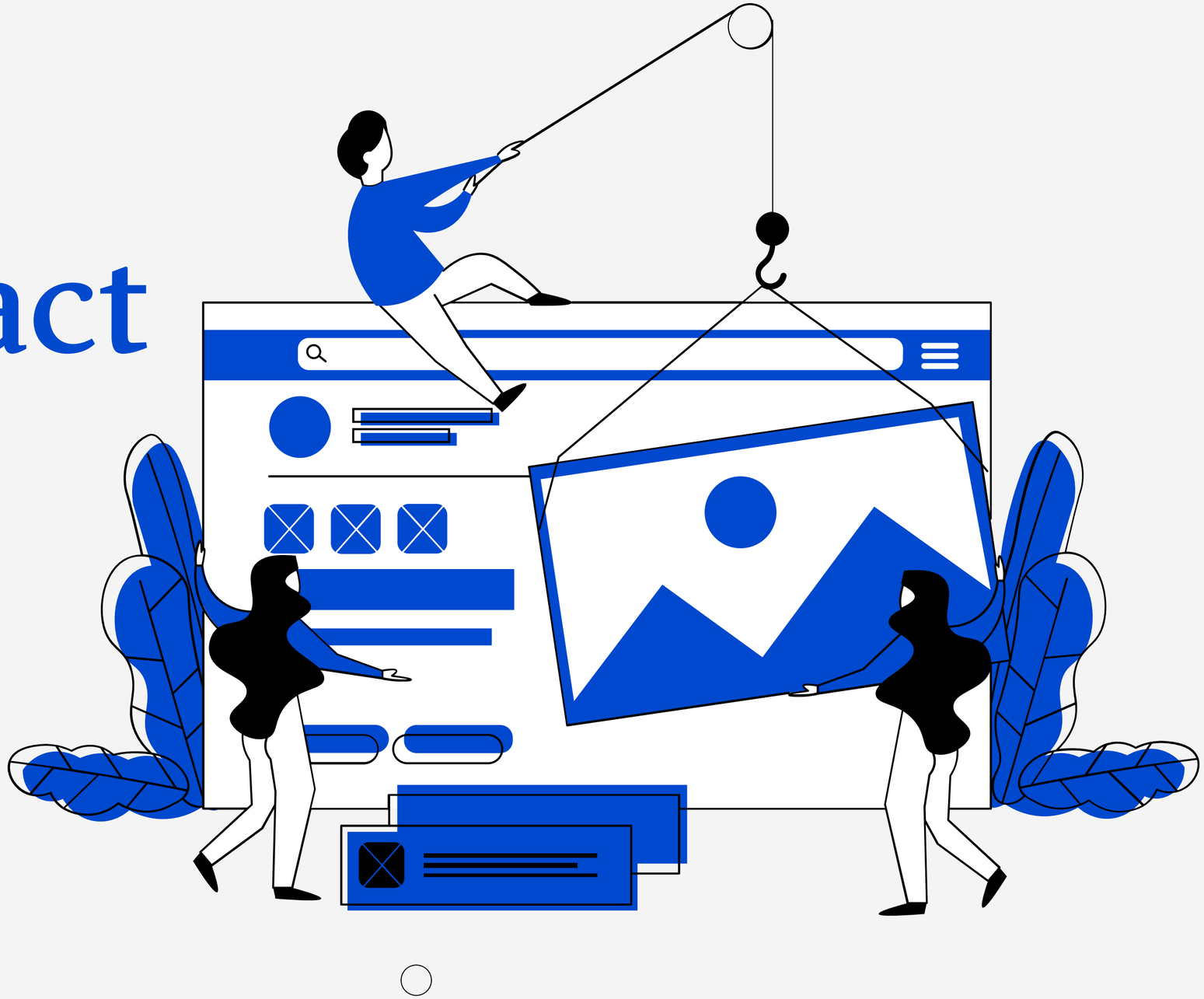
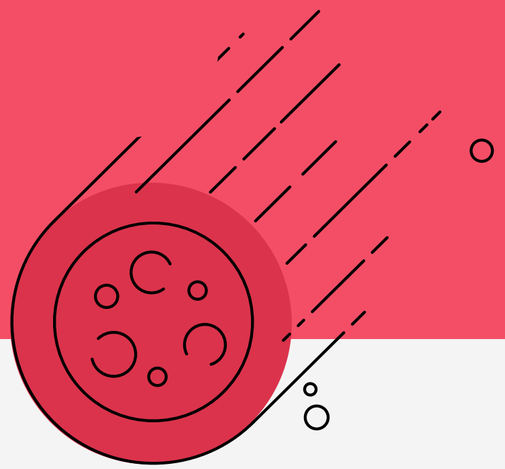
ConnectRact

Breaking the ice starts from asking.



