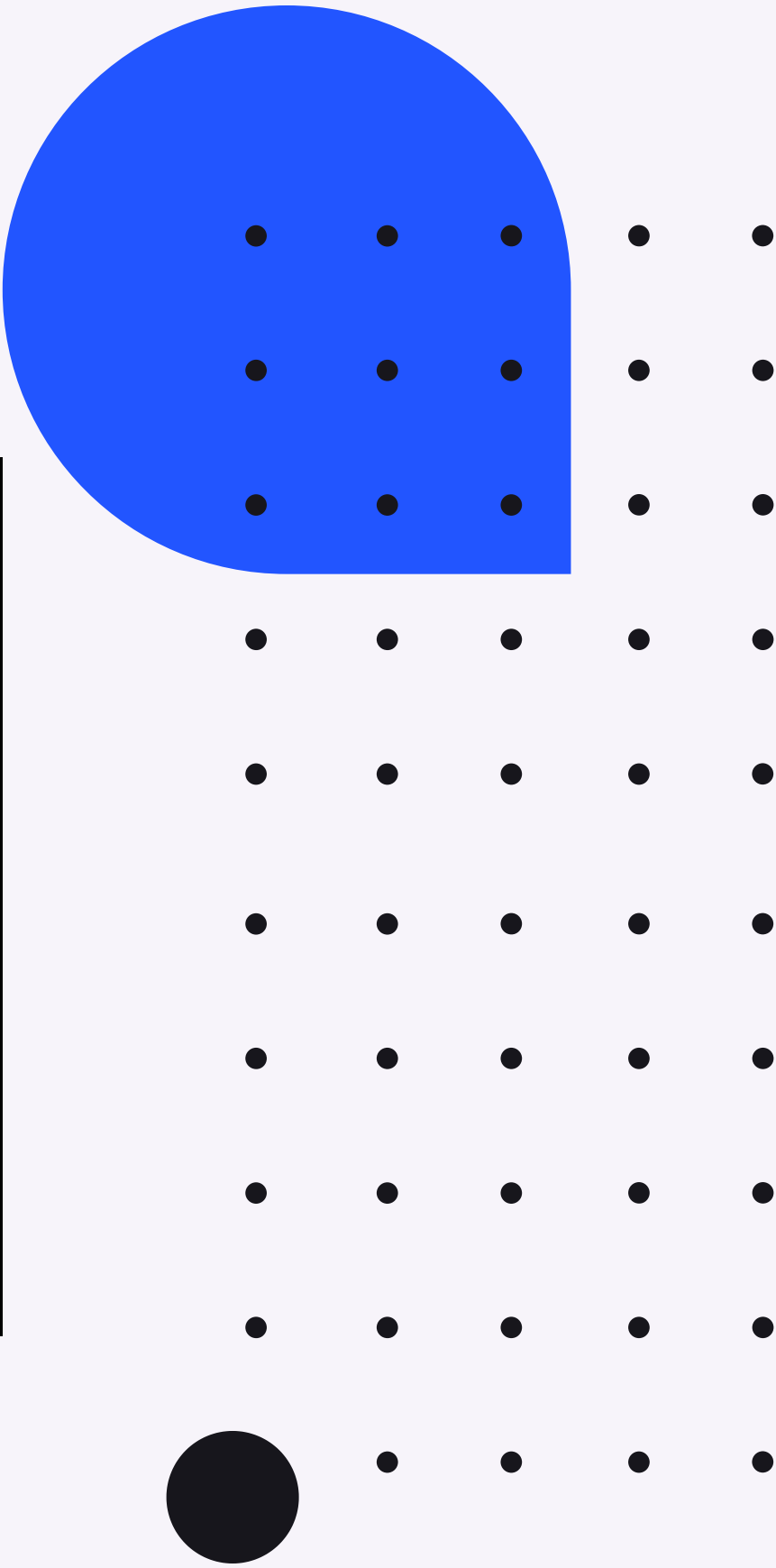
0



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



Revenue Streams

Commission from PG Owners

Affiliate bonus from Laptop Companies

PG Marketing Service

Hotel Collaboration

An abstract geometric composition on a light gray background. A grid of 40 small black dots is arranged in 8 rows and 5 columns. In the top right corner, there is a solid blue circle. In the bottom right corner, there is a solid blue quarter-circle shape, with its center at the intersection of the 4th column and the 8th row of dots.

