

RECEKO

Monetize Your Knowledge Not Luck

Revolutionizing Money Making App with Cutting-Edge Technology



INTRODUCTION

Receko is a groundbreaking platform that allows individuals students, professionals, and lifelong learners to monetize their knowledge in a legitimate and transparent way. Unlike platforms that rely on luck or chance, Receko empowers users to enhance their expertise and skills, providing them with the tools to learn, earn, and grow their knowledge with the world.



01. High Skill & Competition Barrier

High skill and competition barriers in games can discourage players. Mastery takes time, and facing skilled opponents makes it hard to achieve rewards, especially for beginners or casual players.

03. Time Wasting & Addiction

Money-earning games can lead to significant time-wasting and addiction, as players may spend countless hours chasing minimal rewards. This often results in a cycle where players are hooked, investing more time and energy for little to no financial gain.

02. Scam & Fraud

Scams and fraud in money-earning games can result in losing money, time and personal information. Often, these schemes play users against bots instead of real opponents, misleading them about potential rewards.

04. Unpredictable Changes and Updates

Unpredictable changes in money-earning games can frustrate players by altering rules and reward structures. These frequent updates can disrupt strategies and devalue progress, making consistent earnings and long-term interest difficult.



01. Adaptive learning features and gamification

This app is specially made for quiz but it tells the quiz in many forms, by subject and by category, like a user is interested in GK so their can play GK quiz especially in low fee.

03. No Time-wasting or Addiction Play

Receko provides engaging, educational fun without addictive mechanis. Users spend time productively, learning and earning through meaningful competitions.

02. No Bots, Only Real Compititors

Receko ensures real human matches, providing authentic competition and avoiding the frustration of bot-driven games that lack genuine challenge.

04. Stable Rules and Consistent Earnings

Receko ensures that the core earning concept will never change. Unlike other platforms that frustrate users with frequent rule changes, we guarantee a stable, transparent reward system that users can rely on.

SOLUTIONS

05. Combatting Luck-Based Platform

Unlike luck-based games, Receko rewards users for their knowledge and skills, making the platform a fair and legitimate way to earn through expertise.

07. Boost Knowledge While Earning

Receko will encourages users to learn while competing, turning their gameplay into a learning experience that enhances their expertise in chosen subjects.

06. Healthy, Long-Term Engagement

Users will remain engaged for the long-term for improving their skills and knowledge, avoiding the pitfalls of short-term, addictive gameplay.

08. Avoiding the Pitfalls of Luck-Based Gaming

Receko will offers valuable use of time, focusing on knowledge-based challenges rather than pointless, luck-driven games that waste user time.





Total Target Audience is Around

1.3 BILLION

MARKET OVERVIEW

Growth Trends

The **global gamification market** was valued at \$11.94 billion in 2021 and is projected to grow at a CAGR of 26.8% driven by the rising demand for interactive, **knowledge-based platforms** like our Receko that blend learning with earning.

Target Audience

Our app will **targets students and professionals** who want to make money while learning new things. It's perfect for those looking for flexible ways to earn income, fitting into the growing gig economy where people seek side jobs and opportunities to use their skills.

Competitors

Other platforms focus on gaming & social quizzes that based on luck but **our app** stands out by combining learning based quizzes with financial rewards that **based on knowledge** not luck.

Revenue Stream

- **Instant Quiz Platform Fees:** Users pay to participate quizzes with the potential to earn rewards and we cut off 5 to 10% of total earn reward.
- **Weekly Quiz Entry Fees:** After getting 10k users we held a weekly test series of thousands users batch in which the entry fee is only 50 ₹. and they can win as following
 - 1st prize - 5000 ₹
 - 2nd prize - 2000 ₹
 - 3rd prize - 1000 ₹
 - From 4th to 10th = 500 ₹
 - From 11th to 100th = 100 ₹

Now the profit cycle is

$(\text{Total Users} \times \text{Entry Fee}) - \text{Total Given Amount} = \text{Profit (from one batch)}$

- **Local Area wise Advertisement:** When we reach 100,000 users, we will contact local coaching centers to display their banners on our app based on user location.

Value Proposition

For Students and Professionals:

- **Earn while Learning:** Users earn money based on their **knowledge**, making the platform both educational and money making.
- **Subject-specific Quizzes:** Users can select quizzes tailored to their field of study or profession.
- **Weekly Test Series:** Weekly test series with **Large Winning Amount** (based on batch) and Leaderboards to keep users engaged and motivated.
- **Rank Based Reward:** This reward is primarily for the top 3 winners those who play and win the most games in a month and achieve the highest ranking. We will provide substantial a big prize money based on ranking.



