



**Breakdown
of Ad Spend**

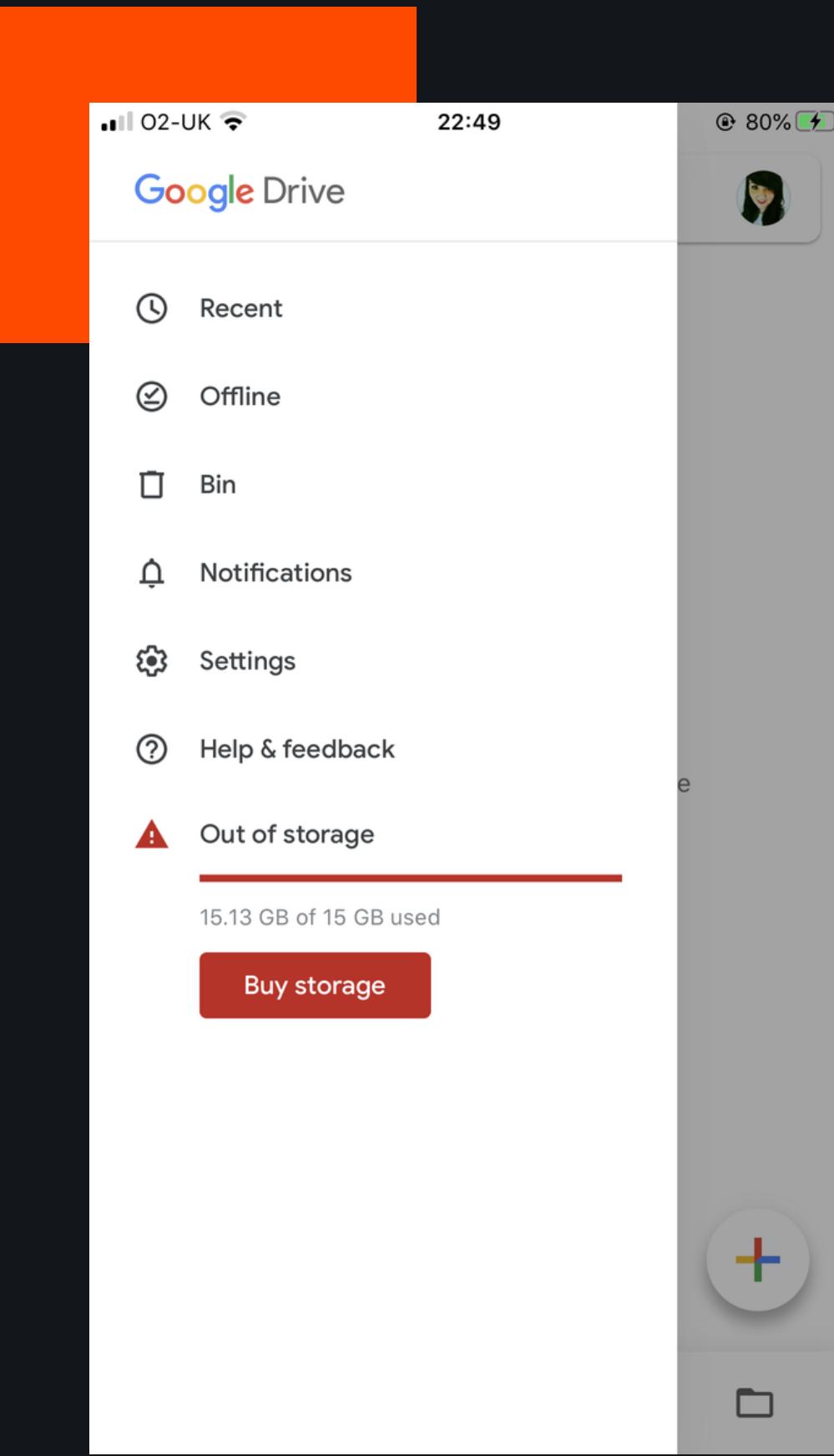
FROM AGENCY REPORTS

MEMORIES

AN APP THAT CAN LET YOU ADD MULTIPLE FREE GOOGLE ACCOUNTS
AND HELP SHARE STORAGE FREELY BETWEEN THESE ACCOUNTS

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INTRODUCTION



We get 15 GB of storage
Our storage is shared across Google Drive, Gmail, and Google Photos. You can manage your storage by freeing up space - or get more storage with Google One after purchasing.

Ways to use your Google Account storage



GOOGLE DRIVE

You can store files in google drive



GOOGLE PHOTOS

You can sync media in google photos



GMAIL

You can store email and attachments securely in the cloud with Gmail

PROBLEM STATEMENT

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Each free Google Account includes 15 GB of storage, which is shared across Gmail, Google Drive, and Google Photos.

Most of the user's account is almost full due to large volume of photos taken from their phone camera. They have to delete photos frequently.

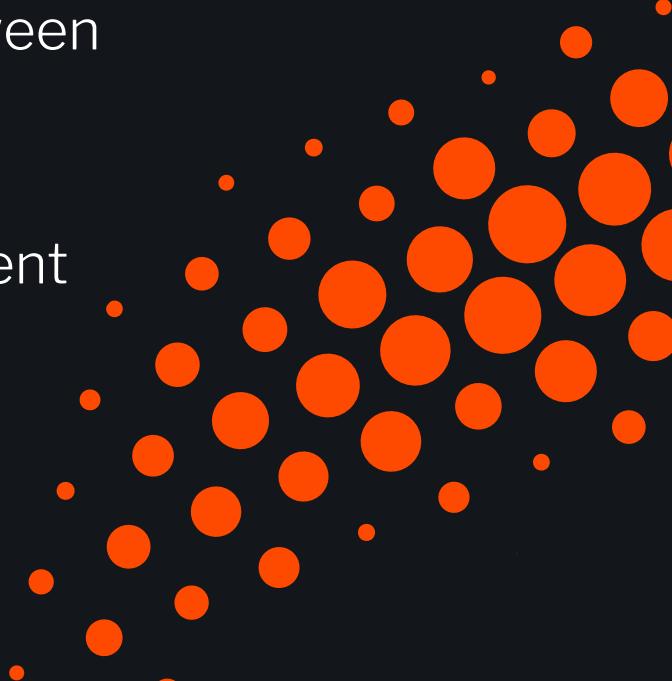
They don't want to pay for extra storage and don't want to move photos to another Google account.

CREATE AN APP WHICH CAN LET YOU ADD MULTIPLE FREE GOOGLE ACCOUNTS AND HELP SHARE STORAGE FREELY BETWEEN THESE ACCOUNTS.

(You can imagine it to be like a windows OS where you have multiple drives. You can move files between drives as and when required.)

You can safely assume that there are APIs available to let the data transfer happen between different accounts.)

How will you design this app?



COMPETITOR ANALYSIS

02

There is no such direct competitor of our product(app) which can allow users to add multiple free Google accounts and help share storage freely between these accounts.

There are multiple indirect cloud storage competitors in the market for google storage. These are Amazon Drive, Autosync, Box, Dropbox, MEGA and Microsoft onedrive etc.

MEGA

- Price: Free / €4.99-€29.99 per month / \$6-\$36 per month
- Free offering with 50GB just for signing up.
- Plans ranging from 400GB for \$6 per month to a whopping 16TB for \$36 per month
- easy to use and you can organize your files as needed.