PITCH DECK v01



Problem

1 whenever newcomers join any college ,they face the problem of lack of knowledge of that college. Or interaction between senior and junior is not extablish so good.

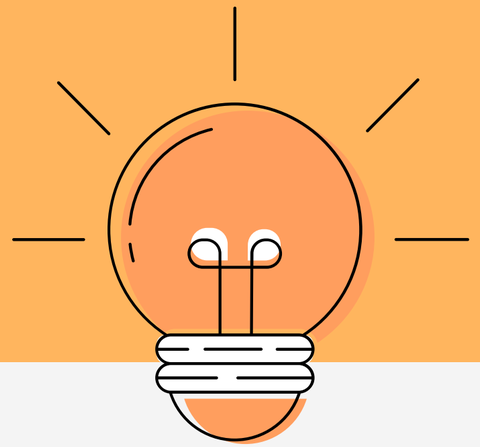
2 And because of that they used to lose his/her maximum time insearchig on google .

3 So newcomers/ juniors/novice required guidance/information/interaction.

PITCH DECK V1.0

Product or Service

We are planning to build a plateform for all these problems. In our plateform college seniors and professors will be there to helping out. We will start with college only and then will proceed further.



Timing

1 During this lockdown people gets more aware for their career so i think this is the best time for us.

2 In Todays Era people wants every information before starting anything.

Business Model

Key Partners

Colleges
Universities
Schools
Companies
(B2B, B2C)

Resources: Sponsorship Goodies, Cash Prize.

Activities: Networking, Promotion, Collaboration, User Base.

Key Activities

Constant Communication
Networking
Support from Academia
Events
Workshops
Problem Solving
Platform

Key Resources

People ,Website
Money, Data
Copyrights, Brand Patents

Value Prepositions

Collaboration
Mentorship
Communication
Performance
Doubt Clarification
Guidance
Problem Resolution

Customer Relationships

B2C (Students)
Nominal Cost

Channels

Counselling
Calls
Website
Email Communication
Social Media

Customer Segments

Students
Teachers
College Students
Youth
Professionals
Mentors
B2B
B2C

Cost Structure

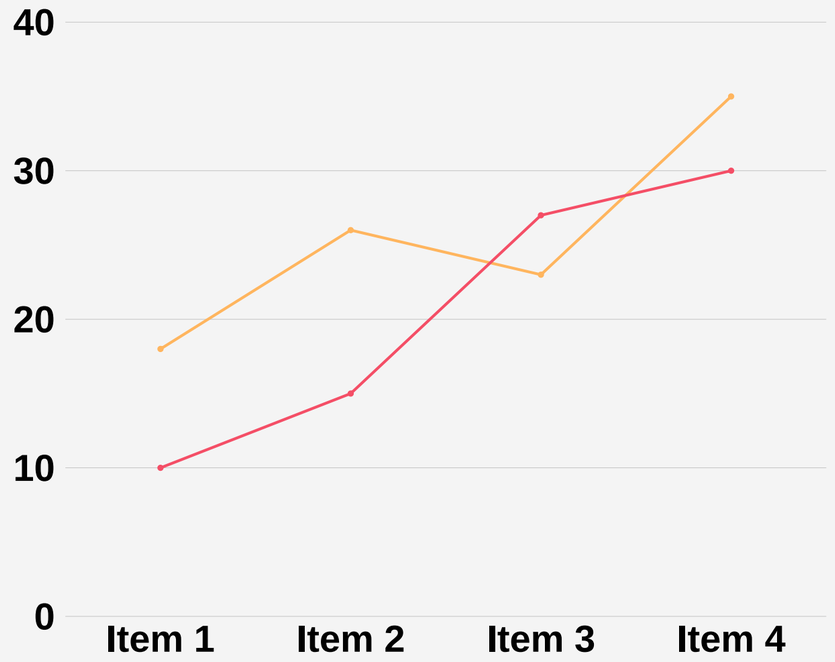
Fixed Costs: (Salaries, Utilities, Website Maintenance, Domain Name)
Variable Costs: Cloud storage

Revenue Streams

Registration Fess, Advertising on Website, Subscription fees (60% of overall revenue), Company Sponsorship, Collaboration fees.