- **Subject Specific Quiz:** We provide subject specific quizzes, this means every user can play based on their field. For e.g. If user from a coding field then he can play coding quizzes and also find other user who want to play coding quizzes with bet.
- **More than 3 types of Quiz format:** We not only provide questions like MCQ types but also we provide other three types of quizzes that are based on Image, Audio and True/False. This not only encourage users to play more but also sharpen their mind.
- **Beautiful and Strong UI/UX:** We will provide beautiful and strong UI/UX that basically design to enhance the user experience with easy navigation so everyone can play and understand our App.
- **Weekly Test Series to Win Big:** We will not only provide small rewards on winning but we will also held weekley test series where any user will win the big reward from 5k to 1M, within 30 minutes play only.
- **Brushup Quizzes:** In this feature we will provide a brushup quiz section where they can understand our game and also test their knowledge.
- **LeaderBoard Rewards:** This is a unique feature will grow our active user database, because at the end of the month we reward 5k to 25k (this prize will increase based on active user database). This feature will not only increase active user count but also attract new users.

TECHNOLOGY & DEVELOPMENT



Core Technology:

Core Tech that we will use in our project are following :

Server & Database (DigitalOcean)

We're deploying our backend on DigitalOcean for its scalability, control, and cost-effectiveness. It allows us to easily scale as our user base grows while maintaining full control over the environment for optimal performance and security. Its support for Node.js and Express.js ensures smooth deployment and operation of our backend. With affordable pricing and managed services like databases, we can build a reliable, scalable backend that supports growth and efficient resource management, making it the ideal choice for our project's success.

Next Page : Application Stack



Application Technology (React Native)

For receko we use React Native, it's features are as following:

1. **Build Once, Run Anywhere:** Create apps for iOS and Android using one codebase.
2. **Powered by Javascript:** Leverage the power of the popular JavaScript Language.
3. **Real-Time Development:** See your changes instantly with hot-reloading, that's very good for developers.
4. **Native Performance:** Access device features like camera, GPS and more without the hassle.

Why React Native?

1. **Cost-Effective:** Single codebase means less time, lower costs and faster development cycles.
2. **Wide Developer Availability:** JavaScript developers are abundant, making hiring easier and more affordable compared to other frameworks.

Next Page : Backend & Database



Database & Backend (Node.js, Express.js & PostgreSQL)

1. **Backend Node.js & Express.js:** Fast, non-blocking, and perfect for handling high traffic and real-time data (ideal for live MCQ battles in our case).
2. **Database PostgreSQL:** PostgreSQL for complex queries and data integrity.
3. **Caching (Redis):** Improves performance by storing frequently accessed data in-memory, reducing database load.
4. **GraphQL:** Fetch only the data needed, improving performance for complex queries.

This stack ensures speed, scalability, and seamless integration with React Native.

Tech & Development end.

Even though we haven't made our app live yet we think there are some risks we will encounter in the future, these are some following risks we will have to face in the future but we have solutions as well:

Risk:

When we have less than 5k users, it will be difficult to match users with similar interests.

Mitigation:

Handling Lack of Users for Specific Quizzes:

- **Single-Player Mode** : Offer quizzes against an AI or pre-made questions so users can keep playing even without live opponents.
- **Time-Based Challenges** : Create time-based challenges or leaderboards to keep users engaged by competing against scores or the clock.
- **Queue System**: Set up a queue where users can wait for a match and get notified when an opponent is available.
- **Scheduled Matches**: Allow users to schedule matches in advance, so they can play later when more opponents are available.
- **Cross-Subject Matching**: Offer matches in related subjects if a specific quiz has no available opponents, broadening the search.
- **User Notification System**: Implement notifications to alert users when others with similar interests join, keeping them engaged.

There may be another risks in the future, but we are prepared with ample solutions for them.

TEAM

I'm a creative thinker who likes to figure out if there's a real problem. I'm good at managing people and understanding their views, always looking for the best way forward.



I'm a creative developer who uses technical skills to solve problems. I aim for creativity over perfection, knowing that there's always room for improvement.



YASHRAJ YADAV

FOUNDER & CEO



ANKIT YADAV

CO-FOUNDER

RECEKO



THANK YOU

MONETIZE YOUR KNOWLEDGE NOT LUCK
ULTIMATE SOLUTION FOR LEARNERS & EARNERS