MICROSOFT ONEDRIVE

- Price: Free / \$1.99-\$9.99 per month
- 5GB of free cloud storage and you can upgrade to 50GB for \$1.99 per month.
- Bundled package of OneDrive space and Microsoft Office 365 for \$6.99 per month (1TB, one device) or \$9.99 per month (6TB, five devices)
- Integrates directly with a variety of Windows products

BOX

- Price: Free / \$5-\$15 per month / Enterprise options free
- New users get 10GB of free storage while \$10/month gets you 100GB
- It is a bit more expensive than most for its base 100GB plan for individual use
- Business prices range from \$5-\$15/month per user and include far more features.

USER PERSONA

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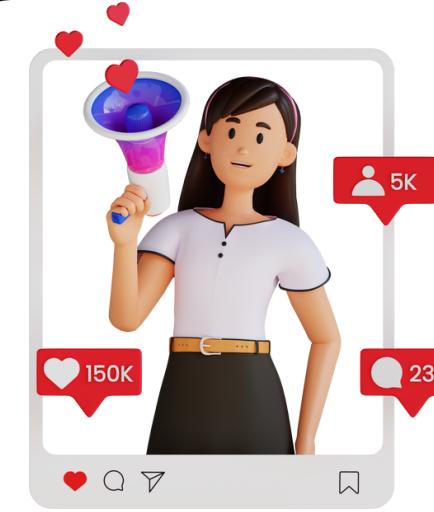
NAME - Hardik

AGE - 19

Occupation- Student
Learning photography

Hardik is a college-going student. He is in the photography club of his college. He is not very tech savvy and he does not have a laptop too. On Sundays and Saturdays, he went outside of the college for photography with his other friends. As of now he does not have a camera but has a phone with good camera pixels. He is thinking to buy a camera & laptop for better picture quality and editing his pictures respectively.

To decrease the extra load on phone he prefers to upload his photos on google storage.



NAME - Rashmi

AGE - 28

Occupation- Influencer

Uploads reels and photos on Instagram & Facebook

Rashmi is an influencer. She uploads his content (photos/reels/shorts) on Instagram, Facebook, Youtube, and some other social media handles.

She is in his growing phase and does not have too many sponsors or ad promotions. She use to manage his accounts on his own.

She usually has to take at least 6-7 retakes of photos or videos to finally upload on his social media after editing.

She can use other free cloud storage apps but they are not trusted. She prefers to put his content on google storage and have premium storage. But she thinks the charges is too high.

PAIN POINTS

06

Since free Google Account includes 15 GB of storage, which is shared across Gmail, Google Drive, and Google Photos.

HIGH PAYING CHARGES

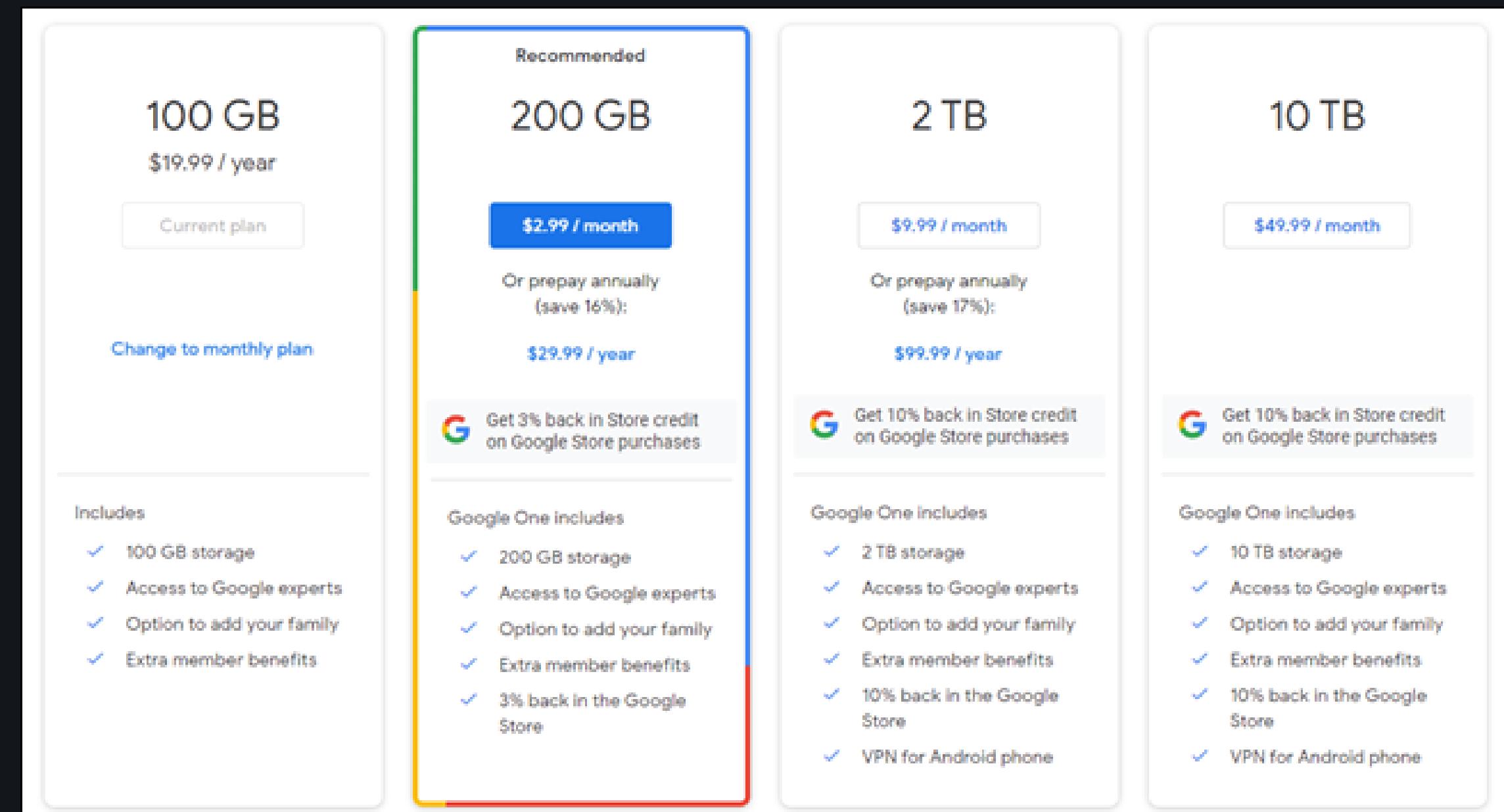
Upgrading to a Google One plan cost around ₹130 / month which is too much for them that's why most of the people do not want to buy extra storage and they search for other available options.

SHARING PHOTOS IN MULTIPLE ACCOUNTS IS PAINFUL

Creating 4-5 google account and then sharing storage among them is very painful for them because at the end they do not remember in which account they uploaded their files.

