

*Social networking platform for  
**talent discovery  
& accreditation***



**Non conventional Edutainment**



- Wasting their time on social media
- Way to show their talent or passion
- Vulgarity on social media is a challenge for society
- Following passion or talent is a challenge for people



# WHY VSAM ?



Few opportunities  
to pursue their  
passion

## Lack of platforms

- Dissatisfied with career path
- Unable to perform professionally
- Degrading mental health
- Creativity hampered



## Vsam Solution



Platform to  
showcase their  
talent

## Identified platform

- Passionate about career path
- Improved performance & mental health
- Outlet to let creativity expand



# INDIANS HARBOR A DEEP-ROOTED NEED TO FOLLOW THEIR PASSION WITH **LIKE-MINDED INDIVIDUALS**



20% INDIANS CLAIM TO DEDICATE **AT LEAST ONE HOUR A DAY** TO THEIR PASSION



54.9% Indians have a secret passion.



77% Indians dedicate a quarter of their salaries on their passion every month.

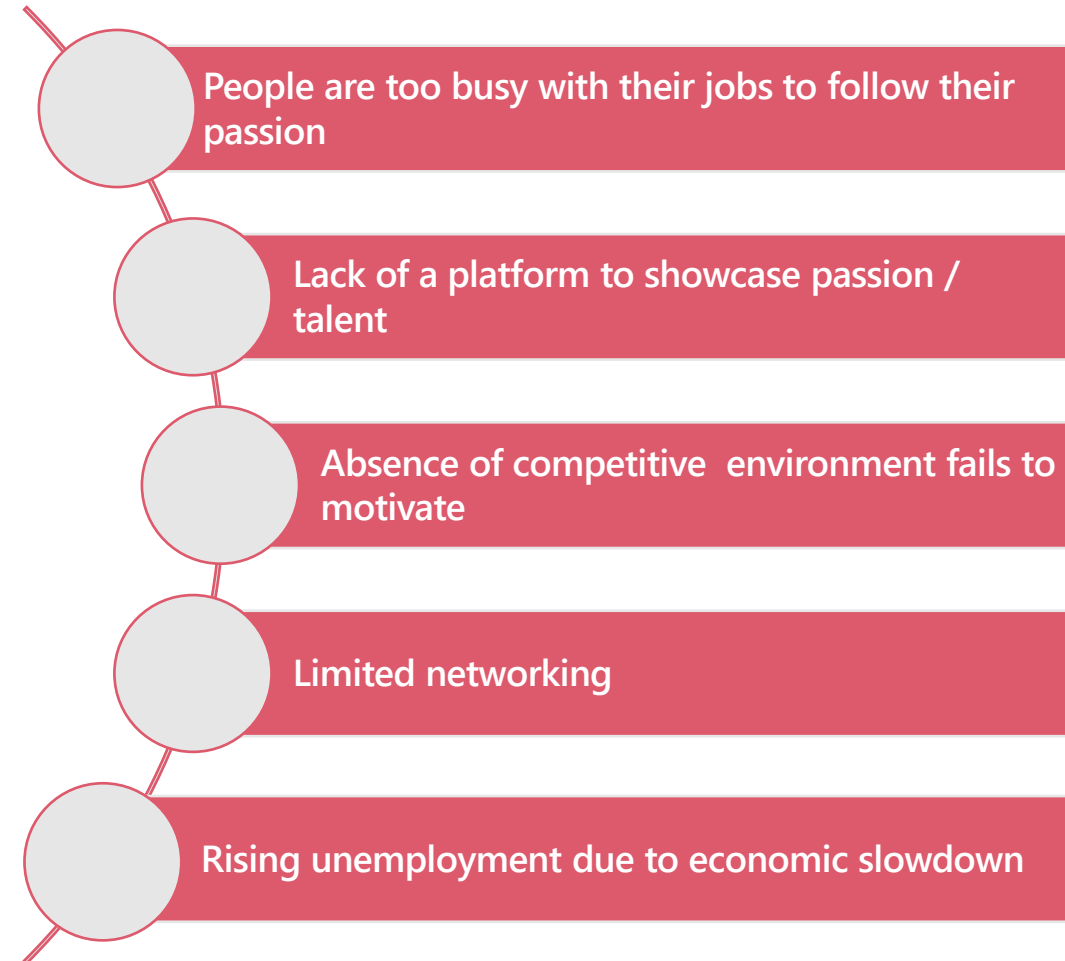


18% make friends with people based on their passion

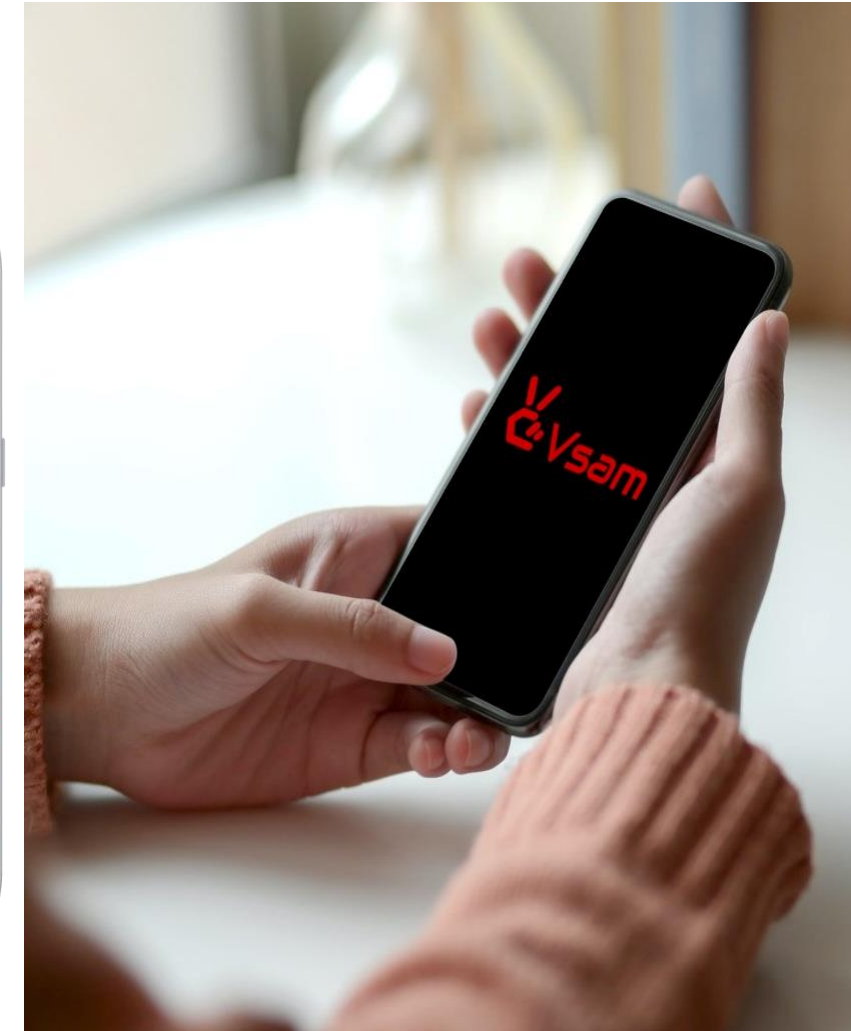
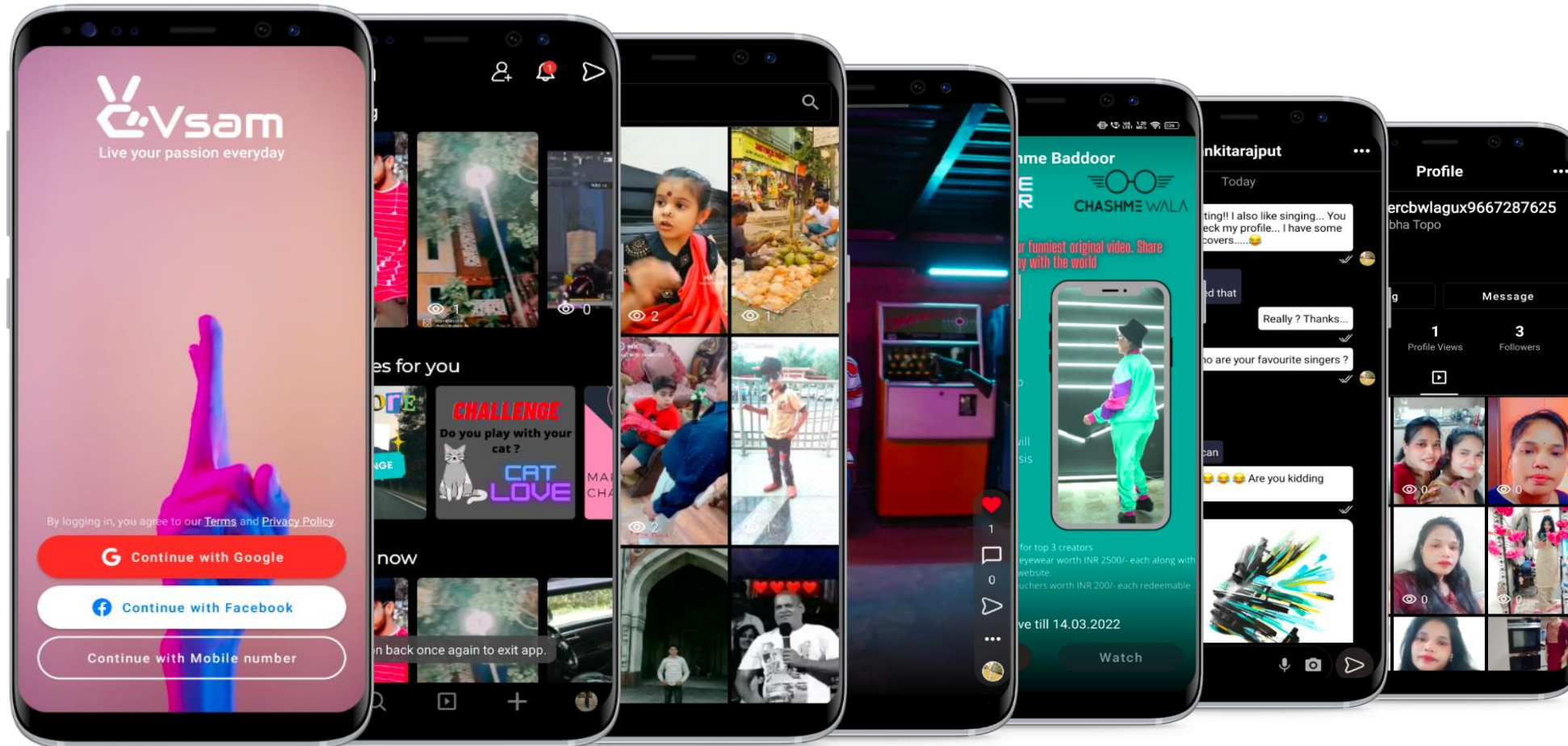


