



VGROWW

Team Pallets

XLR8 Hackathon SVC DU

Team Members

Ashish Kumar

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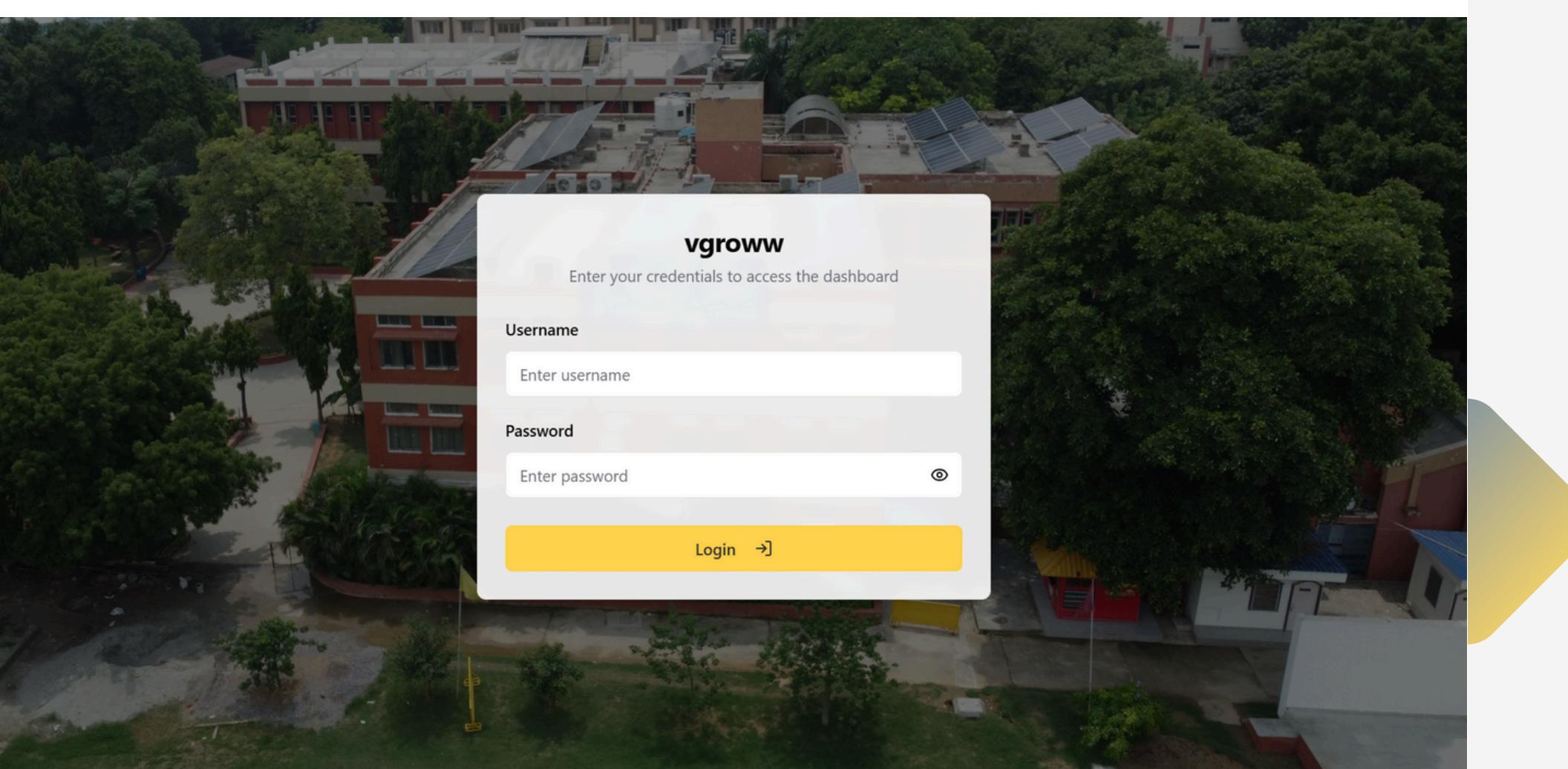
Aditya Maitreya

About the Project

Startup Growth Simulator

Create a tool that models a startup's growth trajectory based on inputs like marketing spend, user acquisition rates, and churn.





