



VUROSITY BOOKS

**‘ Disrupting the online
landscape for books. ’**

The Problem



Accessibility

Due to time constraints and geographical limitations, people find it difficult to get their required books easily, especially in the case of school or college students.



Availability

There's the unavailability of a single marketplace to get different books, specifically in the academic book section.



Pricing

Most people wanting to buy books find it difficult to do so because of new books being costly & there being no easy way to get them cheap if you only require it for a limited time.



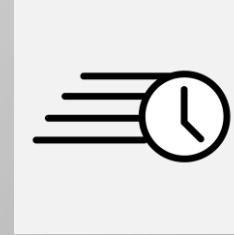
Connectivity

There's a serious lack of an efficient Book distribution structure to connect every big or small bookstore or a seller to every last person needing them.



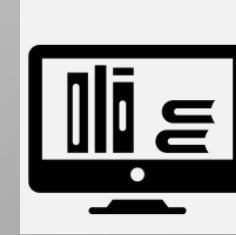
Solution

An E-Platform with wide network of distribution channels of sellers , providing power in hand of the customer to buy or sell as per requirement.



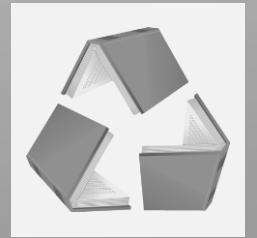
Skip The Line

Pre-Order you Books from Bookshops or School and College Bookstores and even get them delivered to your doorstep.



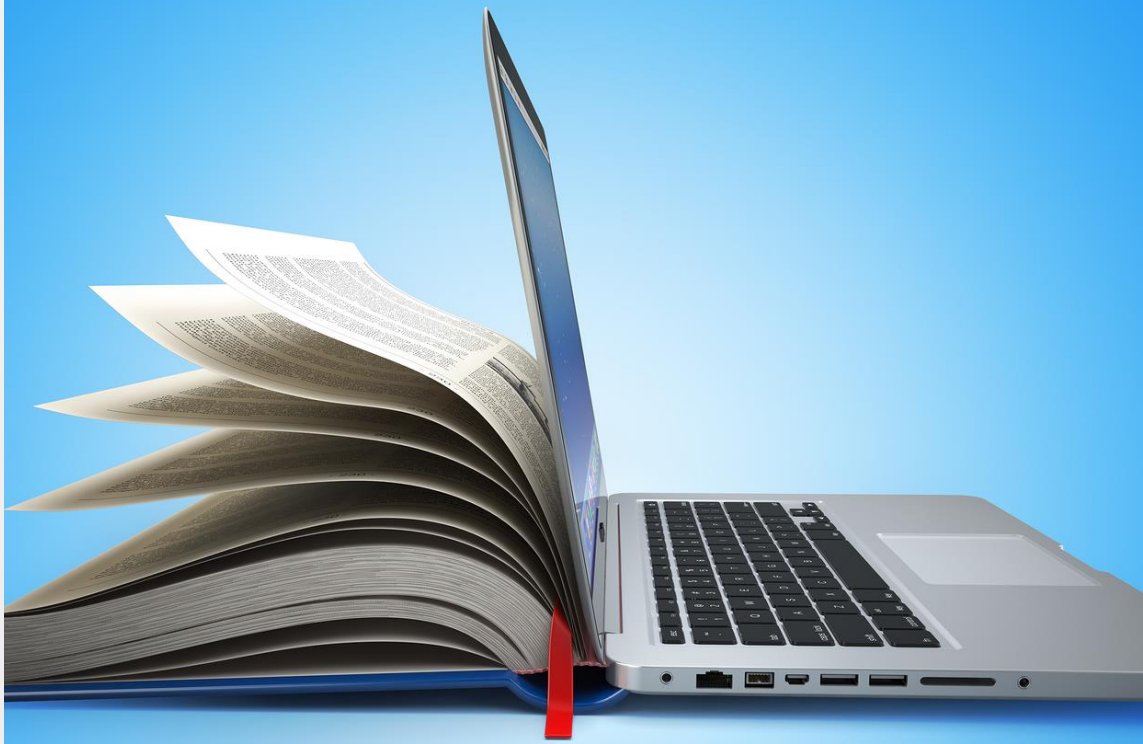
Library

Borrow new or old books & return them after a specific period of time for a specified sum.



Book Cycle

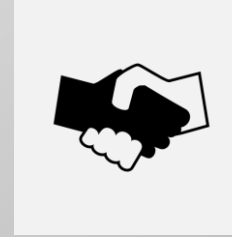
Sell or Rent your Books or even Donate them for a better cause.