Traction

Currently we have completed ideation face, logo design, company tag and name. with that we have also started working on our dummy website



PITCH DECK V1.0

Target Market

To students we are providing the facility of plateform.
And to professors/ experts we are providing extra source of income.

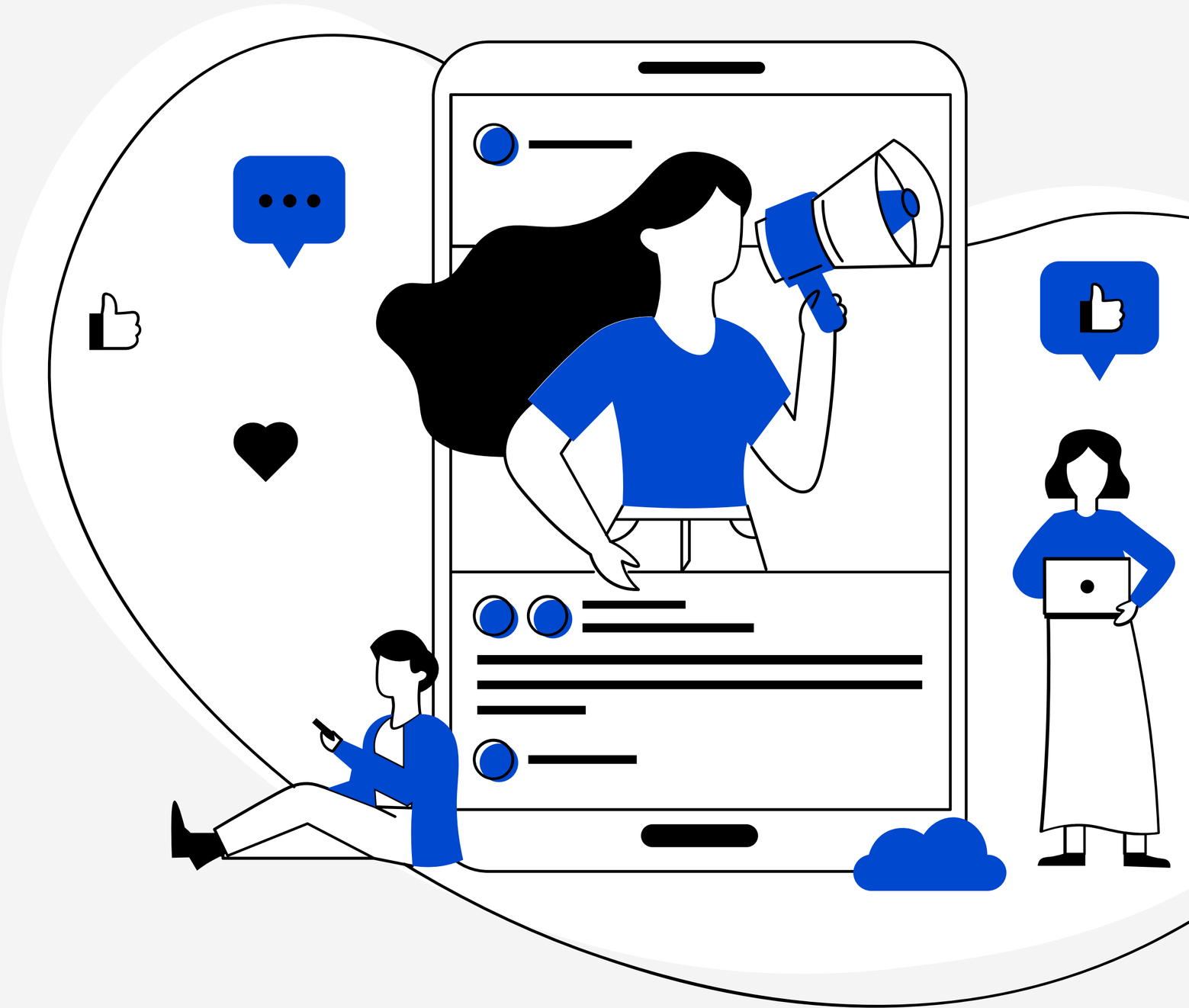
Direct Competitors

htcampus

CAREERS360

Indirect Competitors

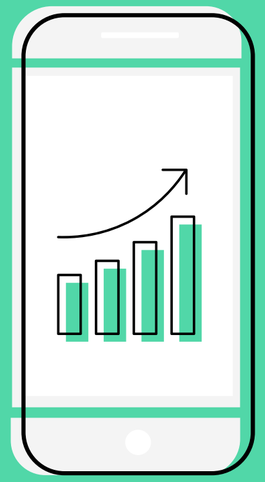
How we are different from our competitors

