

THE

VISIONS

# Who are we?



*Isha Bhattarai*



*Jenisha Shrestha*

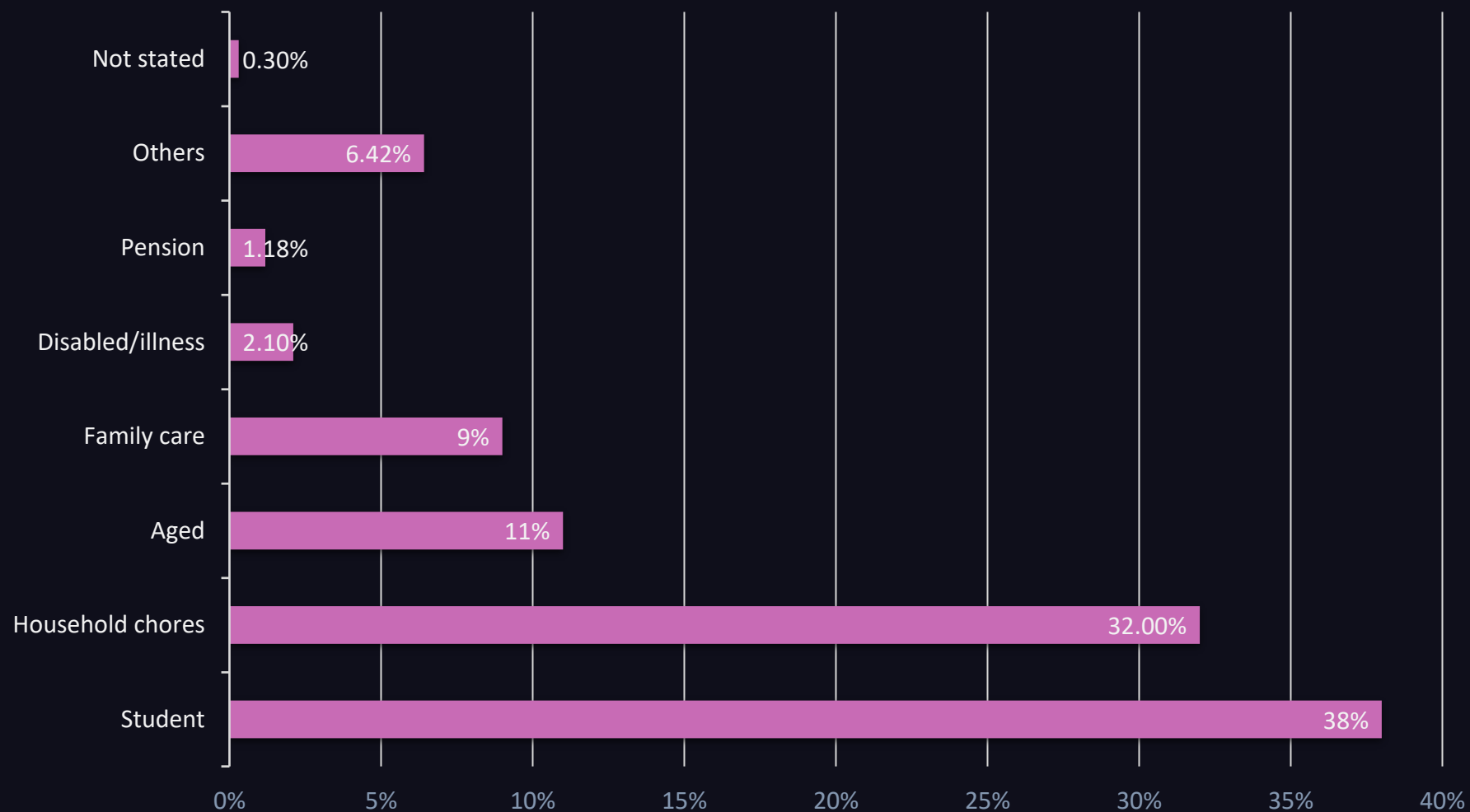


*Jeeni Shrestha*

- We are **The Visions**, a team with a commitment to empower women and foster connections.
- Our mission: Bridging the gap between women and impactful employment.

