



Powerplay

Slack for Construction

Founding team has 2X Entrepreneurs & Industry Experience



Ilesh Dixit, IIT Roorkee 2015



Co-founder & CEO

Scaled business from Rs10L/month to Rs7.5Cr/month in 15 months at Jumbotail (2017-19)

Scaled start-up (Wholdus.com) to 250 manufacturers selling to 10000 retailers (2015-17)



Shubham Goyal, IIT Roorkee 2017



Co-founder & CTO

Worked on Samsung S-10 camera- sold over 40M units & got highest camera DXO rating worldwide

Led a team of 20+ mobile developers in MDG (Mobile Development Group), a prestigious group of mobile developers in IIT R



Anshul Gupta, IIT Roorkee 2014



Founding team, Business team

7+ years General Management experience with startups and companies alike in real estate and E-commerce, cofounded 2 startups.

Grew a high performing team from 12 to 80+ professionals & scaled business from \$0.2M to \$0.6M monthly in the span of 6 months.



Manish Prasad, IIT Roorkee 2008

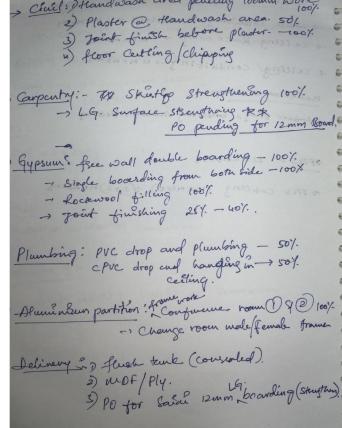


Founding team, Technology

Previously led technology at a tech first construction co.

Lead backend architecture team of 10+ developers in multiple startups

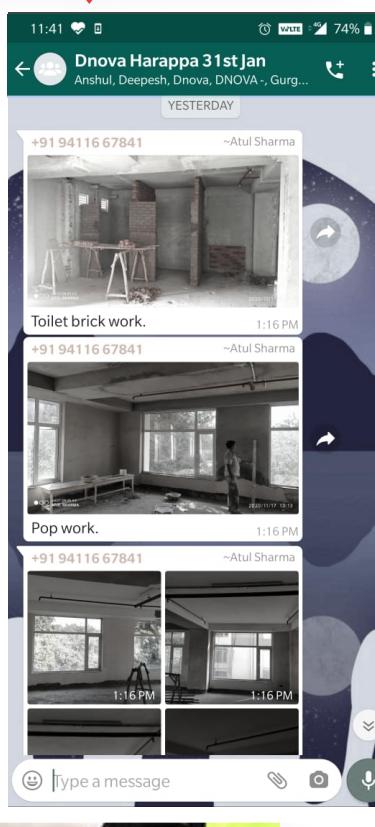
Contractors struggle to communicate with office using Pen, Paper & Whatsapp



Manual Notes of Tasks & Issues



Communication of progress & issues mainly through pics sent on whatsapp



Manual Notes of Material Khata & Reporting of Bills

No visibility of site work

- ! **Manual compilation of progress & customer bills leading to delayed payments.**

! Surplus expenditure due to non-accountability of material

! Excessive delay of Projects due to late resolution of Issues

Powerplay helps contractors get **VISIBILITY** in construction projects



Quickly generating customer reports/bills to get paid faster



Better expense Tracking



Better Timeline Tracking

One click generate project report

Powerplay Construction and Limited

Daily Progress Report | Google Govo - 9 Jun, 2020

Today's Update

S.No	Description of Work	Work Type	Total - Today's Progress	Planned Start Date	Status
1	Table top to be replaced in Room B 0902 (block b, first floor)	Furniture	58% - 12%	02 Nov	In Progress
2	Flooring on first floor (block a,south block)	Flooring	08% - 50%	01 Nov	In Progress
3	Dressing table furniture in living room (block b, first floor)	Furniture	100% - 12%	01 Nov	Completed

* Tasks marked with "●" icon has an issue raised on it

powered by getpowerplay.in

Project Feed

Quick create button for site teams.

