

## **Aqua 4.0- Revenue Model**

Our Aqua 4.0, we incorporated a multifaceted revenue mode, which incorporates bundling, pay-per-use options, subscription-based pricing, advertisements and strategic collaborations. We believe that this diversified approach ensures revenue generation from different customer segments while maintaining accessibility and affordability for users. Further detail breakdown of each revenue component for Aqua 4.0 can be observed as below:

### **Bundling- Tiered Subscription Model**

Bundling plays an important role and is a key aspect of the Aqua 4.0 revenue model, which offers multiple pricing tiers based on the user's needs. The tiered structure provides flexibility and affordability, catering to both casual and frequent users. Our Aqua 4.0 bundle pack's include:

1. **Trail Runs:** In Aqua 4.0, we offer three free scans as an introductory trail to new users. This allows potential customers to experience the service before committing to a paid plan.
2. **Pay-per-Scan Model:** In this pack, we concentrate on the users who prefer not to subscribe, instead they can opt for a pay-as-you-go model at a cost of 30 rupees per scan. This provides accessibility for the users, who need occasional scans, without monthly commitment.
3. **Basic Pack:** This pack is priced at 100 rupees per month, allowing users to scan 25 times in a month. This pack can be ideal for small scale users who require limited but regular scans.
4. **Intermediate Pack:** Priced at rupees 250 per month, this pack allows 50 scans per month, which is highly useful for the mid-sized operations that require frequent usage.
5. **Premium Pack:** This pack is priced at 500 rupees per month, users get unlimited scanning access. This is best suited for large scale users, especially commercial fish farms or research institutions that reply on consistent scanning operations.

Plan	Price (₹/Month)	Scans/Month	Key Features
Basic Pack	₹350 (\$4.02)	15	Ad-supported, cost-effective for small users
Intermediate Pack	₹599 (\$6.88)	30	Market updates & product recommendations during scans
Premium Pack	₹950 (\$10.92)	60	Faster processing, exclusive insights & features
Premium Corporate Pack	₹1500 (\$17.23)	125 (Carry-forward)	Unlimited live support, network access to small-scale hatcheries & farmers
Pay-Per-Scan	₹35 per scan (\$0.40)	On-demand	No subscription required
Top-Up Option	₹175 for 5 scans (\$2.01)	6th scan free	Encourages prepaid usage

### **Advertisements as an Additional Revenue Stream**

Advertisements provide supplementary income for Aqua 4.0. These ads are strategically placed in various parts of the platform, that ensure both the revenue generation and also maintaining user experience.

- **Trail Runs:** Since, these are free and users aren't paying for this service, ads serve as a way to monetize this segment.
- **Individual Pay-per-Scan Model:** Ads are shown in this bundle, where the users choose to pay per scan, ensuring additional revenue while also keeping the scan prices low.
- **Basic Pack:** This one narrow down to the most affordable subscription tier, advertisements from this bundle help balance the lower price by generating extra income from sponsors.

### **Collaborations for Customized Solutions**

Aqua 4.0 also generates revenue through partnerships with industry stakeholders such as hatcheries and feed companies. Collaborations with these sectors provide customized features tailored to individual hatchery needs.

- **Customized Environment and Settings:** Partner hatcheries can request tailored solutions that fit their unique operational requirements.
- **Brand Partnerships:** Feed companies and other aquaculture businesses can collaborate with Aqua 4.0 to promote their products and services.
- **Enterprise-level Licensing:** Large-scale operations can obtain enterprise licenses ensuring bulk access to scanning services and dedicated support.

The **core subscription plans (40%)** provide a stable revenue foundation, catering to different user segments—from small-scale farmers to large commercial entities. **Consultation services (20%)** offer premium, AI-driven insights and expert guidance, increasing **value per user and driving engagement-based monetization**. **Advertising & e-commerce (15%)** create a dynamic marketplace for aquaculture products, **monetizing visibility and transactions**, while **lead generation & strategic partnerships (15%)** establish a **B2B revenue pipeline** through fintech and insurance collaborations. Lastly, **social media monetization (10%)** capitalizes on influencer partnerships and content-driven engagement, enhancing brand reach and profitability.

### **Conclusion:**

With the proposed revenue model for Aqua 4.0, we aim to combine the subscription-based income, pay-per-use flexibility, ad-revenue and also strategic collaborations. This ensures a sustainable and scalable business approach, catering to various user segments while maximizing profitability.