DELETION OF IMPORTANT PHOTOS

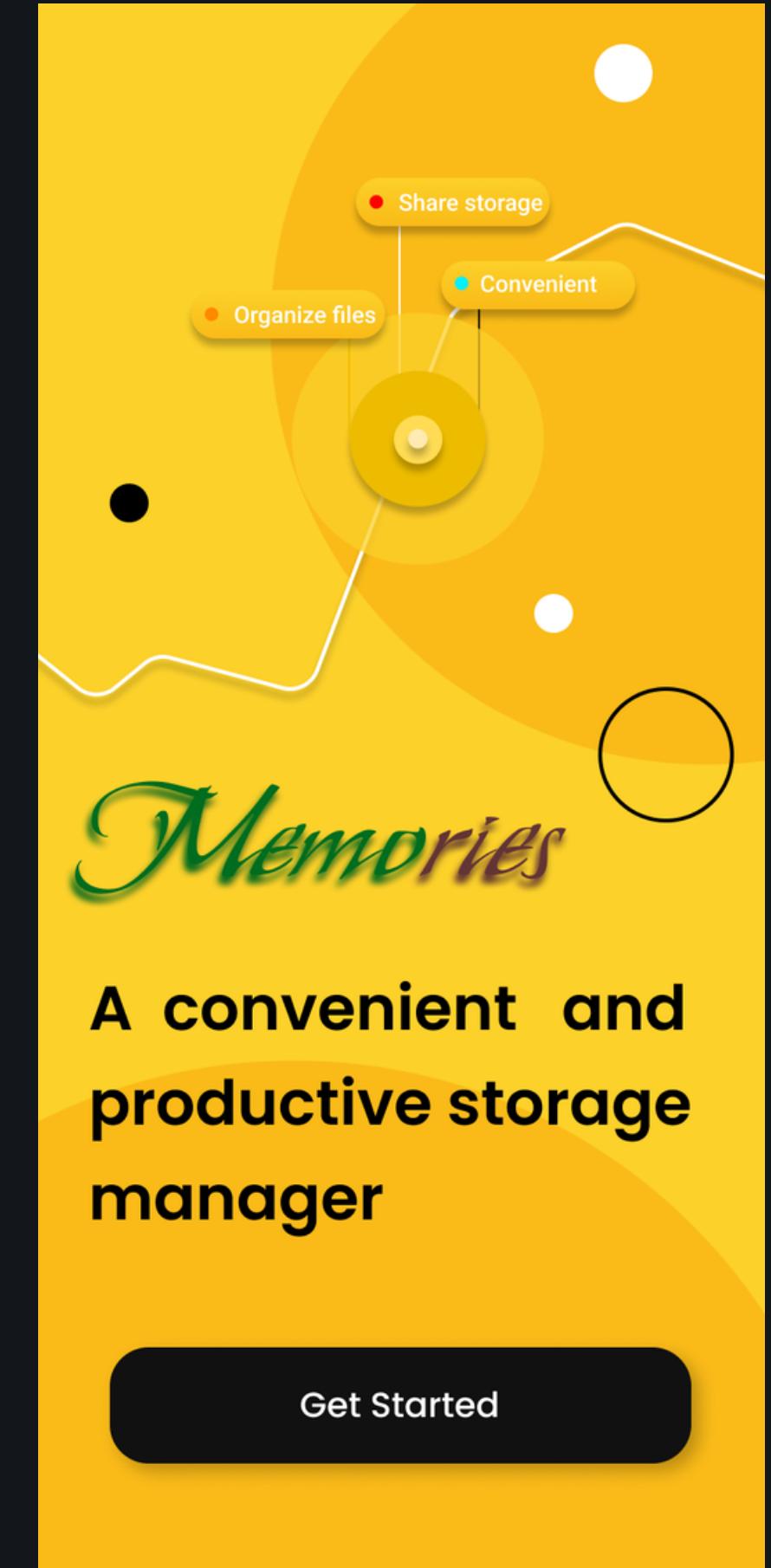
Most of the user ' s account is almost full due to large volume of photos taken from their phone camera. They have to delete photos frequently to free up storage . Otherwise their phone creates problem due to over storage.



