CU (See You)

March 2022

EXECUTIVE SUMMARY

This report was commissioned by **180 Degrees Consulting JMI** to provide CU (SEE YOU) with an overview of several recommendations for the startup.

We broadly worked on;

- List of Potential Investors
- Go-To-Market Strategy
- Recommendations based on Survey Interpretations.

The Investors list consists of different firms as well as individuals who may be interested to invest in CU.

The GTM mainly focuses on social media and event marketing.

In the end we have summarized our recommendations based on thorough research and interpretations from a sample survey we conducted.

LIST OF INVESTORS

INVESTORS

For any startup, Investors are the backbone. Keeping in mind the requirements of our client, we focused on finding the best potential foreign Investors for CU. Our list of investors is a combination of 5 types of investor categorised as:

1. General Investors
2. Impact Investments
3. Healthcare
4. Bankers
5. Priority

Based on our hypothesis, the priority list consists of names we believe will be most interested to invest in CU after analysing their previous investment pattern.

The list of investors includes the contact information (name, designation, number/Email) of individuals from the Companies, who might also be interested to otherwise invest in the startup.

Link To Investors

LIST OF PRIORITY INVESTORS

Investor	Past Investments	Type
Mid Market		
Semena Capital	Platform startups - Happyfresh, Anghami, Medlife	General Investor
Ascent Capital	Platform startups - Big Basket, acko, Fresh to Home, Cure fit, MyGlamm	General Investor
Multiples	Consumer Internet - Dream 11 Consumer - Livpure	General Investor
ASK Pravi	Consumer services, B2B services	General Investor

VC		
Accel	Bird - Vehicle sharing platform BlaBlaCar -Long distance car sharing platform Doctolib - Booking appointments with doctors online **MANY consumer service platform startups**	General Investor
Kalaari	Consumer - Koo, Cult fit, MyGlamm, Milk Basket, Muzigal	General Investor
Norwest	Invested in a lot of diverse platform startups	General Investor

Sequoia	Invests in mobile technology - platform startups	General Investor
Brand Capital	Invested in consumer service platform startups - Go mechanic, Flipkart, Pharmeasy, Grofers, Yatra.com	General Investor
Vertex ventures	Invested in platform startups	General Investor
MayField	Invested in Matrimony.com and many other platform startups	
Hansa Cequity		Customer - acquire, retain and manage
All About Outdoor		Advertising

INTRODUCTION TO GO-TO-MARKET STRATEGY

In the GTM focus mainly on two things:
1. Considerations for GTM
2. Go-To-Market Strategy

Delhi NCR - Demographics

Since, CU is planning to target the 18-25 age group, we have curated this data on the population in Delhi NCR

Age group: 15-19 - 16,67,375
 20-24 - 17,64,060
 25-29 - 16,68,326

Median Age: 26.2 years (2011 census)

2022 estimate based on 2011 census:
 Total Population: 20,853,000
 Male: 1,11,63,000
 Female: 99,69,000

AGE-WISE DISTRIBUTION OF POPULATION IN DELHI: 1991, 2001 & 2011

S. No.	Age Group	1991		2001		2011	
		Number	Per cent	Number	Per cent	Number	Per cent
1.	0-14	3273482	34.75	4492939	32.44	4565319	27.19
2.	15-19	914871	9.71	1427979	10.31	1667375	9.93
3.	20-24	982866	10.43	1426860	10.30	1764060	10.51
4.	25-29	956788	10.16	1358925	9.81	1668326	9.94
5.	30-39	1438035	15.26	2211006	15.96	2753943	16.40
6.	40-49	867731	9.21	1432467	10.34	2008410	11.96
7.	50-59	504149	5.35	759505	5.48	1196361	7.13
8.	60 or more	439520	4.67	719650	5.20	1147445	6.83
9.	Age not stated	43202	0.46	21176	0.15	16702	0.1
	Total	9420644	100.00	13850507	100.00	16787941	100.00

Source: -Census of India. Primary Census Abstract 2011

Universities in Delhi NCR

There are about **5,00,000** university students in Delhi NCR attending around more than **165 universities and colleges.**
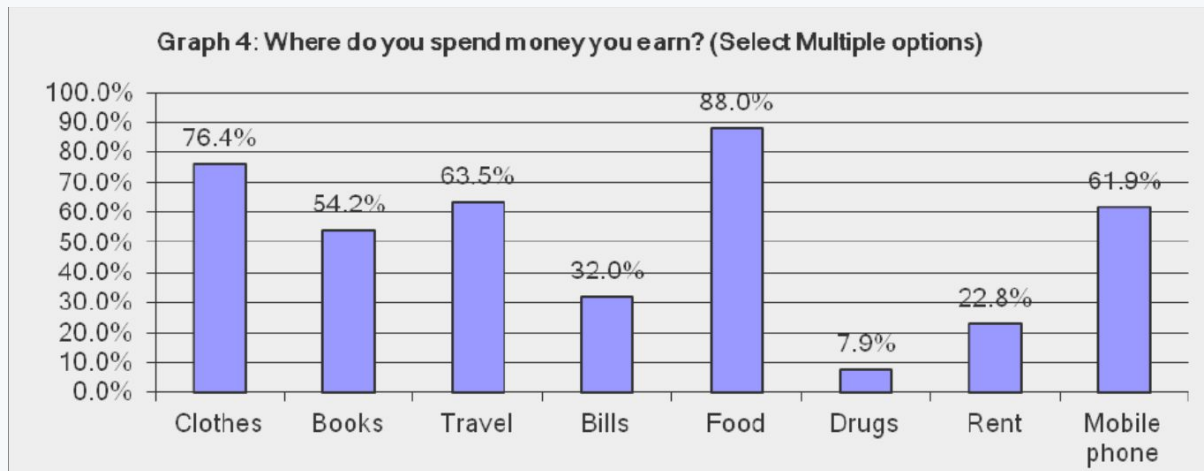
We have divided them into two broad categories: Govt Universities and Pvt Universities.
The major difference in the two is the spending habit of the students. Pvt University students, coming from well off families tend to spend more.