Product

Web application : www.vurocitybooks.com

Android/iOS application : Vurocitybooks



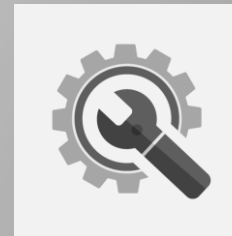
User Friendly

Hassle-free & innovative experience with a detailed informative structure.



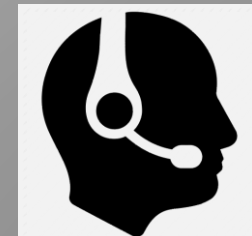
Safe

Authentic & Verified Products with a highly secured Payment & Delivery Chanel.



Robust Design

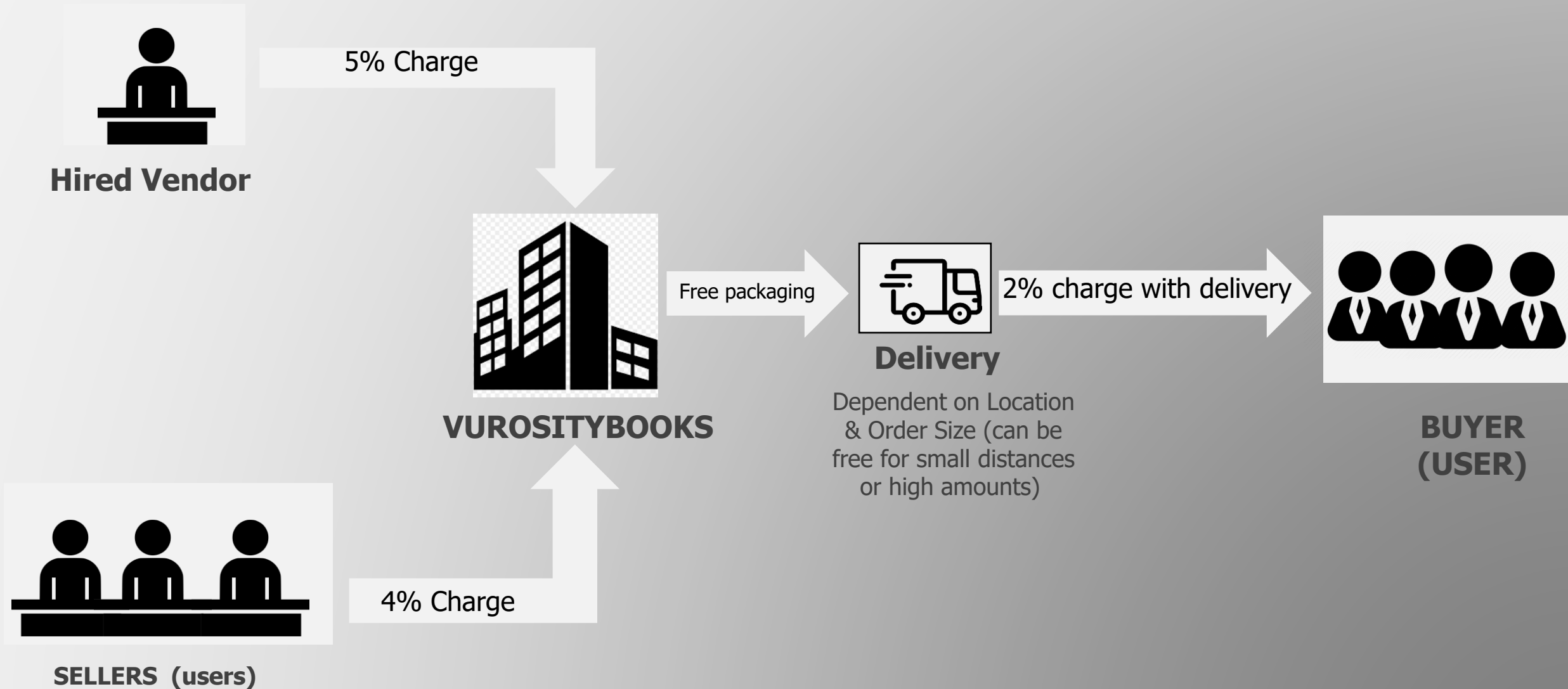
If you can unlock your device, you can operate our site.



Customer Care

24x7 available support & feedback services.

Business Model



"Buying used books is my version of Adopting an orphan"

– The Horizon

"Secondhand books are wild books ,Homeless books ; they have come together in vast flocks of variegated feather and have a charm which the domesticated volumes of the library lack."

