

Startup Name : **BrightAds**

Tagline : **City lights Brand Heights**



### **Founders & officers :**

#### **Co-founder/CEO: Anand Kumar**

Anand Kumar is an Electrical Engineer with extensive knowledge of the Indian startup ecosystem. He has successfully run startups like Startup Gateway and Softkit. Anand believes in his vision to build another successful venture.



#### **Co-founder/CTO: Satyam Kumar**

Satyam Kumar is also an Electrical Engineer with strong technical skills. His expertise in technology and humor aids in targeted advertising. He is knowledgeable in graphic design and programming making him a well-rounded asset to the team.



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## **Problem: Traditional Advertising is Losing Impact in the Modern Market**

In today's fast-paced business environment, every brand and business owner is competing for attention. However, the advertising methods many businesses rely on are outdated and ineffective in capturing the modern consumer's interest. Traditional forms of advertising, such as print media and static billboards, struggle to engage audiences in a meaningful way. They lack the dynamic, interactive appeal that today's digital age demands, making it difficult for businesses to stand out and connect with potential customers.

As consumer behavior shifts towards digital platforms and more interactive experiences, business and shop owners find themselves unable to generate the visibility and engagement they need to thrive. This disconnect between their advertising approach and current market demands leaves many struggling to make a lasting impression in a crowded marketplace.

## **Solution: BrightAds – The Future of Dynamic Advertising**

BrightAds provides the perfect solution for business owners and brands looking to capture attention in the digital age. Our cutting-edge digital advertisement boards, strategically placed in prime city locations, offer an interactive and visually engaging platform for businesses to showcase their products and services. Unlike static or traditional forms of advertising, BrightAds utilizes vibrant digital displays that are impossible to ignore, driving customer interest and enhancing brand visibility.

### **With BrightAds, businesses can:**

**Increase Engagement:** Digital ads grab attention with bright visuals, movement, and dynamic content, ensuring a higher level of interaction.

**Maximize Exposure:** Located in high-traffic areas, BrightAds ensures that your brand reaches thousands of potential customers daily.

**Flexible Advertising Options:** With customizable ad durations and affordable pricing plans, BrightAds allows businesses of all sizes to advertise effectively and reach their target audience without overspending.

**Real-Time Updates:** Businesses can update their ads quickly and effortlessly, ensuring their message stays fresh and relevant.

By bridging the gap between outdated methods and modern consumer behavior, BrightAds is helping businesses thrive in the attention-driven marketplace.

# Market Opportunity: Unlocking the Potential of Digital Advertising

## 1. Target Market:

**BrightAds caters to a diverse range of clients, including:**

- **Local Businesses:** Retail stores, restaurants, and service providers looking to attract foot traffic in their local area.
- **Large Brands:** National and international brands aiming to increase visibility in high-traffic city locations.
- **Election Campaigns:** Political parties and candidates looking for impactful, citywide advertising ahead of elections.
- **Event Organizers:** Conferences, expos, and festivals seeking to promote their events to a large audience in urban spaces.

## 2. Market Size:

The global digital out-of-home (DOOH) advertising market is currently valued at approximately **\$10 billion**, and the Indian market represents a significant portion of this with a current estimated value of **₹5,000 crore**. This figure includes digital billboards, display screens in high-traffic areas, and other forms of digital outdoor advertising.

## 3. Expected Market Growth (Next 5-10 Years):

- The global DOOH advertising market is expected to grow at a compound annual growth rate (CAGR) of **10-12%**, reaching approximately **\$18 billion** by 2030.
- In India, the digital advertising market is projected to grow even faster, with a CAGR of **14-16%** over the next decade, driven by increasing urbanization, the rise of smart cities, and the digital transformation of businesses. This positions BrightAds to capture a growing share of an estimated **₹10,000 crore market** by 2030.

## 4. Why Now?

- The rapid digitalization of the Indian economy and the shift towards digital-first marketing strategies provide a prime opportunity for growth. Businesses are moving away from traditional forms of advertising and are eager for innovative, engaging, and highly visible advertising platforms like BrightAds.
- With increasing foot traffic in cities and the demand for real-time, flexible advertising solutions, BrightAds is well-positioned to capitalize on the booming demand for dynamic outdoor advertising in India's urban centers.

## Milestones: Building a Nationwide Digital Advertising Ecosystem

### 1. Phase 1: Establishing a Strong Foundation (0-6 Months)

- **Target:** Successfully place **20-25 digital billboards** in key locations across the main city.
- **Key Activities:**
  - Secure prime locations with high foot traffic.
  - Onboard a diverse set of clients from local businesses, large brands, and election campaigns.
  - Ensure all billboards are fully operational and generate consistent revenue.
- **Success Metric:** Achieve 100% occupancy for all billboards and generate at least ₹1,25,000 in monthly revenue.

