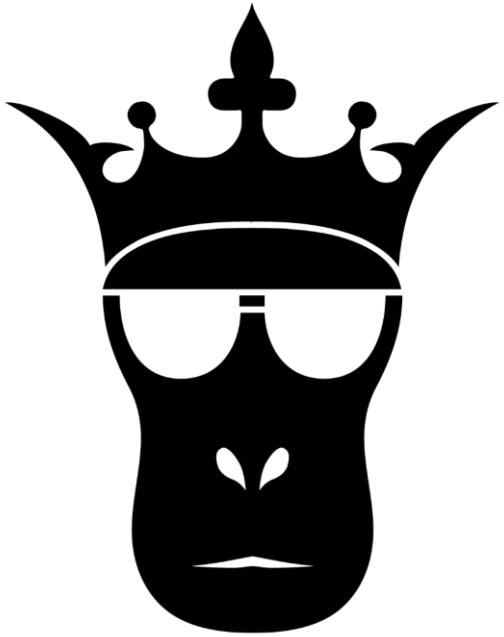


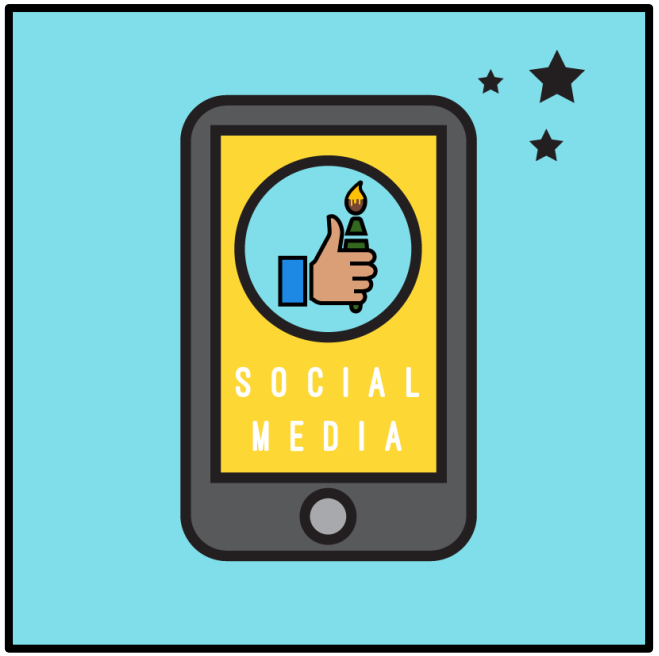
POSTINC

PostInc Plan Summary

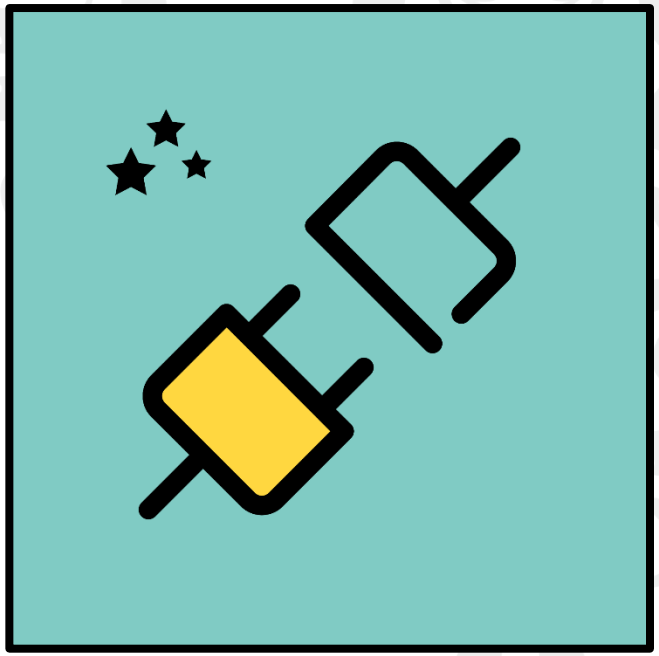
August 2017

Idea

Poster Store



Social
Networking Site

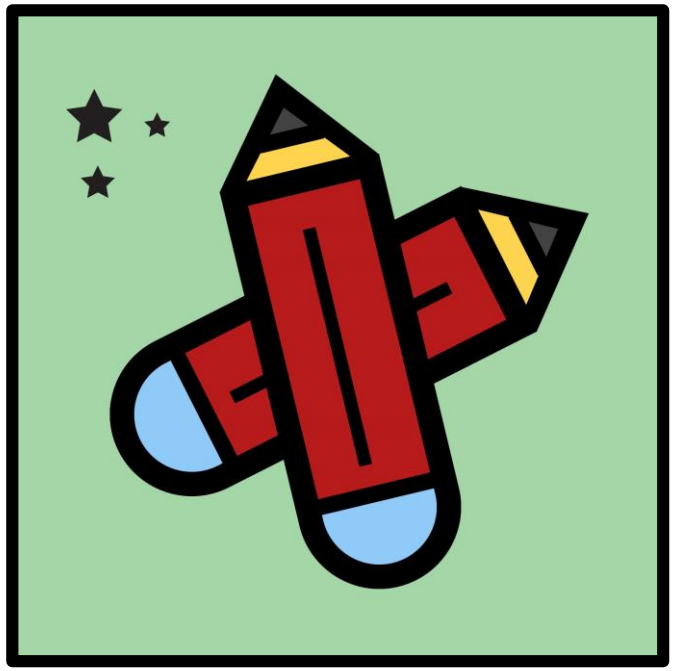


Freelancing
Platform

Target Audience And Market Size

College Students

Current Population 100 Million



Designers

1000 designers ‘produced’ each year

Start-ups

10,000 approximately

Why PostInc?

Why Design?

Creativity
Worth the effort
Highly paid

Helps in various aspects
Freelance
UI/ UX

Feel || Stress Buster || Fests || Events

Why PostInc?

USP

1. Higher profits for designers
2. Not just a store
3. Amazon for design industry:
   a) Store (PrintVenue)
   b) Social Media (Dribbble)
   c) Portfolio (Behance)
   d) Custom Poster Making Feature (Canva)
   e) Freelance (Freelancer/Internshala/Upwork)

POSTERS

Costs involved in Store

- Designer Charges
- Raw Materials
- Copyrights
- Shipping
- Taxes

Estimates form store

X% of 100M is converted.
Profit Approximately Rs. 20 per sale.

Revenue: Rs. 150M*X ☺

Profit: Rs. 20M*X ☺

Capital Expenditure

- Marketing
- Copyrights
- Software
- Salaries

Expansion

- 1-2 months operations in IITM
- Incubation
- Figure out logistics and start shipping in Chennai
- Ship to other IITs
- Other Colleges

Upcoming problems that need external help

- Taxes
- Copyrights and Legal Issues
- Registration

Let’s Roll!