- Virginia Wolf (Author)

Vuroosity Books - A sustainable approach

- ❑ The sustainable option for Reusability and Renting of books.
- ❑ Buying used books is an environmentally friendly option.
- ❑ If you take good care of your textbooks, you can resell them and make your money back.
- ❑ Buying textbooks from other students, rather than large retail outlets, support the efforts of your fellow students.

Market Size

₹739B+

Expected Book Market Worth
(by 2021)

Current Worth: ₹261B

₹385B+

Current E-Commerce
Market

Growth at an Annual
Rate of 51%

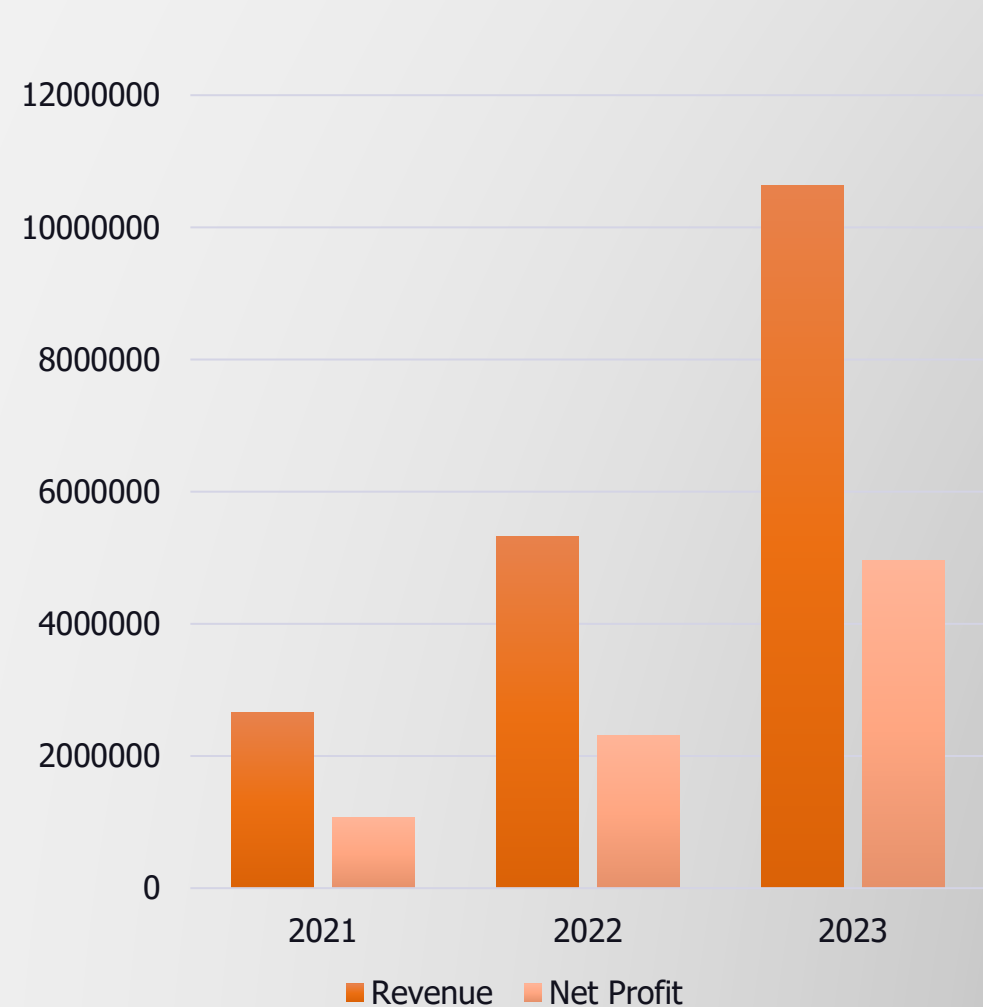
₹30B+

Second Hand Book
Market Size (2019)

Growth at an
annual Rate of 15%

Financials

Our Income Statement Projection



	2021	2022	2023
Order Count	56,000	1,12,000	2,24,000
Academic Book Sets	20,40,000	40,80,000	81,60,000
Loose Books	5,50,000	11,00,000	22,00,000
Selling Books (C2C)	70,000	1,40,000	2,80,000
Total Revenue	26,60,000	53,20,000	1,06,40,000
IT	1,27,000	1,90,500	2,54,000
Marketing	2,00,000	3,00,000	4,00,000
Packaging & Delivery	4,82,000	9,64,000	19,28,000
Binding	6,00,000	12,00,000	24,00,000
Miscellaneous	1,76,000	3,52,000	7,04,000
Total Expenses	15,85,000	30,06,500	56,86,000
Net Profit	10,75,000	23,13,500	49,54,000

** all values in INR*
approximate figures

Growth Strategy

Our plan of action to achieve higher level of market share

ACQUIRE

March, 2021

- Providing Book-Sets to Students at the start of their academic session.
- Referral Profits & Early Discounts to users.
- Online Surveys & Social Media interaction.

