

Pitch deck of DORKAR-e App

BY TEAM KODEX

Who we are???

We are **Team Kodex**. We are developing local apps for the Bangladeshi Smartphone users in all the three platforms. We also develop web apps for the users who can't afford smartphones. We always thrive to make our applications useable for the users of all walks of life. We make such apps that makes our users busy life easy.

Team Members:

Tanveer Ahmed, CEO and Head of Marketing :Founder

Ashfaq Mahmood, COO :Co-Founder

Sanjid Eahsan, CTO :Co-Founder

Imadul Islam, Software Development Manager :Co-Founder

Mehdi Hasan, Project Manager :Co-Founder

Overview of the App

► In DORKAR-e app there are 4 parts:

1. Doctor Seeker
2. Restaurant Finder
3. ATM Booth Locator
4. CNG Station Locator

How it works???

- ▶ At first the users will download the app from app store for free of cost
- ▶ Then, when user enter the app there will be a registration page where he will have to enter his name, email address, Mobile no. , password and the area he lives.
- ▶ After logging in, he will go to a page with four buttons for Doctor Seeker, Restaurant Finder, ATM Booth Locator, CNG Station Locator.

How it works??? Contd.

- ▶ When user uses the app for the first time he should download the map of Dhaka in his phone in order to use this map next time in offline.
- ▶ We have divided Dhaka City in approximately 50 areas.
- ▶ The app will first track the location of the user in the map using GPS and then will suggest the nearest and shortest solution of the problem he searched for
- ▶ In the app, users will be able to give review of the doctors and restaurants also can comment on them. **User will get notifications as well.**

Business Plan

- ▶ The major issue of our app is promotion and market data (e.g. list of CNG stations and their locations). For promotional activities, we will discuss this business plan with telecom companies and the one which will support our plan that operator's users will get “**EXTRA KHATIR**” from our app. These users will be called Premium users.

Our Business and revenue plan is as follows:

- When a user starts to use our app if he is a Premium user then he will get 3 areas free on the other hand the general user will get 2 areas free.

To get access a new area the user will pay 2tk per area.

Revenue Plan

We expect that we will have at least 3000 active users across 3 platforms in the first round of launching of our app if we get help proper channel of promotion.

Here is a approximate calculation of our turnover in that span of time:

	Premium User	General User
Remaining area	47	48
Turnover Calculation	Area is 2tk each, cost $47 * 2 = 94\text{tk}$ to use the app completely and for 800 people we will get $94 * 800 = 75200\text{tk}$	Area is 2tk each, cost $48 * 2 = 96\text{tk}$ to use the app completely and for 2200 user we will get $96 * 2200 = 211200\text{tk}$

Business Plan Contd.

- ▶ We expect the app to earn **75200+211200=286400tk** from our users in the first round of launch. We also expect to earn from our listed restaurants who can give users push notification of their latest promotional offers and also from in app advertisements.

- ▶ **“EXTRA KHATIR”** for the Premium Telecom brand:
 - We will give advertisement of various offers of them
 - We can be sharing a portion of our profit with them if they are willing to promote and market our app in national level which is matter of negotiation.

Sources of Revenue

- ▶ 1.In app advertisement
- ▶ 2.Maps download (revenue for telecommunications company)
- ▶ 3.Area unlocking
- ▶ 4.New Restaurant advertisement
- ▶ 5. Premium user get discount through sms in different outlets (sms charge)