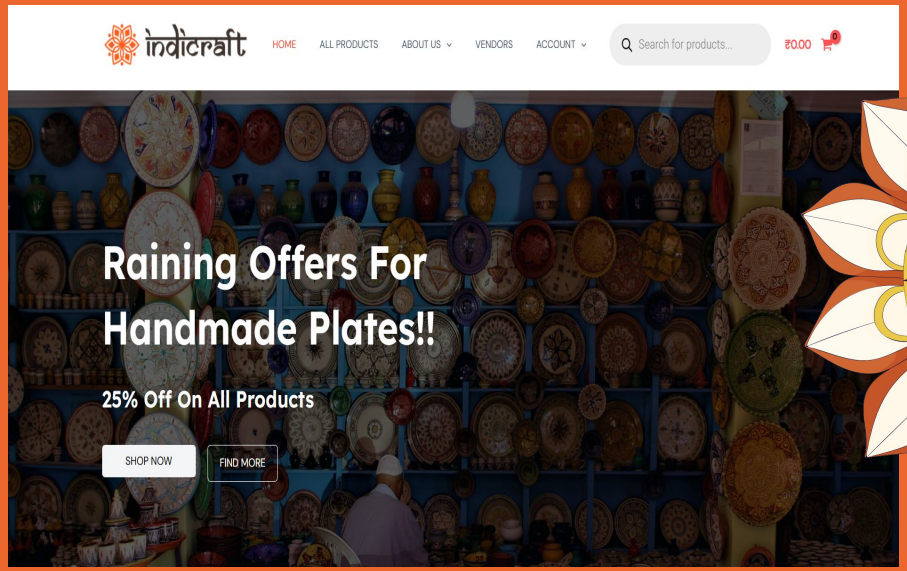
Indicraft

From Local Hands to Global Homes

Pitch Deck



STUDENTS NAME: THARUN KUMAR C - 2303412524421114

GOKUL JAYACHANDRAN - 2303412524421027

COLLEGE NAME : SRI SAIRAM ENGINEERING COLLEGE

BATCH: 1

SUPERVISOR: Mrs. ANGEL BARAKKA J

UNDER THE GUIDANCE OF: Mrs. MALATHI J

Who We Are

WHY?

India’s artisans face declining incomes, limited market access, and lack of global recognition. The global Indian diaspora struggles to find authentic, affordable handcrafted products that preserve cultural roots and traditions.

WHAT?

Indicraft is a platform connecting local Indian artisans with the global diaspora, offering verified, high-quality, and culturally significant handcrafted products with reliable delivery.

HOW?

Indicraft is a platform connecting local Indian artisans with the global diaspora, offering verified, high-quality, and culturally significant handcrafted products with reliable delivery.

Proposed Solution

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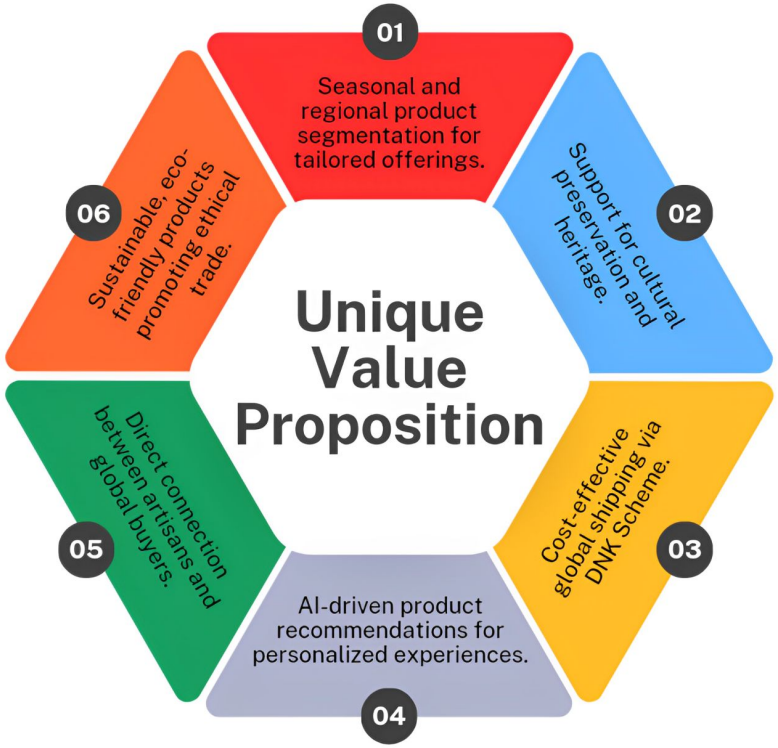
IDEA SOLUTION :

IndiCraft is a **web-based marketplace** connecting **local Indian artisans** with the global diaspora, ensuring high-quality products and **cost-effective shipping**.

- Features AI/ML recommendations for **personalized experiences**.
- Includes chatbot services for **real-time customer support.**
- Buyer-seller registration ensures **quality assurance.**
- Products are segmented by **region** and **season**.
- The **DNK Scheme** offers affordable global shipping through **postal services.**

IndiCraft **bridges** the **gap** between **artisans** and the **diaspora**, simplifying market access. It addresses quality concerns and high shipping costs by ensuring product standards and **reducing expenses**.



JUSTIFICATION FOR SDG GOAL

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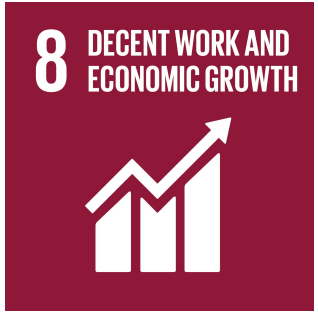
TITLE	PRIMARY	SECONDARY	TERTIARY
GOAL	17 (Partnership for the goals)	8 (Decent work and Economic Growth)	12 (Responsible Consumption and Production)
TARGET	Increase the exports of developing countries	Promote development-oriented policies	Develop and implement tools to monitor sustainable tourism



THE LEAN CANVAS

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Key Partners

- Collaborating with tech providers for the latest tools.
- Cloud Serivce Providers

Industry Partners

SEO Platforms

Key Activities

- Client consultation and strategy development
- Digital Marketing Campaigns

Key Resources

- Talented Team: Employing skilled professionals
- Technological Infrastructure

Value Propositions

- Comprehensive Service Package. We provide a one-stop shop for all their digital needs.
- Innovative Digital Solutions offering cutting edge web solutions, app development and marketing services

Customer Relationship

- Offering responsive customer support to address queries and concerns promptly.

