

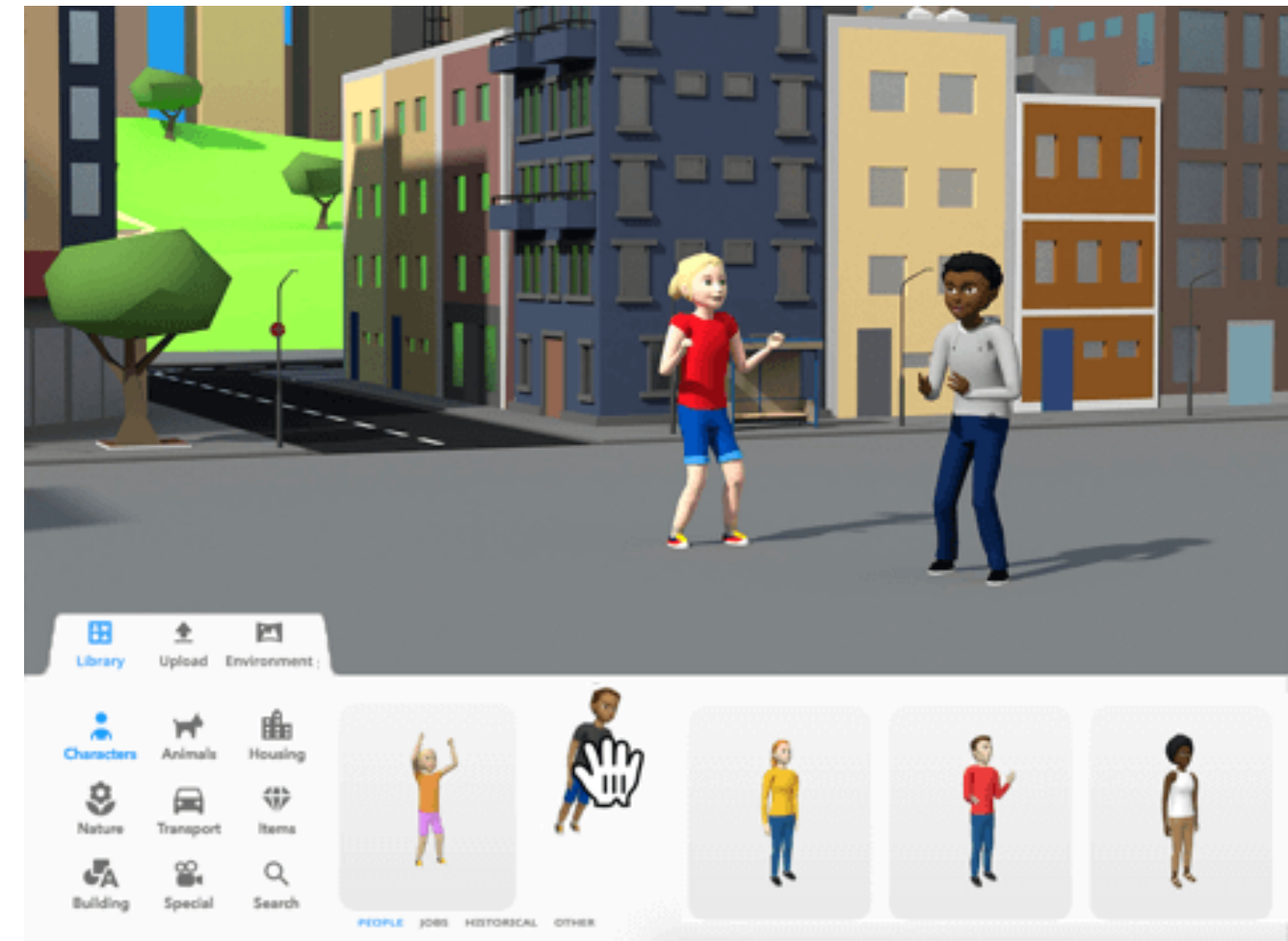
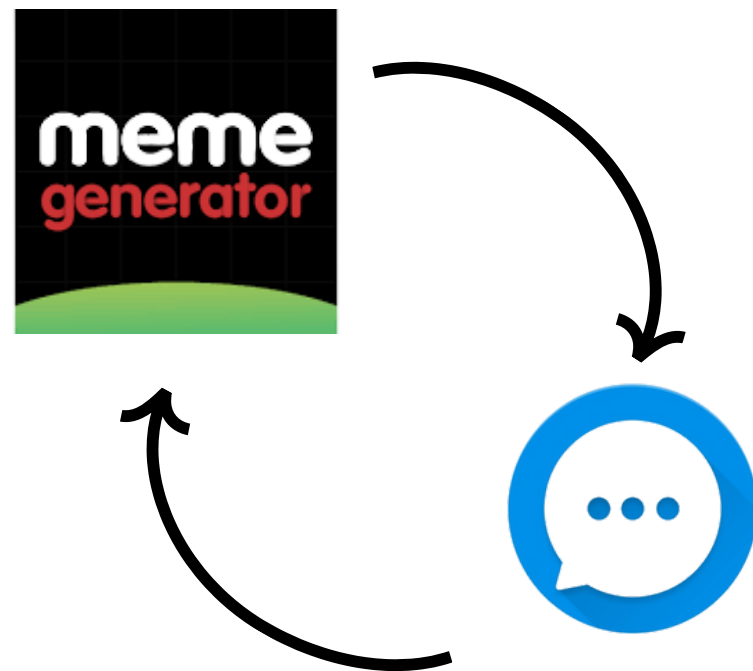