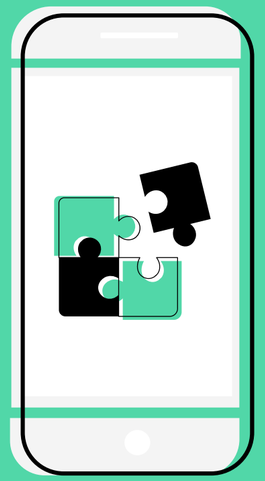


PITCH DECK v01

1

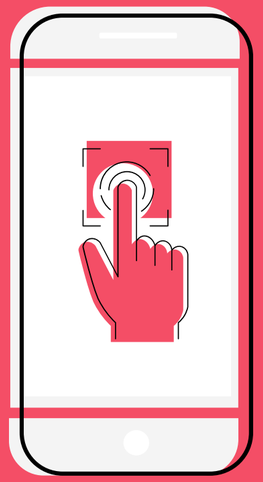
Others comapny mainly provide the college Infastructurs, fess and other information only. But By the seniors of that college can provide more than that.





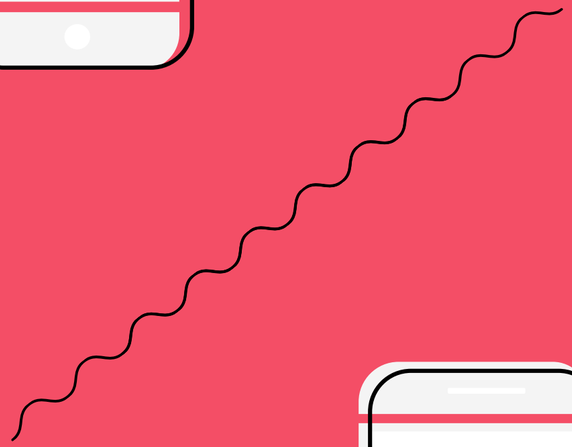
2

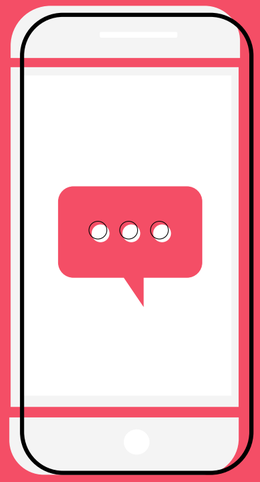
Others company provide anwsers only but wr are providing interaction also s



3

We are limiting ourself to specific field so that we can provide better reults





4

we will be providing best and efficient answer. ans also interaction will give lots of benefit to studnet like notes sharing, referal atc.

Revenue

1 Advertising
ads on the screen that is directly related to the users by gathering their likes and activities

2 Sponsored posts

PITCH DECK V1.0

Marketing

Instagram,facebook and other social media pages.

Posters ,pemplates and Tshirts.

Meme Marketing/Influencer marketing/sponsored marketing

About Us

We are integrating the relevent features of different company in single platform by filtering out it to college students only.

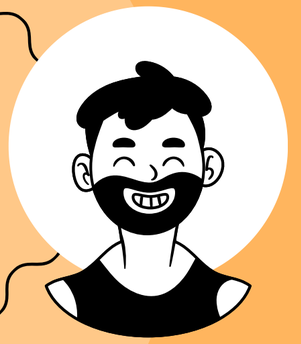
This is a platform for people (students, experts, professionals or other interested people) who want to grab experts advertise in their domain, or for those who want to interact with others on the platform for any educational info or anything they wish to ask (their) seniors, industry experts, novice or other people on the forum.

The Team

Khushi sharma
Backend developer

Vaibhav jain
frontend developer

Sanskar virmani
Content creator/Graphic designer



Pratyush sinha
Marketer/graphic designer

Sahil singh
Content creator/Web developer

Future Roadmap

Currently we are preparing website only, all the steps we will take is given . and after that we will also improve the conten of our website.

Thank
you