Channel

- Social media platforms
- Websites
- Content Marketing

Customer Segments

- Small to Medium-Sized Businesses (SMBs)
- E-commerce Businesses
- Startups
- Brands which requires immediate reach

Cost Structure

- Technology Investments
- Marketing and Advertising
- Employee Salaries and Benefits

Revenue Stream

- Performance-Based Fees
- Service-Based Fees
- Subscription Packages

DAK GHAR NIRYAT KENDRA (DNK SCHEME)

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DNK Portal Overview:

- **Streamlined Export Process**: Simplifies global exports for small businesses, MSMEs, and artisans.
- **Easy Registration**: User-friendly portal for submitting essential documents (ID proof, business registration).
- **Nationwide Support**: 900+ DNK centres with secure packaging, documentation, and tracking.

IndiCraft Integration:

- **AI-Powered Assistance:** Helps artisans with registration, document preparation, and navigating the DNK process.
- **Accessibility:** Breaks digital literacy barriers, making global exports easier

MVP - TECHNICAL APPROACH

ALGORITHM DEVELOPMENT:
NODE.JS & EXPRESS.JS – BACKEND TECHNOLOGIES ENSURING SCALABLE, HIGH-PERFORMANCE SERVER-SIDE LOGIC.

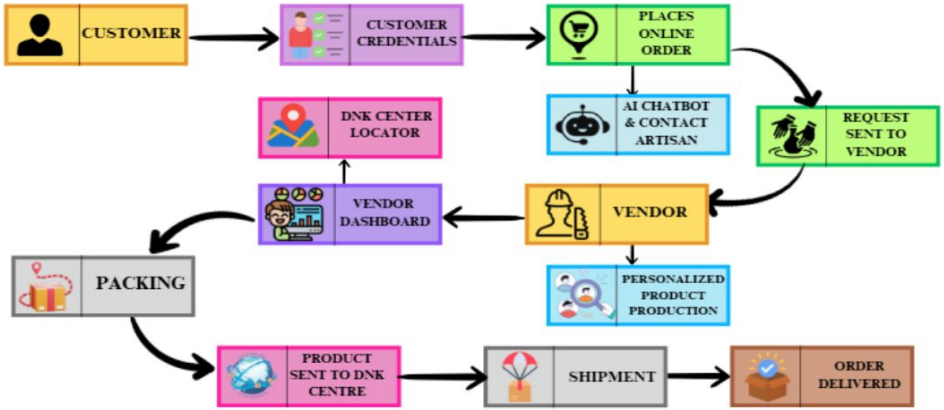
WEB APPLICATION DEVELOPMENT:
DECOUPLED CMS WITH A CUSTOM FRONT-END FOR DYNAMIC AND RESPONSIVE USER INTERFACES.

ENCRYPTION AND SECURITY:
SSL/TLS WITH HSTS FOR SECURE DATA TRANSMISSION AND ACCOUNT PROTECTION.

CLOUD SERVICES:
VPS HOSTING WITH DOCKER FOR AUTOSCALING AND OPTIMIZED RESOURCE MANAGEMENT.

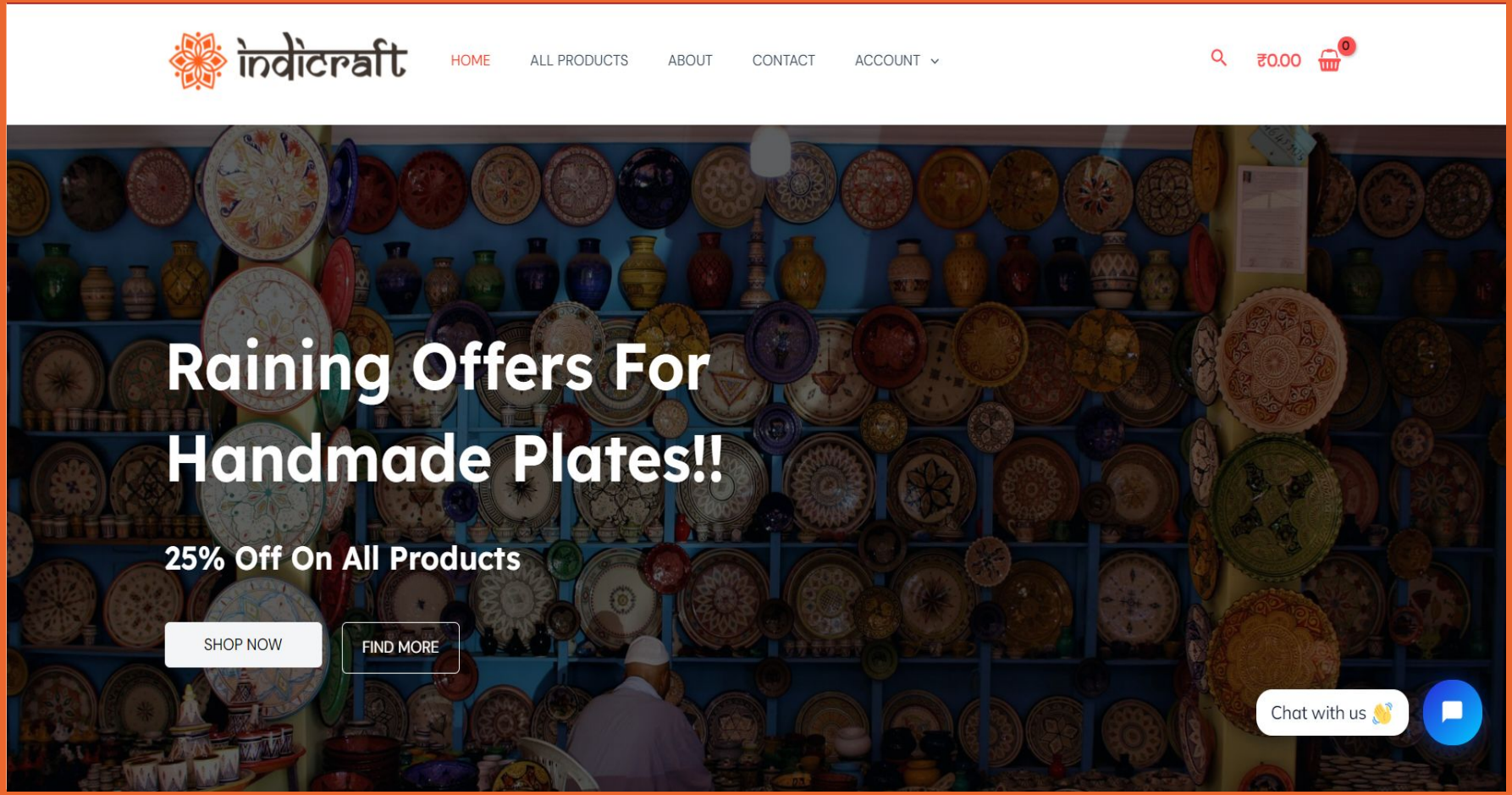
PAYMENT GATEWAY:
STRIPE API WITH ENCRYPTION AND FRAUD PREVENTION FOR SECURE TRANSACTIONS.