Revenue (for 30 days)	
Number of customers	30
Units per purchased	1
Price per unit (INR)	5000
Purchase frequency	1
Total sales in units (INR)	30
Total sales revenue (INR)	150000

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						
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					

* 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.

Positioning Statement

Positioning Statement

Our *online PG Booking platform*

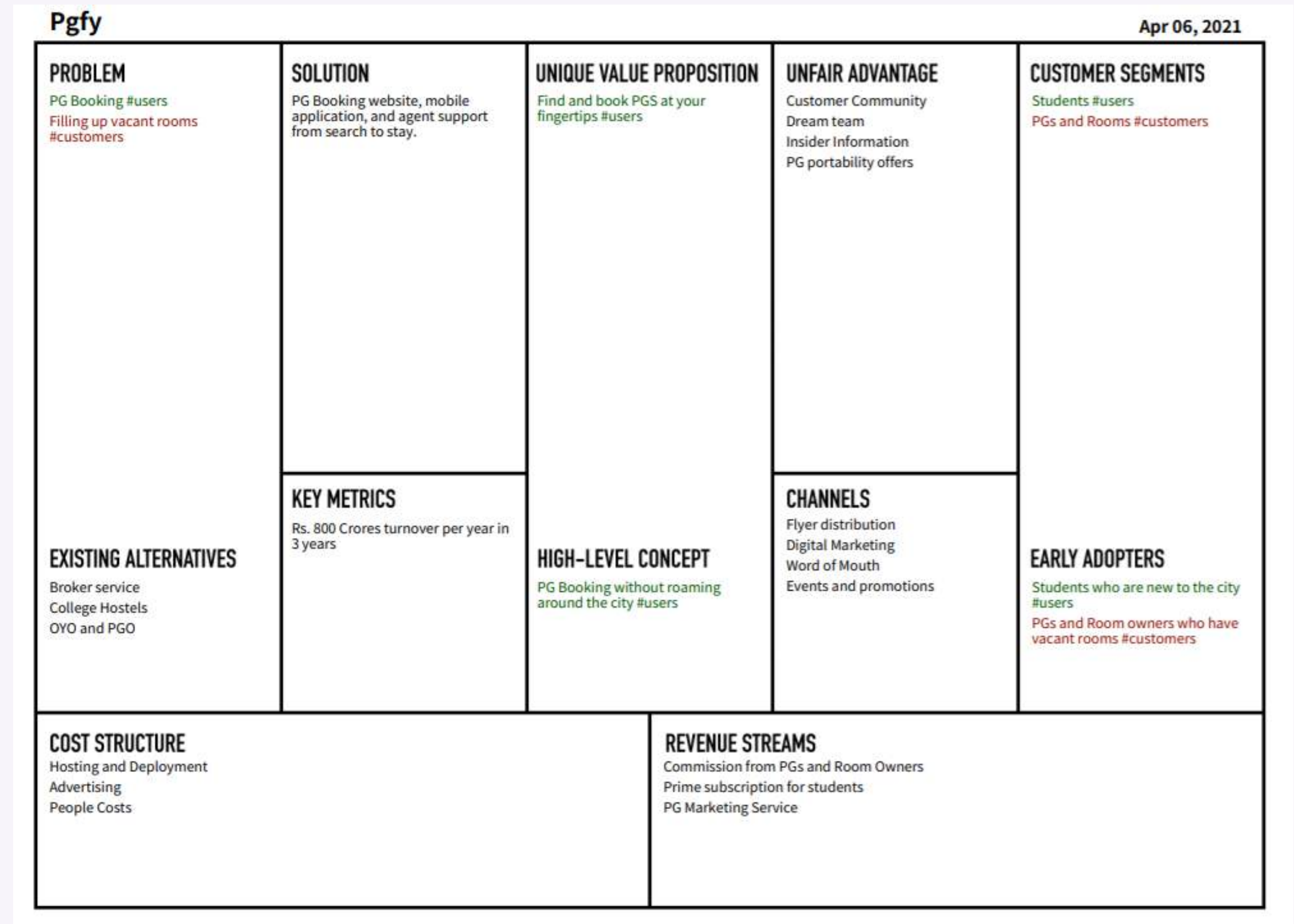
Helps *people especially students*

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.*

Business Model



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

EXISTING ALTERNATIVES

Broker service
College Hostels
OYO and PGO

KEY METRICS

Rs. 800 Crores turnover per year in 3 years

HIGH-LEVEL CONCEPT

PG Booking without roaming around the city #users

CHANNELS

Flyer distribution
Digital Marketing
Word of Mouth
Events and promotions

EARLY ADOPTERS

Students who are new to the city #users
PGs and Room owners who have vacant rooms #customers