LOGIN AND SIGNUP

User can login in there account using their username and password.

The dashboard interface for "vgroww" features a header with the brand name and a "Logout" button. On the left, a sidebar lists "Dashboard", "Visualization", "Data Sets", "Roadmap", and "Settings", with "Dashboard" currently selected and highlighted in yellow. The main content area displays four key performance indicators in boxes: "User Acquisition" (+2,350, +15.3% from last month), "Monthly Revenue" (₹24,780, +8.2% from last month), "Customer Churn" (5.2%, -0.3% from last month), and "Growth Rate" (12.5%, +2.1% from last month). Below these are two charts: "Growth Trajectory" (a line graph showing user growth from Jan to Jun) and "Marketing Channel ROI" (a bar chart comparing Advertising, Social Media, PR, and Events). The bottom left corner shows the copyright notice "© 2025 vgroww" and a "Dark Mode" toggle switch.

Dashboard

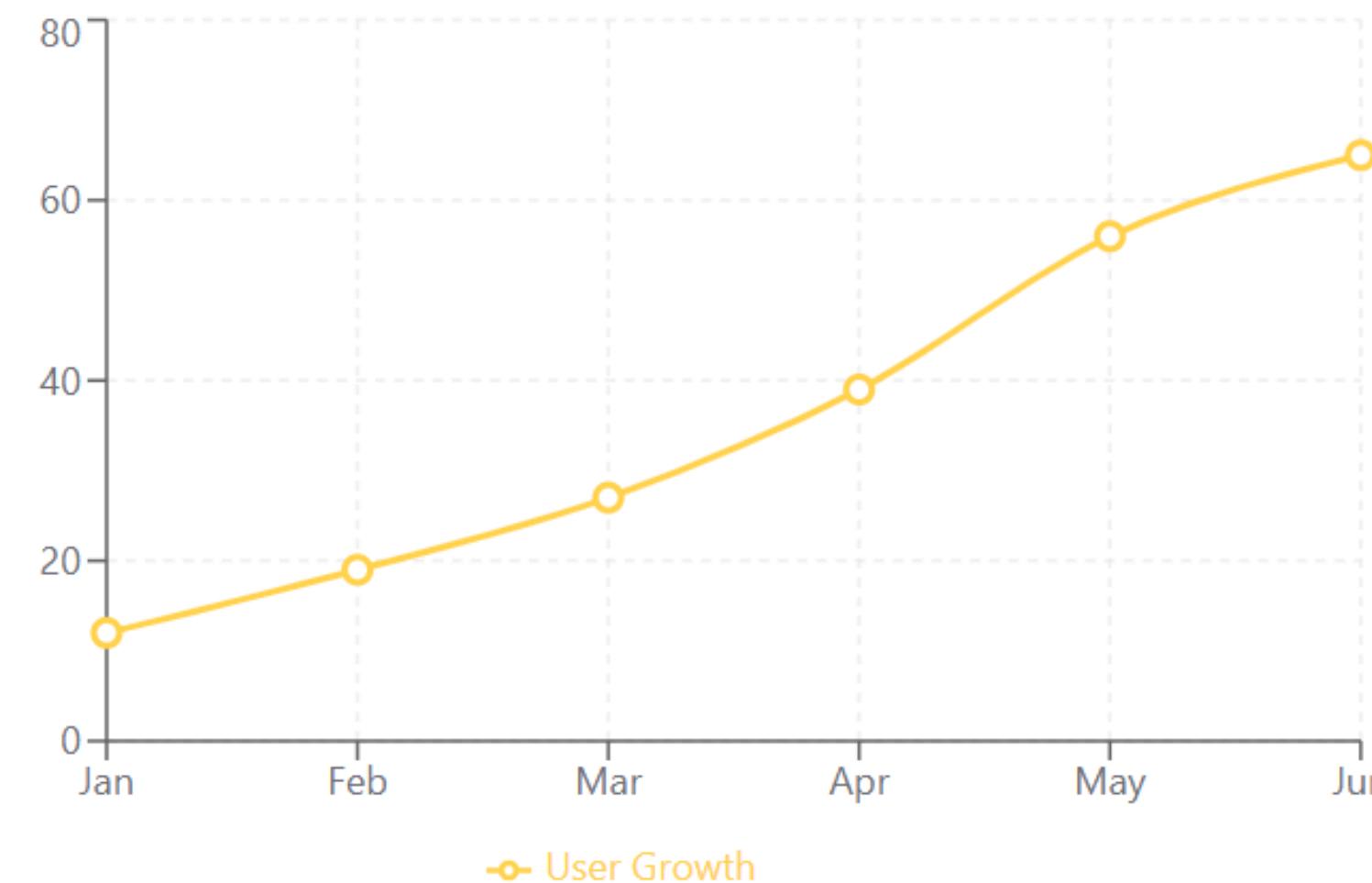
Main Dashboard where user can check their insights about their startup like User Acquisition, Monthly Revenue, Churn rate, Growth rate etc.