PROCESS FLOW ARCHITECTURE



Website Prototype: sih-indicraft.site

PRODUCT STATUS: 80% COMPLETE, IN THE FINAL TESTING AND FEATURE IMPLEMENTATION PHASE.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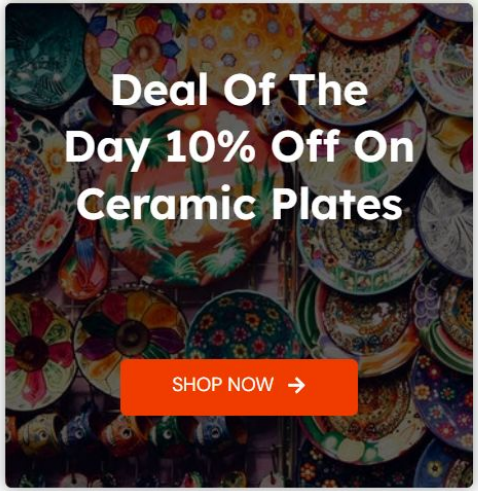
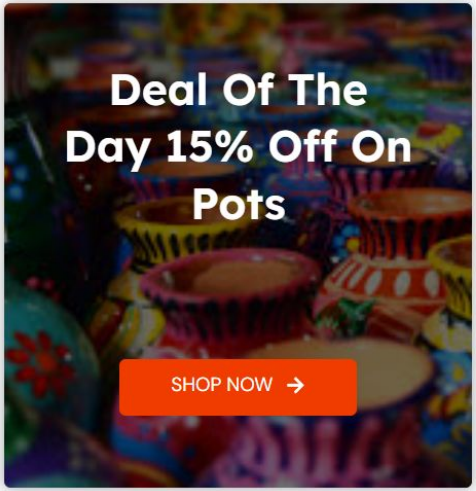
HOME
ALL PRODUCTS
ABOUT
CONTACT
ACCOUNT
₹0.00
0
Raining Offers For Handmade Plates!!
25% Off On All Products
SHOP NOW
FIND MORE
Chat with us

Get 25% Off On Your First Purchase!

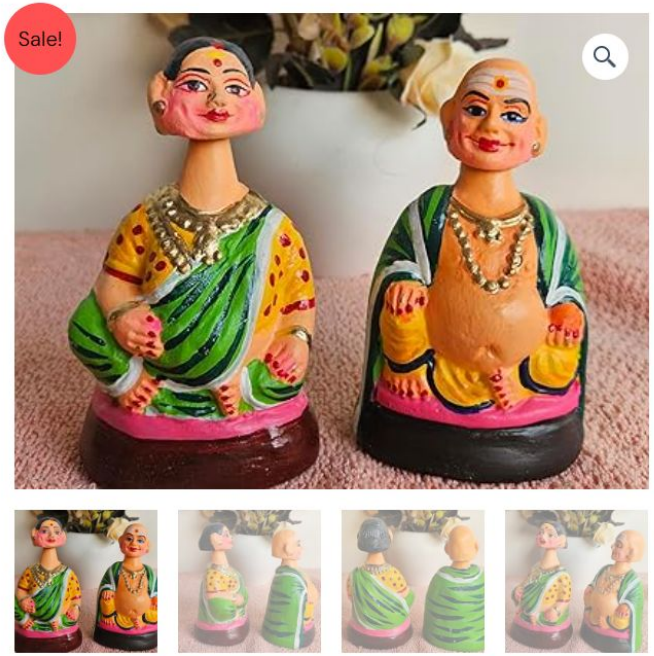
SHOP NOW

Deal of The Day Offers for Handicrafts !!





Chat with us 👋



Breeze Handicrafts Thanjavur Paper Mache Doll Set, Handicraft Golu Figurines for Navratri Decorations thalaiyatti Bommai Couple showpiece Bommala Koluvu (THATHA and PAATTI WOBBLING Doll)

~~₹2,000.00~~ **₹1,399.00** + Free Shipping

A beautifully handcrafted paper mache golu doll in traditional Thanjavur style, ready for kolu/bommai decoration. Made of finest quality paper mache and natural dyes/colors for excellent detail and durability

1 ADD TO CART

Category: Home Decor

Featured Products

Pen Stand

King Procession Round Pen Stand

☆☆☆☆☆

~~₹350.00~~ ₹195.00

Fabric

Trendy Bandhani Printed Poly Crepe Fabrics for Kurtis, Dresses, Gowns and more for Girls and Women | Ethnic Wear | Soft and Light Weight Fabric Material-(Blue,5Yards+)

☆☆☆☆☆

₹359.00

Home Decor

Metal T Lite Holder Doll (Assorted Design) – 12 in

☆☆☆☆☆

₹595.00

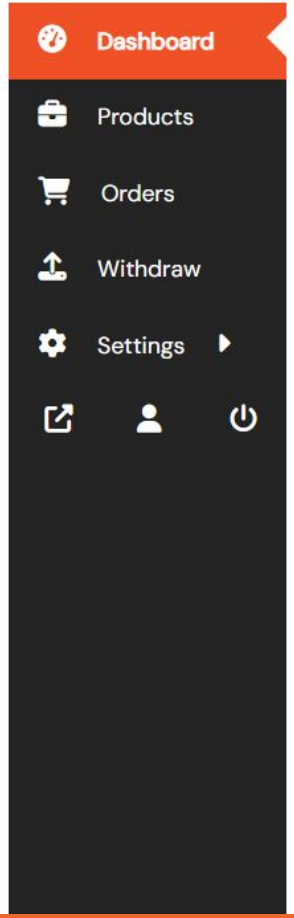
Spices

Bengal Misal Masala 100 Gm Homemade Spices Perfect for Cooking Authentic Misal at Home, Ready to Use 100% Natural Organic Ingredients No Added Preservatives, Colours And Flavors