Business Model

COST STRUCTURE

Hosting and Deployment
Advertising
People Costs

REVENUE STREAMS

Commission from PGs and Room Owners
Prime subscription for students
PG Marketing Service

Why is this the right Time?

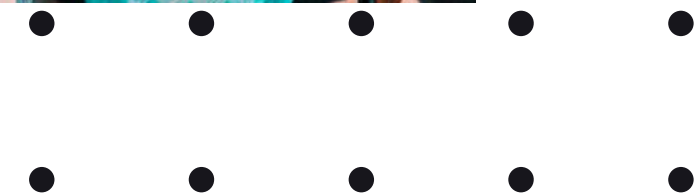
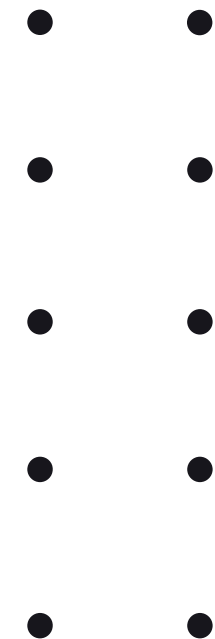
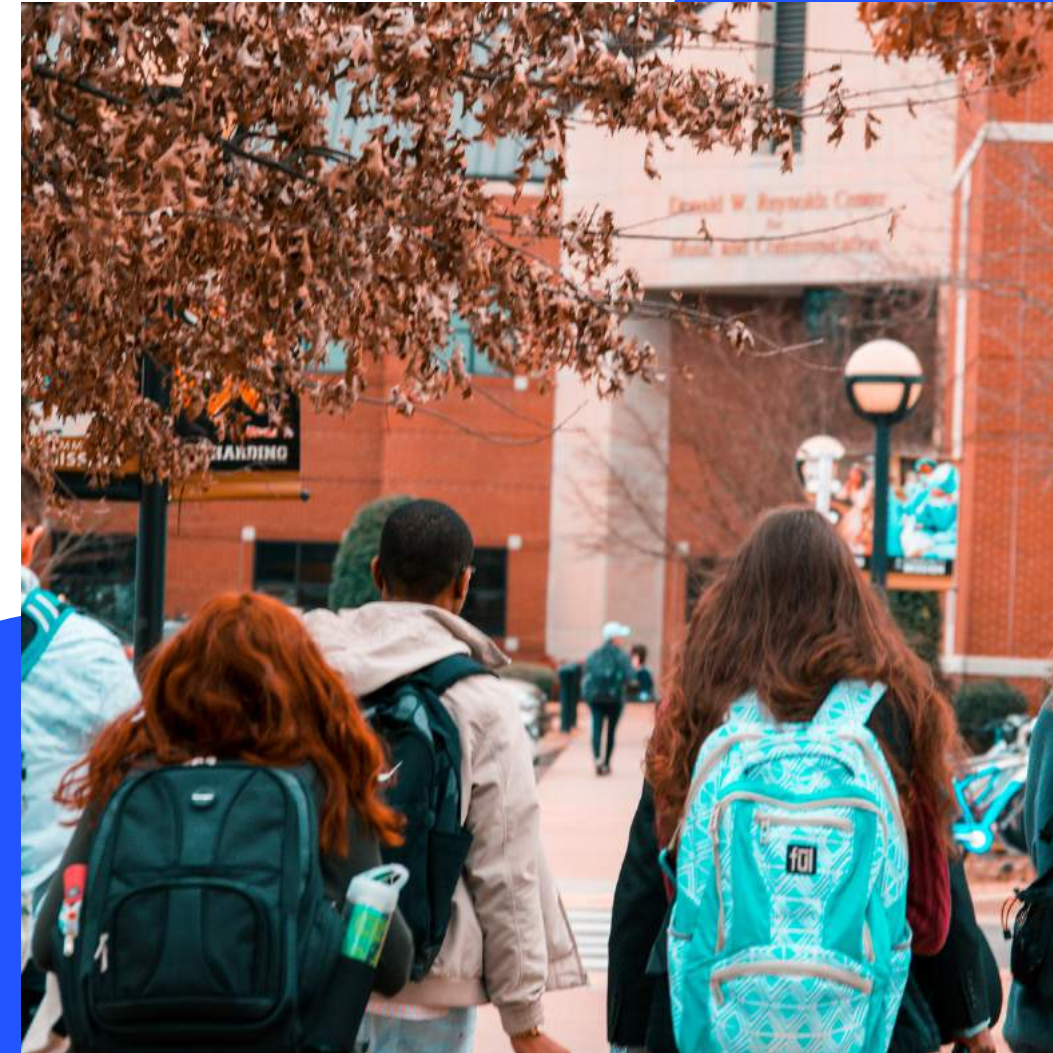
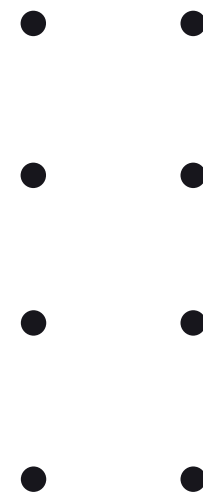