### 2. Phase 2: Expanding to Other Districts (6-12 Months)

- **Target:** After meeting the initial target in the main city, expand operations to the main city of a neighboring district.
- **Key Activities:**
  - Research and identify strategic locations for the next batch of digital billboards.
  - Build relationships with local authorities and businesses in the new district.
  - Roll out an additional **15-20 billboards** to expand market reach.
- **Success Metric:** Establish BrightAds in at least **2 cities**, generating a total monthly revenue of ₹2,50,000.

### 3. Phase 3: Creating a Regional Presence (1-2 Years)

- **Target:** Expand BrightAds across multiple districts within the region, with at least **50 digital billboards** in place by the end of Year 2.
- **Key Activities:**
  - Strengthen partnerships with both local and national brands.
  - Introduce customized pricing plans for clients based on regional demands.
  - Enhance technological capabilities, offering real-time ad updates and analytics for clients.
- **Success Metric:** Secure presence in **3-4 major cities** within the region with billboards generating a monthly revenue of ₹4,00,000.

### 4. Phase 4: Nationwide Expansion (2-5 Years)

- **Target:** Scale BrightAds to create a national digital billboard network, with over **200+ digital billboards** in key cities across India.
- **Key Activities:**
  - Formulate partnerships with large national brands and governmental bodies.
  - Expand the advertising ecosystem to include interactive digital displays in malls, airports, and public transport stations.
  - Innovate with advanced digital features like geo-targeting, live social media feeds, and interactive ads.
- **Success Metric:** Create a robust, nationwide advertising ecosystem generating an annual revenue of ₹5 crore or more.



# BrightAds Pricing Plans

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## 1. Weekly Plan

Cost: ₹1,680 per week (Daily ₹240)

**Benefits:**

Ad shown : **4 times per hour for (8 sec each)**

Location : **High traffic/footfall**

No free revisions (changes will be charged at ₹100 per change).

Best For: Short-term promotions, events, or businesses testing the service for a week.

## 2. Monthly Plan

Cost: ₹6,300 per month (Daily ₹210)

**Benefits:**

Ad shown : **5 times per hour (12 sec each)**

Location : **High traffic/footfall**

1 free revision included (additional changes at ₹80 per change).

5% Discount compared to the weekly plan.

Best For: Ongoing promotions, seasonal offers, or medium-term campaigns.

### 3. Quarterly Plan

Cost: ₹17,460 for 3 months (Daily ₹194)

**Benefits:**

Ad shown : **6 times per hour (16 sec each)**

Location : **High traffic/footfall**

3 free revisions included (additional changes at ₹70 per change).

7% Discount on total price compared to the monthly plan.

Best For: Businesses looking for consistent exposure over a few months (e.g., product launches or branding campaigns).

### 4. Yearly Plan

Cost: ₹59,590 per year (Daily ₹163)

**Benefits:**

Ad shown : **8 times per hour (20 sec each)**

Prime locations : **High traffic/footfall**

14 free revisions for the year (additional changes at ₹50 per change)

10% Discount on total price compared to the quarterly plan.

Access to exclusive ad slots during festivals or high-traffic periods.

Free ad design support (one-time).

Best For: Big brands or franchises looking for maximum visibility and long-term commitment.

## **5. Special festival package for month [March, October & November]**

### **For Month March :**

**Cost : ₹9,413 Per month (Daily ₹313)**

#### **Benefits:**

**Ad shown : 5 times per hour (12 sec each)**

**Location : Ultimate High traffic/footfall**

additional changes at ₹90 per change.

Best For: seasonal offers/festival offers

### **For Month October or November :**

**Cost : ₹11,700 Per month (Daily ₹390)**

#### **Benefits:**

**Ad shown : 5 times per hour (12 sec each)**

**Location : Ultimate High traffic/footfall**

additional changes at ₹90 per change.

Best For: seasonal offers/festival offers

**Note : To avoid this price hike you have to purchase a Quarterly or yearly plan before the month starts [ex. If you want to run a ads in the month of March then you have to be purchase a quarterly or yearly plan Before days of starting month of March ]**

# Election Ads Pricing Plan

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## 1. Weekly Plan (Election Special):

Cost: ₹3,000 per week (₹428/day)

### Benefits:

Ads shown: **6 times per hour (10 seconds each)**

Prime locations: **High traffic/footfall areas with maximum visibility**

No free revisions (Changes charged at ₹150 per change)

Best For: Short-term intensive campaigning or testing out voter engagement for a week.