☆☆☆☆☆

₹361.00

dicraft.site/product/king-procession-round-pen-stand/



Net Sales

₹0.00

Earning

₹0.00

Pageview

80

Order

0

Orders

Total	0
Completed	0
Pending	0
Processing	0
Cancelled	0
Refunded	0

Sales this Month

Dashboard

Products

Orders

Withdraw

Settings

All (44) | Online (44) | In stock (44)

Add new product

All dates

– Select a category –

Search Products

SEARCH

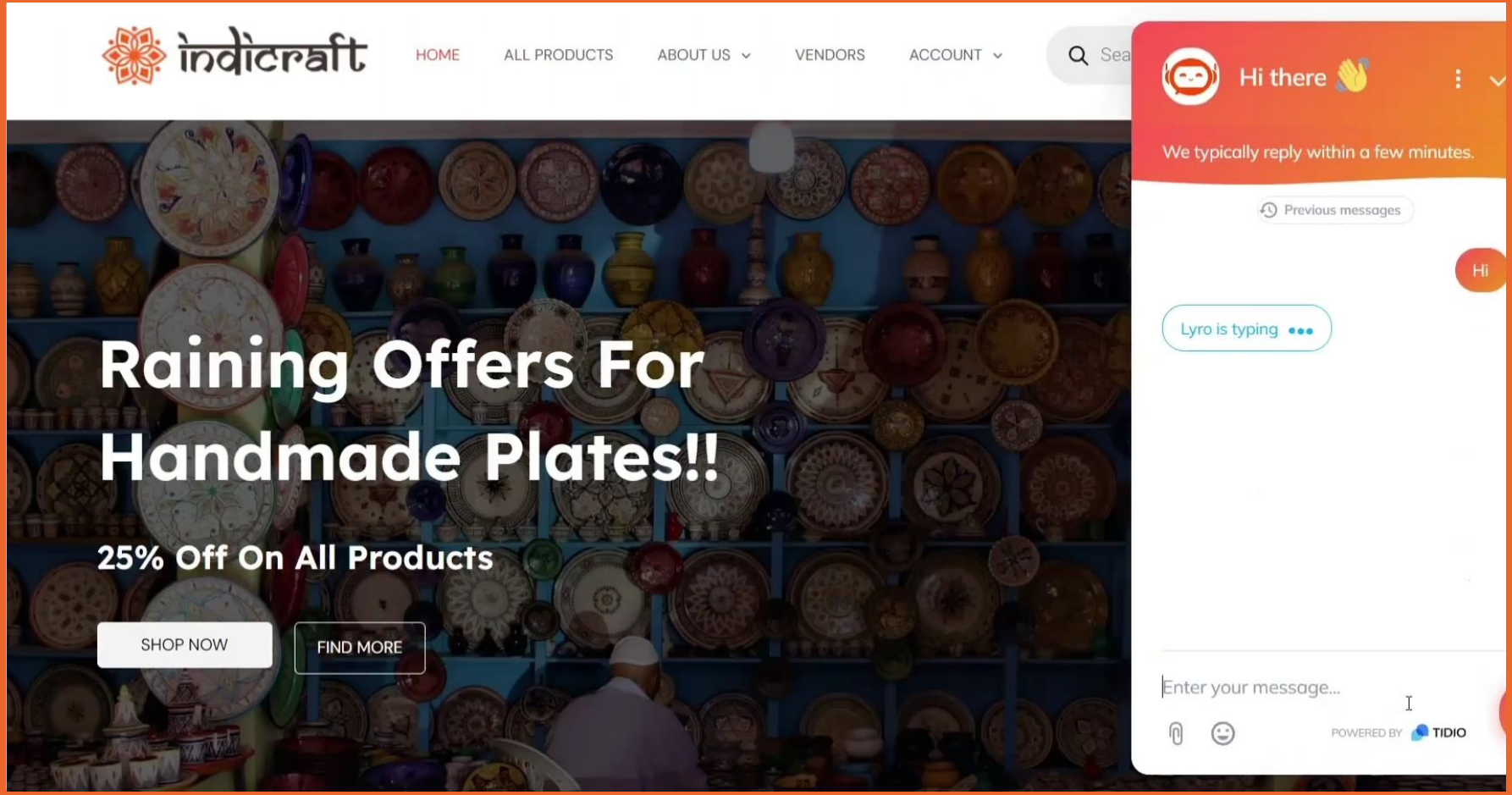
FILTER

Reset

Bulk Actions

APPLY

	Image	Name	Status	SKU	Stock	Price	Type	Views	Date
		SP SPICES Pure Fresh Anardana Powder Rich in Flavor Aroma Natural Organic Dried Pomegranate Seed Powder Perfect for Preparing Snacks Dishes (Pack of 2 – 100g* 2)	Online	–	In stock	₹186.00		0	August 28, 2024 Published
		Chounk Black Stone Flower Spice – 100g | Pathar/Patthar ke Phool	Online	–	In stock	₹237.00		0	August 28, 2024 Published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HOME
ALL PRODUCTS
ABOUT US
VENDORS
ACCOUNT
Raining Offers For Handmade Plates!!
25% Off On All Products
SHOP NOW
FIND MORE
Hi there
We typically reply within a few minutes.
Previous messages
Hi
Lyro is typing
Enter your message...
POWERED BY TIDIO

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HOME | ALL PRODUCTS | ABOUT US | VENDORS | ACCOUNT | Search for products... | ₹435.00

Home / Store / mansoor-crafts

Store Product Category

- Traditional dress
- Spices
- Household Products
- Home Decor
- Fabric

Contact Vendor

Your Name

you@example.com

Type your messsage...