Visualization

Display report and graphs based on stats.

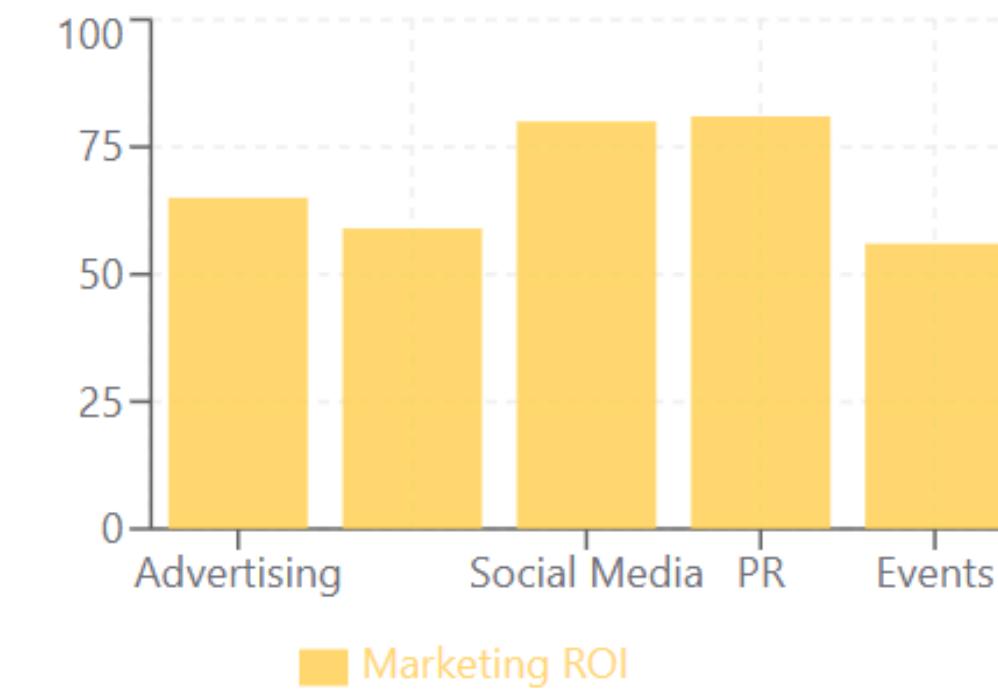
Growth Trajectory

User growth over the last 6 months



Marketing Channel ROI

Performance by channel



Marketing Spend Analysis And Projected Growth Trajectory