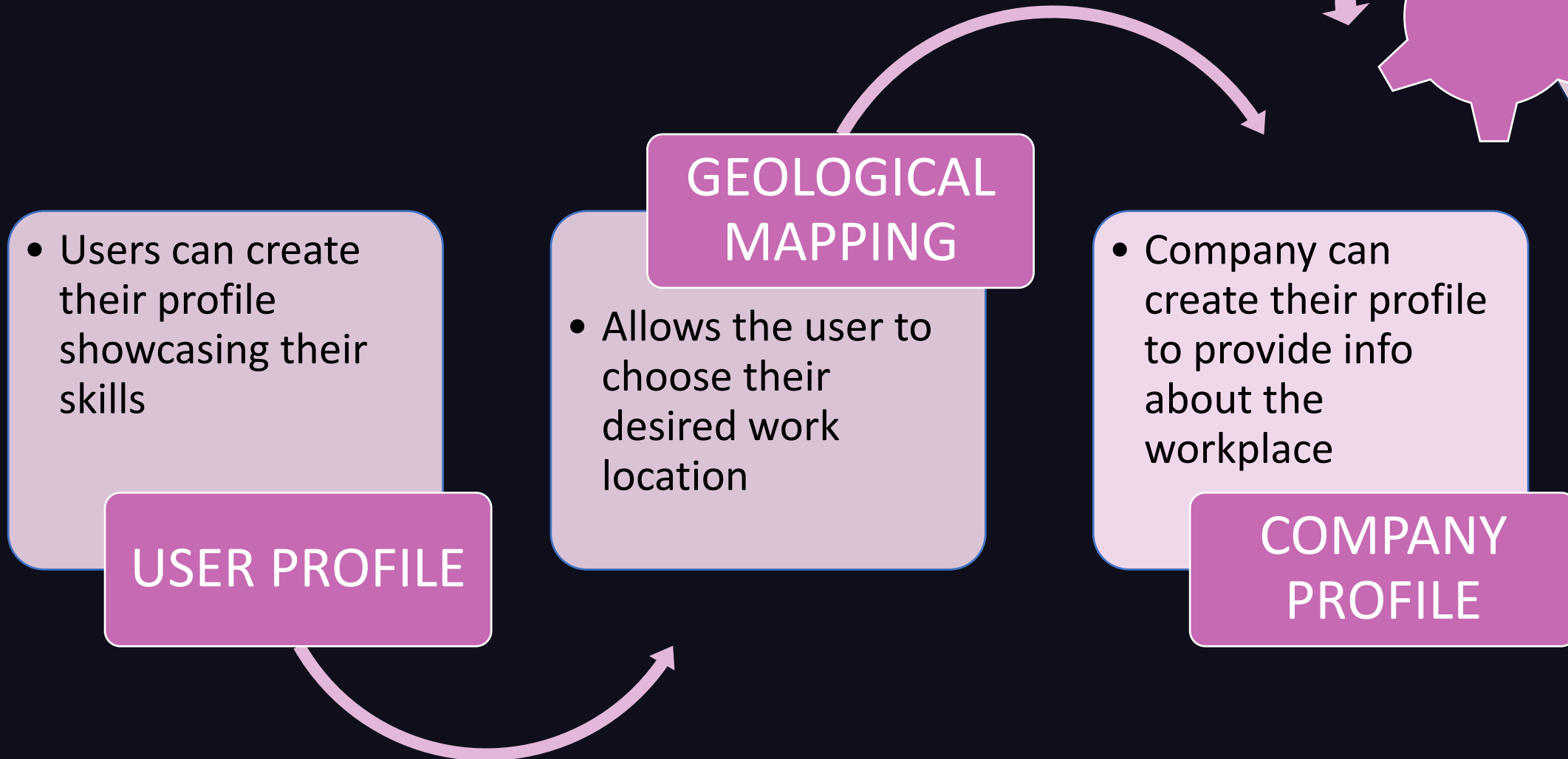
# The Problem

Despite possessing unique ideas and entrepreneurial ambitions, women are still confined to traditional roles and bound by so called 'societal norms '. Because there are many limitations imposed on them, the skills they have remain unutilized or the skills they want to have remain unreachable. Though some may go against these societal norms, they face unconscious bias and unequal pay.