Planning and tracking of work

Purchase Requests Repository

P0027834676558
Expected on: 2 Nov, 2019
Vendor name: Stark Electricals
GRN1234567890
03 Nov, 2020
GRN Approval Pending

GRN1234567890
03 Nov, 2020
GRN Approved

GRN1234567890
03 Nov, 2020
GRN Approved

Plumbing works

Exhaust pipe fixing issue on 3rd floor B block
Created by Yash Khandelwal
5 New Messages | 12 Open
Close issue | Give reply

Issues Repository

Powerplay is India's 1st app for small & medium contractors

2nd

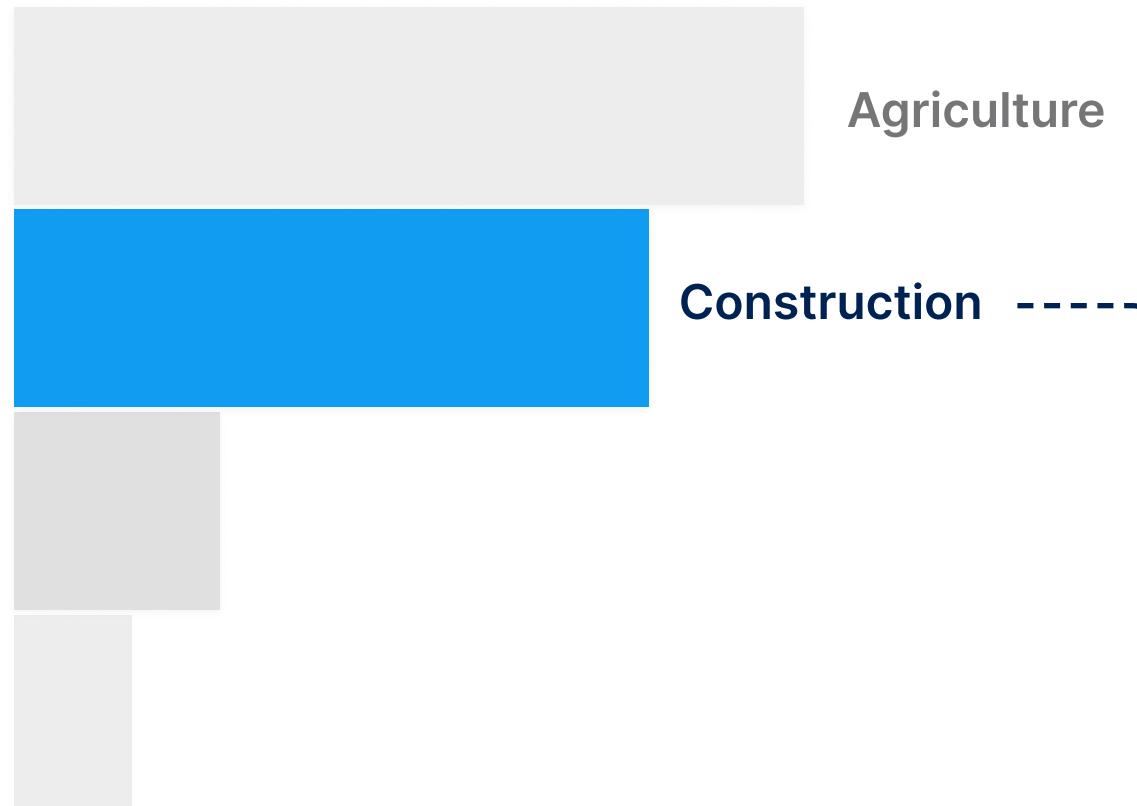
Biggest Industry in India

13%

Contribution to the GDP from Construction Industry

16%

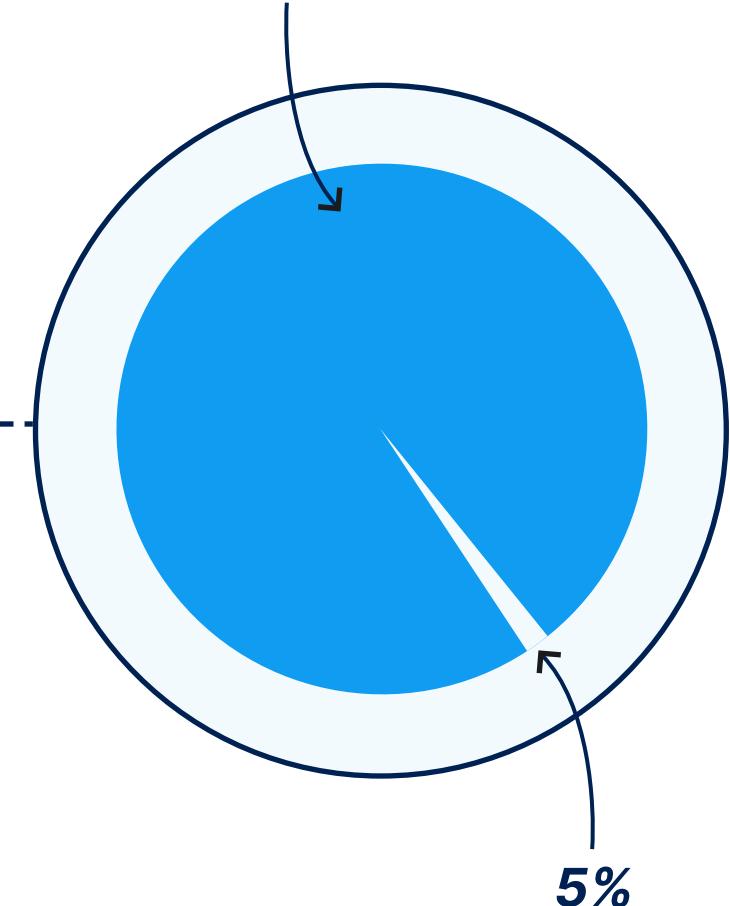
Working population livelihood depends on Construction



There is **no software for SMBs** unlike Large Enterprises. The second largest market is going digital for the 1st time