Upcoming Freshers batch

The next academic year is around the corner and our database should be updated within one month.

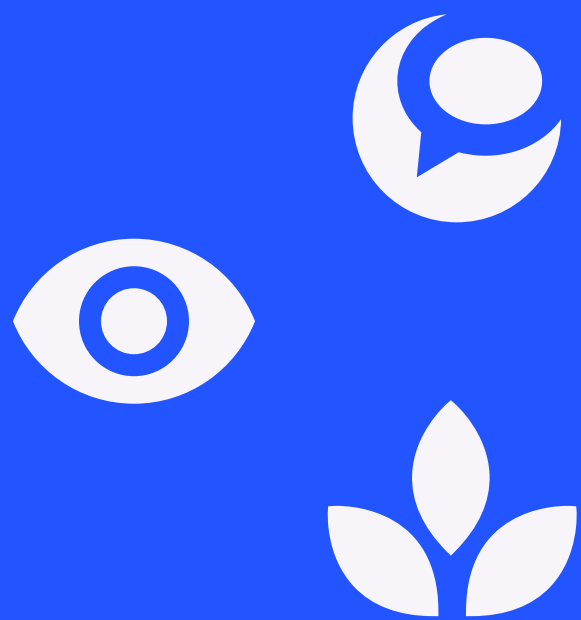
Post Covid-19 period

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



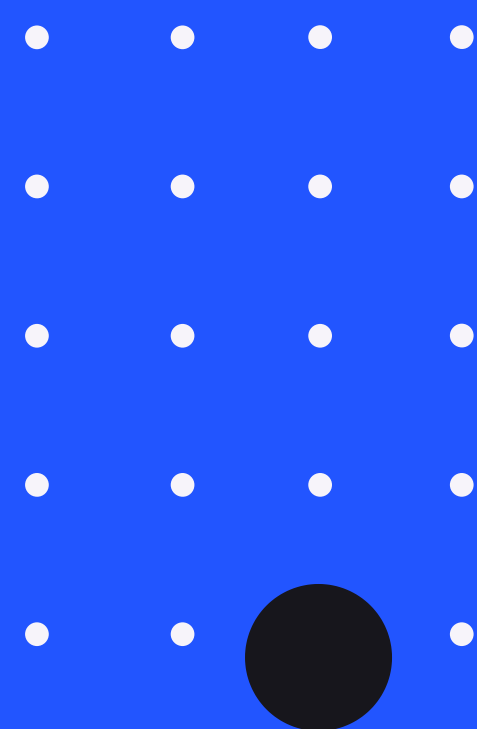
Competition Analysis

Product Benefits	PGO	OYO	College	JustDial	You
What is the product?	PG Booking app	Online rooms booking	Hostels	Telephone number database	Students' PG Booking app
How is this product different from the others? Mention the feature/s.	PGs only	All In One	Trusted	Large database	Student specific
What is the price?	Differs	Differs	High	Nil	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	Numbers are dead	Nil



