

A stylized illustration of a woman's profile facing left. Her hair is dark and messy, and her face is partially obscured by a dense arrangement of flowers and leaves in shades of pink, red, orange, and green. The background is a soft, out-of-focus wash of the same colors.

# SHAKTI

She Works, She Heals

<<Empowering Resilience Through Remote Work>>



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# MISSION:

"To create a more inclusive freelance economy SHAKTI by enabling women to work on their terms."

# ABOUT:

- It consists of various businesses, jobs, course for skill development etc.
- One can even start with their own freelancer using this app and increase networking.
- Offer paid certification courses, webinars, or mentorship programs.
- Builds freelancer skill levels → increased platform quality → higher project value.
- As a digital platform, most operations can be remote, automated, and scaled easily with minimal physical infrastructure.
- Subscription Plans: Premium features for freelancers (priority listing, training, wellness programs).

# PROBLEMS:

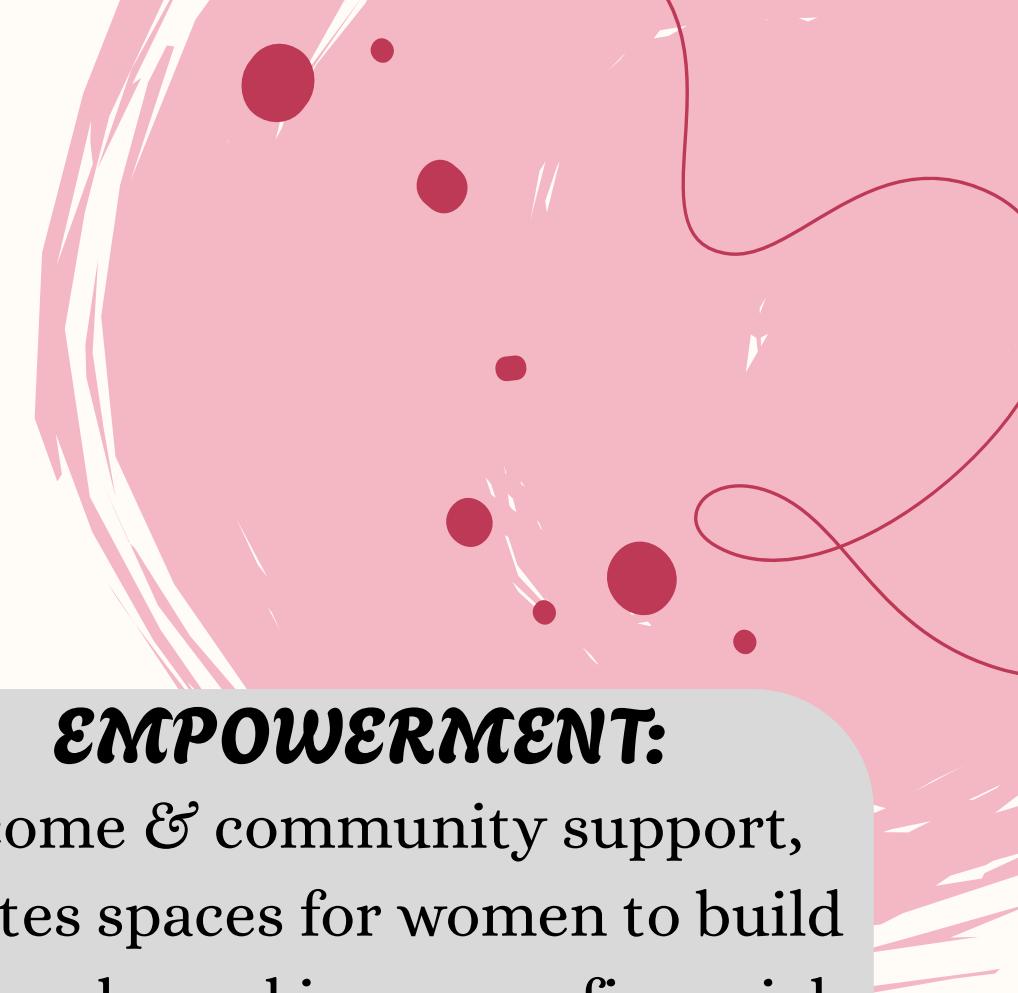
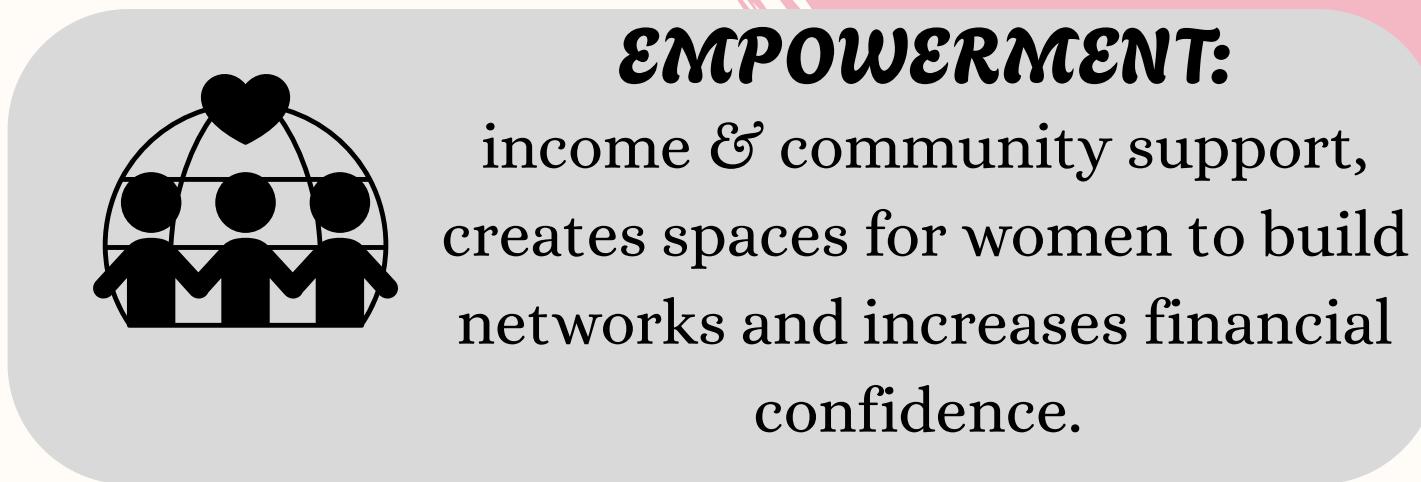
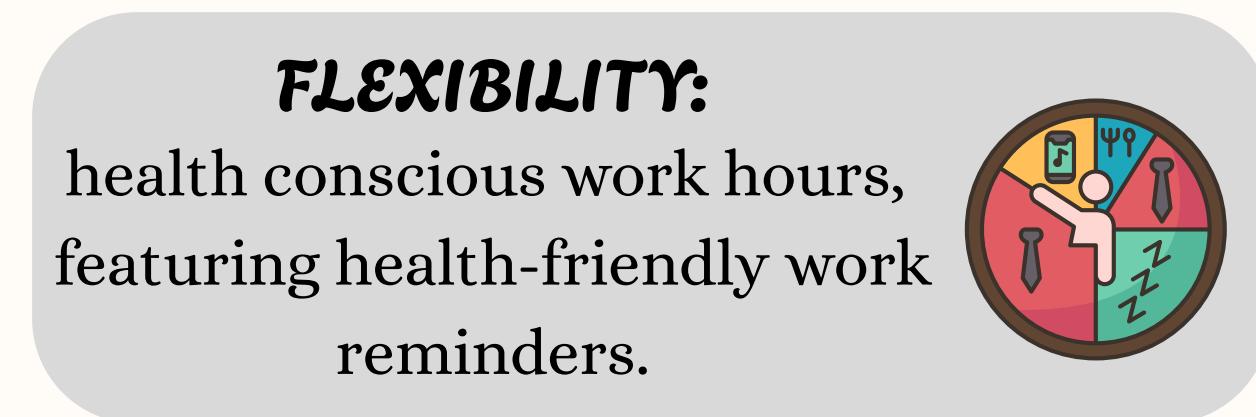
○ Millions of housewives, especially those with chronic health conditions (e.g., arthritis, anxiety, PCOS), are:

- Financially dependent.
- Unable to work full-time jobs due to physical/emotional limitations (like maternity).
- Unable to built their own carrier due to lack of experiences.
- They Resign for their kids development.
- Underutilized despite having real skills.

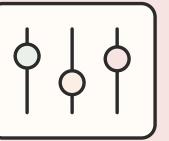


# SOLUTION

~AI FREELANCER PLATFORM FOR WOMEN~



# **-HOW IT WORKS?-**



## SIGN UP

Disclose your health issues(if any).



## COURSES/SKILLS

Includes mentorship, skill training, and peer support.



## Get Matched With Flexible Gigs

Enter freelancer of your choice(like writing,tutoring,data entry,etc.)

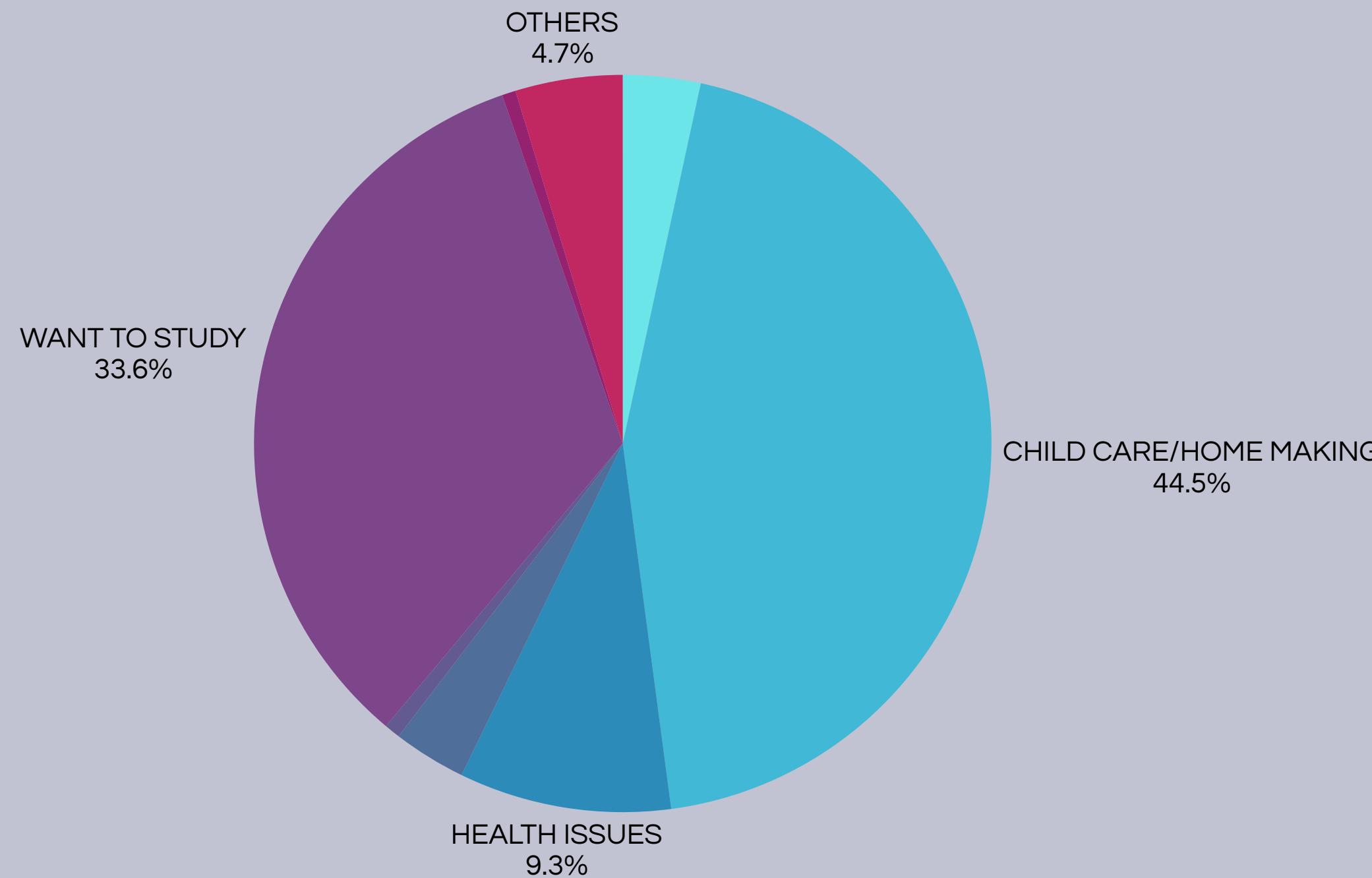


## Reviews & Payments

Secure payments, employer reviews.

# **STATS:WHY WOMEN ARE OUT OF WORKFORCE IN INDIA**

**!!WHAT CHANGES CAN SHAKTI MAKE IN INDIA FOR WOMEN!!**



# COMPETITIVE ANALYSIS

#How We Stand Out in the Freelance Market

Platform	Target Users	Social Impact	Health-Aware Flexibility	Mentorship & Support	Community Focus	Fees
SHAKTI	Women with health issues / life constraints	✓ Core mission	✓ Built-in	✓ Peer + expert support	✓ Empowering space	✓ Flexible & fair
Upwork	General freelancers	✗ None	✗ No specific support	✗ Not offered	✗ None	✗ 10–20% freelancer cut
Fiverr	General freelancers	✗ None	✗ No specific support	✗ Not offered	✗ None	✗ 20% freelancer cut
SheWorks	Professional women (general)	✓ Moderate	✗ Not health-aware	✓ Limited mentorship	✓ Niche community	✗ Subscription-based

# PROFIT POTENTIAL

## 1. Commission-Based Revenue

- Take a small fee (e.g. 10–20%) on each transaction between clients and freelancers.
- Example: If 10,000 freelancers earn \$200/month → \$24 million/year in total freelancer earnings  
→ \$2.4–\$4.8 million/year in platform commissions.

## 2. Partnerships & CSR Funding

- Partner with companies, NGOs, or governments looking to fund or hire under diversity and inclusion goals. Grants from organizations supporting women's empowerment and economic inclusion.

## 3. Subscription Plans

- Premium features for freelancers (priority listing, training, wellness programs).
- Employer subscriptions for access to curated, reliable talent.

## 4. Online Training & Upskilling

- Offer paid certification courses, webinars, or mentorship programs.
- Builds freelancer skill levels → increased platform quality → higher project value.

# IMPACTS

- A good source of Income for women making them financially independent and confident.
- Huge untapped talent pool: millions of women globally out of workforce due to health/life constraints
- Flexible hours of work provided, giving priority to there health.
- Social impact + business = strong investor interest (impact funds, ESG, etc.)

#A global community where no woman is left behind economically due to health or life constraints.

# **Our Logo:**



**Presented by-**  
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