95%

Use Pen, Paper & Whatsapp

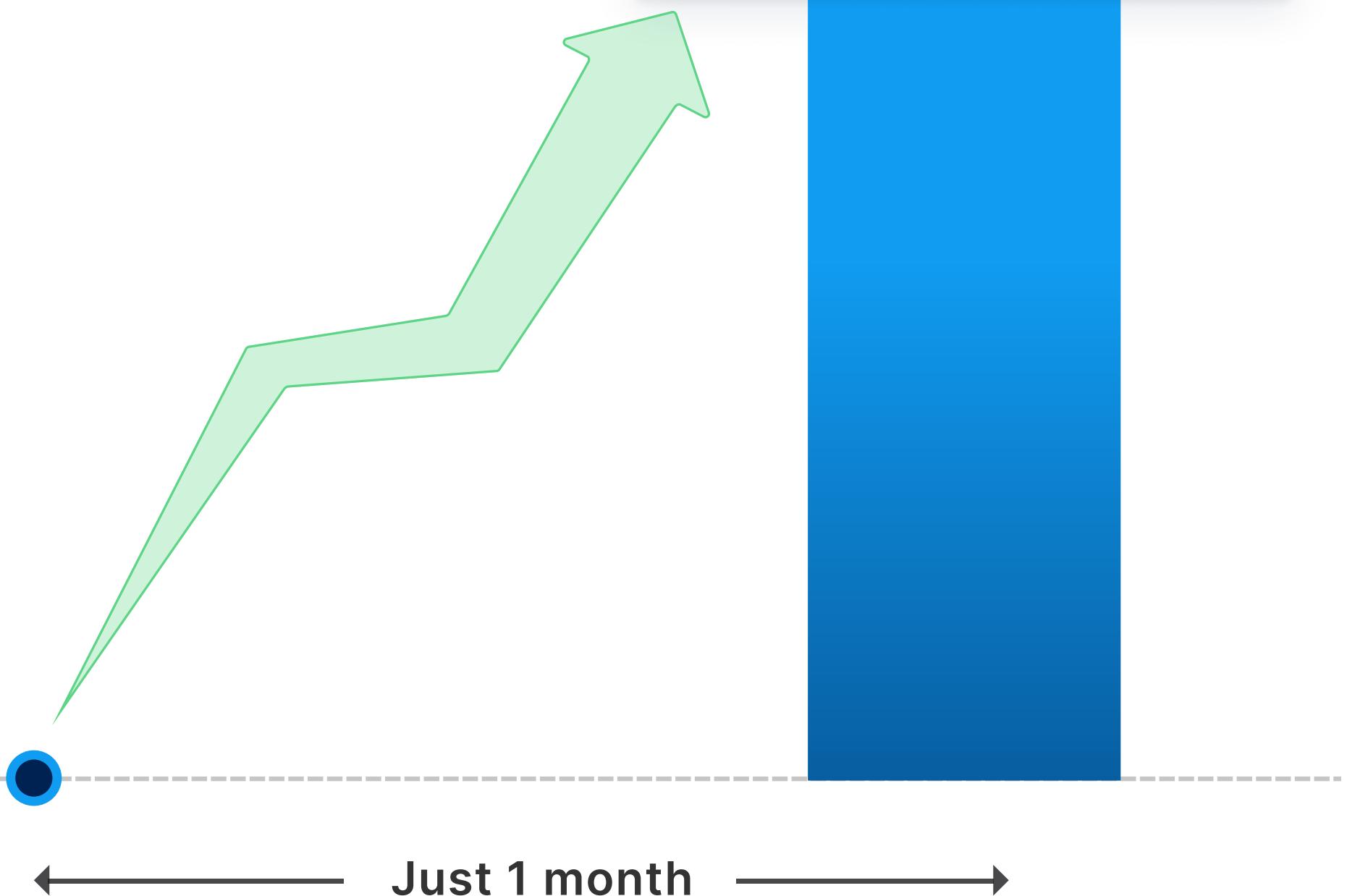


Powerplay

went viral

among contractors
on site

50,000+ users



~70% of the users are from SMBs

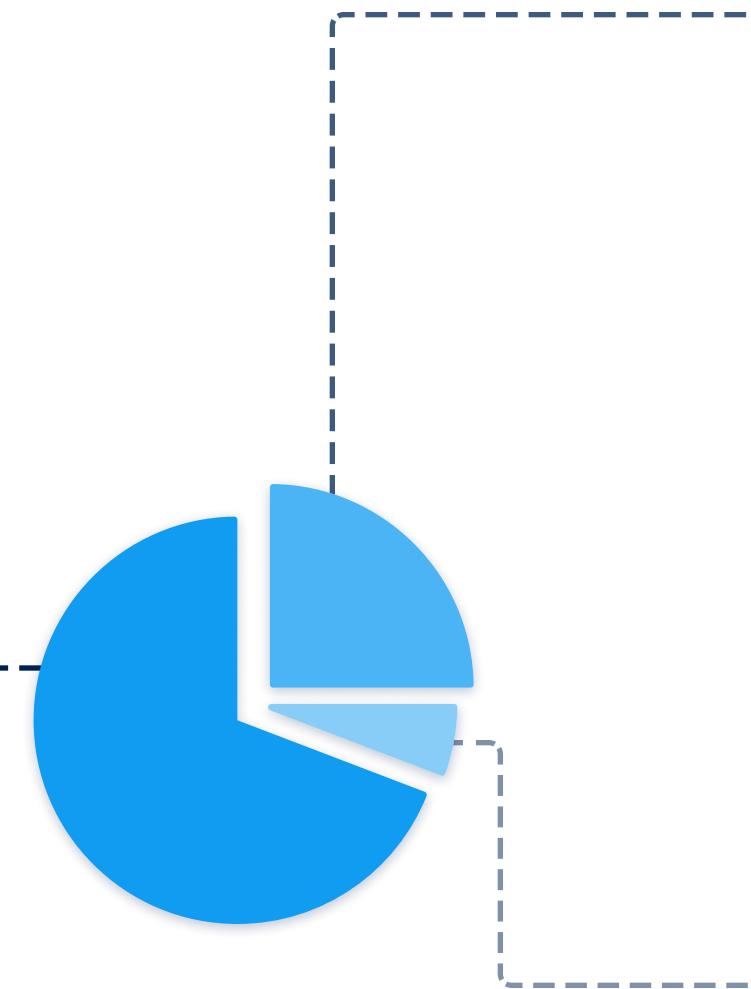


70% Contractors and Individuals