SELFIECHAT

*Created by
Team*

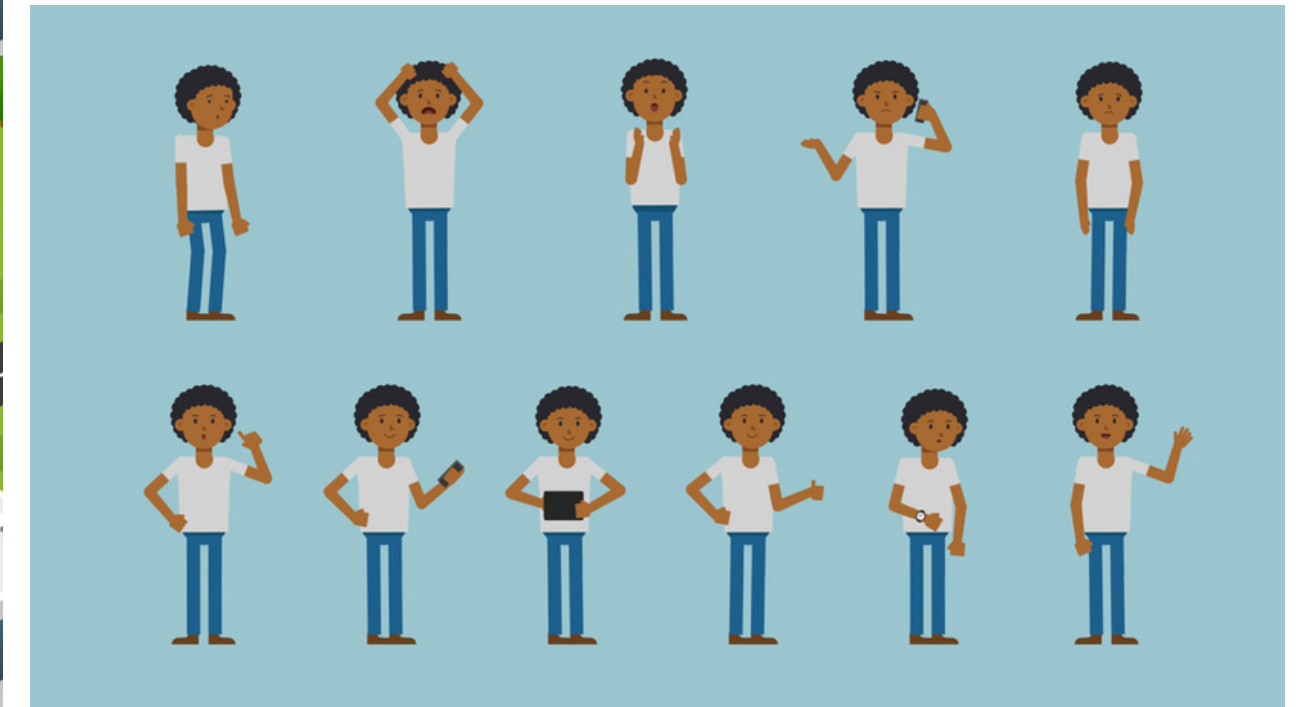