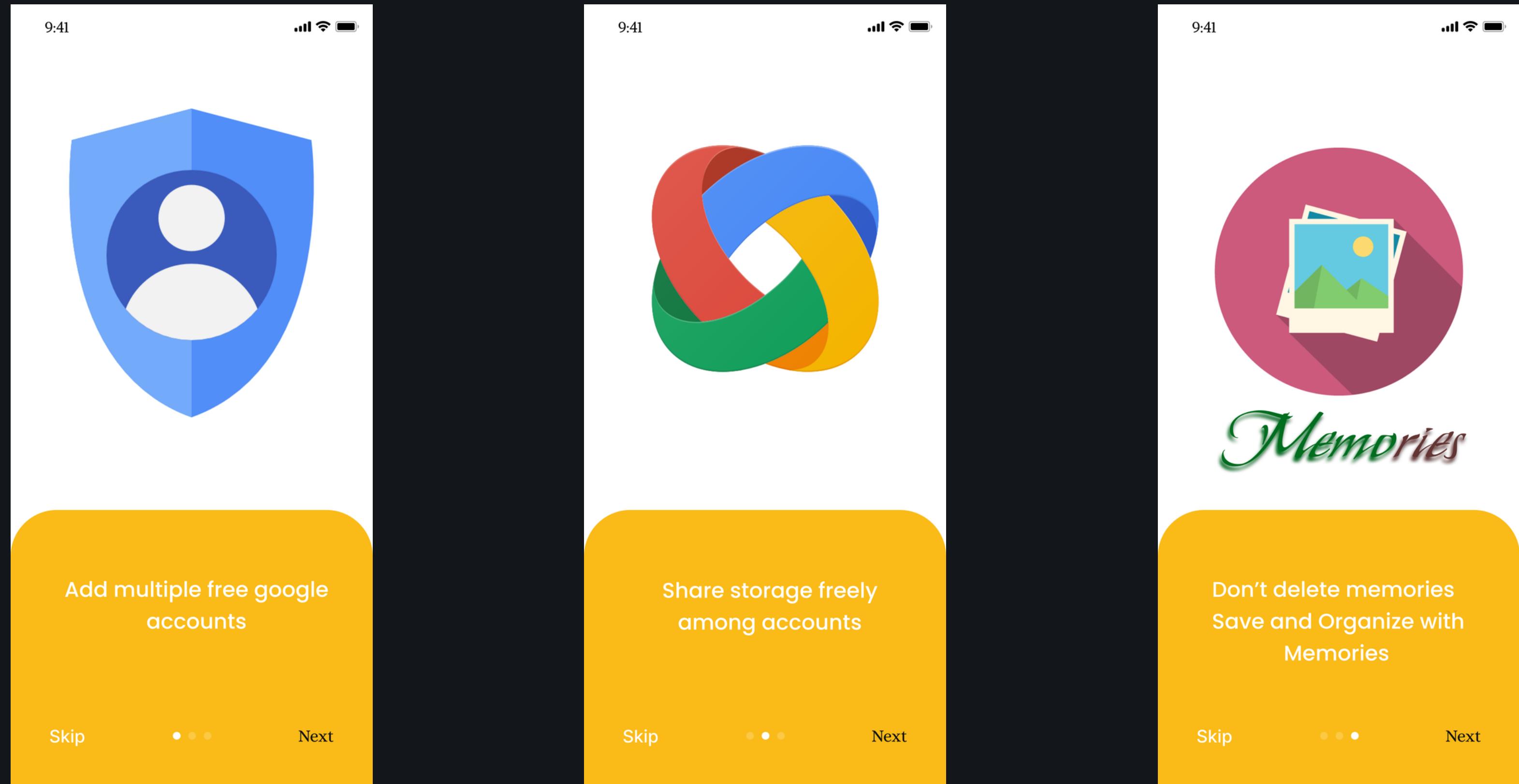
PROPOSED APP

MEMORIES

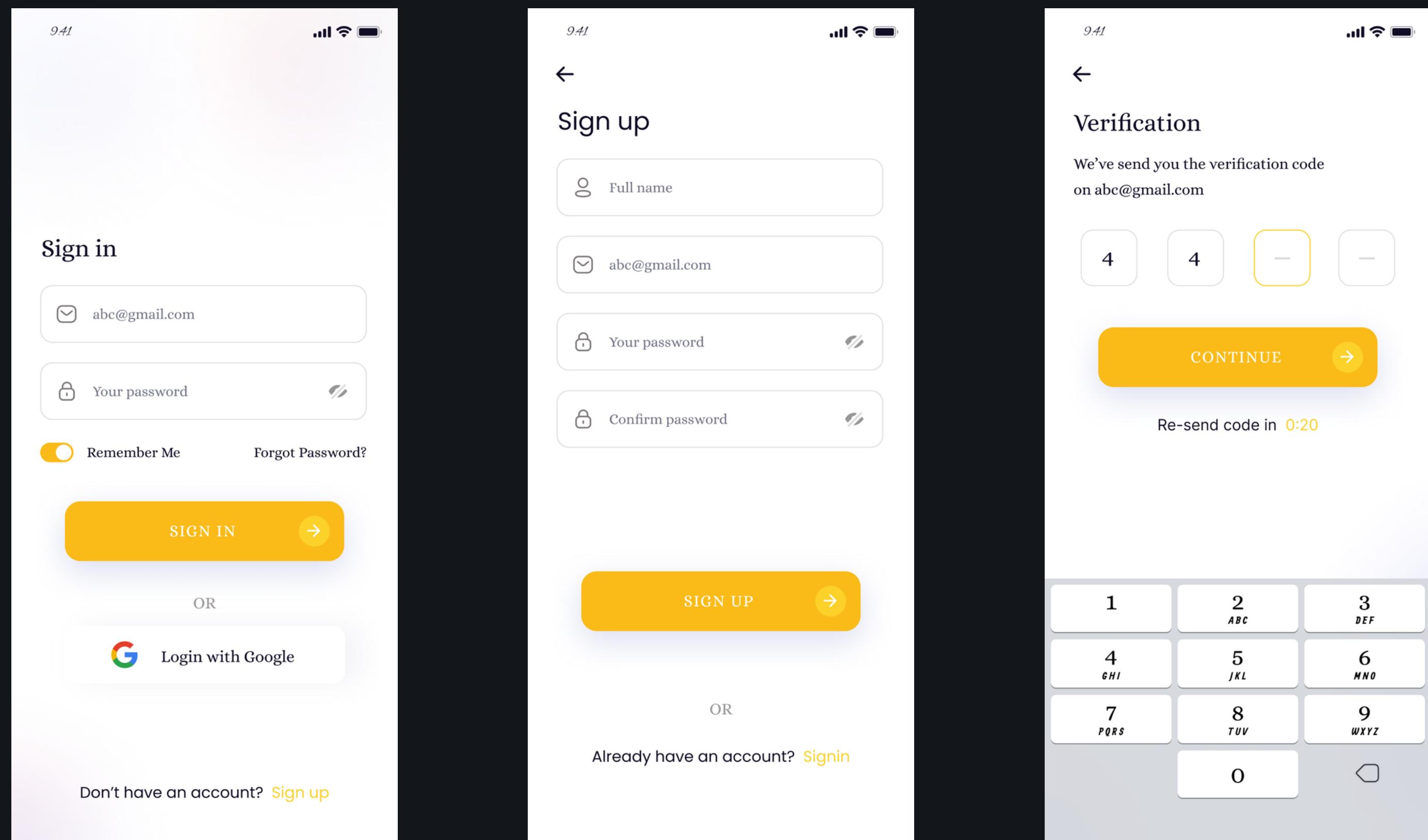
- Keeping above pain points of users in mind we came up with an app which can let you add multiple free Google accounts and help share storage freely between these accounts in a more convenient and productive way
- Install the MEMORIES app and add as many google accounts as you want and start uploading your files and memories in less clicks between accounts.
- This app will be convenient for any user segment because of the simple and aesthetic design interface.



Click on Get Started to sign up in app



Onboarding and guiding stuff, Showing what users can do with this app in convenient way



Sign up with your any if the free google account, for security reasons this app will came with auto app lock and user can off this feature as per his/her convinience