27% claim they will quit their jobs to pursue their passion.

Then  
what's  
stopping  
them?



# PREVIEW OF **THE VSAM MVP**





## COMPETITION AND EARNING PLATFORM

Host online competitions which enable the participants to compete and win prize money

## SOCIAL NETWORKING PLATFORM

Talented people at various levels of proficiency can connect and interact

## LEARNING PLATFORM

Users can learn and enhance skills in multiple ways

## TALENT ACCREDITATION PLATFORM

Talent is segmented into different levels of proficiency and assigned “ **STARS** ” basis



## PARTICIPATION & SPONSORSHIP

- **ZERO PARTICIPATION FEE** INITIALLY
- **POST TRACTION, PARTICIPATION FEE** WILL START FROM USD 0.13



## TYPES OF CHALLENGES

- STARTING FROM **LEVEL 1** WITH MINIMUM 5 FOLLOWERS TO **LEVEL 11** WITH MINIMUM 500K FOLLOWERS.
- TILL **LEVEL 6** WINNERS WILL BE DECIDED BY VOTING

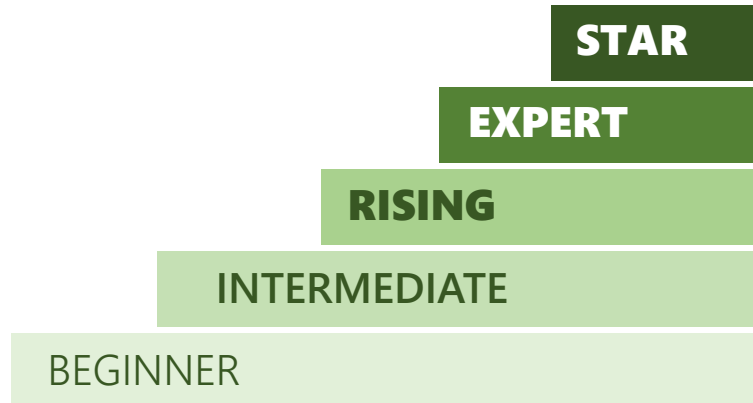


## THE REWARD

- WINNERS WILL GET **CASH PRIZES** OF COMPLETION
- ALONG WITH **CASH PRIZES** THERE WILL BE OTHER **EXCITING REWARDS**, AS WELL