***Nepalese women population who are not working for pay***

# Plans to implement the solution





BREAKING BARRIERS, BUILDING DREAMS



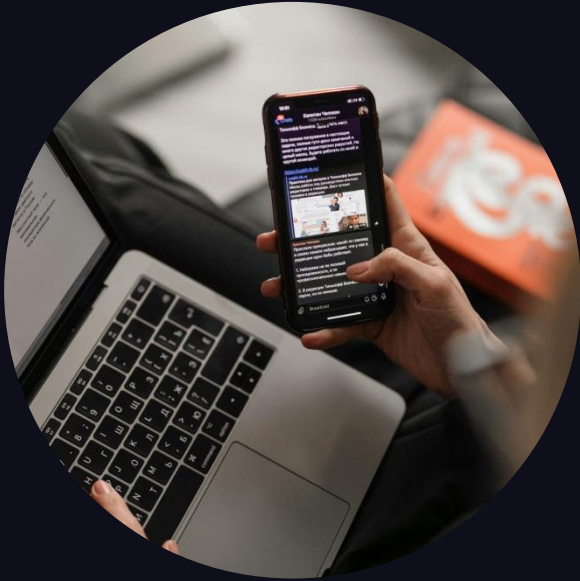
# About our app

A digital platform which focuses on empowering women by providing them with opportunities to showcase their skills and connecting them to those that are seeking those skills. Our mission is to bridge the gap between women and impactful employment.

NOOK

*“Breaking Barriers,  
Building Dreams”*

# Features of Nook



## User and Company profiles

Provides tools that allows to create detailed profiles showcasing their skills, education and work experiences



## Geolocation Matching

The platform utilizes advanced geolocation technology to match these preferences with potential employers in the specified areas



## Networking

Facilitates connections between women to build a supportive community and exchange knowledge.



# Features of Nook



## Skill Development

Provides tools and courses to help women enhance their skills and pursue their ambitions.



## Empowerment Resources

Access to educational, financial, and health resources tailored to the needs of women.



## Chatbot

Helps the women connect in the app in their native language



## Marketing Strategy:

1. Partnerships with women focused NGOs
2. Conducting orientation programs
3. Social Media
4. Low subscription price
5. Partnerships with other companies

### Target Audience

- Women seeking career opportunities
- Entrepreneurs
- Organizations promoting women empowerment



## Monetary value :

Subscription fees and paid features

Corporate partnerships and sponsorships

Advertisement revenue

# Sustainable Development Goals



**5** GENDER  
EQUALITY



**8** DECENT WORK AND  
ECONOMIC GROWTH





# PROJECT NOOK



## ROADMAP

### USER FEEDBACK AND ITERATIVE ENHANCEMENTS

It involves collecting user feedback post-launch and iteratively enhancing the app based on insights.

### MVP DEVELOPMENT AND LAUNCH

It involves developing and launching the Minimum Viable Product (MVP) to introduce core features to our target audience.

### SCALING AND PERFORMANCE OPTIMIZATION

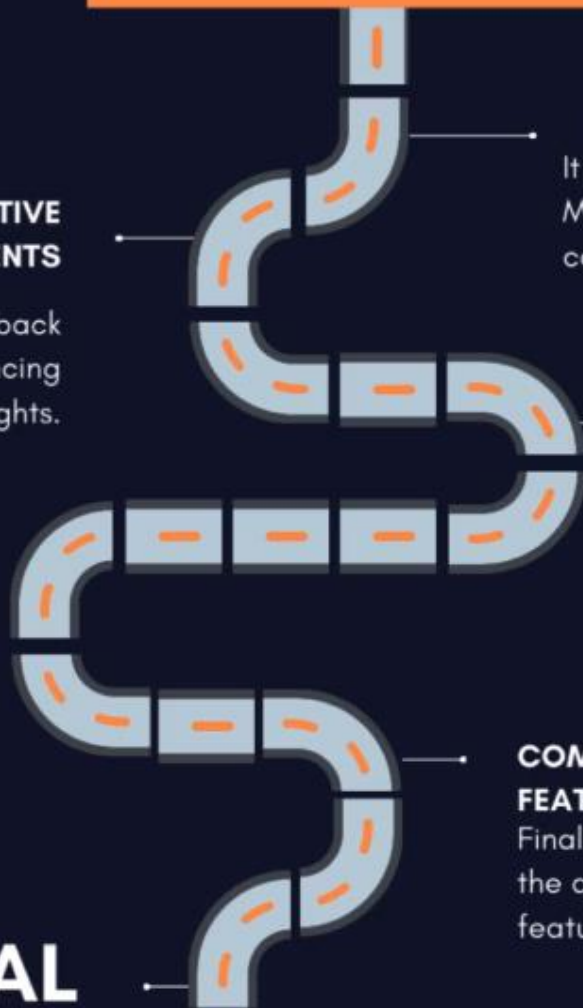
This step involves preparing the app for scalability, optimizing performance, and address any scaling challenges.

