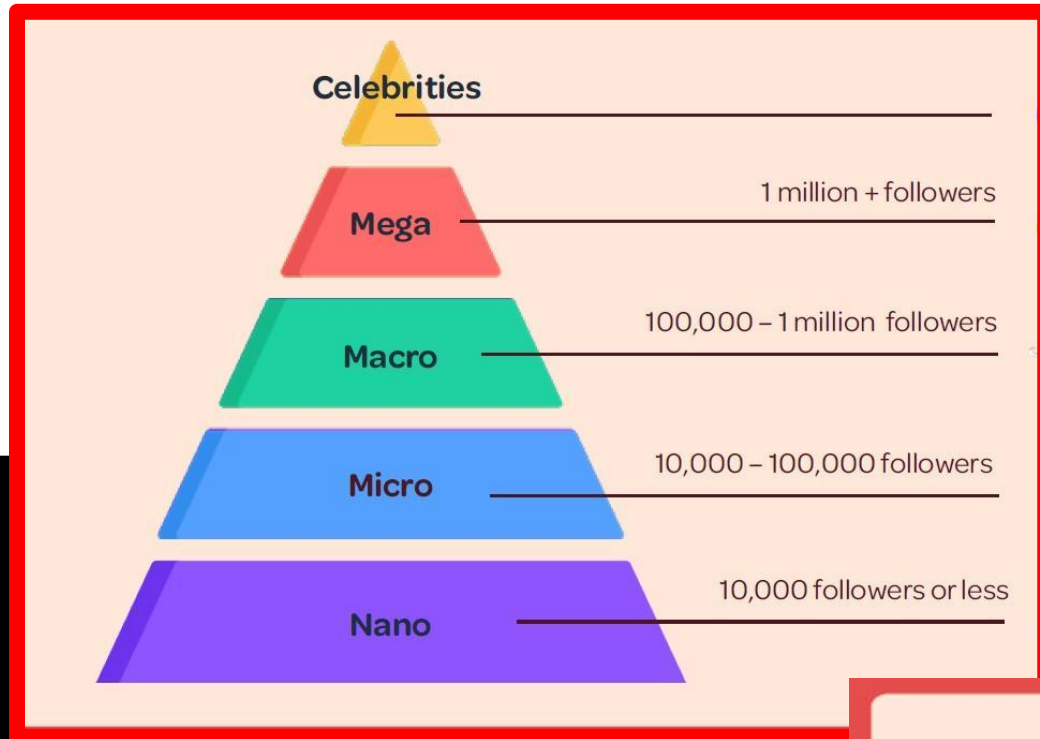**ScalableC3** – a **marketing ecosystem** for the needs of content creators to bring degen users to Algorand
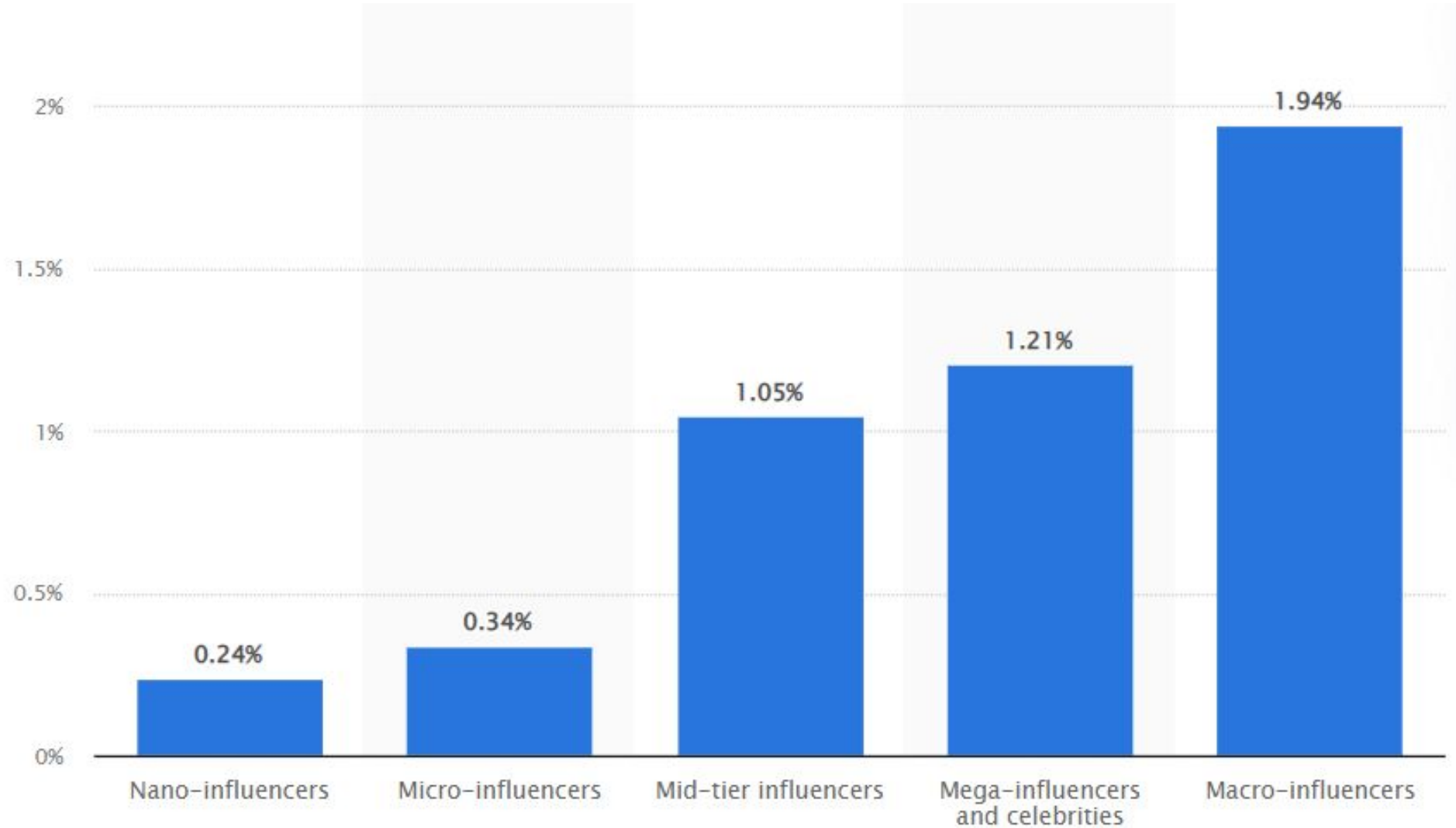
ENABLING LANDSCAPE