## LEVELS OF PROFICIENCY



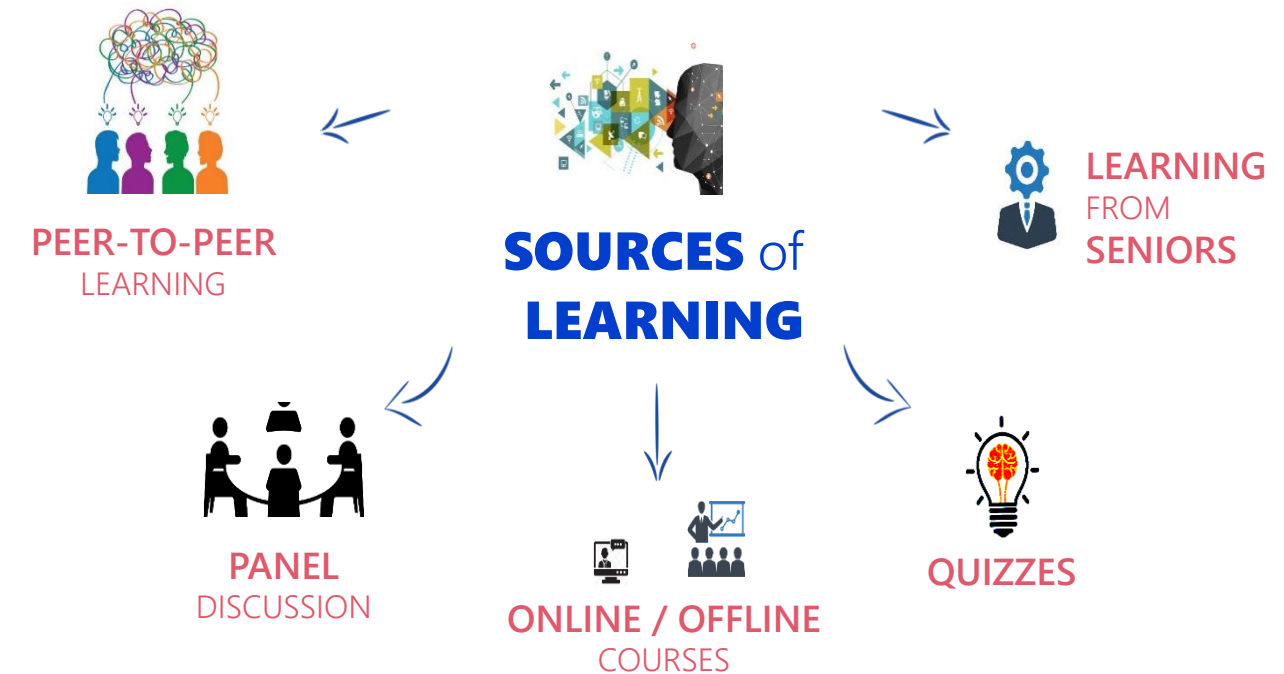
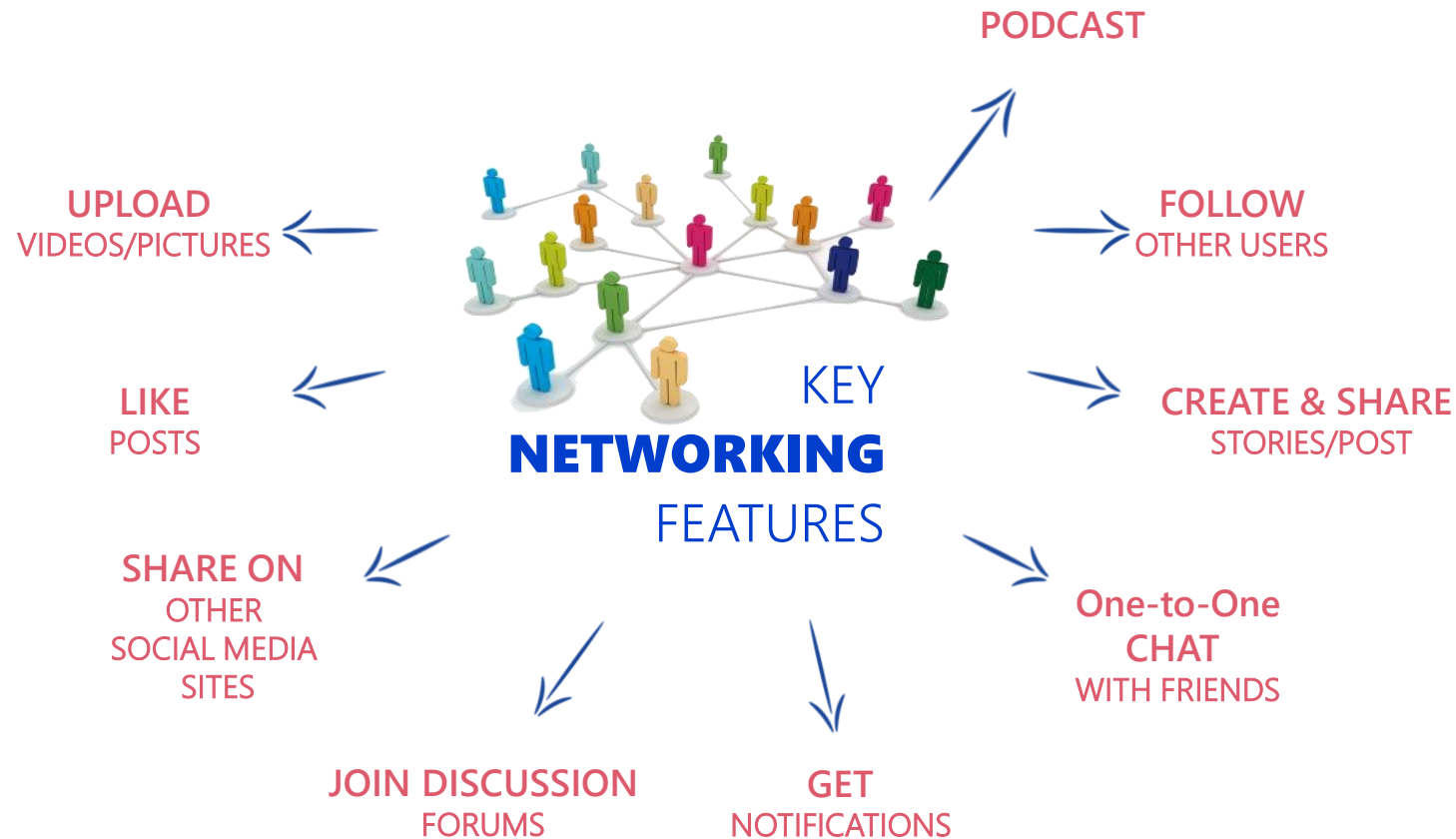
## SCORING CRITERIA

