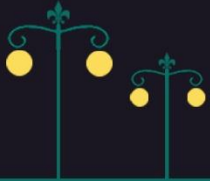


Efficient OOH Advertisement



Description

- Gogappe strives to be an offline technology oriented OOH advertising company.
- Gogappe currently has tie ups with more than 70 food stalls and food junctions in Delhi which includes some of the famous names in the food business and are well known.
- Gogappe is working on a technology which will revolutionize the OOH industry. The technology is based on an LED screen which will replace the traditional modes of advertisements such as billboards, hoardings and will also be used to advertise indoor at restaurants and food joints. The feature involved will be controlling the advertisement shown at all the locations simultaneously from one single point via one single software. Also being a LED screen, multiple advertisements can be scrolled which will make OOH advertisement cost-efficient and thus enable targeting a much larger market of startups.





What we do with
these Tie-ups?



Our Tie-Ups



Idea Application Use

1

We'll take an example of a recharge company in the market.

2



Recharge is a kind of service which has a lot of competition in the market and thus needs maximum visibility for more viral use in the market.



3



Either by using a proper advertisement campaign or by just flashing your brand through Gogappe, you can get standing viewership for your brand and a high engagement quotient too.

4



Gogappe can help you get high customer acquisition by thus targeting the right set of viewers through our demographic database. Also giving the live connectivity to the various modes of advertisement, you can push daily offers and new products on a single click.



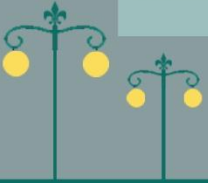
How Is Our IDEA Innovative...



Game changing shift in the advertising market.

Incorporating scrolling advertisements through LED screens will not only improve the infrastructure of the city but also bridge the gap between new concepts and technologies being introduced in the market and the people very efficiently.

Be it high class or middle class, educated or uneducated, learned or ignorant, street food is something that everyone goes to without a second thought and has frequent traffic associated with it everyday. Thus using the same technology at food junctions will help startups and companies reach a much greater audience.



Advertising Route



Company



Live feed



Billboard



Food Joints



Target Audience

Technology



Marketing



Advertisement Agency



Why keep the agency in the loop and not buy the billboard?

- No marketing cost
- Gogappe will only have to take care of the technology involved. The rest of the hassle (Municipality, Marketing, Payments, Government) will be of the agency.



Advantages to Advertising Agency

- Better quality of advertisements because of better infrastructure.
- Larger acquirable market because cost incurred per company becomes less due to multiple advertisements being shown simultaneously.
- As the cost of outdoor advertisement drops because of multiple screening of ads, agencies will be able to target the huge number of startups growing in India.



Possible Hotspots for our model



Bus Stand Advertising
Current Cost: Rs. 70,000
After LED: Rs. 30,000



Billboard Advertising
Current Cost: Rs. 3,00,000
After LED: Rs. 1,00,000



Metro Advertising
Current Cost: Rs. 2,00,000
After LED: Rs. 60,000

Current Cost- The current cost incurred by one company per month for advertisement.
After LED- The reduced cost incurred by the same company per month for advertisement after introduction of LED screen scrolling multiple ads.

Market Analysis



Outdoor Media Advertisement is one tool which is necessary for every startup or company to create its market and to create visibility amongst the people. A common billboard costs Rs.2 lacs to Rs.10 lacs. Housing has invested in around 30 billboards in New Delhi and Gurgaon. The average money thus spent is around Rs.120 lacs. This shows the total money invested by companies in outdoor media advertisement which Gogappe can tap efficiently. Gogappe's market consists of :

- Startups
- FMCG and other consumer products
- Media and Entertainment companies



Market Analysis

Startups

The total number of startups in India is 1506 as per Angellist funds. Of these New Delhi based startups are around 306 and is a hotspot for such ventures. As we are starting with New Delhi, we'll first target the startups in Delhi because they'll want to create the market at their home place first.