	CY20		CY21		CY25	
Access to Internet Total population with access to internet	675	100%	720	100%	-~950	100%
Mobile Internet Users Access to Mobile data packs	635	94-95%	689	96%	~882	98%
Smart Phone Users Uses a Smartphone/Tablet	500	75-78%	600	87-90%	~860	95-97%

INFLUENCER MARKETING MARKET BREAKUP

Pyramid (top to bottom):
- **Celebrities**
- **Mega** — 1 million + followers
- **Macro** — 100,000 – 1 million followers
- **Micro** — 10,000 – 100,000 followers
- **Nano** — 10,000 followers or less

Influencer marketing campaigns

Celebrities vs Influencers

Influencers 73%

Celebrities 27%

Source: GroupM India, 2021

INFLUENCERS Statistics WHO USE GIVEAWAYS- TIER WISE

PRODUCT VERTICALS & COMMITMENT FUNNEL

LEAST

Giveaways/Contests — Module that will help in creating and managing giveaways/contests by creators and brands

Marketplace/Donations/Subscription — marketplace to provide exclusive merchandise, seek donations and allow subscription management

Fund a CHAMP — Bringing a unique model of Fund a Champ of raising funds for athletes and other talentented individuals
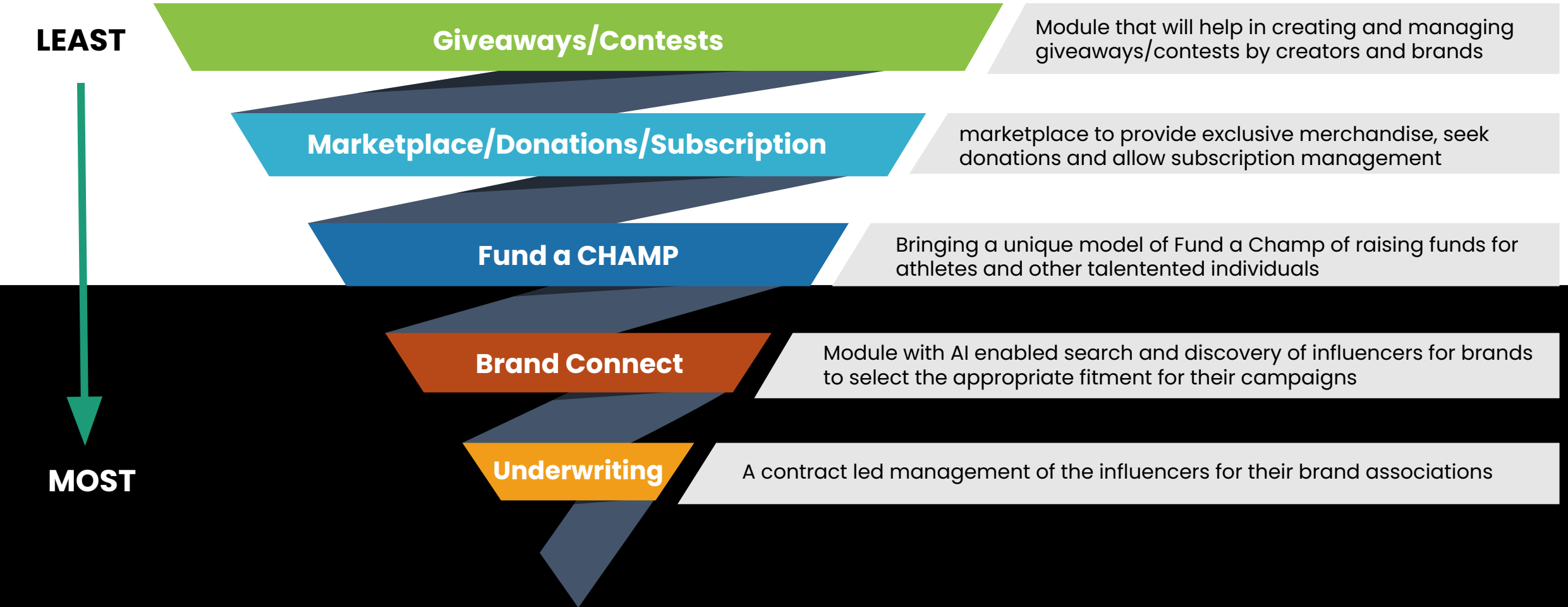
Brand Connect — Module with AI enabled search and discovery of influencers for brands to select the appropriate fitment for their campaigns
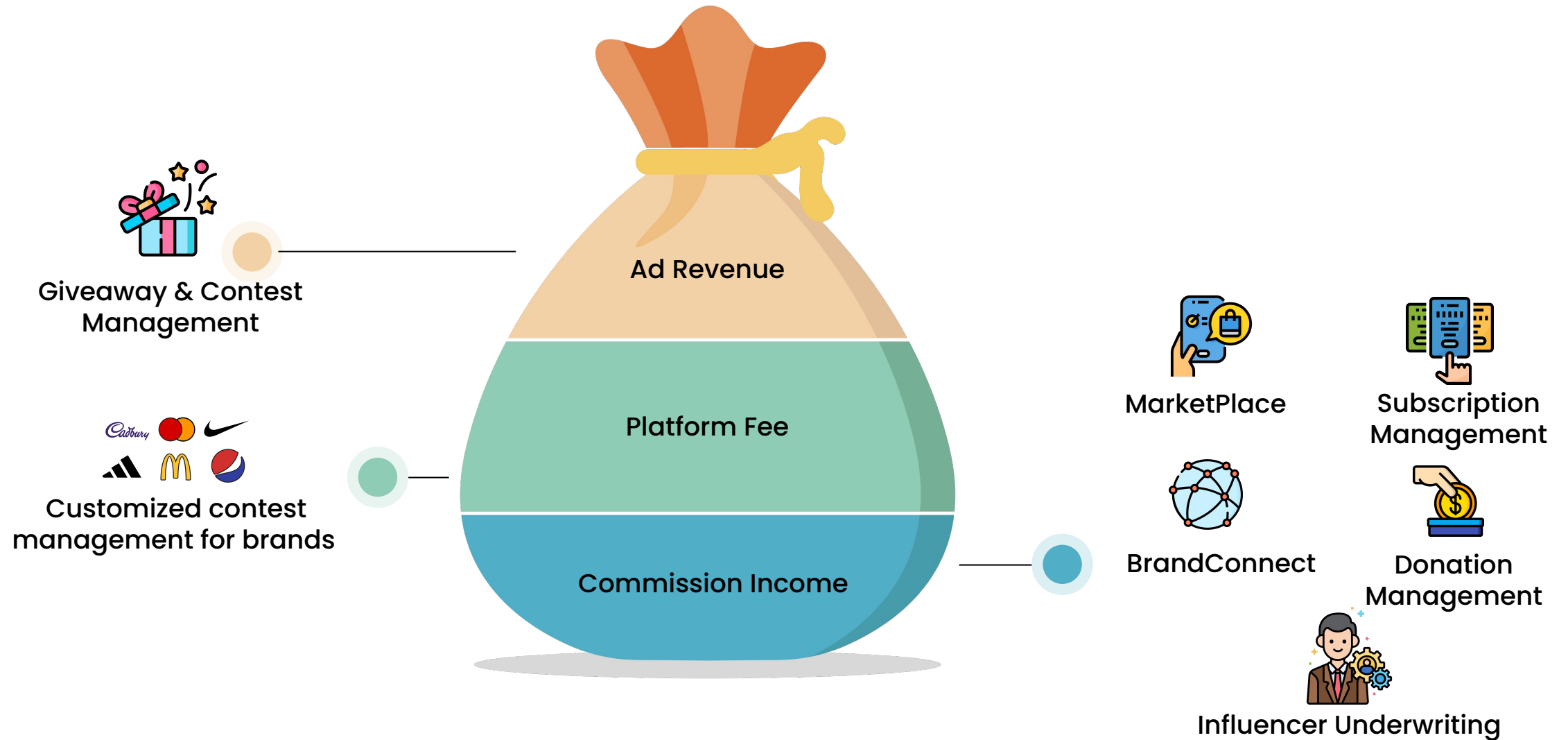
Underwriting — A contract led management of the influencers for their brand associations