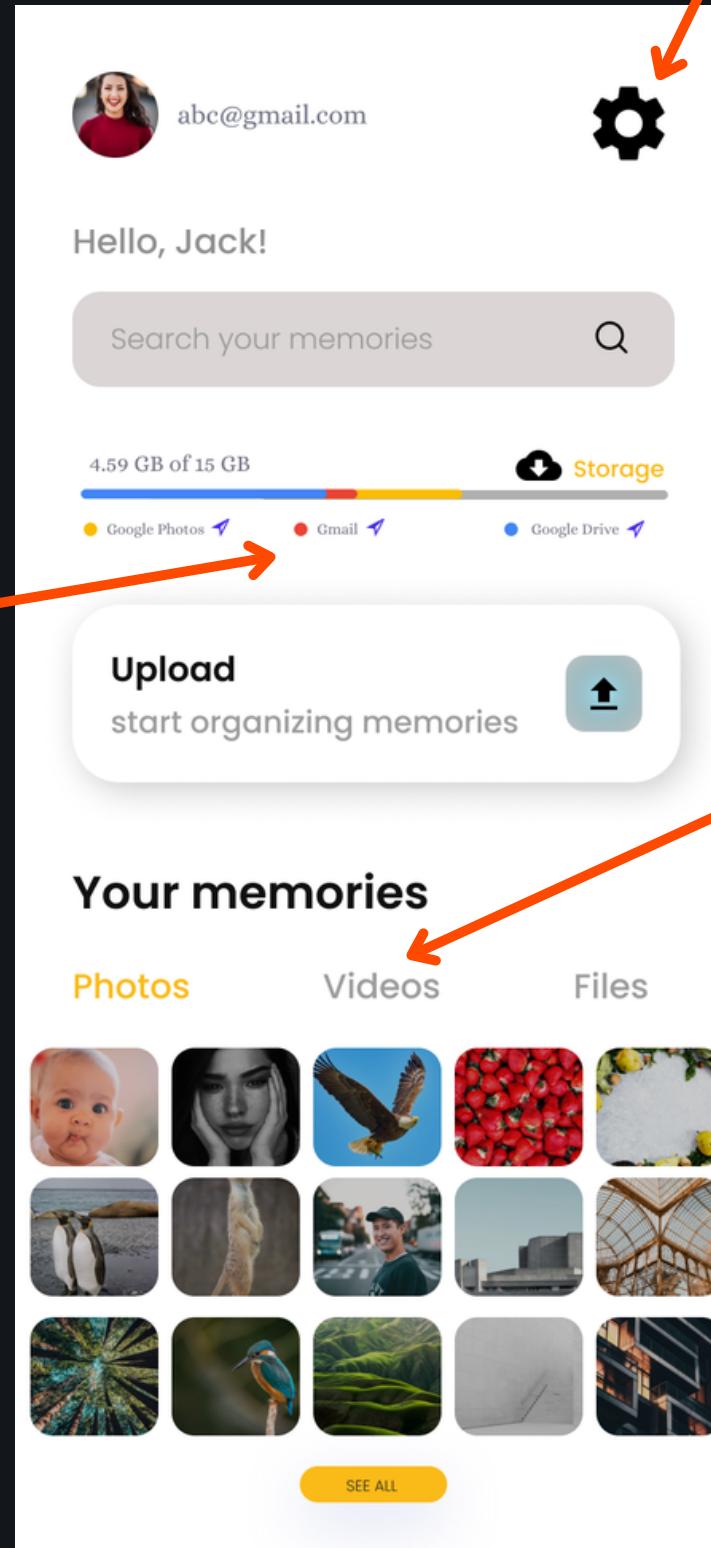


Landing/Home Page

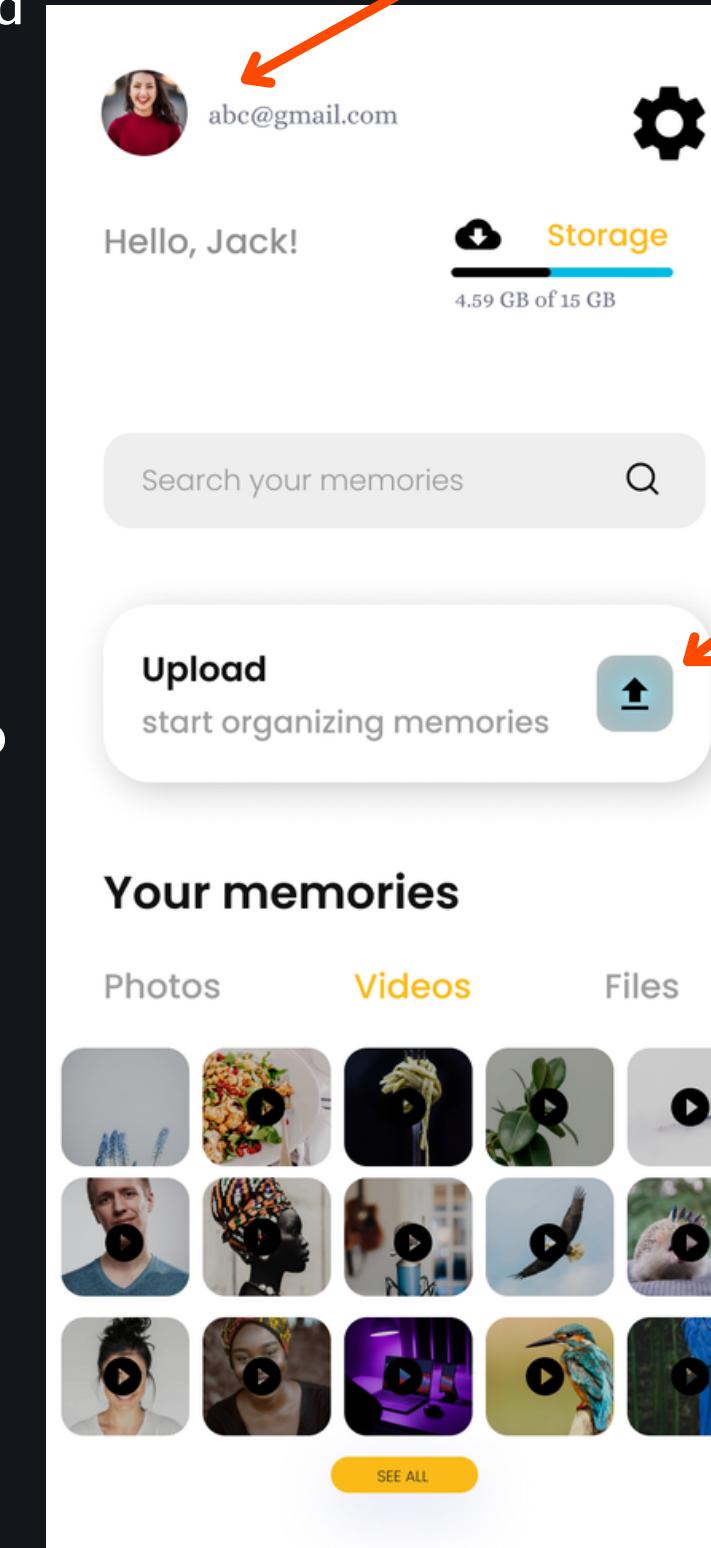
- This page will show list of all the user's google accounts
- An option will be given to add more free google accounts if user needed to add accounts
- For the users convinience we will show the accounts with gmail and storage filled with bar graph which will help to assist the user in which account she/he should upload his files as per the storage left.
- After clicking any of the accounts given on page user will direction to main landing page of the account with all the major details.

User's
gmail
account
and
storage
details

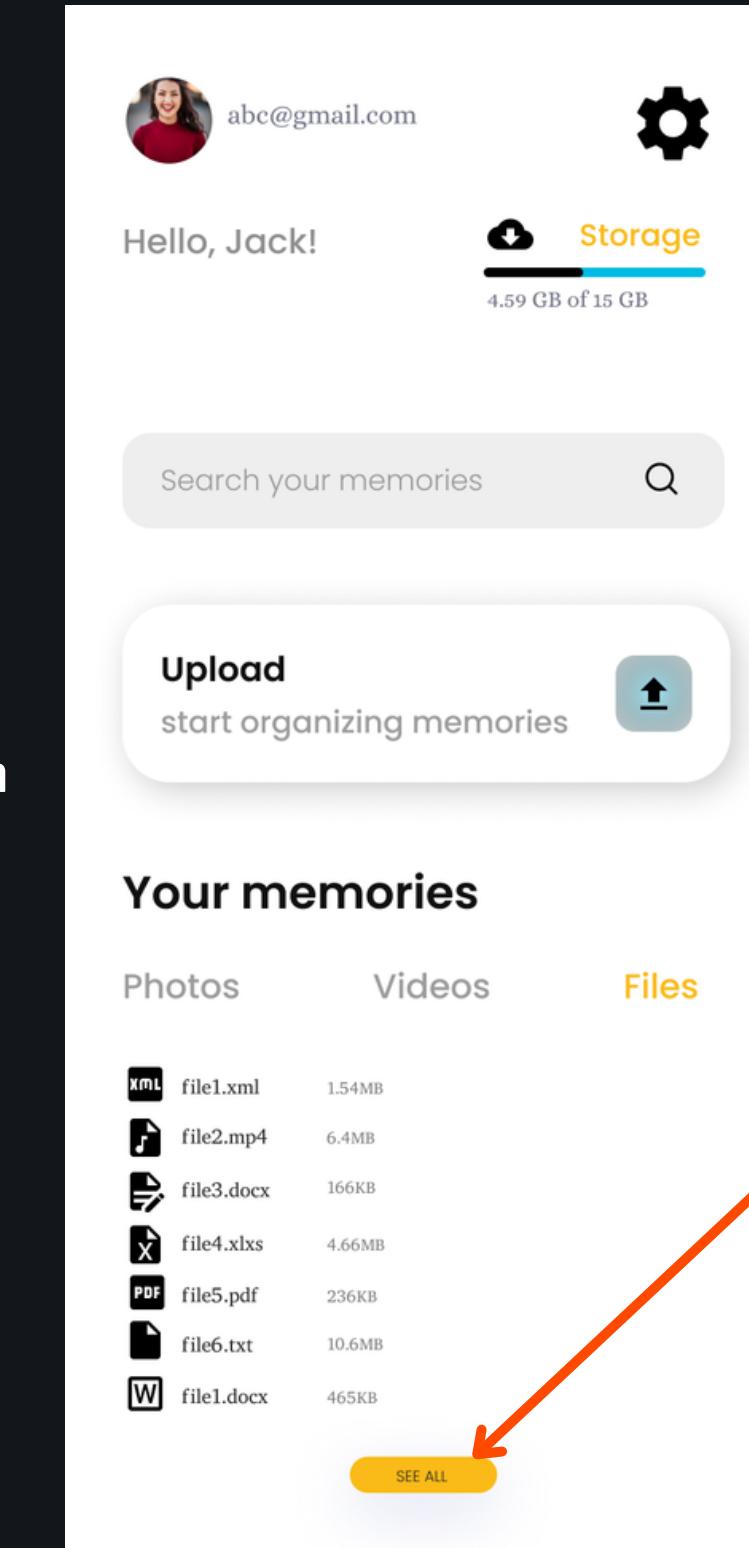
Details of how your storage is shared Gmail, google drive & google photos