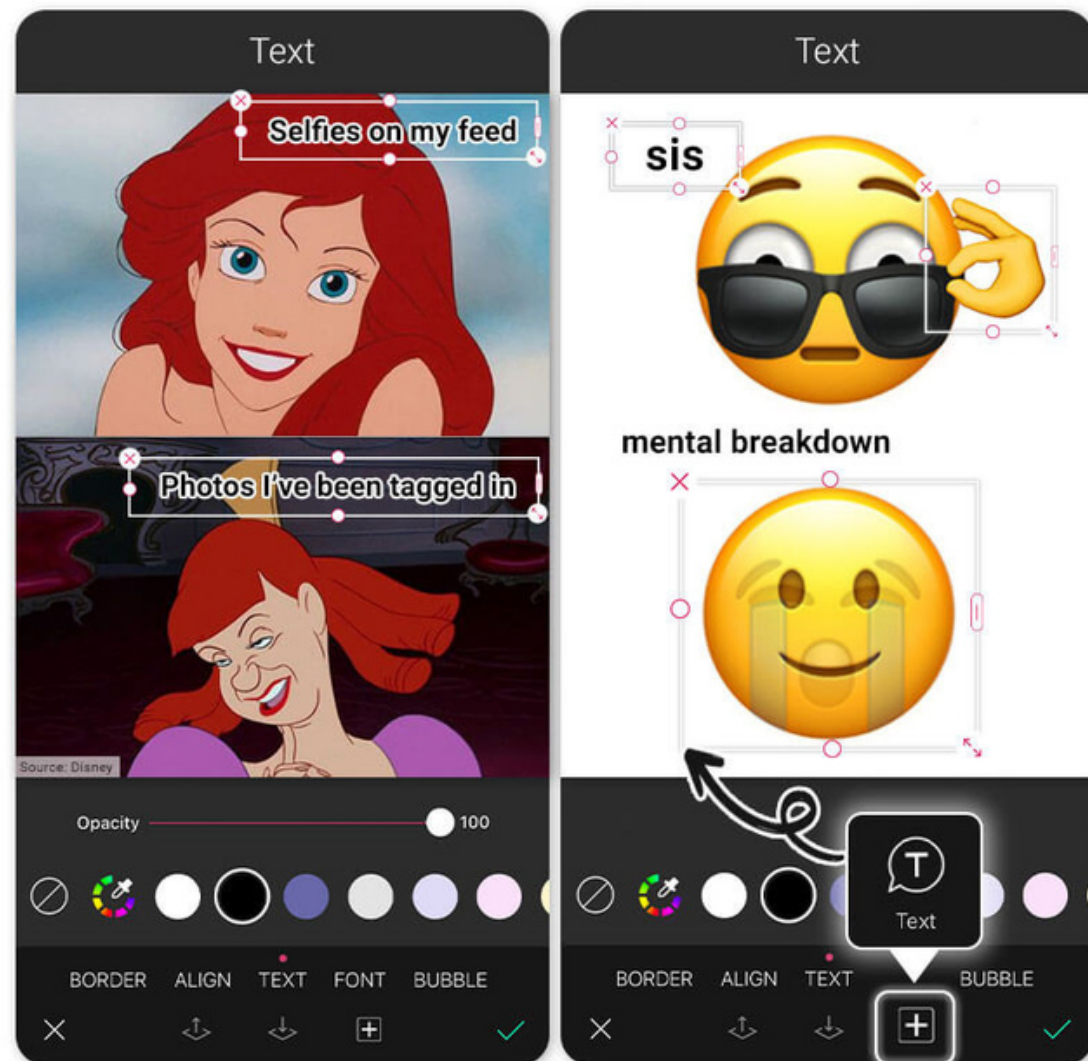
Problem Statement