Products

Enter product name | SEARCH

Default sorting

MVP - Mobile & Tablet Mockup

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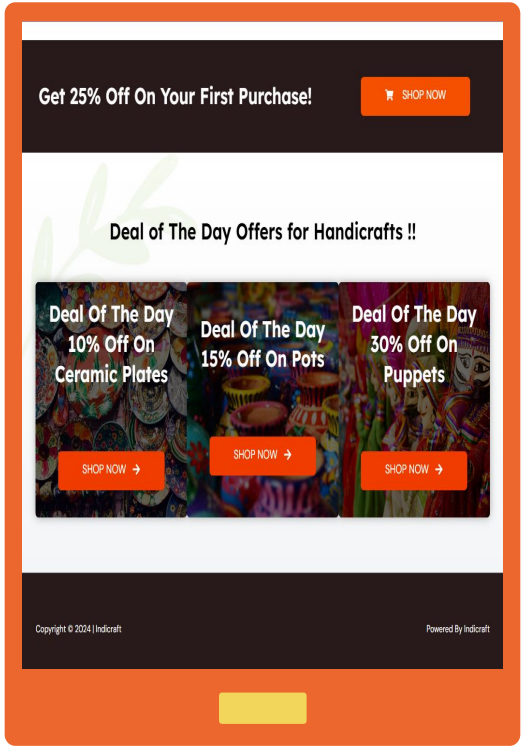

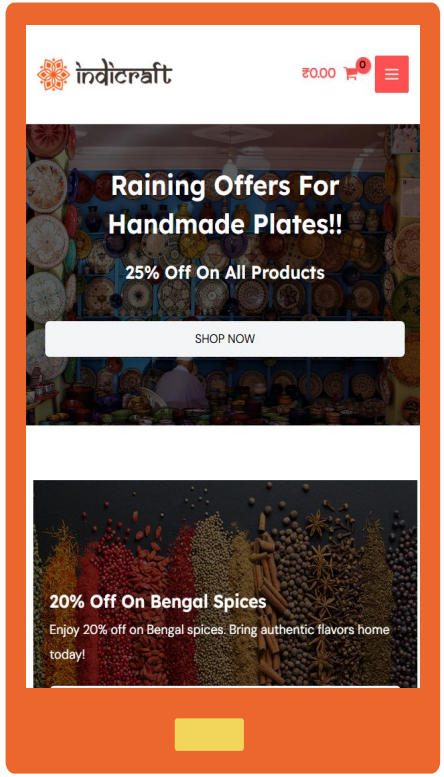

Competition Analysis

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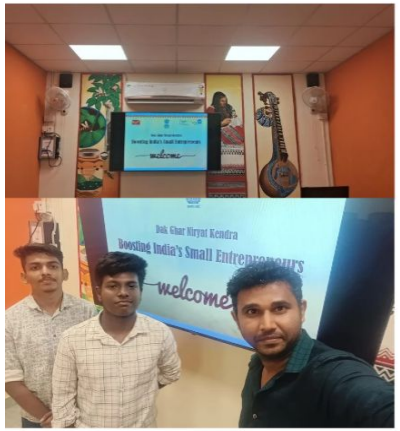
Benefits	FABINDIA - 1	ETSY - 2	AMAZON - 3	Private sellers - 4	INDICRAFT
Product	Global artisan platforms	Local handicraft stores	Handicrafts through various online platforms	Handmade products from MSMEs	Curated, quality-assured handicrafts from MSMEs, integrated with India Post's postal network for easy delivery
Price	Premium pricing	Local store prices	Moderate to high	Varies depending on product and location	Competitive, leveraging India Post's cost-efficient tariff system, keeping prices affordable
Branding channels	International branding	Word-of-mouth, local ads	Influencers, SEO marketing	Instagram, Facebook Ads	India Post marketplace + Social media marketing targeting diaspora emotions
Packaging	High-end, often luxurious	Varies, often basic	Premium packaging	Basic packaging, sometimes lacks protection	Standardized, eco-friendly, and protective packaging through India Post's logistic standards
Market reviews	High-quality reviews	Depends on locality	Good, but pricey	Mixed reviews, depends on sellers	Positive focus on affordability, timely delivery, and quality assurance
UVP	Global reach, premium products	Easily accessible but lacks quality checks	Established brands with premium pricing	Handmade but lacks unique cultural connection	Emotional connection for diaspora buyers

REFERENCES

- **IndiCraft YouTube Link:** https://youtu.be/FBFtEl4tW8o?si=BWwa8GskeUb3U-di
- **Postal Service Overview:** https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3314580
- **Connecting Local Artisans to Ecommerce Platforms:** https://ieeexplore.ieee.org/document/10543943



Visited the Dak Ghar Niryat Kendra HQ, Foreign Post Office, Beach Station, Chennai, Tamil Nadu

Met Mr. Premraj Kumar, Sales and Marketing Executive, Dak Ghar Niryat Kendra, Indian Post

Visited the Dak Ghar Niryat Kendra Centre at the International Business Centre, St Thomas Mount Chennai.

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Context:

- A disconnect exists between global Indian diaspora and Indian artisans.
- Artisans struggle with limited market access, for their unique, handmade products.

Problem:

- Artisans face challenges in reaching global customers due to lack of digital infrastructure and logistical support.
- Diaspora members find it difficult to access reliable, authentic, and reasonably priced handcrafted Indian products.

Alternatives:

- Generic e-commerce platforms for handcrafted goods.
- Buying from local shops when visiting India.

Customers:

- Global Indian diaspora seeking authentic products to stay connected to their roots.
- Artisans, especially from rural and semi-urban areas, aiming to expand their market reach.

Emotional Impact:

- **Artisans:** Disheartened by limited recognition for their craft and financial instability.
- **Diaspora:** A sense of longing and inability to reconnect with cultural roots.

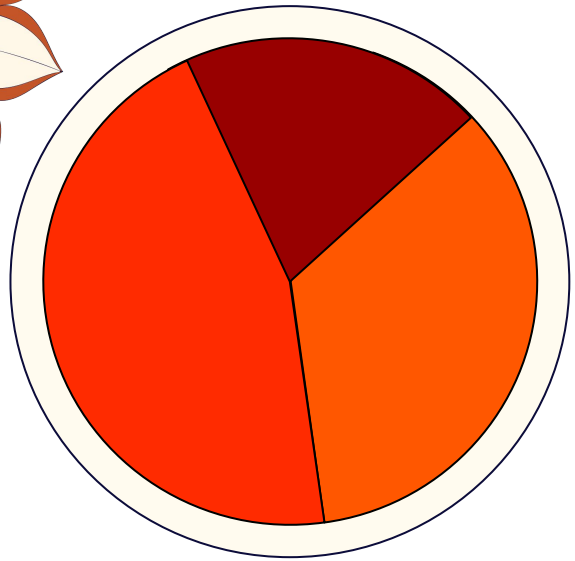
Quantifiable Impact:

- Increased earnings and market access for artisans.
- Better cultural integration and satisfaction for the diaspora.