> Companies like OYO
> Real Estates

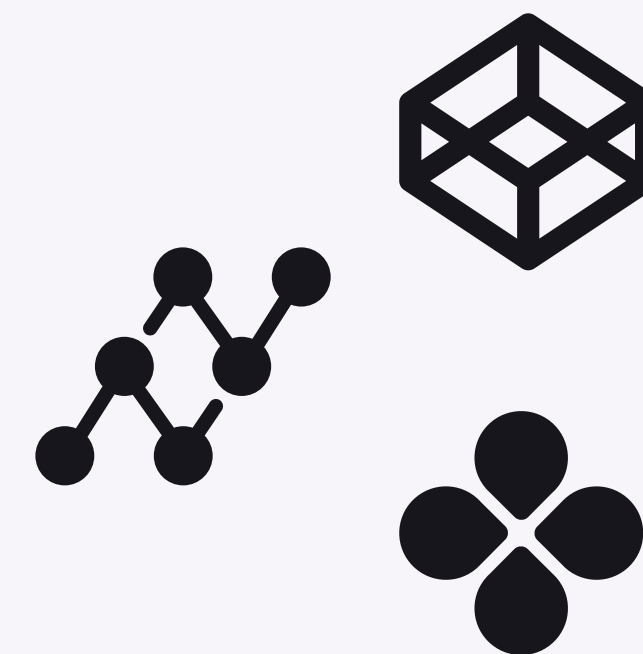
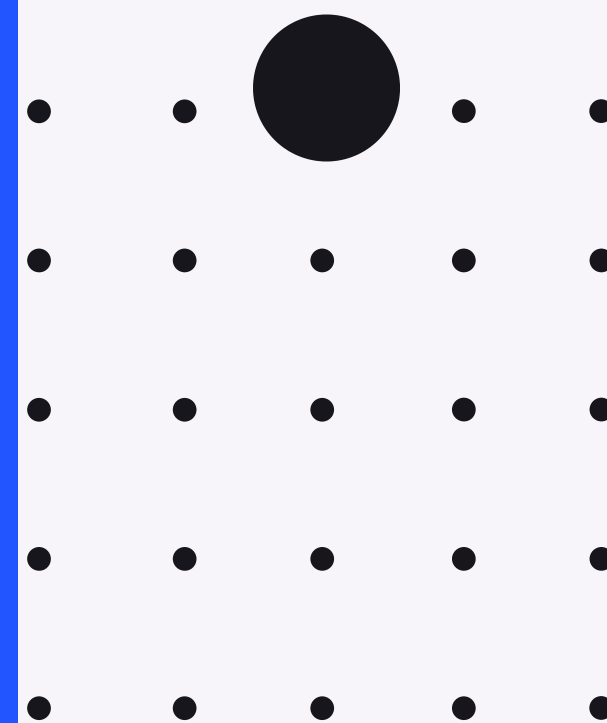
**Indirect
Competitors**