- NUMBER AND LEVEL OF CHALLENGES UNDERTAKEN
- PERFORMANCE IN THE CHALLENGES UNDERTAKEN
- FAN FOLLOWING OF THE USER ON VSAM PLATFORM

## BENEFITS

- MOTIVATION FOR THE TALENT TO PERFORM AND EXCEL IN THEIR FIELD
- HELP TOP TALENT GET NOTICED BY THE INDUSTRY EXPERTS AND POTENTIAL CUSTOMERS







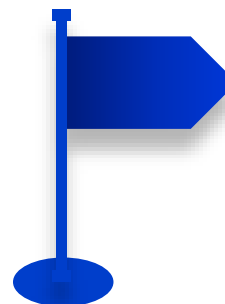
## USERS



**Everyone,**  
with a passion / interest &  
smartphone using internet



**Anyone,**  
anywhere



## SPONSORS

Small-scale Enterprises

Corporate Giants

R&D Companies, B2C

Real Estate Firms

Celebrities & Entrepreneurs



## CHALLENGE CATEGORIES



### ACADEMIC

20+ categories ranging between  
**Arts & Science to Robotics** & many more...

### NON - ACADEMIC

15+ categories ranging between  
**Dancing & Singing to Stand-Up Comedy** & many more...

### SEGMENT SPECIFIC CHALLENGES

Competition designed for **Retired professionals, Teenagers, House-makers, Ladies, Cultural** & more...

### INTERNATIONAL/NATIONAL HOLIDAYS THEMED CHALLENGES

Competition categorized for **Army Day, World Cancer Day, National Science Day, Republic Day** & many more...

## UPCOMING UPDATES: WHAT'S IN STORE?



Stories



Audio Collection



Filter, Stickers for content



Post & Profile Insights



Payments Interface for Challenge



Intuitive UI



Personalized Challenges



Updated Privacy Settings



Updated in-app messaging



Business user profiles for Sponsors



In-app Advertising



### **Subscription**

Subscription will allow users/companies to use depth AI tools such as segment wise growth analysis, Detailed analysis of their followers etc.



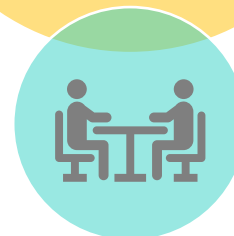
### **CrowdFunded**

CrowdFunded program will enable Vsamers to seek support from users to grow in their field of interest



### **Vsam Learning**

Vsam Learning is a program aimed at enabling users to learn skills they're passionate about



### **Talent Hunt**

Talent Hunt will allow users/companies to offer work opportunities to their favorite Vsamers





### **SOCIAL NETWORK** users in India

EXPECTED TO BE **862** MILLION IN **2023**



**518** MILLION  
SOCIAL NETWORK USERS in **2021**

an average user spends  
17 hours / week on Social Media

OVER **27** BILLION **APPS**  
were downloaded in India in 2021,  
- **SECOND HIGHEST GLOBALLY**

### **INTERNET PENETRATION** in India

EXPECTED TO BE **1.008** BILLION BY **2023**



**749** MILLION  
ACTIVE INTERNET USERS in **2021**

Data traffic increased  
by 31% in 2021

INDIAN USERS CONSUME  
**12** GB **DATA** on an average/month  
- **HIGHEST GLOBALLY** -



## INDIA 2ND LARGEST AFTER CHINA

227m  
Rural  
India

205m  
Urban  
India

71m kids aged between  
5-11 also go online using  
adults' devices

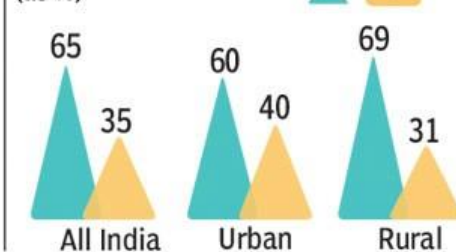
503m  
India

850m China

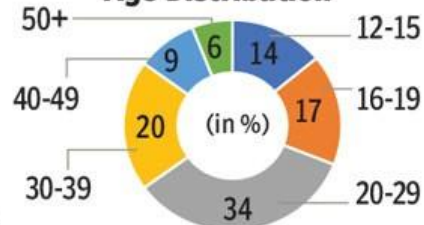
Source: IAMAI/Nielsen

### Gender Distribution

(as %)