Alternative Shortcomings:

- Generic platforms dilute artisan visibility with mass-market sellers.
- Local purchases are geographically restricted and lack trust for quality or fair pricing.

Customer Interviews & Surveys



20% Of the Customers are satisfied with the existing solution

35% Of the Customers are not aware of the India Post's Export Scheme

45% Of the Customers agree that the problem needs to be solved

Total Customers Interviewed = 32

Sources: IndiaToday

Market Size Estimation

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TAM - 2 Cr

0.35 crore artisans +
1.625 crore diaspora

SAM - 67 L

1 lakh artisans +
65 lakhs diaspora

SOM - 1.5 L

0.1 lakh artisans +
1.5 lakhs diaspora

Expanding Inclusivity

Expand inclusivity by gradually integrating more artisans and buyers.

Customer Persona

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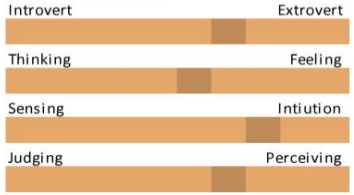
Optimistic | Enthusiastic | High Expectations

Hussain - Wooden Toy Maker

Age: 45
Occupation: Wooden Toy Maker
Location: Velachery

Personality



Goals

- Expand global reach, Simplify export processes , Reduce export costs, Enhance market insights, Increase competitiveness

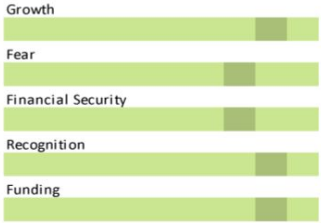
Frustrations

- Complex and bureaucratic export procedures, High shipping and export costs, Regulatory compliance challenges, Limited international market insights, Difficulty in scaling and reaching global markets

Bio

Hussain, a toy maker from Velachery, faces challenges with complex export procedures, high shipping costs, and limited international exposure. He struggles to navigate these barriers and expand his business globally. Through our project, he expects to streamline the export process, reduce costs, and gain better access to global markets, ultimately enhancing his business's growth and competitiveness.

Motivations



"As a traditional wooden toy maker in Velachery, Indicraft will open a new chapter for artisans like me. It connects my handcrafted toys to global customers who value authentic Indian crafts. Through this platform, I can focus on my craftsmanship while Indicraft ensures my work reaches those who appreciate its cultural and artistic value."

Value Proposition Canvas

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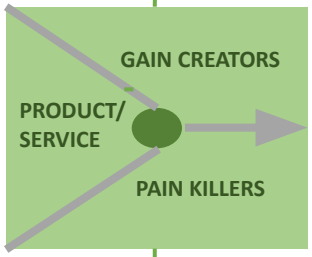
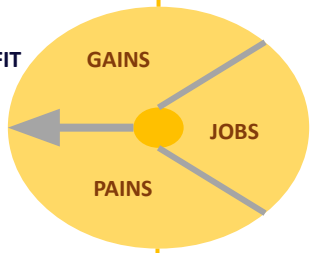
- Streamlined export procedures
- Reduced shipping costs
- Valuable market insights
- Efficient logistics and compliance
- Enhanced global reach and competitiveness

- Simplified Export Process
- Streamlined Logistics
- Reduced Shipping Costs
- Comprehensive Market Insights
- Global Expansion Support



- Streamlines exports for MSMEs.
- Reduces shipping costs.
- Delivers market insights.
- Supports compliance processes.
- Enables global expansion.

FIT



I would LOVE it if: Exporting was simple and cost-effective.
What would make the customer happy: Effortless, affordable export solutions.
What do the clients want: Easy, reliable, and low-cost access to global markets.

- **I would WANT:** To streamline complex export procedures and reduce costs.
- **What do the clients do:** They seek third-party agents, handle exports themselves, or use logistics providers.

I would HATE it if: Exporting remained complicated and expensive.
What are the pains of the clients: They face high costs, complex procedures, and ineffective solutions that hinder global market access.

IMPACT & BENEFITS

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01 **Fair trade** ensures artisans receive **appropriate pricing.**

02 **Improved market access** for local artisans **globally**

03 **Strengthened cultural connection** for the Indian diaspora

04 **Economic empowerment** through **increased revenue** opportunities

Direct market access boosts income and **reduces reliance** on middlemen, while supporting cultural preservation by keeping **traditional crafts alive.**

Strengthens the diaspora's bond with their **roots**, while providing a platform to **revive traditional crafts.**

AI recommendations align artisans' products with **market demand**, increasing productivity and expanding **global revenue** opportunities.

Promotes eco-friendly practices with handmade goods, **reducing** the **carbon footprint** and encouraging **efficient production**.

Helps artisans adopt digital tools to improve market access, while **AI/ML** enhances **product recommendations** and **demand forecasting**.

MVP VALIDATION

- **Full product/service description**:
  IndiCraft is a digital marketplace where the global Indian diaspora can buy authentic handcrafted products from local Indian artisans. Through partnerships with India Post, IndiCraft ensures cost-effective, reliable, and standardized shipping across the globe, bringing Indian culture closer to those living abroad.
- **Prototype Picture**:
  Added in the next slide
- **Video link of the working prototype**:
  https://youtu.be/FBFtEl4tW8o?feature=shared
- **Screenshots of the website (Landing page, testimony, etc.)**:
  Added in the next slide
- **Website Link**:
  www.sih-indicraft.site
- **Description of how the product will work and steps the customer will follow**:
  1. **User Registration**: Diaspora users register and create an account.
  2. **Browse Products**: They browse curated collections of local handcrafted products, categorized by regions and festivals.
  3. **Place Orders**: Users can purchase directly from artisans with guaranteed delivery through India Post.
  4. **Tracking & Delivery**: Orders are tracked in real-time, and users receive their products globally through cost-efficient, standardized postal delivery.
  5. **Post-Purchase Reviews**: Customers can leave reviews, which are shared with artisans to improve product offerings.
- **Other Information**:
  The platform ensures that artisans are fairly compensated while customers can enjoy the convenience of reliable shipping. IndiCraft also uses AI to suggest culturally relevant products based on the user's location and preferences, further personalizing the shopping experience.