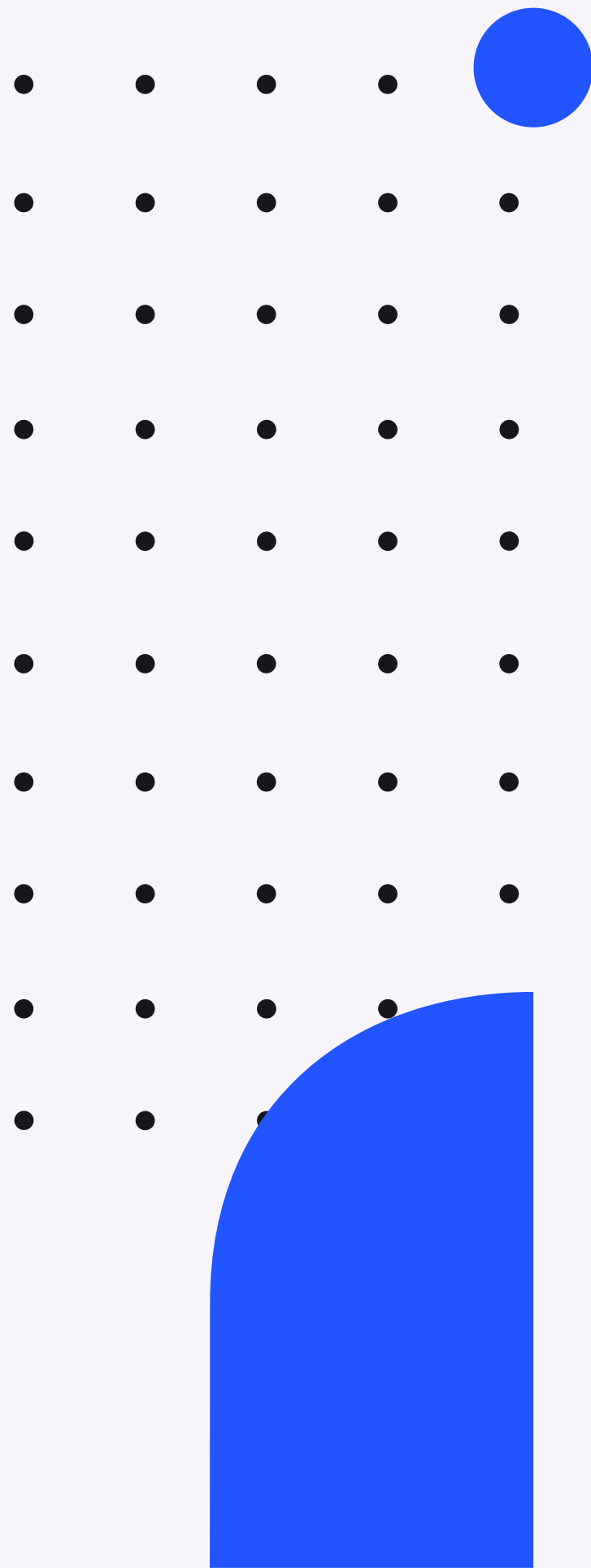


**Direct
Competitors**

> PGO

> College hostels





Unique Differentiator



Zero cost Service

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

Incentives

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

Easier Service Bookings

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

College-wise Service

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

Competitor Approach

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.