### Age Distribution



## GENDER DISTRIBUTION

The female population is half of the male Internet Population

## AGE-WISE DISTRIBUTION

two thirds of Internet users are in the age group of 12-29 years

## GEOGRAPHICAL DISTRIBUTION

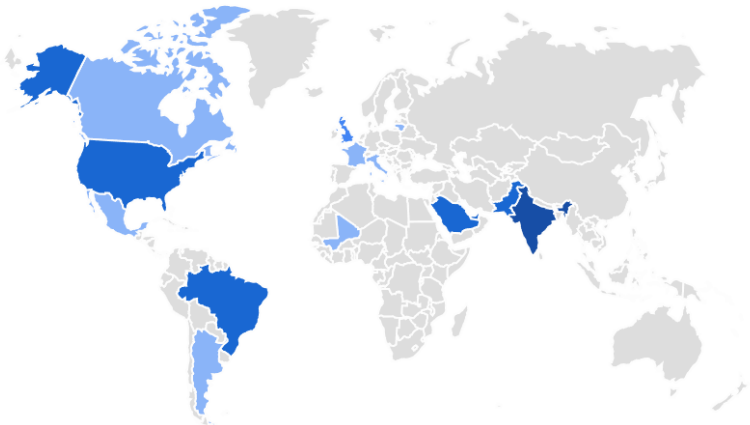
Top 8 metros have the most penetration of Internet users

more than 1-in-3 individuals access internet in urban India

# VSAM APP: AS IT STANDS TODAY



## Users by Country



COUNTRY	USERS	
India	409	↑ 539.1%
United States	20	-
Pakistan	3	↓ 25.0%
United Arab Emirates	6	-
Brazil	4	-
Saudi Arabia	3	-
Qatar	2	-

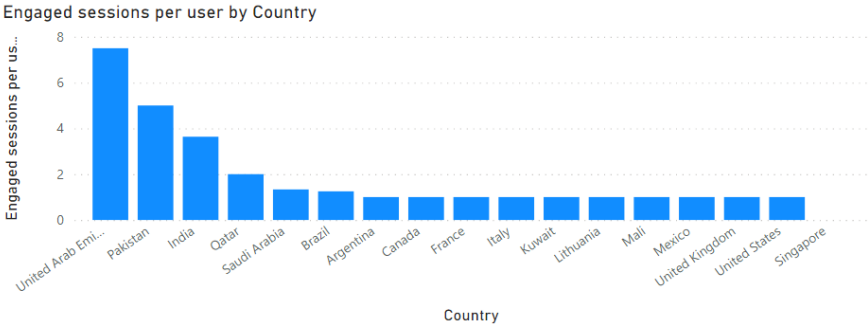
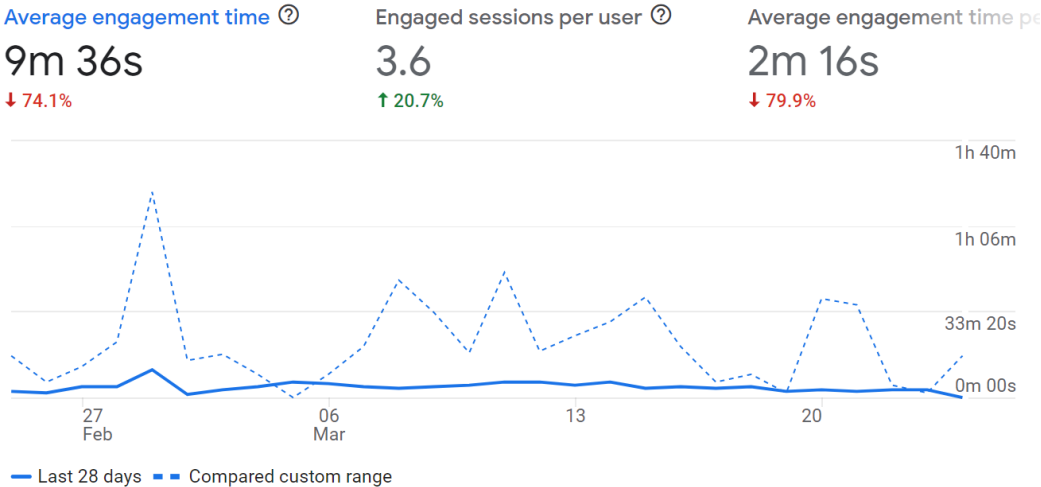
81.93%

Average Engagement Rate

## Event count by Event name

EVENT NAME	EVENT COUNT	
screen_view	13K	↑ 239.2%
user_engagement	4K	↑ 226.6%
session_start	1.8K	↑ 470.9%
first_open	464	↑ 494.9%