The current social media applications have restricted capabilities for creating memes, shorts, and animated short videos. Additionally, there is a lack of suitable platforms for Virtual Interactive Social Media applications that offer engaging experiences for users

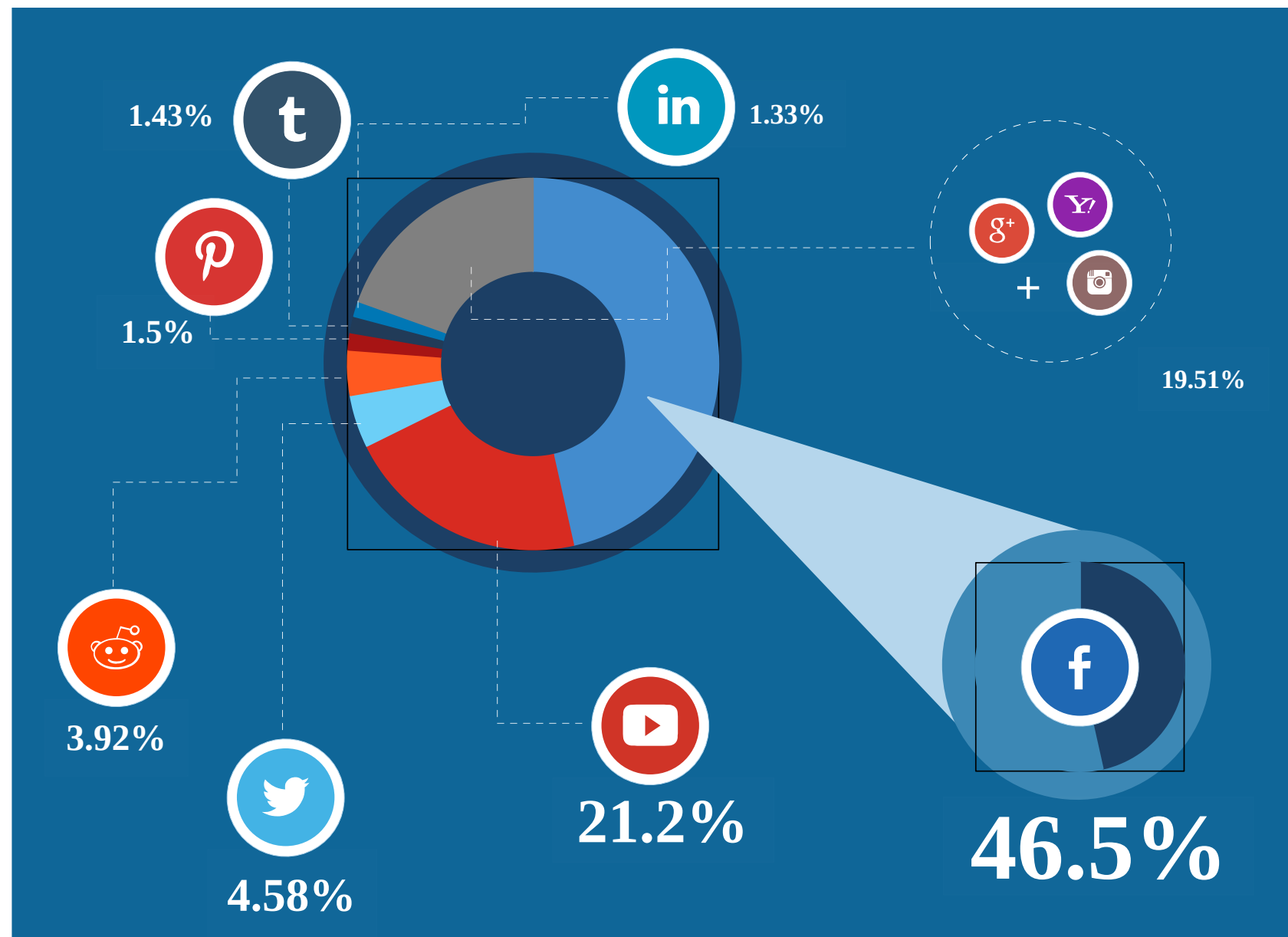


Our solution

We propose to develop a social media application that includes a comprehensive set of tools for creating customized memes, making shorts, and producing animated videos. Additionally, our app will offer