### COMMUNITY ENGAGEMENT AND FEATURE EXPANSION

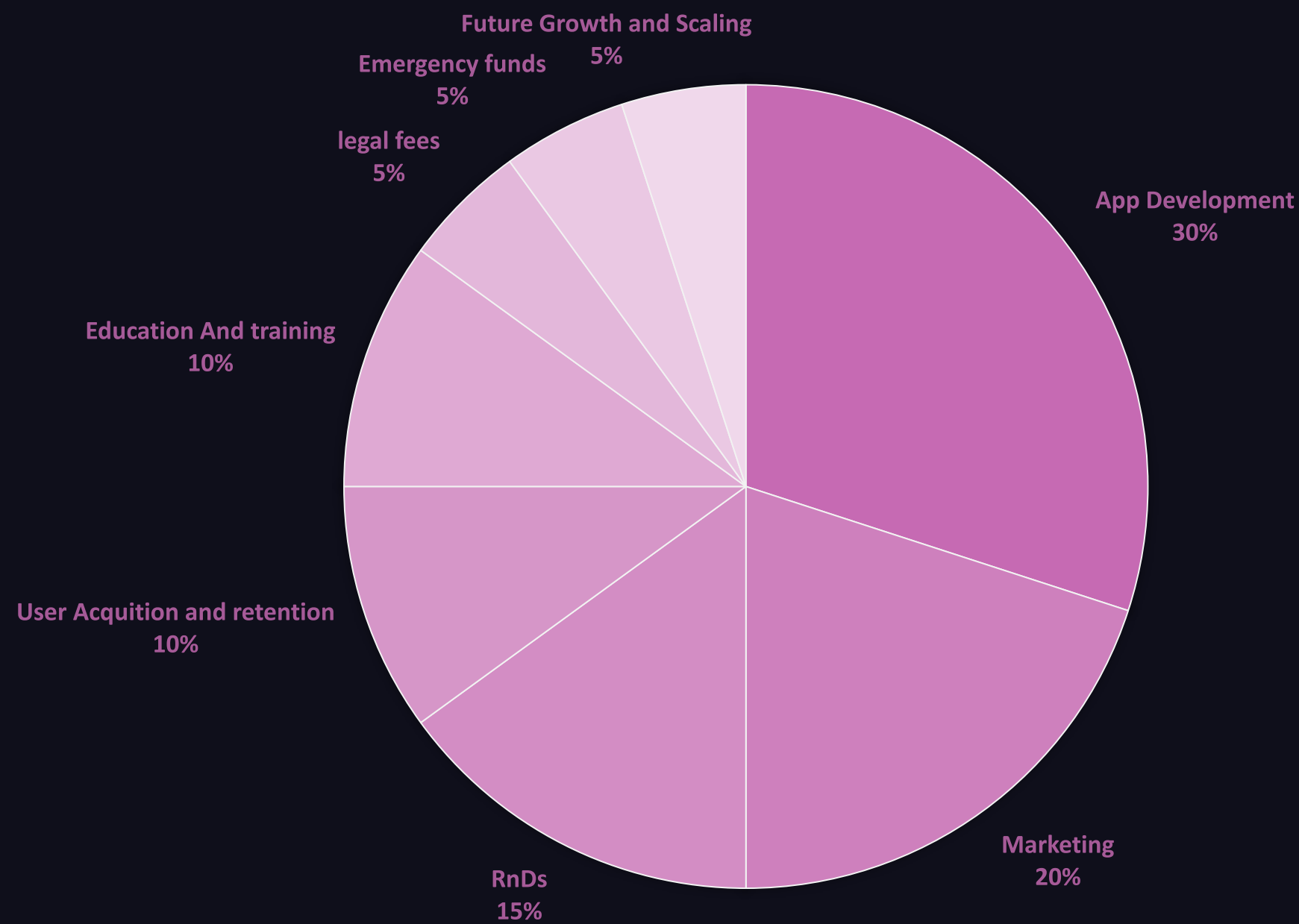
Finally, Fostering a community around the app and strategically expanding features to meet user needs.



## GOAL



CHANNELLING TO \$1 MILLION





BREAKING BARRIERS, BUILDING DREAMS