Major Govt and Pvt Universities CU should target:

1. Jamia Millia Islamia
2. Delhi University
3. IP University
4. Ambedkar University
5. JNU
6. NSUT
7. DTU

8. Amity
9. SRM
10. Shiv Nadar
11. Christ
12. Symbiosis
13. KR Mangalam
14. Bennet

Spending Habits of University Students

Graph 4: Where do you spend money you earn? (Select Multiple options)

Taken from a research paper this graph shows us where university students spend the most. While partnering up with events, CU should focus on the spending areas of its target market namely - **Food, Clothes, Travel, Books.**

Listing food festivals will be a good bet for CU as students spend the most on food.

Male to Female Ratio on Popular Dating Platforms

| Characteristic	Female	Male
Tinder	63%	64%
OKCupid	25%	24%
Happn	23%	22%
Others	16%	19%
Bumble	24%	17%
Grindr	15%	14%
Woo	14%	13%
Hinge	15%	12%
Truly Madly	17%	12%
Coffee Meets Bagel	17%	12%
Aisle	10%	9%

Male to Female Ratio on Social Media Platforms in India

The split of **Male** and **Female** users is 60:40 in Metros with a 5 million-plus population size.

Share of Instagram users across India
from 2018 to 2021, by gender
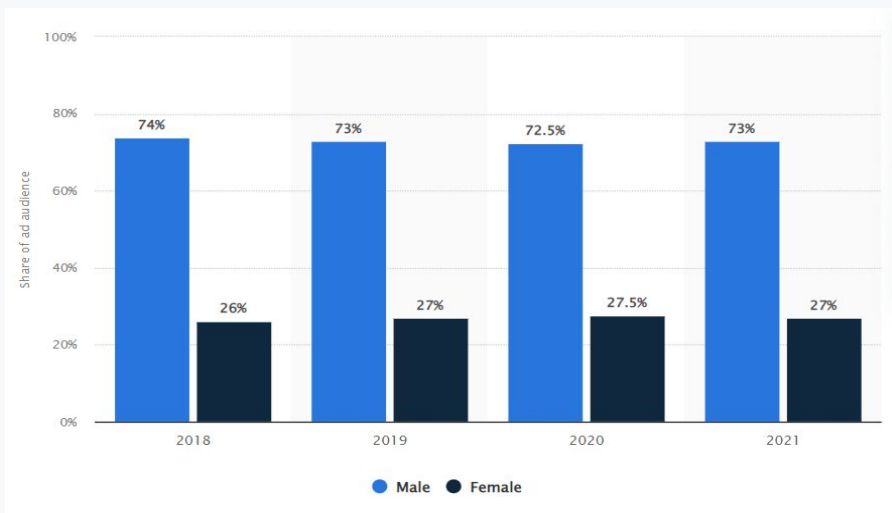
Number of Facebook users across India as of January 2018, by age and gender

(in millions)
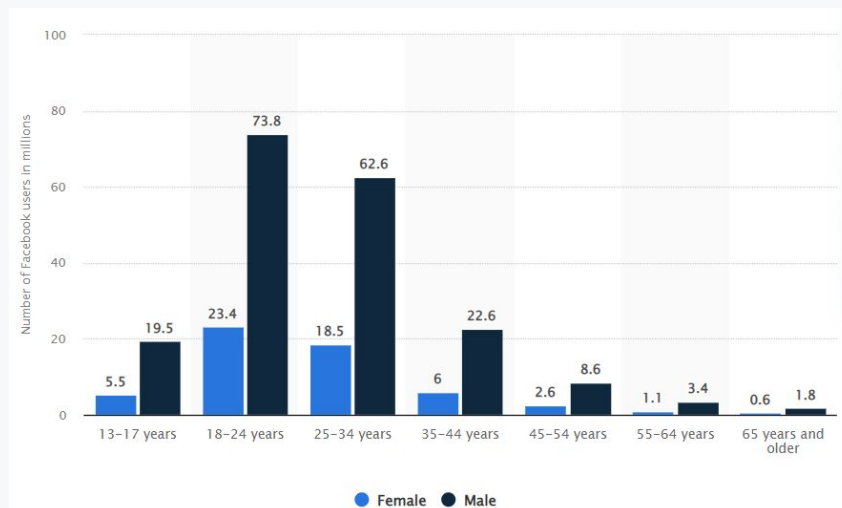
Go to Market Strategy

Based on Bumble

- **Social Media Marketing**

  The **online dating apps run social media accounts** and offer consumable and fun content for its users. This gets them more engagement.