SALES FUNNEL

Target Market:

Total Target Market: 1.5 L individuals

Niche Segment: 70,000 individuals

Leads:

Leads Generated: 30000 individuals

Conversion Rate: 60%

Opportunities:

Qualified Opportunities: 16546 individuals

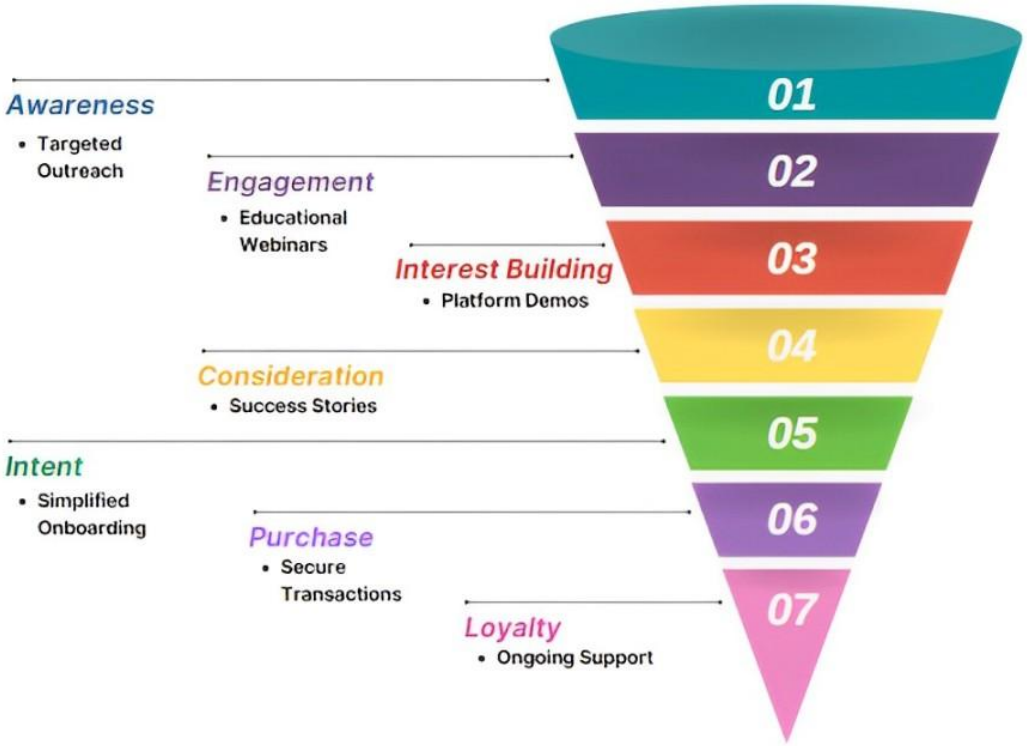
Conversion Rate: 50%

Customers:

Converted Customers: 7654 individuals

Conversion Rate: 40%

Sales: 7654 customers buy 18130 units



GO-TO-MARKET STRATEGY

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GTM Strategy	Description	Execution Process
Target Market	Artisans and global Indian diaspora interested in handcrafted goods	Identify artisans and connect with diaspora using online platforms and cultural events.
Market Segmentation	Regional artisans and buyers based on preferences	Analyze data to categorize by buyer behavior, and cultural significance.
Value Proposition	Authentic Indian handicrafts delivered globally	Emphasize cultural connection, artisan support, and product quality.
Unique Selling Points	Cultural relevance, sustainability, and quality	Highlight locally made, eco-friendly, and region-specific handcrafted products.
Marketing Channels	Online platforms, postal services, and diaspora communities	Use social media, India Post, cultural fairs, and regional diaspora events.
Promotional Activities	Cultural campaigns, collaborations with artisans, and social media ads	Partner with artisans for storytelling, run diaspora-targeted ads.
Sales and Distribution	Partnered logistics, postal exports, and online orders	Leverage India Post for affordable shipping.
Customer Relationship	Personalization and loyalty programs	Offer region-specific product recommendations, discount.

STARTUP COSTS

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Starting Cost	
Startup Cost	**₹4,28,000**
Business Registration fees	**₹25,000**
Website Design	**₹53,000**
Website Development	**₹1,50,000**
Computer Systems	**₹2,00,000**
Capital Work in Progress (Fixed Asset)	**₹2,00,000**
Machinery	**₹2,00,000**
Starting Operations (Budgeted)	**₹1,85,000**
Product Launch Expenses	**₹1,00,000**
Hosting and Domain Space	**₹80,000**
Miscellanous	**₹50,000**
Start-up capital	**₹700,000**
Share Captial (by Team)	**₹500,000**
Loans (from friends and family)	**₹300,000**

FORECAST PROFIT AND LOSS STATEMENT

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Profit & Loss Account (Income Statement)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Sales													
Cash Sales	₹ 54,400	₹ 57,600	₹ 62,400	₹ 68,000	₹ 76,000	₹ 88,000	₹ 100,000	₹ 116,000	₹ 160,000	₹ 172,000	₹ 196,000	₹ 220,000	₹ 1,370,400
No. of Units Sold	680	720	780	850	950	1100	1250	1450	2000	2150	2450	2750	17130
Price Per Unit	₹ 80	₹ 80	₹ 80	₹ 80	₹ 80	₹ 80	₹ 80	₹ 80	₹ 80	₹ 80	₹ 80	₹ 80	₹ 80
Other Cash Receipts													
Total Sales	₹ 54,400	₹ 57,600	₹ 62,400	₹ 68,000	₹ 76,000	₹ 88,000	₹ 100,000	₹ 116,000	₹ 160,000	₹ 172,000	₹ 196,000	₹ 220,000	₹ 1,370,400
COGS													
Cost of Product	₹ 13,600	₹ 14,400	₹ 15,600	₹ 17,000	₹ 19,000	₹ 22,000	₹ 25,000	₹ 29,000	₹ 40,000	₹ 43,000	₹ 49,000	₹ 55,000	₹ 342,600
Cost Per Unit	₹ 20	₹ 20	₹ 20	₹ 20	₹ 20	₹ 20	₹ 20	₹ 20	₹ 20	₹ 20	₹ 20	₹ 20	₹ 20
Gross profit	₹ 40,800	₹ 43,200	₹ 46,800	₹ 51,000	₹ 57,000	₹ 66,000	₹ 75,000	₹ 87,000	₹ 120,000	₹ 129,000	₹ 147,000	₹ 165,000	₹ 1,027,800
Fixed Expenses													
Salaries	₹ 10,000	₹ 10,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 35,000	₹ 45,000	₹ 45,000	₹ 45,000	₹ 45,000	₹ 45,000	₹ 45,000	₹ 430,000
Marketing and Promotion	₹ 6,000	₹ 6,000	₹ 6,000	₹ 6,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 184,000
Utilities (Electricity etc.)	₹ 1,500	₹ 1,500	₹ 1,500	₹ 1,500	₹ 1,500	₹ 1,500	₹ 1,500	₹ 1,500	₹ 1,500	₹ 1,500	₹ 1,500	₹ 1,500	₹ 18,000
Rent	₹ 6,000	₹ 6,000	₹ 6,000	₹ 6,000	₹ 6,000	₹ 6,000	₹ 6,000	₹ 6,000	₹ 6,000	₹ 6,000	₹ 6,000	₹ 6,000	₹ 72,000
Total Expenses	₹ 31,600	₹ 31,600	₹ 56,600	₹ 56,600	₹ 70,600	₹ 70,600	₹ 80,600	₹ 80,600	₹ 80,600	₹ 80,600	₹ 80,600	₹ 80,600	₹ 801,200
Result													
Net Profit/Loss	₹ 9,200	₹ 11,600	₹ -9,800	₹ -5,600	₹ -13,600	₹ -4,600	₹ -5,600	₹ 6,400	₹ 39,400	₹ 48,400	₹ 66,400	₹ 84,400	₹ 226,600
Gross Profit Margin	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%
Net Profit Margin	17%	20%	-16%	-8%	-18%	-5%	-6%	6%	25%	28%	34%	38%	17%