Cost per acquisition breakdown

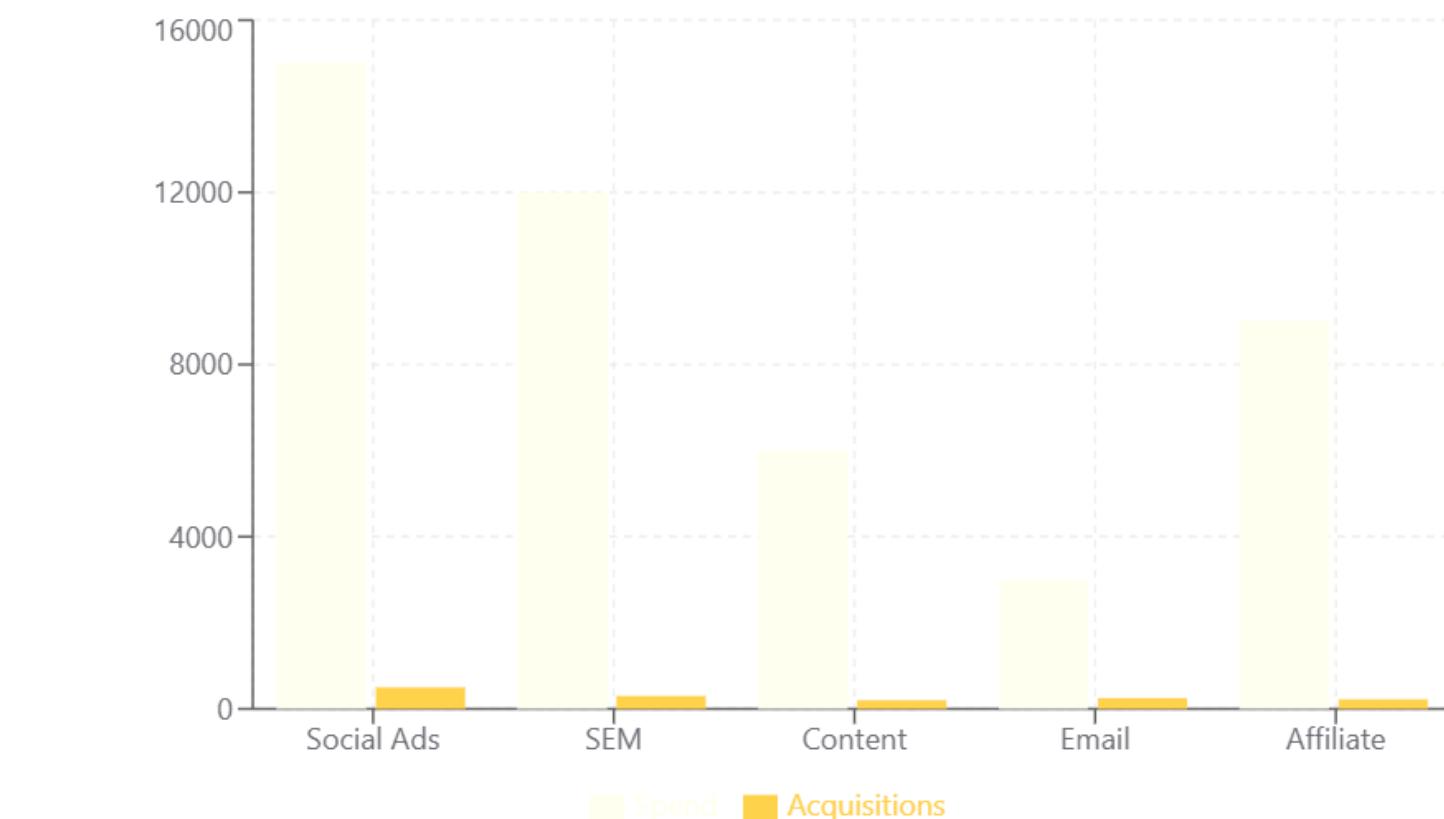
Projected Growth Trajectory

Based on 6 months of data



Marketing Spend Analysis

Cost per acquisition breakdown



Dark Mode

User can switch between different themes

vgroww

[Logout]