MOST

REVENUE STREAMS

Ad Revenue

Platform Fee

Commission Income

Giveaway & Contest Management

Customized contest management for brands

MarketPlace

Subscription Management

BrandConnect

Donation Management

Influencer Underwriting

Giveaways Creation & Management Module
Tool for brands and influencers to create & manage giveaways and contests

Oct'22

Subscription/Donation
Tool for influencers to seek donations from patron and sell subscription for premium and exclusive content

Dec'22

Fund a Champ
Crowdfunding for athletes and other talented individuals through the platform.
E.g.: Training, sports gear, travel, participation expenses, etc.

Marketplace
Marketplace for brands and influencers to sell their exclusive merchandise and services.
E.g.: Customized merchandise, signed copies of books, souvenirs, etc.

Feb'23

Brand Connect
Discovery, connect and 360^0 management of influencer marketing tool for brands to collaborate with the right influencers.

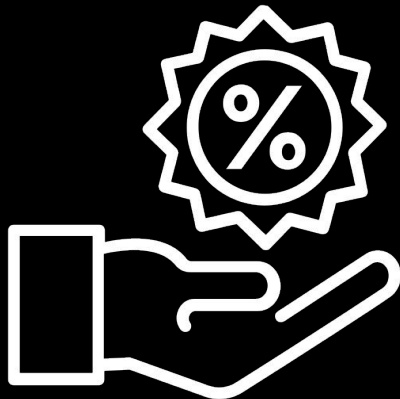**May'23**

Underwriting
Contracted account handling of select influencers to optimize their earning potential.

CHALLENGES IN MANAGING GIVEAWAYS

- **Hard to manage thousand of entries** and expand the audience reach.

- **No tracking of task completion**

- **No proper and transparent method to select winners**

- **No data driven insights**

KEY VALUE PROPOSITION

Expand your Customer Base
Increase your engagement organically by targeting larger audience by listing your giveaways.

Improved ROI & Profits
*Optimizing your Marketing ROI **& boost your profits/revenue/earnings** with us. It strengthens the customer stickiness which in turn boosts the brand's revenue.*

Analytics Dashboard
*Make effective decision by analyzing your campaign dashboard and get a chance to **access all the unique insights across your socials.***

Case Studies

VADILAL
CASE STUDY

AIM & OBJECTIVE

- drive online **engagement and sales**
- garner **maximum brand engagement**, create good brand awareness
- make the **brand viral on social media**

Steps to follow

1. **Like and follow**: Facebook, Instagram and Twitter

2. Send us the **entry video** of you eating Vadilal Ice cream under 45 seconds on Instagram or **Facebook**

3. **Share** and **nominate your 3 friends** on social media and **tag @vadilalicecreams** use the hashtags **#SlurpUnder45**

Reward

- 6 MONTHS OF **FREE ICE CREAM** !!