- **Social Media Campaigns**

  Like Bumble and other competitors, CU should also run various **social media hashtag campaigns** to build a stronger community.

- **YouTube Marketing**

  Bumble is also indulged in YouTube marketing. It is offering video content on dating tips, posting its campaigns commercials, and other variety of content relating to dating and relationships.

Go to Market Strategy

Based on Bumble

- **Event Marketing**

  A music festival is what most of Bumble's potential users would attend as such festivals are a craze among youngsters. And that's how Bumble reaches a large audience.
  NOTE: Since events are a big part of CU, event marketing makes a lot of sense for them

- **Influencers & Micro Influencer marketing**

  Bumble uses influencer marketing and posts the content created by such influencers on its social media pages. Many famous influencers promote the online dating app by sharing their own experiences.
  The micro-influencers are those who have a small followers base of around 10,000 to 100,000 followers. These influencers focus on specific niches and create content for their followers on their specializations.

IDEAL CUSTOMER PROFILE

CU (See You's) target demographic is youngsters between 18 to 25 years of age who are looking for meaningful personal connections. However, since CU is created as an event centric dating app, undergraduate and postgraduate students are its primary customers. They are attracted by the prospects of a safe networking and relationship-building space. CU shows its users the profiles of their potential matches one at a time. They can swipe right or left according to their preference. When two users swipe right to each other's profile and are available for a particular event it's a match.

TARGETED AUDIENCE (TA): 18-25 y/o University & College Students In NCR.

AGE GROUP	Occupation	Location	Interests	Pain Points	Price willing to pay
18-21	Undergraduate college students	Delhi NCR	- Exploration - New places, different concepts - Parties	- Unawareness of events - Entry hurdles	Low
21+	Undergrad/pg students	Delhi NCR	- Outstation Trips - Dine outs - Music festivals happening outside NCR - Exploring historical places	- Casual culture - Cliche events - Lack of similar minded people/community	Medium

Strategy for CU:

Ways to create awareness:

- **Social Media marketing**

    Instead of just running ads on social media, CU should also engage with its potential consumer base through relatable yet entertaining content.

    Running hashtag campaigns around the problem can help with increasing engagement and also creating awareness around the problem. **#HowWeEqual campaign of Bumble on instagram roped in celebrities and influencers.** NOTE: The # revolves around a problem that Bumble solves

    Creating a hype around the app. CU can partner up with micro influencers and increase its reach.

    Online content can be focused around the problem that is being solved by CU. Having said this, CU should be clear on the problem it is trying to solve as most apps market the problem and not the solution.

Instagram

Instagrams users range between 18-29 which is very similar to CU's target market - 18-25. This makes Instagram CU's go to social media platform.

CU should actively post on Instagram using relevant hashtags.

Posts should be well timed to maximise the reach and for that we have provided this table on the right.

Day Of The Week	Best Time To Post On Instagram In India (in IST)
Monday	3:15 PM, 7:30 PM, 7:30 AM
Tuesday	11:30 AM, 1:30 PM, 6:30 PM
Wednesday	4:30 PM, 5:30 PM, 8:30 AM
Thursday	6:30 PM, 9:30 PM, 4:30 AM
Friday	2:30 PM, 10:30 PM, 12:30 AM
Saturday	8:30 PM, 4:30 AM, 5:30 AM
Sunday	4:30 PM, 5:30 PM, 2:00 AM

Strategy for CU:

Popular social media networks are filled with advertising, the creation of unique advertising is becoming necessary for a company's sought success.

Due to humans' unconscious emotions, marketing campaigns whose essence is to reach consumers' vulnerability, turn almost immediately into a success, influencing consumers' willingness to recommend and comment said experiences.

Don't market the product, market the USP. Create awareness around the USP and let the consumers come to you.

- **Event Marketing**

   CU is focused on events, partnering up with famous/major events is a must. CU can sell tickets on the platform, give discounts to its customers. Since its target audience is university going students, CU can look for relevant events and partner up with them.

   The event organizers will also benefit from this as
   1)   It will increase their reach
   2)   People will get an incentive to attend the event (matching)

EVENTS

On the basis of popularity, events can be divided into the following three categories. These event examples have been taken from BookMyShow. :

PRIMARY	*SECONDARY*	*TERTIARY*
1.The Grub Fest	1.London Market	1.Dastkar Asia Bazaar
2.The Asian Hawkers Market	2. NASVI street food festival	2. Sunburn Holi
3.Great Indian food festival	3. Qutub Festival	3. Holi Fests
4. The Palate Fest	4. Delhi International Jazz Festival	
5. New Delhi book fair	5. Standup Comedy by Harsh Gujral	
6. Comic Con Delhi		
7. Horn Ok Please		
8. Sunburn Arena ft. Alan Walker		