Dashboard

- Visualization
- Data Sets
- Roadmap
- Settings

Dashboard

User Acquisition

+2,350

+15.3%
from last month

Monthly Revenue

₹24,780

+8.2%
from last month

Customer Churn

5.2%

-0.3%
from last month

Growth Rate

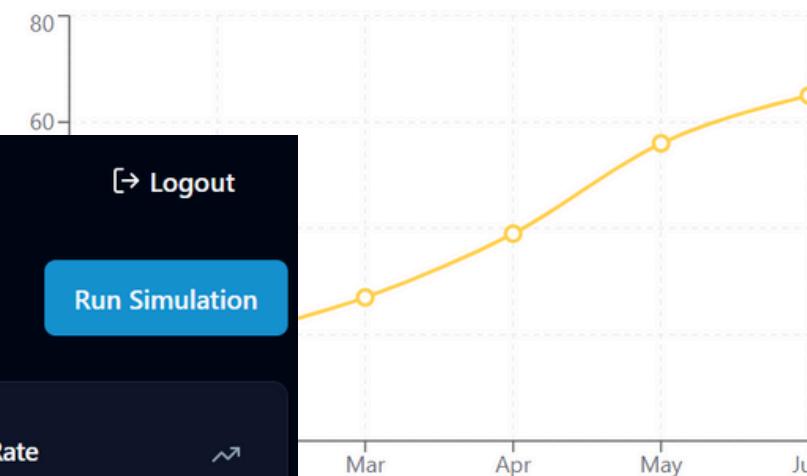
12.5%

+2.1%
from last month

Run Simulation

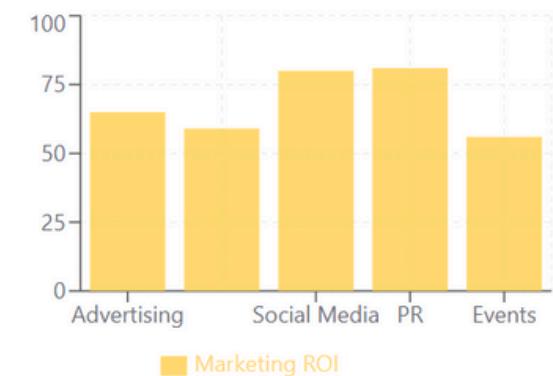
Growth Trajectory

User growth over the last 6 months



Marketing Channel ROI

Performance by channel



vgroww

[Logout]

Dashboard

- Visualization

Data Sets

Roadmap

Settings

Dashboard

User Acquisition

+2,350

+15.3%
from last month

Monthly Revenue

₹24,780

+8.2%
from last month

Customer Churn

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from last month

Growth Rate

12.5%

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from last month

[Logout]