FINANCIAL PRODUCTIONS AND FUNDING

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	Year 1	Year 2	Year 3	Year 4	Year 5
Number of sales	17130	25701	34260	51390	68520
Value of each sale (Contribution)	₹ 60	₹ 74	₹ 91	₹ 112	₹ 137
Average Price per unit	₹ 80	₹ 96	₹ 115	₹ 138	₹ 166
Average Cost per unit	₹ 20	₹ 22	₹ 24	₹ 27	₹ 29
Total revenue	**₹ 1,370,400**	**₹ 2,467,296**	**₹ 3,946,752**	**₹ 7,104,154**	**₹ 11,366,646**
Gross Profit	**₹ 1,027,800**	**₹ 1,901,874**	**₹ 3,117,660**	**₹ 5,736,152**	**₹ 9,360,243**
Capital costs					
Land and building	N.A.	N.A.	N.A.	N.A.	N.A.
Equipment	₹ -	₹ -		₹ 1,800,000	
Product development costs	₹ 95,000	₹ 500,000	₹ 700,000		₹ 1,000,000
Others	₹ 250,000				
Total	₹ 345,000	₹ 500,000	₹ 700,000	₹ 1,800,000	₹ 1,000,000
Expenses (Annual)					
Salaries	₹ 430,000	₹ 645,000	₹ 1,290,000	₹ 3,225,000	₹ 8,062,500
Marketing and Promotion	₹ 184,000	₹ 202,400	₹ 222,640	₹ 244,904	₹ 269,394
Digital Marketing & Customer Services	₹ 90,000	₹ 99,000	₹ 108,900	₹ 119,790	₹ 131,769
Utilities (electricity etc.)	₹ 18,000	₹ 27,000	₹ 32,400	₹ 38,880	₹ 46,656
Office Supplies	₹ 7,200	₹ 10,800	₹ 21,600	₹ 64,800	₹ 259,200
Rent	₹ 72,000	₹ 79,200	₹ 87,120	₹ 95,832	₹ 105,415
Total	**₹ 801,200**	**₹ 1,063,400**	**₹ 1,762,660**	**₹ 3,789,206**	**₹ 8,874,935**
Earnings (EBITDA)	**₹ 226,600**	**₹ 838,474**	**₹ 1,355,000**	**₹ 1,946,946**	**₹ 485,309**

UNIT ECONOMICS

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P & L/ unit	Year 2022
Revenue	₹ 2,00,000
COGS	₹ 1,00,000
Gross Profit	₹ 70,000
Gross Profit Margin	55%
Operating Costs	₹ 1,42,000
Operating Profit	₹ 3,76,000

Unit Economics	Year 2024
CAC	₹ 8,960
CLV	**₹ 30,000**
ARPU	₹ 3,00,000

Step 1	APV = Average Purchase Value = Total revenue/Total number of purchases	₹ 2,00,000
Step 2	APF = Average Purchase Frequency = Number of purchases/ Number of unique customers	1.54
Step 3	Average Customer Lifespan = 1/Churnrate	0.30
Step 4	CLV =APV*APF*ACL*GM	₹ 30,000

CAC	(Cost of Sales + Cost of Marketing) / Number of new customers acquired (in currency terms)
CLV	Average purchase value x Average purchase frequency x Average Customer Lifespan x Gross Margin
ARPU	Total revenue in specific period/Total number of customers during the same period (in currency terms)
GROSS PROFIT	Total revenue – Total COGS (In currency terms)
OPERATING COSTS	Cost of goods sold (COGS) + operating expenses (OPEX)
CHURN RATE	(Customers at the beginning of the period – customers at the end of the period) / customers at the beginning of the period

FUNDING PLAN

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Funding Needed For	Market Expansion and Product Development for the next 5 years
Funds Required	25 Lakhs
Potential Funding Sources	Grants, Angel Investors, VC's
Funds Bootstrapped And Grants received	3 Lakhs, 2 Lakhs as loan from friends and family
Target Fund Raise	20 Lakhs
WIIFM for Investors	4% Equity
Utilization of Funds	Product development, Tech Hiring, Operations, Rent, Salary

TEAM COMPOSITION

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Team member 1
Tharun Kumar C

Role/Position:
CEO & CTO

Key Strengths and abilities:
1. Project management skills
2. Technical knowledge of web frameworks
3. Strategic vision
4. Problem-solving abilities
5. Team leadership experience

Team member 2
Gokul Jayachandran

Role/Position:
COO

Key Strengths and abilities:
1. Technical expertise
2. Collaborative skills
3. Adaptability
4. Problem-solving
5. Commitment

What makes us a good team to solve the problem we chose?

1. **Complementary Skills:** Diverse expertise in technology, project management, and market insights.
2. **Experience:** Proven track record in developing and implementing solutions.
3. **Collaborative Approach:** Effective communication and teamwork to address challenges.
4. **Innovative Thinking:** Ability to devise creative solutions for complex problems.
5. **Commitment:** Strong dedication to achieving project goals and making an impact.

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Thank You!