Name of the event	Famous for	Where	When	Cost
The Grub Fest	bringing the best of food, music, and entertainment under one roof.	JLN Stadium	Once every 2 to 3 months	300 per person
Asian Hawkers Market	• combination of the availability of good food, music performances and stylish merchandise. • pan Asian food	Select Citywalk, Saket	twice a year, mostly in February and October	
The Great Indian Food Festival	• all of India's favourite cuisines under one roof.	Dilli Haat, Pitampura	Once between Nov and Jan	Free Entry

The Palate Fest	• celebrating food in a classy way by bringing fancy restaurants and celebrity chefs on board.	Nehru park	February and November	NA
New Delhi Book Fair	• second oldest after the Kolkata Book Fair • major event in the calendar of the publishing world	Pragati Maidan	Beginning Of Every year	30/head
Comic Con Delhi	• the city's biggest entertainment event • great lineup of artists, spectacular Cosplay performances, and merchandise stalls are a few of the many attractions here.	Venue changes every year		350/head

SECONDARY

Name of the Event	Famous For	Where	When	Cost
●London Market	● one of the most popular shopping festivals of Delhi	Hotel Oberoi Maiden, Civil Lines.	once in two to three months.	*Free entry*
National Association Of Street Vendors Of India	● 150 food stalls and around 300 lip-smacking cuisines from all across India. ● the taste of street food from the 29 states at a very pocket-friendly price.	JLN Stadium, New Delhi	25-29 December	While the entry ticket costs about INR 80, the food is priced from INR 30 to INR 250.

Qutub Festival	• *Showcases history and historical events through cultural performances and shows.*	Qutub Complex, Mehrauli, Delhi	*October/November*	*Free entry*
Delhi International Jazz Festival	• brings a multiple numbers of bands from different countries on one stage.	Nehru Park, Chanakyapuri, Delhi	• *3 night festival* • *Beginning of March or September's end*	*NA*

Horn Ok Please	● Food trucks from around the city gather to offer a variety of fusion food to Delhi's youth	JawaharLal Nehru Stadium	November	150/head
Sunburn Arena ft. Alan Walker	● Sunburn Arena makes a massive comeback with one of the world's best artists ALAN WALKER, performing live for an exclusive India Tour 2022.	To be Announced	17 April	1000 onwards

TERTIARY

Name of the Event	Famous For	Where	When	Price
Delhi Summer Festival	- lets you witness the craft and culture of five South Asian countries i.e. Nepal, Bhutan, Bangladesh, Pakistan and Afghanistan, all at once. - Set up like a village	Andheria Mod, New Delhi	12-24th November	20/head
Sunburn ft. KSHMR		Venue to be announced	20 March	1250 onwards

Strategy for CU:

Suggestions regarding the problem:

- Focusing on the 3 step verification, informing consumers how this unique feature sets them apart from their competition by tackling the problem of fake profiles and imposters
- Staying up-to-date on events happening around the city, all the events in Delhi NCR just a click away. Bringing people together on events based on their interests. This doesn't necessarily have to be for dating.

What are some of the problems you face while using dating apps such as Bumble or Tinder?

51 responses

These apps are wastage of time.

Trust issues

I ain't interested in such relationships

Never used one.

Not used any yet

N/A

Lustful people trying to rant distorting human norms

Spam, fake profiles, not ideal match

I don't use dating apps

What are some of the problems you face while using dating apps such as Bumble or Tinder?

51 responses

Never used one

Never used one.

I don't use these apps

Whether I'll be able to connect with that person or not.

Never been into them

Never used these apps

N/a

Don't use the apps

fake profiles, creeps in general

SURVEY INTERPRETATIONS AND RECOMMENDATIONS

Based on a sample survey around private and public universities we have made interpretations for recommendation based on 89 responses we received over a period of 3 days. This survey mainly focuses on students from Jamia Millia Islamia and University of Delhi.

[Link To The Google Form](#)

[Link To The Responses Spreadsheet](#)

Since CU (See You) wants to initially operate in Delhi NCR, here we can see that 52.8% respondents are from Delhi NCR while 47.2% are outsiders. Keeping in mind the current situation, universities have started working on full capacity making our target audience a 100%.

**1**

Are you from Delhi NCR ?
89 responses

- Yes
- No

47.2%

52.8%
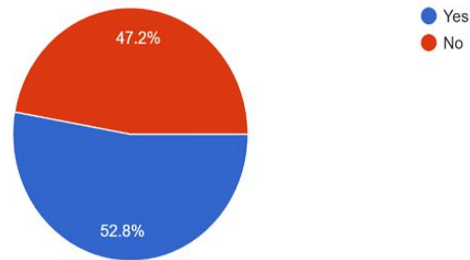
83.1% responses were from undergraduate students whereas 16.19% respondents were postgraduate students.

Based on this it is safe to assume that the undergraduate students are more willing to participate

Are you an undergraduate student or postgraduate student ?