Settings for more personalized experience of the app



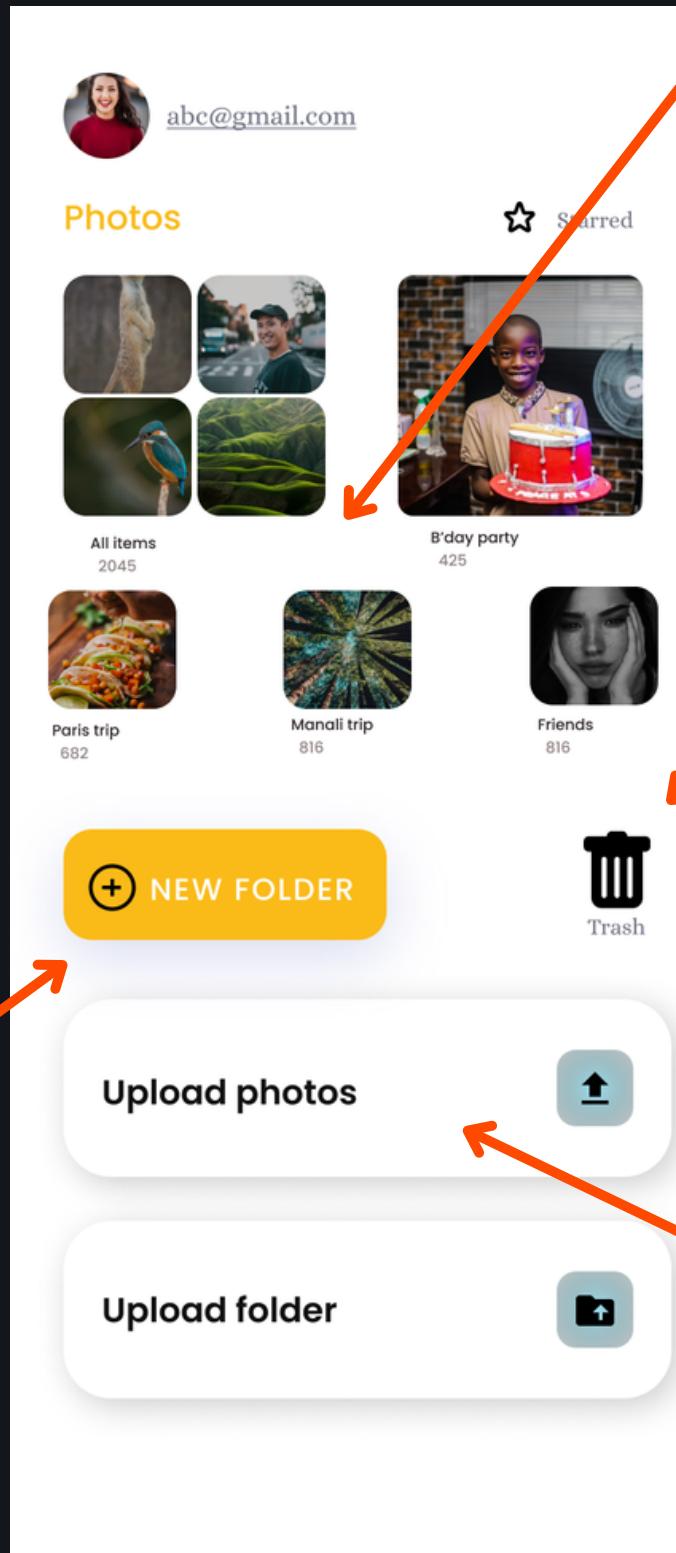
Gmail account details shown above will show which google account the user is in.



Page showing all the major details of user's google account like, photos, videos, files, storage shared details between Gmail, google drive, google photos with upload option.

**User can share folder to another account by long pressing folder and then selecting move option

Button to create a new folder for organizing the media



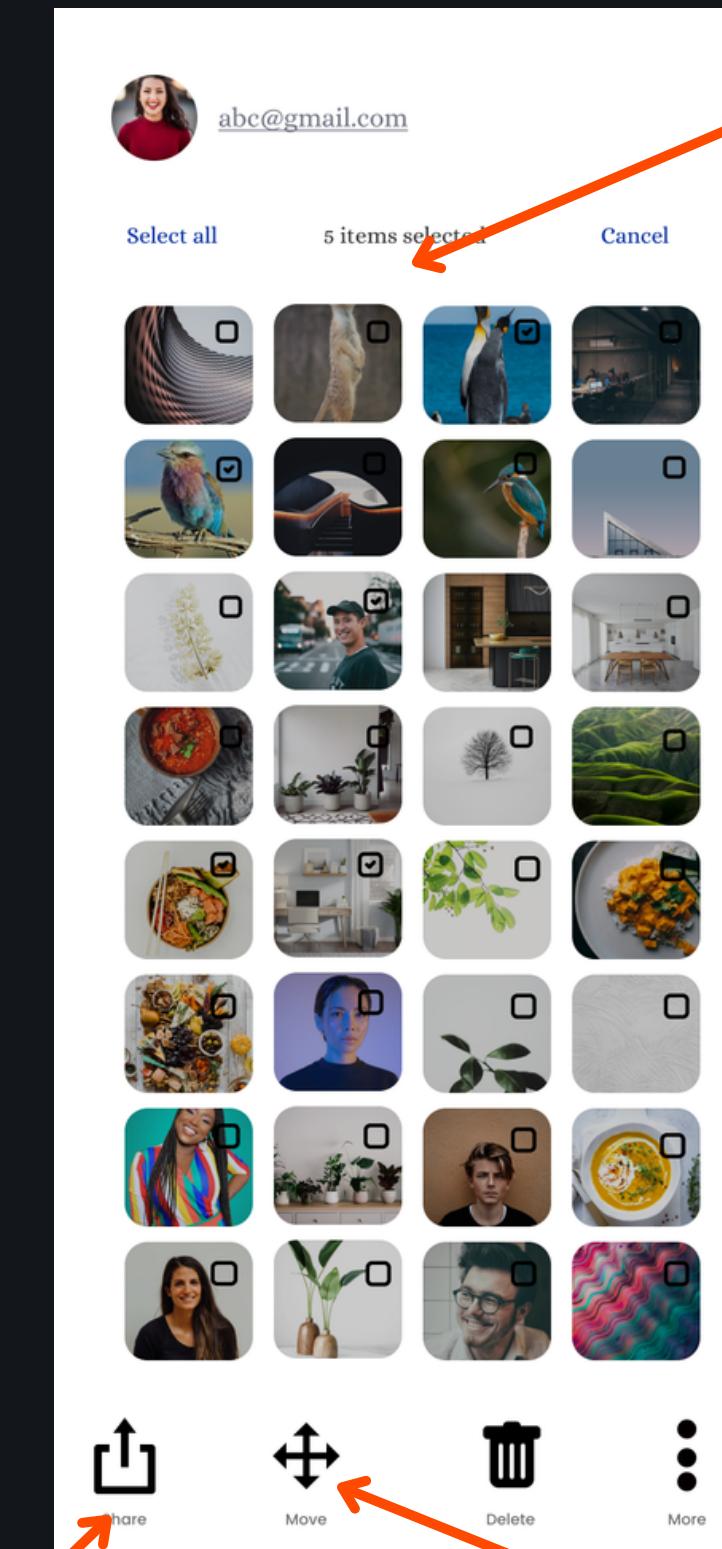
This page will show all the photos if user clicks on 'see all' in photos category

Pictures categorised in a specific folders according to user like trip, birthday etc.