Contractors of CCTV, civil, plumbing, carpentry and individual owners

Primary use cases: Communication, Billing
Turnover < 1Cr, 1-5 employees

Presence of SMBs on the product increases the value for larger companies



25%

Contractors, General Contractors

Site supervisors, PMs, Owners of Medium sized firms

Primary use cases: Communication, Reporting, Purchase & Billing

Turnover: 1-50Cr, 1-50 employees



5%

Builders, General Contractors

Site supervisors and PMs, of large firms.

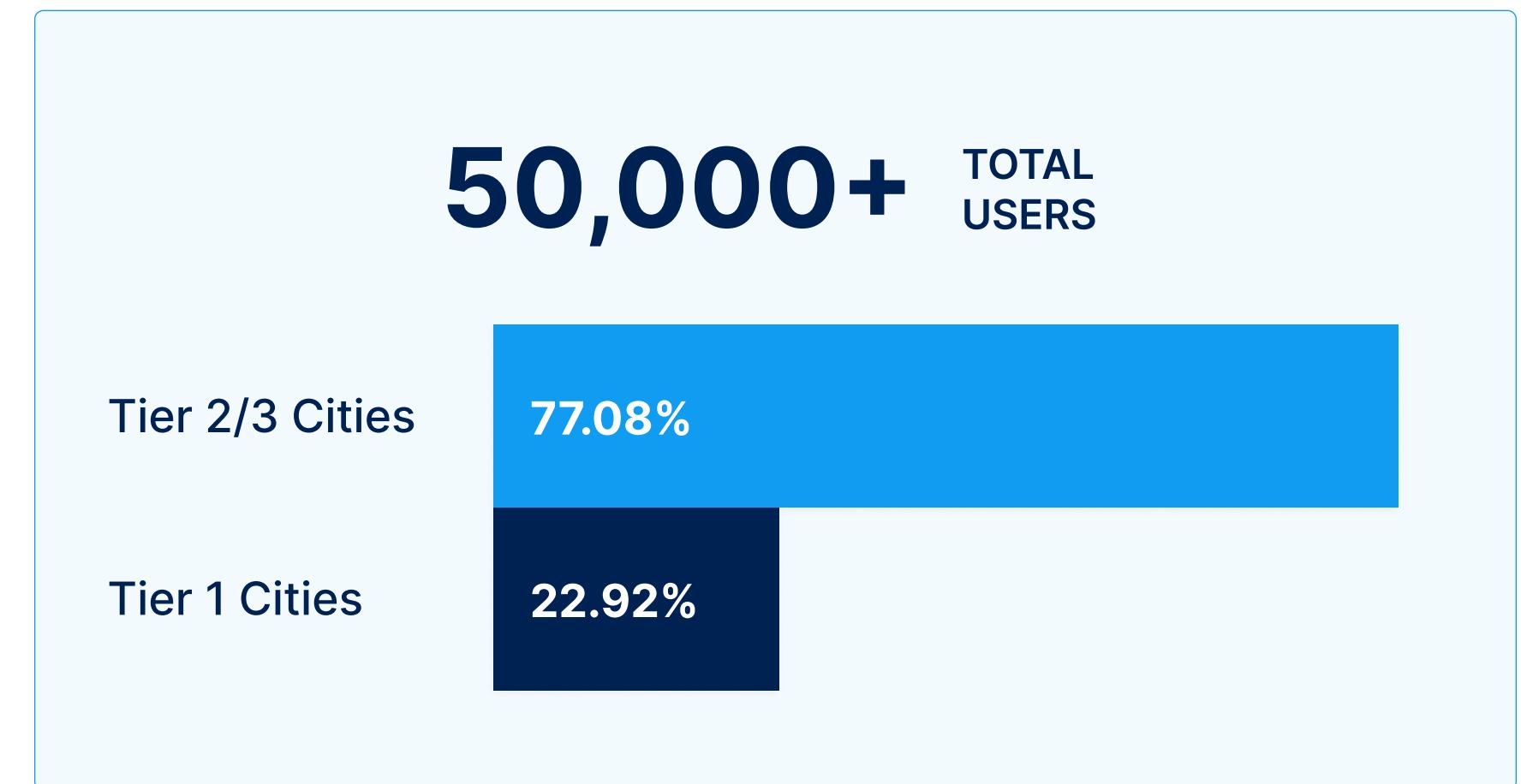
Primary use cases: Reporting, Planning and Finance