89 responses

- Undergraduate Student
- Postgraduate Student

16.9%

83.1%
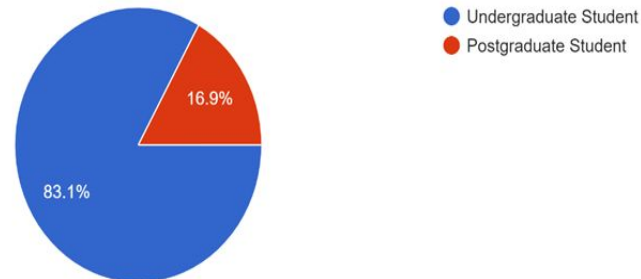
From the three options mentioned first priority was given to sightseeing including places like monuments, nurseries and art galleries.

Second priority was given to Staycations and Short trips.

Third preference was given to events like stand ups, plays and music.

3

What would you prefer in terms of hanging out or meeting people?
89 responses

- Book My Show Events (Stand Ups, Plays, Music)
- Staycations/Short trips/Make my trip packages
- Monuments/Nurseries/Art Galleries/ Sight Seeing

42.7%
37.1%
20.2%

Would you prefer tickets and tour guides for visiting a monument on an online platform or by standing in queues offline?

89 responses

- Online Platform
- In Queues Offline

14.6%

85.4%

4

Opening Hours	7:00 am to 5:00 pm
Closed Days	Monday
Entry Fee (Indian)	₹ 35
Entry Fee (Foreigner)	₹ 550
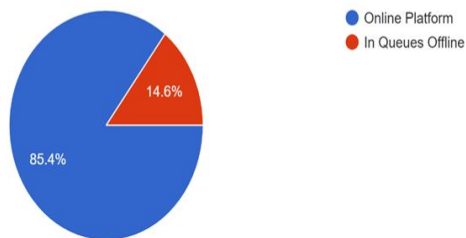
Recommendation: Primarily CU (See You) wants to focus on events, but the sample survey shows that at least 42.7% students would prefer sightseeing. CU (See You) can connect with the concerned authorities and takeover the online bookings. 85.4% students would prefer to book tickets online.

- The Red Fort entry ticket for the Light and Sound show is Rs 60 for adults and Rs 20 for children.
- The weekend ticket rate will cost you Rs 80 for adults and Rs 30 for kids.
- **Dalmia Bharat Group adopted Red Fort in 2018 for 5 years**

PROBLEM:

If CU adopts this recommendation, it won't be the first to do so.
There are other platforms that sells monumental tickets including:

1. **Hoho Delhi**
http://hohodelhi.com/book-online-monument-entry-tickets-red-fort-qutab-minar-humayun-tomb/

2. **Delhi Tourism (website)**
https://delhitourism.gov.in/delhitourism/booking/booking.jsp

SOLUTION:

- As a USP CU (See You) can add a list of tour guides that can be assigned according to location.
- The Guides on the list can be verified for authentication and safety reasons.

- For 41.6% respondents, the maximum spending limit is 1000
- For 38.2% respondents, the maximum spending limit is 2000
- For 20.2% respondents, the spending limit can go upto 2000 and more.

How much are you willing to spend?
89 responses

- 0-1000
- 1000-2000
- 2000+

38.2%   20.2%

41.6%
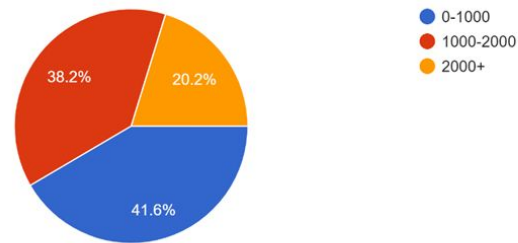
53.9 % people prefer to hangout with a limited number of close friends
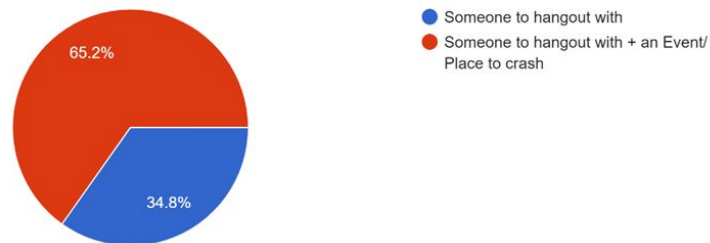33.7% people prefer to hangout in groups while single dates are least preferred (12.4%)

This clearly shows that the online dating apps can be seen as our secondary competitors while apps like Book My Show and Make My Trip can be seen as our primary competitors.

6

### Preference of your Company for hangouts?
89 responses

- Groups
- Single Date
- Bffs

53.9%
12.4%
33.7%
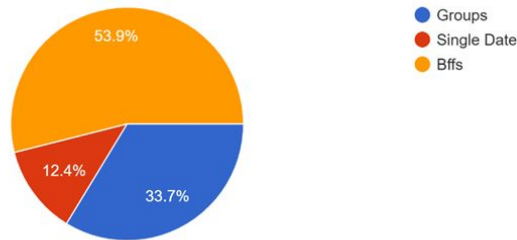
What would you prefer?
89 responses

- Someone to hangout with
- Someone to hangout with + an Event/ Place to crash

65.2%
34.8%

While 49.4% respondents are willing to pay to go to college fests their current options are:

——

i) Every college usually gives out 2 entry passes to every student of the college a few days before the fest. People share with their friends and family.

ii) Some show fake college IDs and hope to not get caught.