'Trash' option will show all the trashed files and users can delete the media permanently by clicking all delete in trash

Users have options to upload media And a button to directly upload the folder to the storage from his/her phone

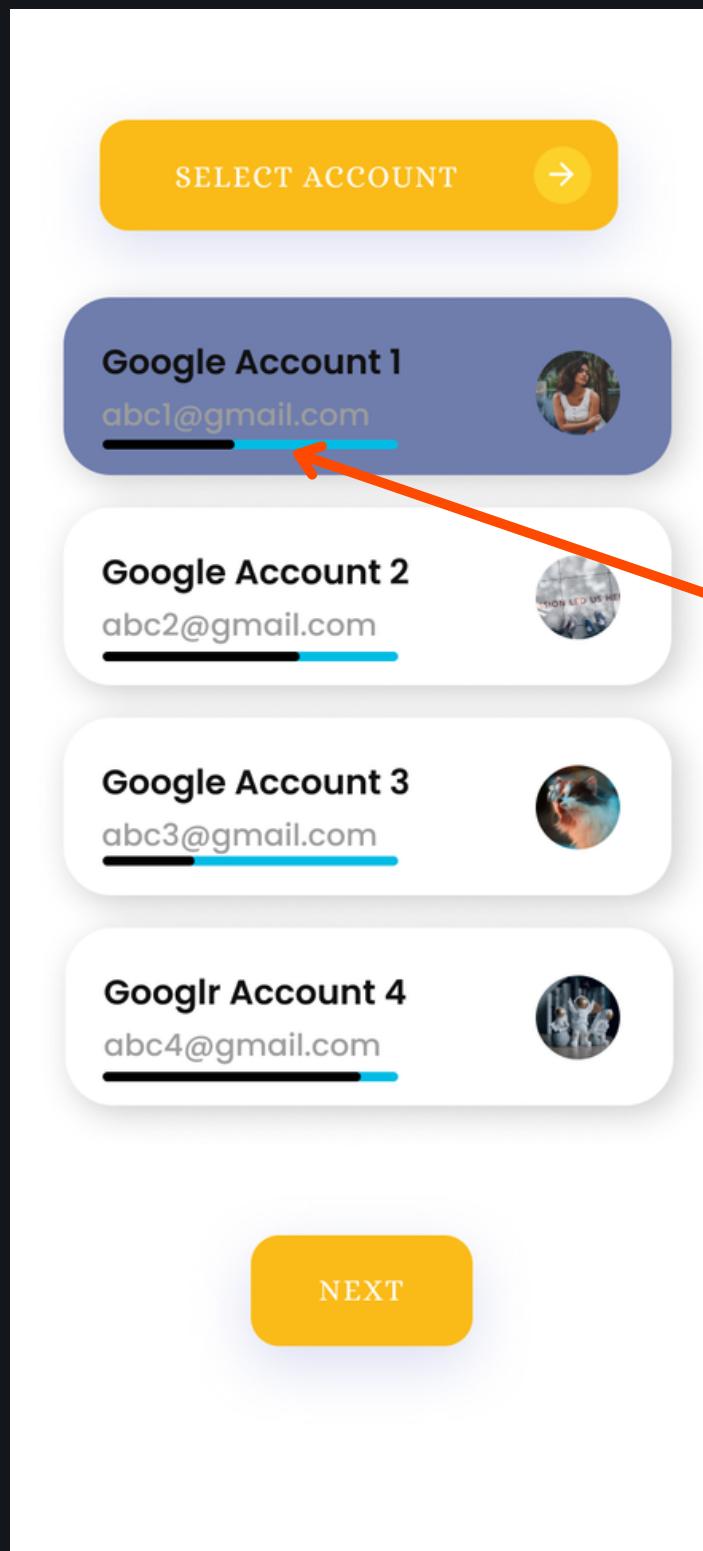
Option to share media directly to external apps like Instagram, WhatsApp etc.



Interface- if user want to share some selected files to another google account linked to app

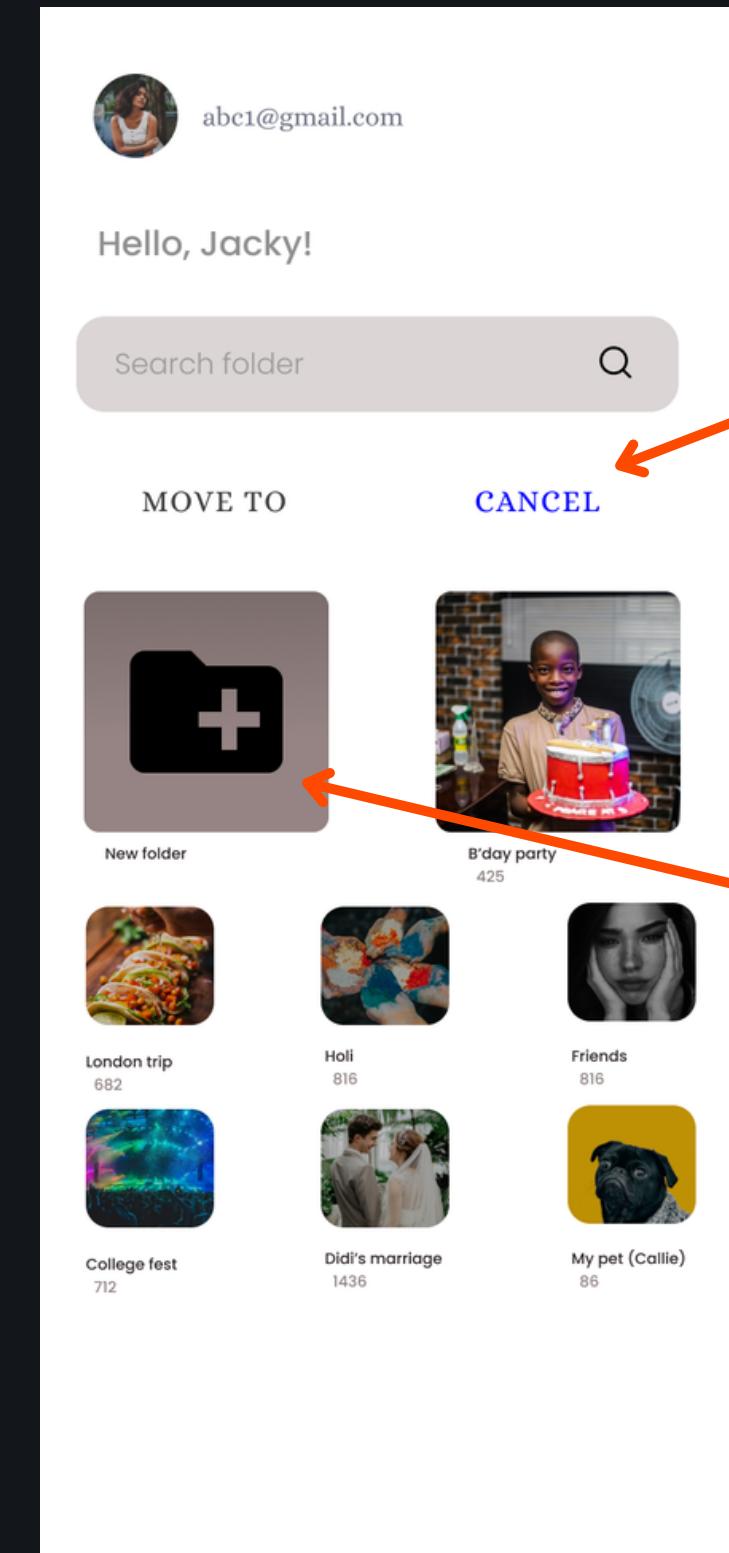
User's have to long press and then select the media he/she wants to move to another google account