Turnover: 50Cr+, 50+ employees

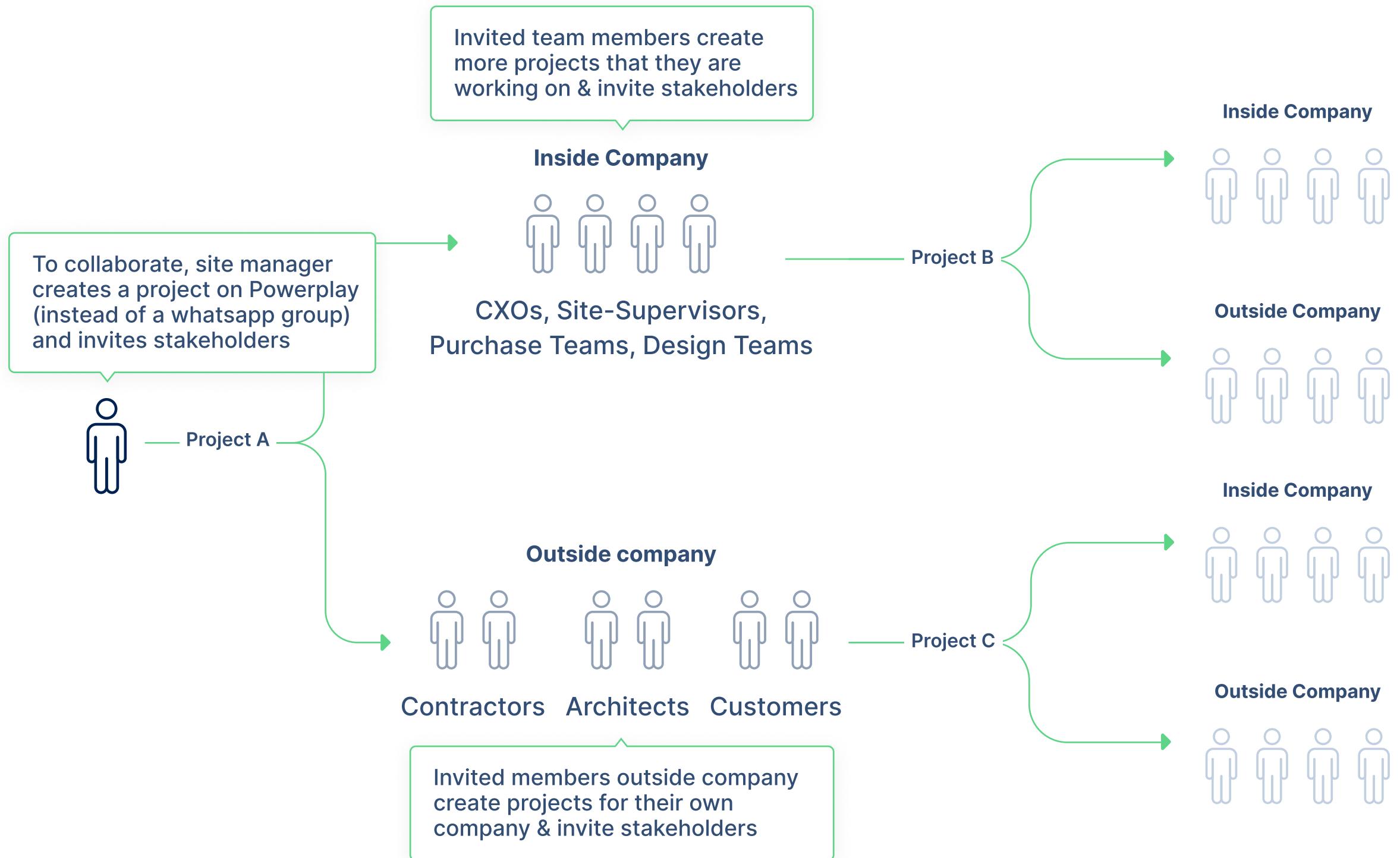
77% app users are from Tier 2/3 cities



**Powerplay
users in
800+
Cities**



Powerplay has virality like a WhatsApp group



MISSION

**Empowering construction workers with technology
to make construction transparent and efficient.**

Construction teams are LOVING it

 **Anish Basavaraju** 1 week ago

Hey @powerplay,

Hands down to your amazing product 

...

[Read more](#)

 2   [REPLY](#)

 **Deependra Singh**
★★★★★ 24 October 2020

Great to make n share DPR

 5 

 **Shahul Hameed**
★★★★★ 3 November 2020

One of the best project management apps ever made! So easy and so helpful.

 21 

 **Ashish Lilhare**
★★★★★ 16 November 2020

Best in segment

 **MD KHAN** 1 week ago

I found this app extremely helpful in very very short time

 6   [REPLY](#)

 **IC CONTRACTS**
★★★★★ 19 October 2020