Rationale: Elections demand higher ad frequency and visibility, which justifies the price hike.

## 2. Monthly Plan (Election Special):

Cost: ₹9,000 per month (₹300/day)

### Benefits:

Ads shown: **8 times per hour (15 seconds each)**

Prime locations: **High traffic/footfall areas**

2 free revisions included (Additional changes at ₹120 per change)

Best For: Continuous visibility throughout the campaign, ensuring regular voter engagement.

Rationale: The monthly plan provides sustained exposure with enhanced ad frequency, allowing parties to communicate their message consistently.

### Notes:

**Priority Slots:** Election campaigns will get priority ad slots during peak traffic times (morning and evening rush hours).

**Early Bird Discount:** Offer a 5% discount for parties that book both weekly and monthly plans at least 2 weeks before their campaign start date.

1. **Prime Location:** High visibility with large foot traffic for maximum exposure.
2. **Dynamic Ads:** Eye-catching, animated, and engaging displays.
3. **Flexible Ad Timings:** Tailored slots during peak traffic hours.
4. **Cost-Effective:** Affordable compared to traditional ads, with better ROI.
5. **Targeted Audience:** Reach the right demographics in a key area.
6. **Real-Time Updates:** Change ads instantly for special offers or events.
7. **Higher Brand Recall:** Frequent and dynamic ads boost customer retention.
8. **Limited Slots:** Urgency with exclusive spots available for early adopters.
9. **Local Support:** Build community connections by advertising locally.
10. **Custom Packages:** Tailored options to fit their business needs and budget.

## Competitors in the Digital Billboard Advertising Space

### 1. Times OOH

- **Overview:** Times OOH is one of India's largest out-of-home advertising companies, managing a wide range of outdoor spaces such as airports, metro stations, and highways. It offers both traditional and digital billboards, with a strong presence in key urban areas.
- **Strengths:**
  - Established market presence and brand trust.
  - Premium locations like airports and high-traffic zones.
  - Strong partnerships with national and international brands.
- **Weaknesses:**
  - High cost for clients due to premium locations.
  - Limited flexibility for small and medium businesses.

### 2. JCDecaux India

- **Overview:** A global leader in out-of-home advertising, JCDecaux has a strong presence in India with digital and traditional billboards across major cities. They focus on premium locations, including airports, malls, and bus shelters.
- **Strengths:**
  - International expertise and cutting-edge technology.
  - High-quality digital screens with advanced features like audience analytics.
  - Focus on sustainability and eco-friendly advertising.
- **Weaknesses:**
  - Premium pricing that may not be accessible to smaller businesses.
  - Primarily targets large brands, limiting appeal to local businesses.
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### 3. Laqshya Media Group

- **Overview:** Laqshya Media is a key player in the Indian OOH advertising space, with digital billboards and other formats across cities. They offer a wide range of outdoor media solutions and are known for their presence in urban areas and transit hubs.
- **Strengths:**
  - Strong regional presence with a focus on multiple cities.
  - Diverse advertising formats, including digital and static billboards.
  - Flexibility in pricing for local and national advertisers.
- **Weaknesses:**
  - Not as tech-driven as competitors like JCDecaux.
  - Less focus on real-time analytics and client engagement.

### 4. Global Advertisers

- **Overview:** A prominent outdoor advertising company, Global Advertisers focuses on providing flexible advertising solutions for brands and businesses across India. They offer digital billboards as well as traditional formats.
- **Strengths:**
  - Wide network of billboards in strategic urban locations.
  - Customizable solutions for small and large businesses alike.
  - Competitive pricing and flexible contract terms.
- **Weaknesses:**
  - Limited focus on advanced digital technology.
  - Less emphasis on innovation compared to global competitors.

### 5. Promoflex Displays

- **Overview:** Promoflex is a growing player in the digital billboard space, offering high-quality digital displays for both public and private spaces. Their focus is on creating engaging, interactive ad experiences.
- **Strengths:**
  - Focus on interactive digital ads.
  - Flexible pricing models for different business sizes.
  - Real-time content updates for advertisers.
- **Weaknesses:**
  - Smaller network compared to industry giants like JCDecaux.
  - Limited visibility in premium locations.

# Financial Projections: 3-5 Year Forecast

## 1. Revenue Projections

### Assumptions:

- You will start with 20-25 digital billboards in the first year.
- Each billboard will have a mix of local businesses, election campaigns, and national brands.
- Initial pricing: ₹6,300 per month per client.
- Number of clients per billboard: 3-5 (rotating ads).