Run Simulation

Growth Trajectory

User growth over the last 6 months



Marketing Channel ROI

Performance by channel

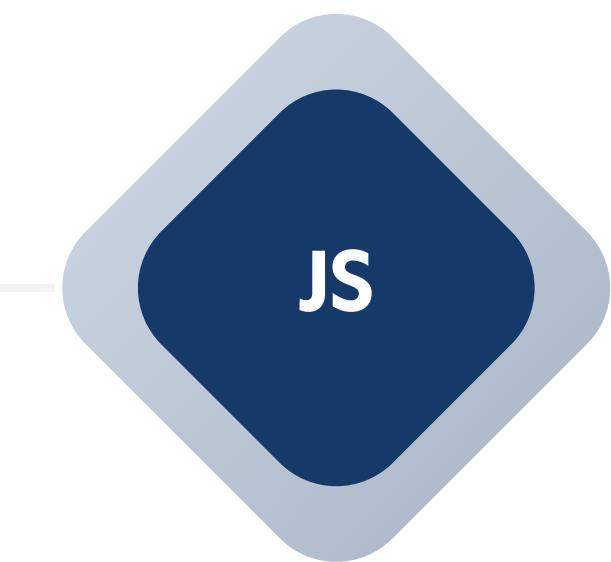
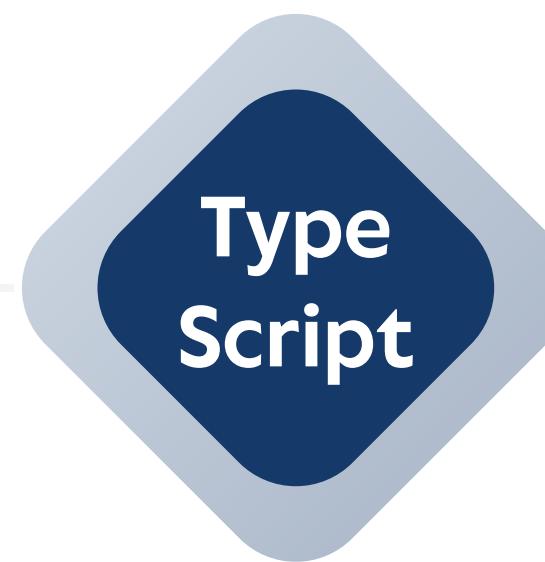
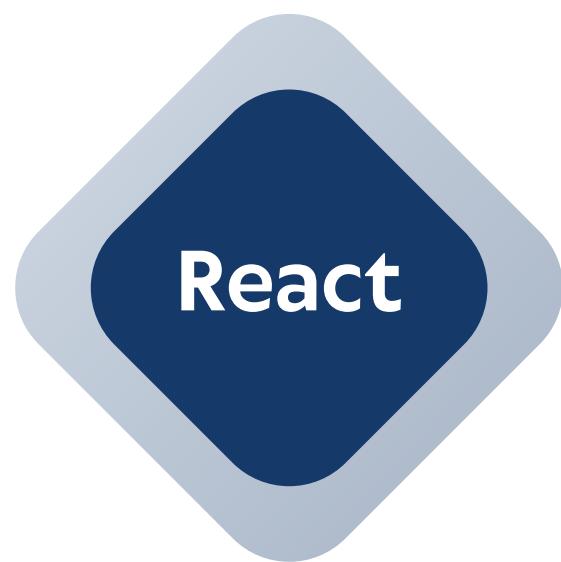


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Light Mode

TECH STACK

Technologies Used In the Project



Git Hub Repo

Link- <https://github.com/codewyuu/vgroww>

public	feat: Add login form background	1 hour ago
src	feat: Add login form background	1 hour ago
.gitignore	Use tech stack vite_react_shadcn_ts	4 hours ago
README.md	Create requirements file	4 hours ago
bun.lockb	Use tech stack vite_react_shadcn_ts	4 hours ago
components.json	Use tech stack vite_react_shadcn_ts	4 hours ago
eslint.config.js	Use tech stack vite_react_shadcn_ts	4 hours ago
index.html	Rename project and add copyright	3 hours ago
install-dependencies.js	Create requirements file	4 hours ago
package-lock.json	Use tech stack vite_react_shadcn_ts	4 hours ago
package.json	Use tech stack vite_react_shadcn_ts	4 hours ago
postcss.config.js	Use tech stack vite_react_shadcn_ts	4 hours ago
requirements.txt	Create requirements file	4 hours ago
tailwind.config.ts	Change light mode to yellow and white	3 hours ago
tsconfig.app.json	Use tech stack vite_react_shadcn_ts	4 hours ago
tsconfig.json	Use tech stack vite_react_shadcn_ts	4 hours ago



User Acquisition System

Visualize your startup's growth based on different parameters

Growth

ROI

Distribution

Churn

User Acquisition Simulation

Visualize your startup's growth based on different parameters

Marketing Budget: ₹20,000

₹20/month

Customer Churn Rate: 5%

Monthly



Show Growth Prediction

Export Data