Best app for all project contractors

 **abhishek shetty**
★★★★★ 5 November 2020

Thankyou for creating this app

 **PINTU**
★★★★★ 4 November 2020

Very usefull apps

 **Imran Siddiqui** 1 week ago

Thank u so much

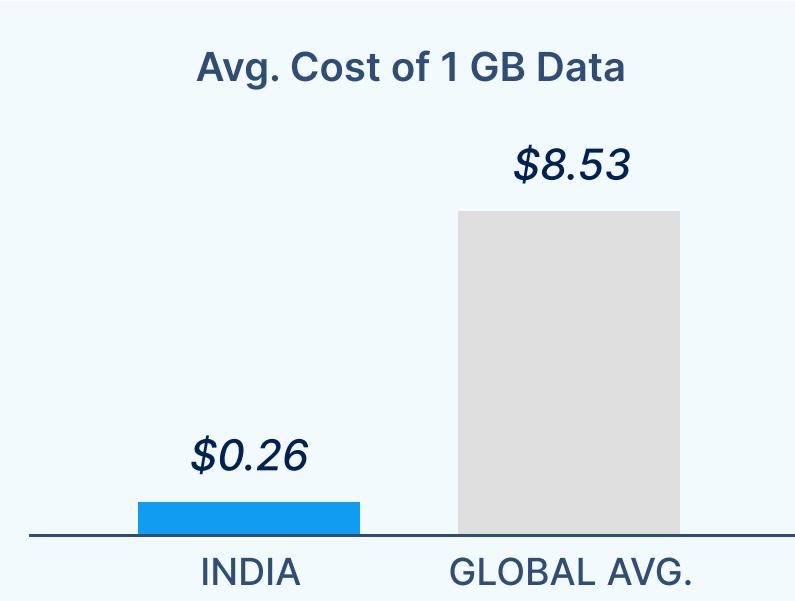
 3   [REPLY](#)



Major factors enabling Powerplay adoption

- 1 Internet enabled smartphones affordable for the on-site teams

Avg. Cost of 1 GB Data



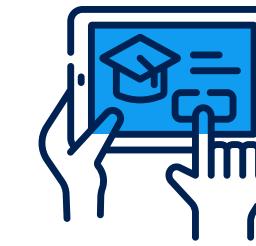
High Affordability of Internet in India

Mobile Phone Internet Users (in Millions)



Continuously Increasing Smartphone Users in India

- 2 No Training required as Site teams are becoming more savvy



- 3 Covid enabled Remote collaboration due to less site visits



Powerplay is for all types of Construction Projects



Infrastructure



Interior Works



Residential



Commercial



Architecture

and more...