Would you prefer going to a chargeable annual college fest with an entry ticket?
89 responses

- Yes
- No

50.6%

49.4%
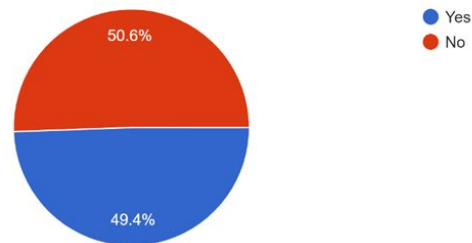
PROBLEM:

- People engage in fraudulent activities and sell the tickets at a much higher price for personal benefit.
- Many people who have money lack a proper channel to get these tickets.

RECOMMENDATION:

CU (see you) can get in touch with the organisers of the Fest (usually college authorities) to connect people at college fests.

RECOMMENDATIONS

It would be very beneficial for CU(See You) to provide discounts based on events, number of people they connect and/or repetition based on use.

The In app Purchases or Subscriptions can be divided into three categories:
- Sliver
- Gold
- Platinum

With silver being the cheapest with least benefits and platinum being the most expensive with maximum benefits.

8

75.3% prefer student discounts

Are you someone who looks for subscriptions/ apps that gives student discount?
89 responses

- Yes
- No

24.7%

75.3%
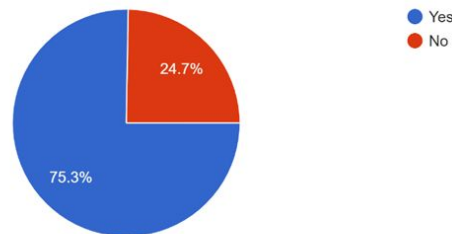
In App Events - An Insight

Displaying events in Delhi NCR on the map will help people get an overview of what is happening in the city.

CU can categorise events and can display it using a specific pin on the map. Users will be able to find the events that interest them much easily.

This will also help CU understand what is more popular amongst its users and the focus can shift accordingly.

Safety Map

Having a safety map feature just like the events map feature will make users feel more safe.

Users will be able to find nearest police stations and various helpline numbers.

Nearest hospitals or clinics can be of use to incase of a medical emergency.

CU can establish a direct link between its users and police stations or hospitals by having a SOS option.

These features will help put more trust in users while using the app
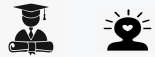
Table for Influencer Rating

Type	Cost	Measurement	Audience Engagement	User Reach	Overall Effectiveness (Rank)
2	High	Impressions	High	Very High	3
3	Less- None	Impressions/ Conversions	High	High	2
4	**Very Less- None**	**Conversions**	**Moderate- Low**	**High- Moderate***	**1**

Table for Influencer Partnership

Based on our research, we have prepared the following table based on the most active platforms that are able to engage both the customers and influencers/content creators in accordance to CU's user base and product appeal. We have also shortlisted the categories based on areas/sectors where these platforms have proven to be successful for influencers/content creators.

Platform	Activeness	Sector	Sector Popularity	Micro-Influencers	Measurement	Audience engagements	User reach
	81.9%		25%, 21%,19%	**A list club** - Fashion and Beauty **Passion** - specific niche	Followers- 5k - 200k Followers- 7k - 2.5m	Likes- 1k-30k Comments -50-100 Likes - 4k-10k Comments- 100	Views-1k- 2m Views- 7k-2.5m
	57.2%		80%,20%	**Corporate Professionals** turned Co-Founders of **Ed-Tech channels** **Professionals** who are side-earning through platforms like **Seekho.ai** **Post-grad students** writing about their experiences/takes/views on everyday college life and industry updates **Undergrad students** with a big reach who have joined the **'Linkedin for Creators'** program or taken a 100 day post challenge	Followers- 50k - 80k Followers- 25k - 80k Followers- 10k-40k Followers- 2.5k - 30k	Likes- 200-2k Comments -50-200 Likes - 200-1k Comments- 100 Likes - 100-500 Comments- Under 50 Likes - 100-800 Comments- Under 100	Views-5k-100k Views- 5k-35k Views- 2k-6k Views- 2k-15k