When we look at the money that startups spend on promotions through outdoor media advertisement, we can take the example of Housing. Seeing the competition that Housing has to face (99acres.com, Magic Bricks, Common Floor), it has to get as much visibility as it can. Similar is the case with other startups like recharge startups, e-commerce etc. Their major concern is to overcome the competition for better sales. Thus such startups will pay huge amounts of money to get maximum visibility and also the engagement quotient that we are giving them. Also investing with Gogappe will help them lower their customer acquisition cost when compared to traditional bill boards and hoardings.



Market Analysis



Companies

Media and Entertainment companies are the highest paying when it comes to Billboards and Hoardings. Then comes FMCG. Gogappe will target these companies as they invest huge amounts of money when it comes to outdoor media advertising. Now if a new chocolate comes to the market then it has to have an identity in the market and make effective users. This is where street food advertising will come in play as it can help in creating an efficient impression.



Market Analysis

The revenues associated with FMCG companies in India is growing every year by approximately \$2 Bn. This shows the market and demand increase of consumer goods in the market which thus means more companies. This leads to more competition and thus more money spent for Outdoor Media Advertisement.

FMCG REVENUES CAGR 15.3%



PER-CAPITA INCOME



The per capita income of India is increasing every year and so is the buying capacity of people. Thus effective advertisement at ground zero level (the one that we do) is needed to make people aware of the services and advanced products that companies and startups are providing. This makes our advertising effective and will increase its demand.

Revenue Model

Billboard(20x15 sq.ft.)

- Cost of LED screen and installation charges (OTC)
 - Cost of GSM Module and chip (OTC)
 - Operating cost(Connectivity, Maintenance)
 - Average cost of advertisement for a company per month on the billboard without LED
 - Cost of simultaneously advertising 5 companies per month using the scrolling feature of the screen
 - Profit each month on one billboard (Sharing revenue with the agency in a 60:40 ratio with Gogappe taking the 40%)
- Rs. 10,00,000
 - Rs. 10,000
 - Rs. 10,000
 - Rs. 3,00,000
 - Rs. 5,00,000
 - 40% of total revenue - operation cost = Rs.1,90,000

OTC : One Time Cost



Revenue Model

Food Joint

- | | |
|--|--------------|
| ● Cost of LED screen and installation charges (OTC) | ● Rs. 15,000 |
| ● Cost of GSM Module and chip (OTC) | ● Rs. 5,000 |
| ● Operating cost (Average Rent, Connectivity, Maintenance) | ● Rs. 12,000 |
| ● Cost of simultaneously advertising 5 companies per month using the scrolling feature of the screen | ● Rs. 20,000 |
| ● Profit each month on one Food Joint | ● Rs. 8,000 |

OTC : One Time Cost



Revenue Model

- A billboard owner takes around Rs.3 lacs for an advertisement every month. We will partner with the owner/advertising agency and will pay for the installation and all the one time costs. We will also take care of the technology and the maintenance charges. We will take the additive revenue (other than the regular money it earned through the billboard) which the agency will earn because of multiple advertisements it'll be able to do.
- The profit earned from food joints will turn out to be a good enough number taking into account the huge number of such joints in a city.





Scalability



Restaurant
Marketing

In door marketing at restaurants with the LED screen technology will help in securing more locations for potential advertisement.

More
Tie-ups
with
agencies

Tie- ups with more agencies will enable us to get more share out of the revenue that comes out of the outdoor advertisement market of India which is about 333 million dollars.

Capturing the
Market
outside India

Taking the technology outside India and enabling it on the same OOH platforms in other countries will be the biggest goal of Gogappe.



In the past 10 years, time spent out of home by an average Indian has increased by 25 per cent.

So it becomes very important to make your presence felt to the customer. Since the space is extremely cluttered, being innovative is what makes a mark in the mind of the customers.



BRINGING TECHNOLOGY TO OOH ADVERTISEMENT.





To Know More

Visit Us @ **www.GOGAPPE.com**