### Revenue Estimate:

- **Year 1:**
  - 20 billboards × 4 clients per billboard × ₹6,300 per month × 12 months = ₹60,48,000
- **Year 2:**
  - Expand to 35 billboards × 4 clients per billboard × ₹6,300 per month × 12 months = ₹1,05,84,000
- **Year 3:**
  - Expand to 50 billboards × 4 clients per billboard × ₹6,300 per month × 12 months = ₹1,51,20,000
- **Year 4-5:** Further expansion to 75-100 billboards, with increased pricing per client due to growing demand and brand value.

## 2. Expense Projections

### Key Expenses:

- **Billboard Setup:** Approx. ₹1,00,000 per digital billboard (hardware, installation, etc.).
  - Year 1 (20 billboards): ₹20,00,000
  - Year 2 (15 additional billboards): ₹15,00,000
  - Year 3 (15 additional billboards): ₹15,00,000



- **Marketing & Sales:**
  - Year 1: ₹10,00,000 (to build brand awareness and attract clients).
  - Year 2: ₹15,00,000 (as you expand to new locations).
  - Year 3: ₹20,00,000
- **Team Building:**
  - Year 1: ₹6,00,000 (small team for operations and client management).
  - Year 2: ₹12,00,000 (as the team grows to handle more billboards).
  - Year 3: ₹18,00,000
- **Monthly Operating Costs** (electricity, maintenance, software updates, etc.):
  - ₹20,000 per month × 12 months = ₹2,40,000 (first year, scaling up as more billboards are added).

#### **Total Expenses:**

- **Year 1:** ₹20,00,000 (billboard setup) + ₹10,00,000 (marketing) + ₹6,00,000 (team building) + ₹2,40,000 (operating) = ₹38,40,000
- **Year 2:** ₹15,00,000 (billboard setup) + ₹15,00,000 (marketing) + ₹12,00,000 (team) + ₹3,50,000 (operating) = ₹45,50,000
- **Year 3:** ₹15,00,000 (billboard setup) + ₹20,00,000 (marketing) + ₹18,00,000 (team) + ₹4,50,000 (operating) = ₹57,50,000

### **3. Profit Projections**

- **Year 1:**
  - Revenue: ₹60,48,000
  - Expenses: ₹38,40,000
  - **Profit:** ₹22,08,000
- **Year 2:**
  - Revenue: ₹1,05,84,000
  - Expenses: ₹45,50,000
  - **Profit:** ₹60,34,000
- **Year 3:**
  - Revenue: ₹1,51,20,000
  - Expenses: ₹57,50,000
  - **Profit:** ₹93,70,000

#### 4. Break-even Analysis

- **Break-even Point:**
  - Initial setup costs for Year 1: ₹38,40,000.
  - You need to generate at least ₹38,40,000 in revenue to break even.
  - Given that revenue is projected at ₹60,48,000 for Year 1, BrightAds would break even within the first 7-8 months of operation, assuming consistent client engagement.

#### 5. Anticipated ROI (Return on Investment)

- **Initial Investment:** Let's assume you raise around ₹40,00,000 to cover billboard setup, marketing, and team building.
- **ROI by Year 3:**
  - By Year 3, you would have generated total profits of approximately ₹1,76,12,000 (cumulative profit over 3 years).
  - Return on the initial ₹40,00,000 investment = 4.4x ROI by the end of Year 3

#### 6. Utilization of Funds

If you raise ₹40,00,000 initially, here's how it will be allocated:

- **Billboard Setup (20 boards):** ₹20,00,000
  - **Marketing & Sales:** ₹10,00,000
  - **Team Building (First 6 months):** ₹3,00,000
  - **Operational Costs (First 6 months):** ₹1,20,000
  - **Miscellaneous Expenses & Buffer:** ₹5,80,000
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## Investment Opportunity in BrightAds

### 1. Funding Amount Needed:

- We are seeking **₹2,50,000** in exchange for equity in BrightAds.

### 2. Purpose of the Funds:

- **Billboard Setup:** ₹1,90,000 (for setting up digital billboards)
- **Marketing & Sales:** ₹10,000 (to attract clients and enhance brand visibility)
- **Team Building:** ₹20,000 (to hire essential personnel)
- **Operational Costs:** ₹20,000 (for the first few months of operations)
- **Buffer for Unexpected Costs:** ₹10,000 (to ensure financial stability)

### 3. Use of Funds:

- These funds will be crucial for establishing a strong foothold in the digital advertising market, enabling us to implement our growth strategy effectively.

### 4. Call to Action:

- "Join us in transforming the advertising landscape in India. Let's discuss how you can be a key player in this exciting venture!"

### 5. Visuals:

- Consider including a simple chart or graphic that illustrates the funding allocation for a clear visual representation.