INFERENCES/RECOMMENDATIONS

- CU can partner up with **A list club** and gain access to its community of micro influencers. This will help them create a hype around their app.
- CU can target people who follow a **'passion'** on Instagram. They have a specific niche that they cater to and people who follow them do it out of sheer interest. This category of micro influencers are trusted more by their followers, CU can leverage this. These are the people who are open to **'paid collaboration'.**
- The average engagement rate on instagram can be seen as;
  5.7% – for influencer with **1000-5000 followers**
  4%   – for influencers with **5000-10000 followers**
  2.4% – for influencers with **10000-100000 followers**
  1.7% – for influencers with **more than 100000 followers**
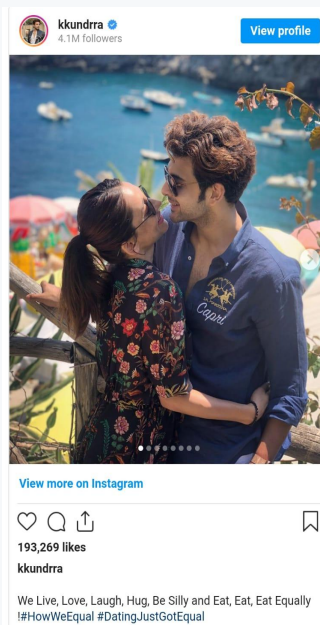
- Streamlining with CU's customer base, undergraduate students having entered the creators space with an increasing and appealing reach write about **everyday industry update or post of the day** and thus fulfilling the **everyday influencers** category.
- **'Linkedin for Creators'** on Linkedin provides the audience about everyday events and creates traction. CU can leverage undergraduate students who are influencers under the **'Linkedin for Creators'** program for **'a way less paid collaboration'.**
- **Content creation on linkedIn has increased by 60%.**
  Brands have seen **33% increase in purchase intent** resulting from ad exposure on linkedIn. **linkedIn ads offer more than 200 targeting characteristics**. **80% of B2B** content marketers use linkedIn ads. **33% of B2B decision makers use linkedIn** to research purchases.

CASE STUDIES

Brand Advocates Case Study : Instagram
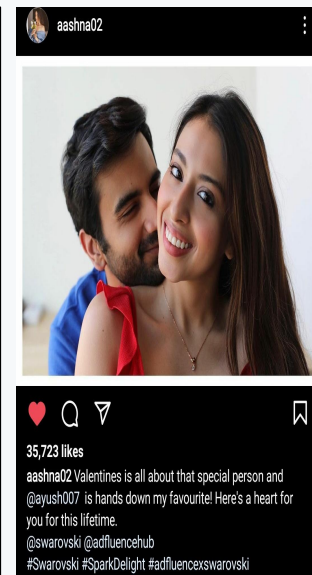
1. Bumble's *#HowWeEqual* campaign

- **Aim:** To challenge gender stereotypes in romantic heterosexual relationships. This Bumble campaign promotes equality in relationships and emphasises that everyone has the right to choose their partner. It promotes dating equality through brand communication and influencer marketing.

- Influencers and celebrities joined the conversation to share their personal experiences of exchanging gestures, dividing responsibilities, and making decisions equally.

- Bumble's campaign features millennial influencers who pledge to break down gender stereotypes and share new ways of balancing relationships. They showed their commitment by sharing their stories, inspiring others to do the same.

kkundrra
4.1M followers
View profile

193,269 likes
kkundrra

We Live, Love, Laugh, Hug, Be Silly and Eat, Eat, Eat Equally !#HowWeEqual #DatingJustGotEqual

Brand Advocates Case Study :

2. Swarovski's *Valentine's day* campaign

- **Aim:** To create awareness about the brand's collection as a quintessential gift for Valentine's day.
- **12 Influencers (12.9 M followers), Instagram,**
- **10 Day Period**
- **Results:** Collectively, they created 24 unique pieces of content that reached 2.1 Million+ users on Instagram.
- **A combined 313K+ followers engaged on the posts at an engagement rate of 16%. A cumulative 10K+ users saved the content**

aashna02

35,723 likes
aashna02 Valentines is all about that special person and @ayush007 is hands down my favourite! Here's a heart for you for this lifetime.
@swarovski @adfluencehub
#Swarovski #SparkDelight #adfluencexswarovski