## Engagement Metrics







PARTICIPATION FEE from participants	
% competitions that have participation fee	30% - 75%
# participants per competition	600
average participation fee per user	USD 0.40

SPONSORSHIP FEE	
% competitions that are sponsored	10% - 70%
Average sponsorship amount	USD 2000
Prize Money as a % of Total Revenue generated	70%

ADVERTISEMENT	
% of active users who view ad in a month	20%
Average Ad revenue per user per month	USD 0.67

# COMPETITIVE LANDSCAPE



DIMENSIONS	VSAM	DARE 2 COMPETE	VOUBS	SCHOLASTIC WORLD
SOCIAL NETWORKING PLATFORM	YES	NO	NO	NO
UPLOAD VIDEOS AND PICTURES	YES	NO	NO	NO
LEARNING OPPORTUNITIES	YES	BASIC (KNOWLEDGE BYTES)	NO	NO
ACADEMIC + NON-ACADEMIC COMPETITION	YES	NO	YES	NO
PRIZE MONEY FOR WINNERS	YES	BY ORGANIZER	BY ORGANIZER	BY ORGANIZER
DIGITAL CERTIFICATE OF COMPETENCY	YES	YES	YES	YES
DIGITAL CERTIFICATE SIGNED BY EXPERT	YES	NO	NO	NO
FOCUS ON INDIAN MARKET	YES	YES	NO	YES



## MARKETING CHANNELS

### USERS

- WORD OF MOUTH
- SOCIAL MEDIA MKTG
- SEO/SEM
- GOOGLE ADSENSE
- INFLUENCER COLLABORATION/PR
- REWARDS FOR NEW JOINERS
- NETWORK EFFECT
- OFFLINE EVENTS (College Events and Student Ambassadors)

### SPONSORS

- B2B SALES TEAM
- LOYALTY PROGRAMS
- WEBSITE INTERFACE
- EMAIL MARKETING
- SEO/SEM/ADVERTISING
- REFERRALS/TESTIMONIALS

# EXPANSION GOALS



## YEAR 1

80k  
**REGISTERED**  
USERS

60k  
**ACTIVE**  
USERS

71  
**COMPETITIONS**  
PER MONTH

## YEAR 2

437k  
**REGISTERED**  
USERS

311k  
**ACTIVE**  
USERS

267  
**COMPETITIONS**  
PER MONTH

## YEAR 3

1.7 MILLION  
**REGISTERED**  
USERS

1.2 MILLION  
**ACTIVE**  
USERS

617  
**COMPETITIONS**  
PER MONTH

## YEAR 4

6.2 MILLION  
**REGISTERED**  
USERS

4.3 MILLION  
**ACTIVE**  
USERS

1441  
**COMPETITIONS**  
PER MONTH

## YEAR 5

20 MILLION  
**REGISTERED**  
USERS

14.5 MILLION  
**ACTIVE**  
USERS

1450  
**COMPETITIONS**  
PER MONTH

## CORE TEAM



**MR. MOHAMMED AMIR ALI**

FOUNDER & CEO

### Experience:

- Founder & Director, SHAMRIC Motors, Dec 2018 – Present
- Chief Executive Officer & Chief Engineer, MKIVA Motors
- Battery Management System Engineer

### Education:

- Mechanical Engineer, Jamia Millia, Islamia, 2018

### Achievements:

- Josh Talk Speaker
- Awardee (Jashn-e-Youngistaan)

## ADVISORY TEAM



**MS. VINEETA MIDDHA**

FINANCIAL ADVISOR, CA

- 12+ years of Industry Experience.
- Co-Promoter of Emergenz Advisory



**MR. HITESH MAKKAD**

BUSINESS ADVISOR

- Founder and CEO of Ping Tring.
- 17 Years of experience in management.



**MR. TAHIR PARVEZ**

TECHNICAL ADVISOR

- VP of Shamric Motors Private Limited
- 10 years of Information technology industry and software development Experience