After clicking tn the 'Move' option
Users will get another another interface which will show the all linked google accounts and then select the account in which user want to move his media



Interface showing to select the account in which user want to move his/her selected files

'Storage bar' will show the left free space in google accounts
Users can select the account in which he/she wants to move his files and storage bar will assist users in doing so



'Cancel' option will close the media moving process

Option to paste/move files in new folder after creating

Or user can choose previous avialable folders which are already made by user

MONETIZATION STRATEGY

- Users will either take a freemium subscription or a premium subscription . For the plus plan the user will have to pay XYZ Rs.
- User will also get some additional discount on google storage if they have premium membership.
- Came up with exciting offers in collaboration with google storage premium plan so that users will get more benefits and it will increase our user growth.
- Showing advertisements in freemium plan is one way to generate money.

Free

Freemium subscription

- ✓ Maximum 2 google accounts
- ✓ No multi device acces
- ✓ Maximum file uploaded - 2GB
- ✓ Less management features

Plus

Premium subscription

- ✓ Add 5 google account
- ✓ Multi device acces, anywhere
- ✓ Upload upto 15 GB file
- ✓ Extra management features

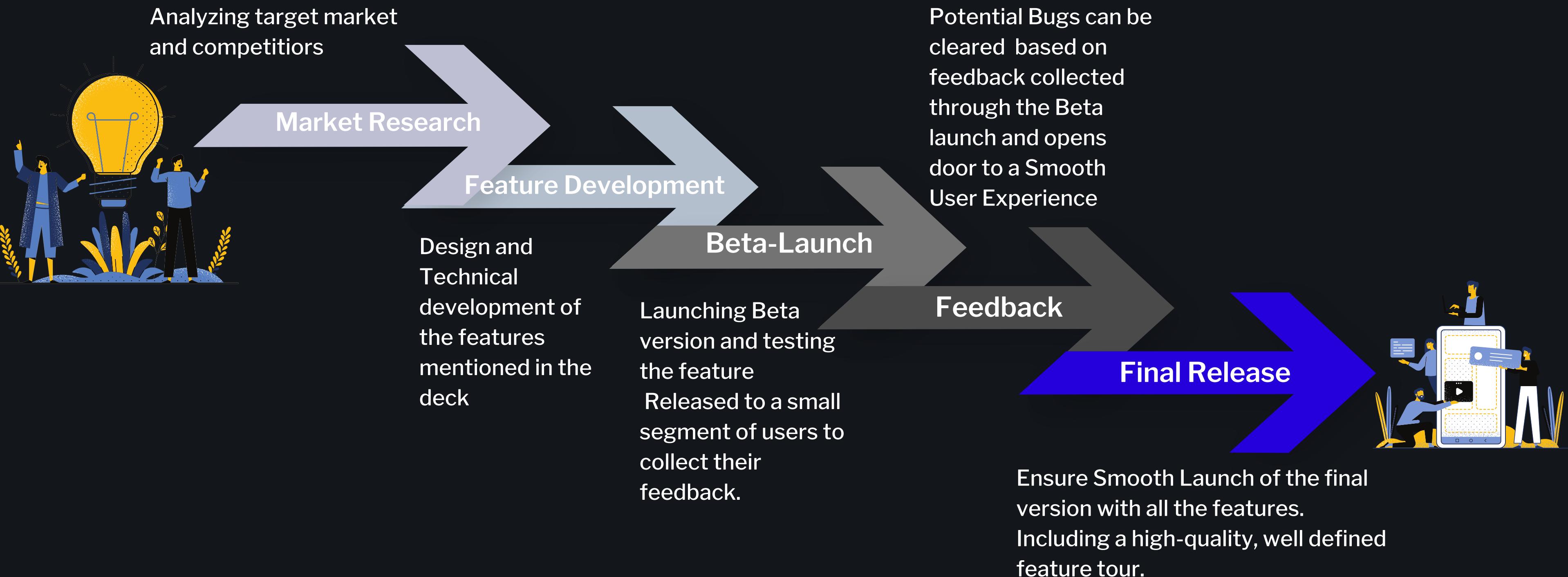
Get 30% OFF before 15 Aug

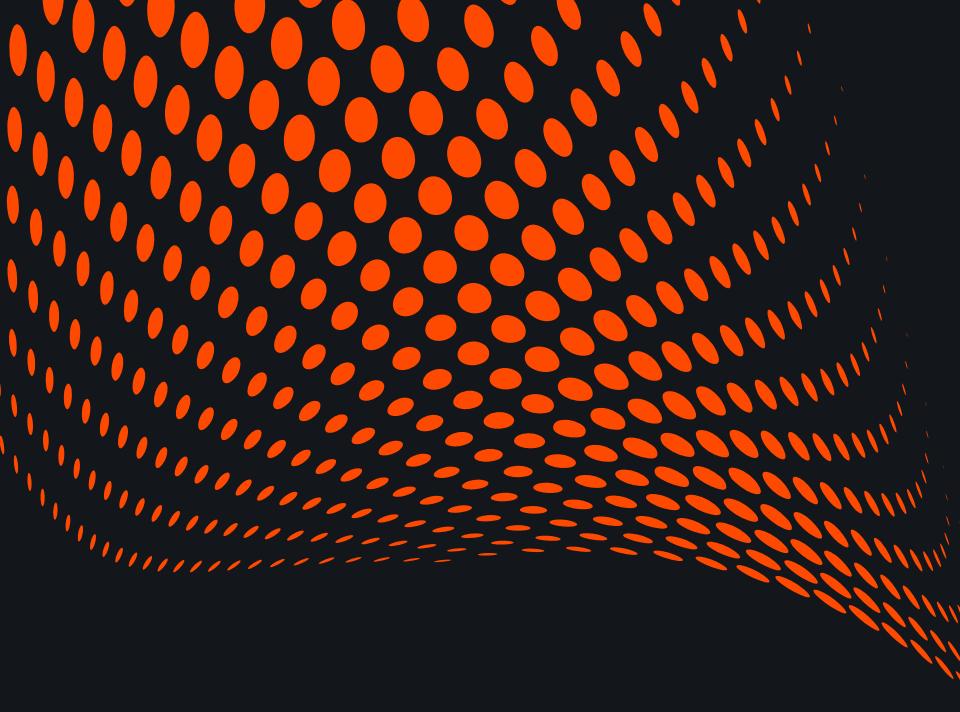
SUCCESS METRICS

- No. of people registered in a month
- Conversion rate - No. of people converting from free to a plus member
- Number of google accounts added to app
- Retention
- Lifetime Value (LTV)
- Acquisition - Number of apps installs
- Total data uploaded by user
- Net promoter score



GTM STRATEGY





THANK YOU



FOR YOUR ATTENTION

Deck prepared by



Gautam Prakash