



OWLETT

-For the Kids, By the Kids

THE PROBLEM

- **Lack of awareness** of current affairs and national issues.
- News is **boring**, considered **uncool**.
- Traditional media carry content / ads **inappropriate** for kids.

Unfortunately,

- Children's Newspapers **only** provide general knowledge, fun facts, games, puzzles, etc.



APPROX. 120 MILLION

INDIANS ARE ESTIMATED TO BE
BETWEEN 6 AND 15 YEARS OF AGE.





OWLETT

THE SOLUTION

- Curated, clean, simple, tween-friendly, age-appropriate news content (and ergo, ads)

CONSUMERS-

- **Tweens** and preteens aged **8-15** years.

ECONOMICS-

- We will need **initial funding** and later start charging subscription fee of just **Rs.79~99** per month. **Advertorials** and **co-branding** will also add to revenues.

RESOURCES-

- Writers (multi-lingual), coders, digital marketing, **people who specialize in different fields**, media threads & news wires.



OUR PROCESSES-

STEP 1

- Provide **value based content** to our consumer.
- launch in **cool schools**
- marketing on **social media**

1

STEP 2-

- No money is charged at first, we will be funded with an investment.
- After **10,000 consumers**, fee will be charged.

2

STEP 3-

- The money we make will be used to pay our **employees/ partners**
- profits will be **reinvested** back into the business.

3



OUR POTENTIAL COMPETITORS ARE-

- Robin Age Newspaper
- The Children's Post
- The Hindustan Times(student edition)
- The Times of India (student edition)



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SOME ARTICLES:

MAY 18, 2019

Asia's First

A chunk of our population feel differently about their gender and/or are attracted to their same gender. These people are a part of the LGBTQ+ community. For several years these...

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<https://owlett.in>

CONTINUE READING

MAY 30, 2019

India Removed From US's Currency Watchlist

US has removed India and Switzerland from its currency monitoring watchlist. This watchlist is maintained by US treasury department to look out for any manipulation of currencies for gaining a...

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MAY 8, 2019

France Supports India To Be A Permanent Member Of UNSC

France has stated that it is absolutely necessary to have countries such as India, Japan, Germany, Brazil on the council as permanent members. India has been campaigning for enlargement of...

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MAY 10, 2019

Hamleys Bought By Reliance?

Hamleys, the British originated toy company has been bought by Reliance Industries, owned by Mukesh Ambani for around 620 Crore, or 69.96 million pounds. However, Hamleys has been suffering a...

CONTINUE READING

A photograph of two young women sitting outdoors at night. The woman on the left is wearing a white t-shirt with the text 'Youth of the future' and has her hands clasped. The woman on the right is wearing a black and white t-shirt and has her hands clasped. They are both looking towards the camera. The background is dark with some foliage.

NOTHING IS MORE POWERFUL THAN AN
IDEA WHOSE TIME HAS COME...

(AND OUR TIME HAS)

-VICTOR HUGO

-(AND SANA AND ESHANI, AFTER THIS)





OWLETT

THANK YOU!!

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