KEEP

September, 2021

- Providing sets of Previous Year Exams and Worksheets to be referred by students during the exam season.
- Talent Scouting among schools and colleges through Competitions.

GROW

April, 2022

- We plan on introducing Tutoring and Online Doubt Solving.
- With desired growth we plan on opening our Book hub and Physical Outlets.

Competition :

Note: None of the product is exactly related to our approach

VUROSITYBOOKS

- ❖ Combination of ERP , E-commerce , Pre-Booking , Renting and Selling System.
- ❖ **SKIP THE LINE** is a bright new concept in the field of education and books supply. (extremely helpful even in situations like covid) vuositybooks supplies respective book sets to students mentioned by their specific schools or colleges.
- ❖ **TALENT SCOUTING:** Students outperforming in the specific fields receive help to reach high positions with great exposure.
- ❖ **EASY EARN MONEY** using the selling feature of the product – helping the students and even the vendors for easy connectivity and better prices.(includes pickup and deliver)
- ❖ Exclusive Features such as **RENTING AND DONATING** of used books.
- ❖ Providing Previous Year Exams and Worksheets **SPECIFIC TO SCHOOLS** helping student even to prepare of exams.

OTHER SIMILAR PRODUCTS

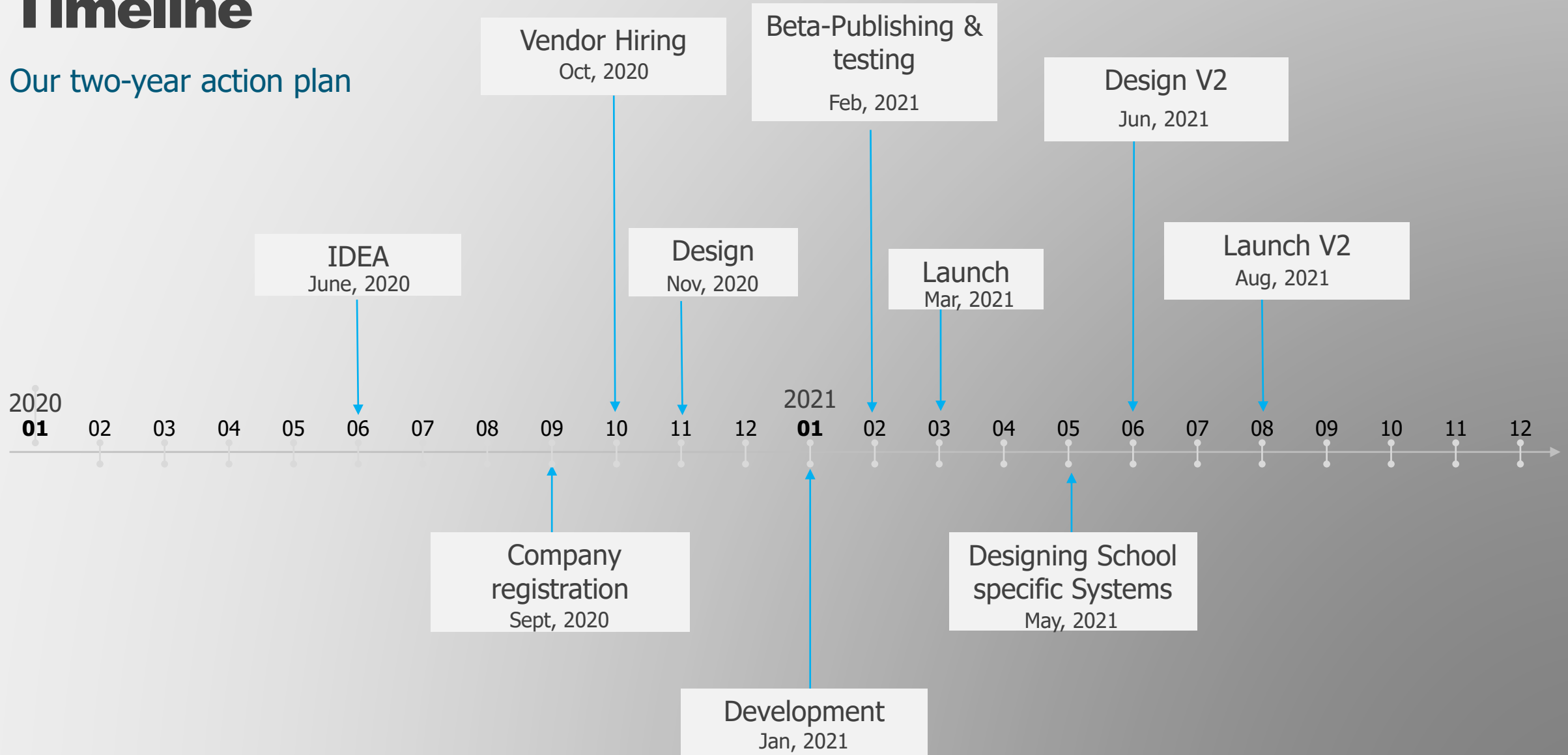
- Are either ERP or E-commerce but not a mix of all.
- No such implementation of skip the line concept or related running services on large scale.
- Talent scouting is available but has many flaws.
 - 1.companies take money for participation in competitions or talent search events.
 - 2.Non - availability to weaker and smaller sections
 - 3.Less focus on talents such as chess , handwriting , origami etc.
- No common platform for Selling of used books with the function of pickup and delivery.
- Renting of books is still much back classed in India as per requirement and no e-platform for that.
- Huge amount of resources for exams are available but are not structured according to specific in-school exams.(mostly are available for competitive and board exams)