a suitable platform for a 3D interactive social network, which will be a significant feature.



Competition and Opportunities



- **Unique and comprehensive features**
- **Niche audience**
- **Monetization opportunities.**
- **Competitive advantage.**
- **Growth potential.**

User Engagement



Creativity



Entertainment



Community



Immersive Experience



Monetization

Market size(Global)

TAM = 700 crore users (mobile users in world)

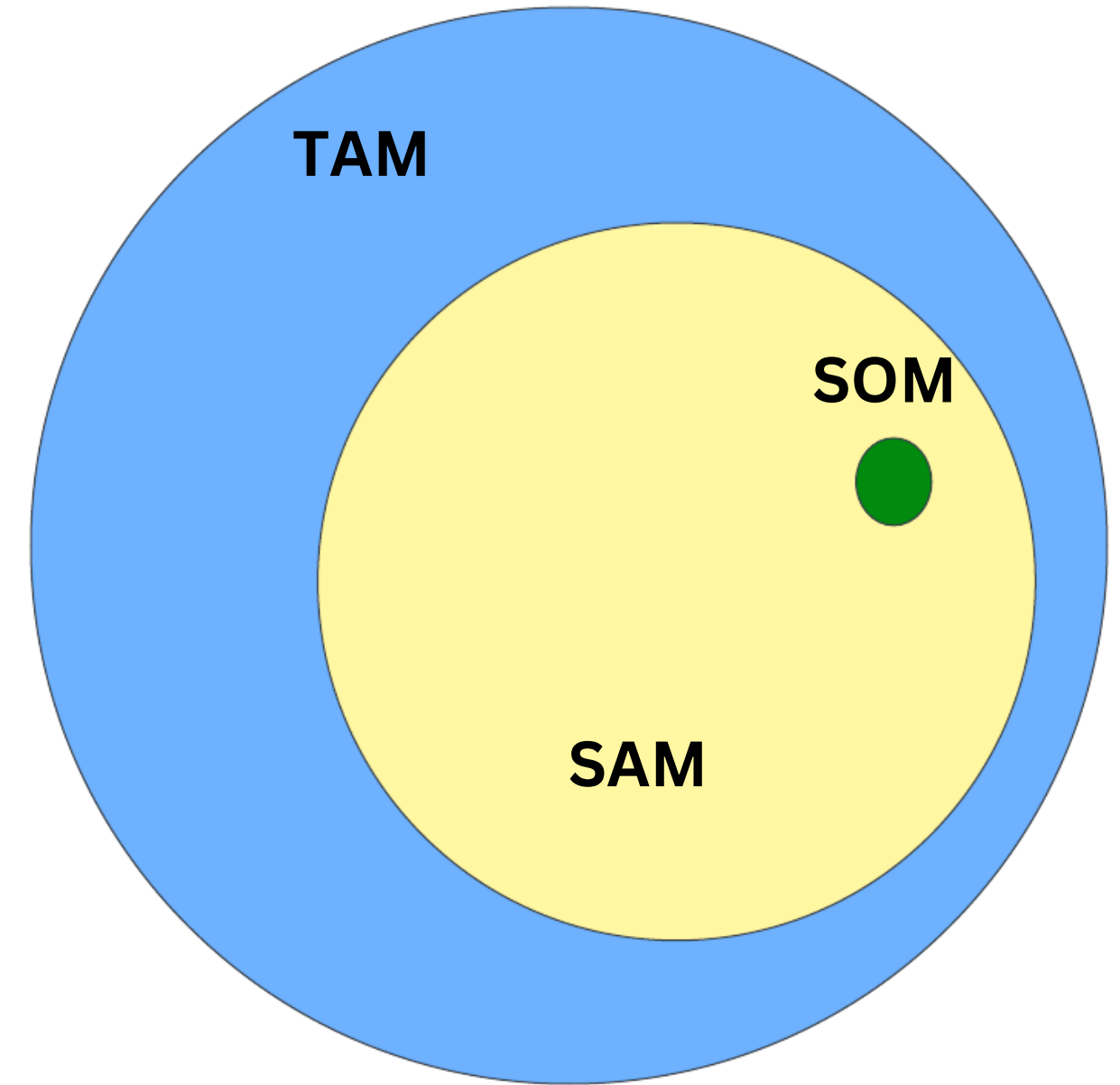
SAM = 630 crore users (90% of TAM)