•Results

- •*35% growth in followers* on Instagram

- •*12% increase* in post engagement on Facebook

- The campaign video garnered over *half a million video views across platforms*

- With *2.7M impressions*, the campaign reached *1.6M people*

- •*total post engagement of 1.2M*

JUG JUG JEEYO
CASE STUDY

AIM & OBJECTIVE

- *garner maximum engagement*

- create an **unprecedented buzz** *around the release*

- *create and sustain **the hype** around the film*

Steps to follow

- **Upload a video** of you **saying 'JugJugg Jeeyo'** in your native language.

  - **Use location tag** as the name of your state. For example -
    #JJJFromDelhi,
   **#JJJFromMaharashtra,** and so on.

Reward

- Lucky winners from all States & UT to **get to release** the JugJugg Jeeyo poster **before anyone else!**

Results

- The trailer received **43 million views in 24 hours** across all digital platforms.

- The **Punjaabban Song garnered 22 million views** in 24 hours across all digital platforms

- Instagram Rangi Sari received a reel count of **112K on Instagram**.
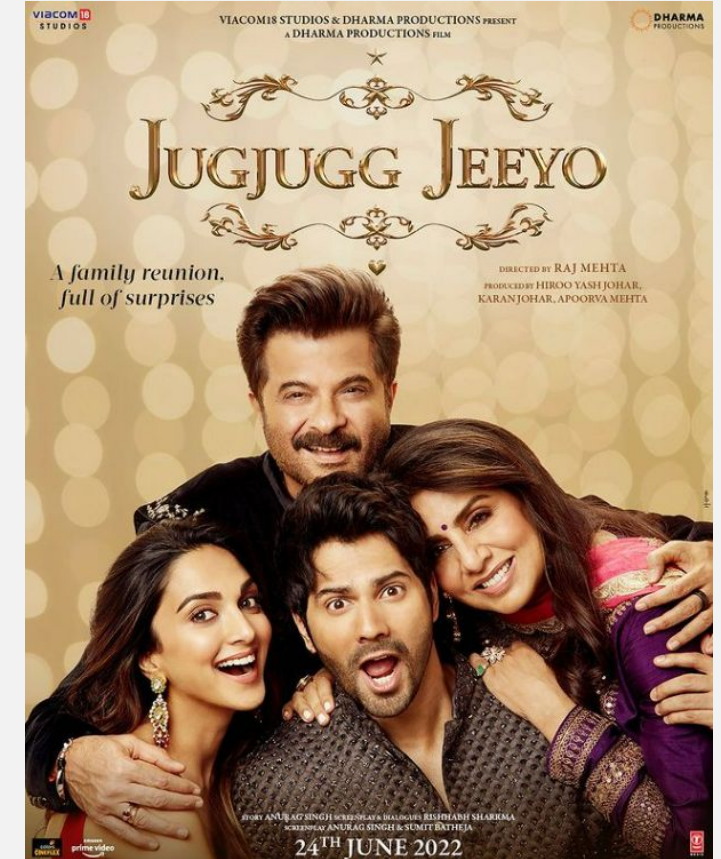
Giveaway & Contest Management – Process Flow

Register

Get started with the platform in a few steps

Create Giveaway

Set the parameters for the giveaway, like number of winners, rewards to be awarded, etc..

One Link Solution

Generate a one link solution for all socials and let users participate through the same and the tasks can also be tracked therein

Distribution

Distribute the prizes to selected winners in a seamless way, along with the plugins to materially distribute it

The participant data thus generated can be utilized further to target the audience more effectively and make better marketing decisions

COMPETITION ANALYSIS

Giveaway & Contest Management Tool

ScalableC3	Gleam	Rafflecopter	KingSumo	Vyper
Zero Cost	Subscription			
Public Listing of Live Giveaways/contests for network effect	No Listing			
User Analytics Shared	Shared	Not Shared	Not Shared	Not Shared
Task Tracking Available	Not Available			
Separate Dashboard for Participants to encourage higher participation	NO	NO	NO	NO
Free coupons and in app token to participants for Incentivised Participation	NO	NO	NO	NO
Customisation of landing page available for branding (For Brands/Media promotions)	Not Available			
Last mile delivery of Rewards	Not Available			