Competition Options :



Timeline

Our two-year action plan



CORE TEAM :

BHARAT TRIPATHI

Chief Executive & Finance head

- Final Year Btech (Mechanical)
– HBTU , Kanpur ,UP
- Co-Founder
- Creative Designer with great logical & problem solving skills
- Linkedin: [Bharat Tripathi](#)

KARTIKEY SHARMA

Engineering and IT executive

- Final Year Btech (IT)
– IIITV, Gandhinagar ,Gujarat
- Co-founder
- Full stack developer
- Testing and scrum Master
- Linkedin: [Kartikey Sharma](#)

SETU NARAYAN

Management & Legal head

- Final Year Btech (IT)
– SRM, Chennai , Tamil Nadu
- Front end Developer
- Management Head of Aarush(SRM)
- Linkedin: [Setu Narayan](#)

SIDDHARTH JHA

HR and Marketing executive

- Final Year Btech (ECE)
– UofL, Kentucky, USA
- Electrical Engineer at Zoeller Pump Company
- Linkedin: [Siddharth Jha](#)

SOMANSHU GUPTA

Procurement and Sales Executive

- Final Year Btech (IT)
– DTU , Delhi
- Software Developer
- Linkedin: [Somanshu Gupta](#)

Why Us?



Attitude

We have the ability to complete the tasks assigned. We are willing to take the risks and be opportunistic with a strong sense of control.



Our team

We have a clear sense of direction with defined goals. We encourage creativity, innovation and open communication. We don't fake or lie to anyone as we are brutally honest to each other about what they know or don't know. We are consistent and follow through with each other. We build trust through reliability and dependability.



Our experience

Being from different engineering backgrounds we have a mixed culture and knowledge base in diverse fields. From our education and experience we understand the struggles a student faces during his growth years and have learned how to perform under pressure and still deliver quality within time. We apply engineering knowledge with a mix of market understanding for the betterment of the society.



Competing

Yes we have competitors and our plan is to outweight them with time, growth and quality product support. We have the courage and with strategy we plan to outplay them in the long run.



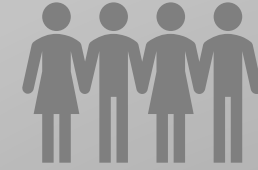
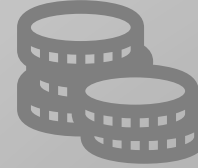
We deliver

Quality and customer support as well as customer satisfaction. From the moment our client places an order it's our duty to deliver him quality and retain him even after the order is delivered.



NEEDS/REQUIREMENTS

We have specified our requirements for launching the product described.



Basic Requirements :

- Experienced Advising Mentor
- Real life Networking
- Financial Assistance
- Technical support
- Social Recognition by the incubation hub
- Hosting of promotional events

Additional Requirements (non-prior) :

- Physical space for offices
- Assistance in marketing and sales

Testimonial



It was a pleasure to assist this team with legal work.

Mr. Ambuj Kumar Srivastav, Legal manager
Dalmia Cement



The team is committed to make a change and bring a revolution in the way we buy books.

Amol Nagar, Director Manufacturing
Operations, GE Aviation



GREAT IDEA! WITH HUGE
CAPACITY OF GROWTH !

Mr. Dushyant Sharma ,Proprietor JPR
Enterprises




VUROSITY BOOKS

Thank You !

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