SOM = 50 crore users (8 % aprox of SAM)

TAM = Total Addressable Market

SAM = Service Addressable Market

SOM= Service Obtainable Market



Business Model

Value proposition

- Social Connectivity
- Interactive virtual social engagement

Customer segments

- Content creators
- Influencers
- Marketers and advertisers
- Students and educators

Channels

- Social media
- Influencer marketing
- Marketers and advertisers
- App stores
- Referral programs
- Students and educators

Revenue streams

- Advertising
- In-app purchases
- Sponsored content
- Data monetization and Collectables

Cost structure

- Development costs
- Hosting and infrastructure costs
- Marketing and advertising costs
- Content creation costs
- Customer service costs
- Legal and regulatory costs

Key resources

- Technology infrastructure
- Content creation tools
- Intellectual property
- Human resources
- Financial resources
- Partnerships and collaborations

Key activities

- Software development
- Content creation
- Marketing and user acquisition
- User engagement
- Data analysis and optimization
- Customer service

Key partnerships

- Content creators
- Brands and advertisers
- Technology providers

Financials

Years	2025	2026	2027	2028	2029	2030
Revenue	365 Cr	475 Cr	600 Cr	780 Cr	1000 Cr	13000 Cr
Product development	4.68 Cr	5.6 Cr	6.72 Cr	8.06 Cr	9.78 Cr	11.73Cr
Operations	1.04Cr	1.25 Cr	1.5 Cr	1.8 Cr	2.16 Cr	2.60 Cr
Marketing	2.0 Cr	2.2 Cr	2.64 Cr	3.16 Cr	3.80 Cr	4.56 Cr
Backup funds	2.0 Cr	0	0	0	0	0
Total expenses	9.72 Cr	9.05 Cr	10.86 Cr	13.02 Cr	15.74 Cr	18.89 Cr
Before tax	365Cr	475 Cr	600Cr	780 Cr	1000 Cr	1300 Cr
Tax	110 Cr	142 Cr	180 Cr	234 Cr	300 Cr	390 Cr
Net profit	255 Cr	332Cr	420 Cr	546 Cr	700 Cr	910 Cr

- **Global Market Size: 630 crore mobile devices**
- **Percentage of Downloads from Global Market: 2%**
- **Total Expected downloads in one Year : 10 Cr or 100 millions**
- **Revenue per user in one year: 365 INR**

the total expenses increased for each year: 20 %

- the total expenses in each subsequent year are 20% higher than the expenses in the previous year.

Total revenue increased for each year: 30%

- total revenue for each subsequent year is 30% higher than the revenue in the previous year

Total Tax Deducted for each year : 30%

- total tax deducted in each year is 30% of the total revenue for that year.

Future Enhancements

- **Enhanced video chatting**
- **VR experience**
- **Augmented reality (AR) effects**
- **Enhanced meme creation tools**
- **Collaborative content creation**

Team

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Thanks!