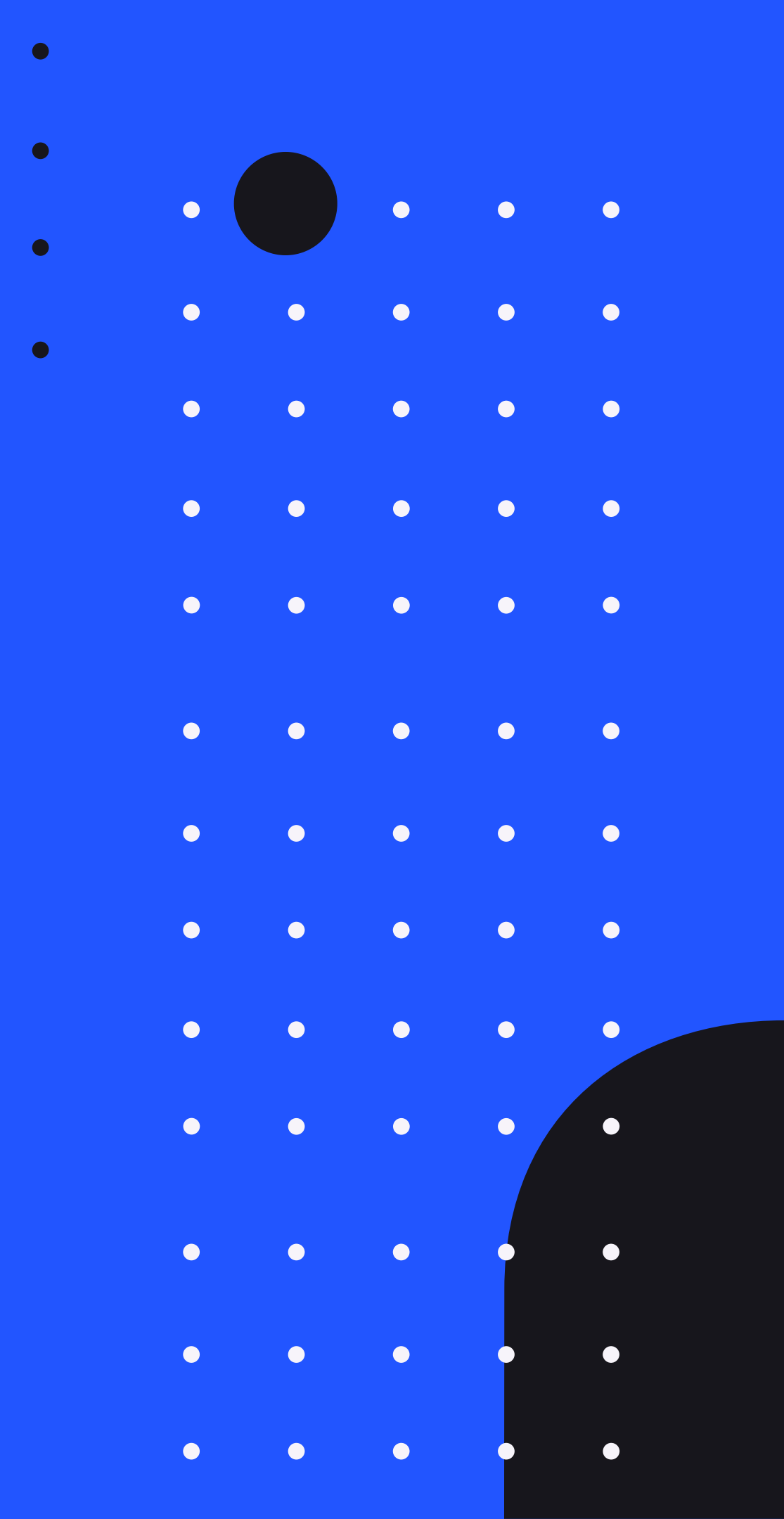
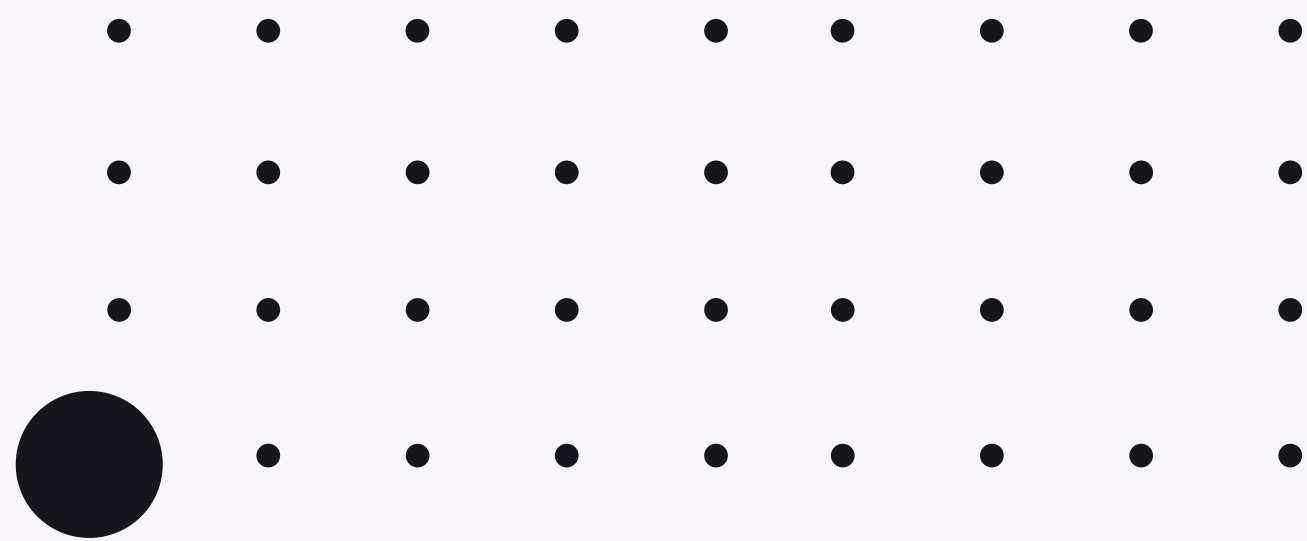
Student Ambassador Program

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

Events, Partnerships, Ads

These are effective to build up a name in the market especially among students whom we can reach through SMM as well as college events





Thank You

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