**MR. FARAZ KHAN**

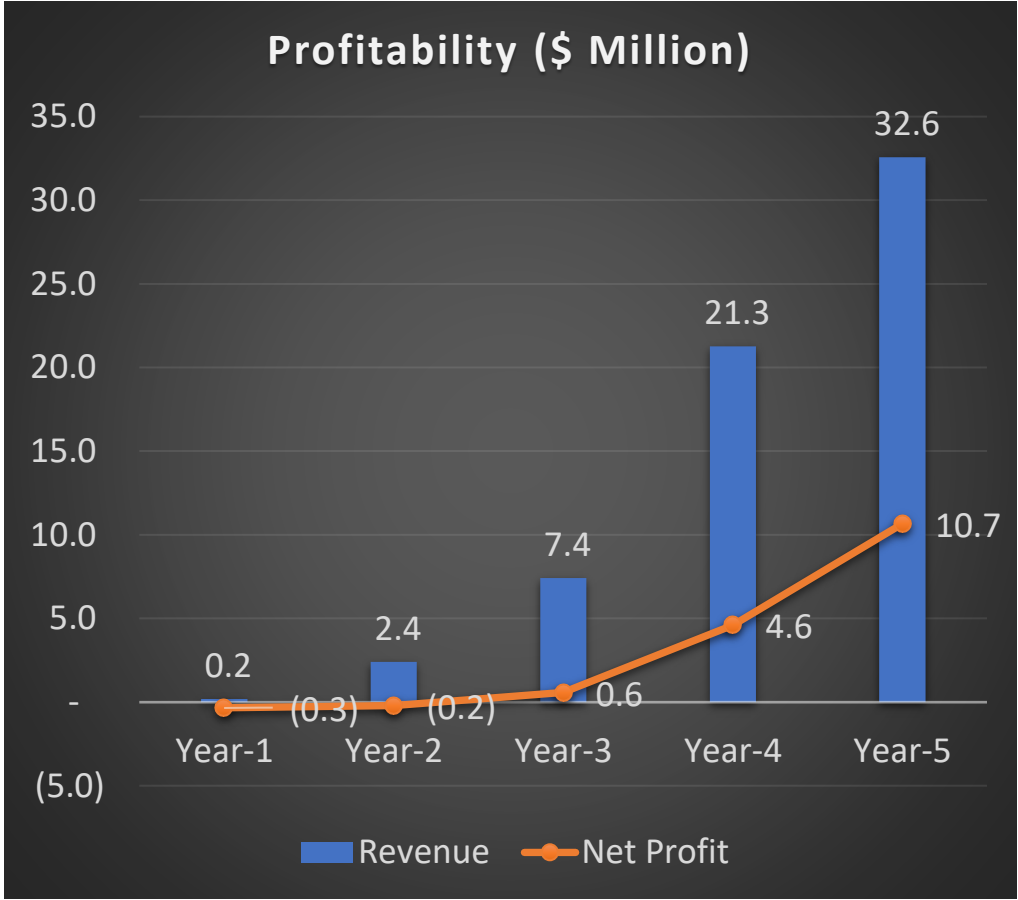
FINANCIAL ADVISOR, CA

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FINANCIAL PROJECTIONS



FINANCIALS (USD MILLION)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
TOTAL REVENUE (USD MILLION)	0.19	2.4	7.4	21.3	32.6
TOTAL DIRECT COSTS	0.13	1.61	4.79	11.93	12.78
GROSS MARGIN	0.1	0.8	2.6	9.3	19.8
GROSS MARGIN%	30%	33%	35%	44%	61%
EBIDTA	(0.3)	(0.2)	0.8	6.3	14.5
EBIDTA%	-175%	-8%	10%	30%	44%
NET PROFIT/LOSS	(0.3)	(0.2)	0.6	4.6	10.7
NET PROFIT/LOSS%	-179%	-9%	8%	22%	33%

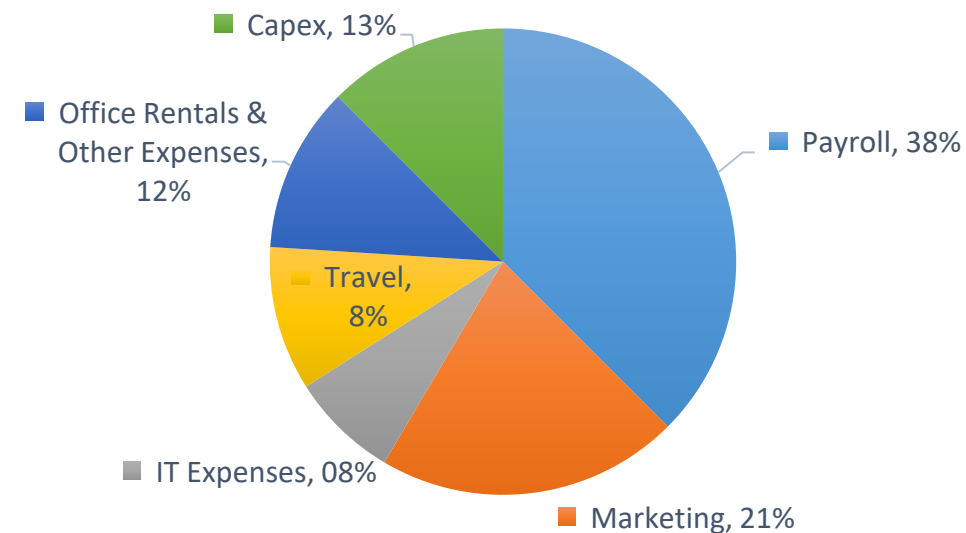




USD 250K  
in  
**EQUITY FUNDING**  
for next  
06 months at the  
valuation of USD  
2.5 Million

## CAPITAL UTILIZATION IN NEXT 06 MONTHS

### Funding Requirement (\$ Thousands)



# Thank you

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