CASE STUDIES

3. Book my show's *#BackToCinema* in accordance to movie Sooryavanshi

- **Aim:** The campaign focused on encouraging audiences to visit cinemas after months-long lockdown with all safety measures intact.
- **Result:** Sooryavanshi crossed **2.6 million tickets** sold within the first week while Annaatthe (Tamil) crossed **1.3 million tickets sold on BookMyShow.**
- It became the first movie to hit the million mark on the platform after the second Unlock in 2021.
- BookMyShow contributed over **40% of Sooryavanshi's box office** collections in India for the opening weekend with the movie hitting a peak of **21 tickets sold per second.**
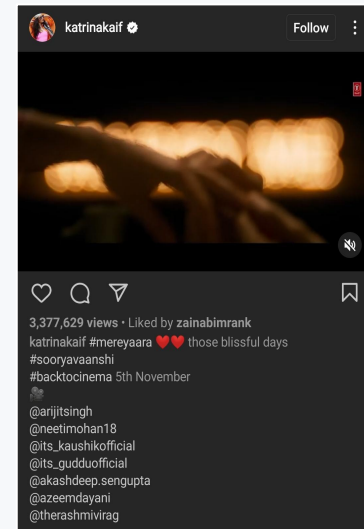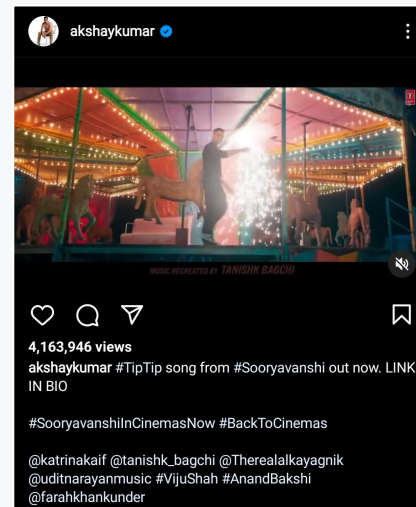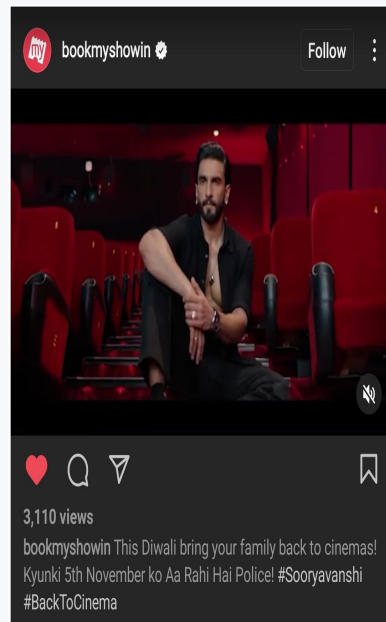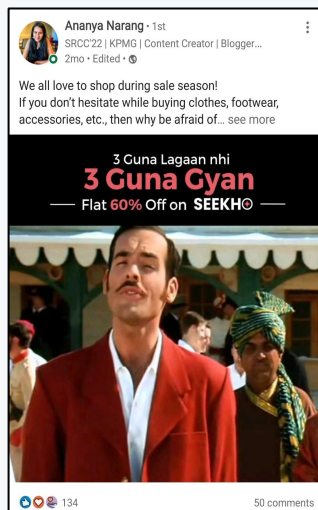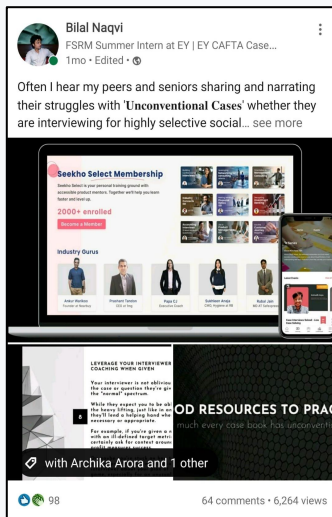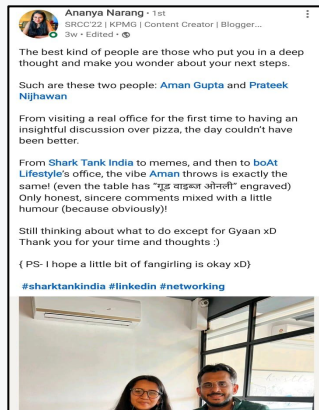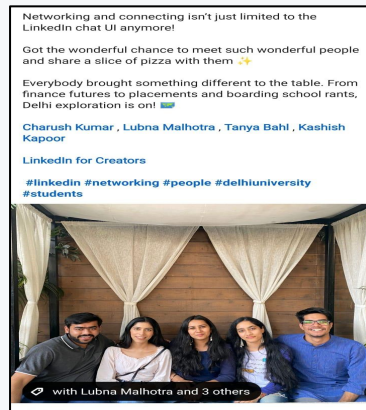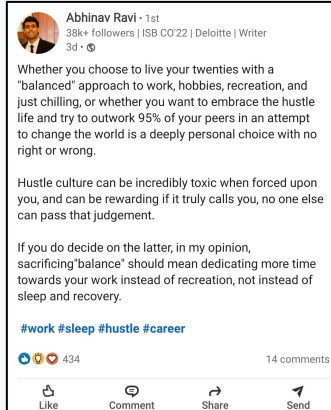
CASE STUDIES

Undergraduate Everyday Influencers:
1. **Ones CU can target**
2. **Seekho Select Membership and Shark Tank -** *Screenshots of Posts*

Micro Influencer Case Study : Linkedin

1. Seekho.ai's *#SelectMembership* campaign

- **Aim:** The campaign was focused upon Seekho.ai's Select Membership purchases. Seekho mobilised the content creators and leveraged their reach to make more sales.
- **More than 10+ Influencers (300k - 400k), Linkedin**
- **2 Month Period**
- **Results:** Per influencer, they created 3+ unique pieces of content that reached **80k-100k** users on Linkedin.
- As an example, we've attached an ss where CU partnered with an individual with a decent reach. **That post got almost 6.5k views. 100 likes and 64 comments.**
- The contract between Seekho and the creator was **6k** for **5** posts.
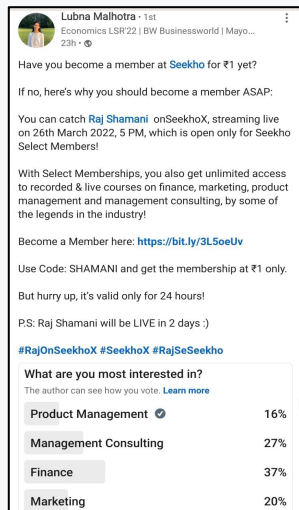
THANK YOU!

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