



# **GTT Foundation's NES Innovation Awards 2024 Business Plan Template**

Project Title: SHARE MY STUFF

Project Unique ID: NES2324000277

Name of the College: GOVERNMENT WOMEN ENGINEERING COLLEGE, AJMER



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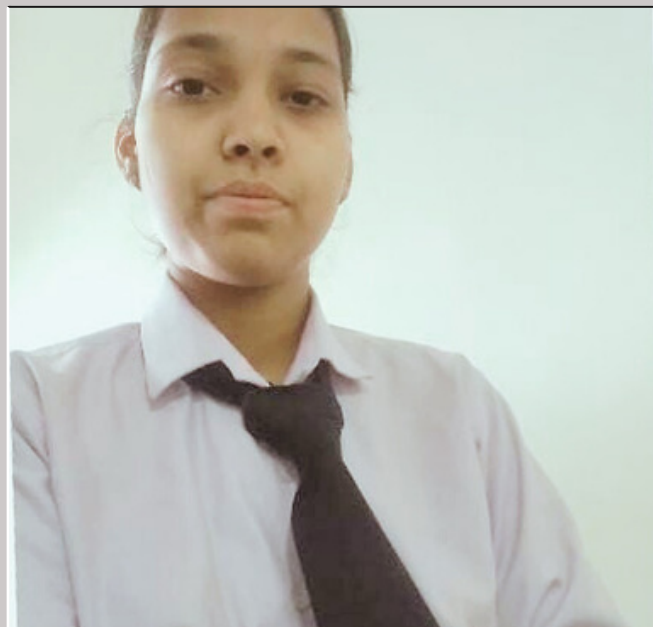


# Team Composition

Group photograph with project guide in college uniform as applicable



**ADITEE**



**DEEP SHIKHA VERMA**



**SAURABH MAHESHWARI**  
**GUIDE**



**LAKSHITA SHARMA**



**SAUMYA MAHESHWARI**



# Slide # 1: What is the problem you are solving?



- Define the problem/need you are addressing.

- **Define the problem/need**

In today's education landscape, students grapple with the high costs of study materials, textbooks, and sports equipment.

The financial burden is exacerbated by the accumulation of unused resources.

An innovative solution is needed to alleviate this strain, fostering both affordability for students and sustainable resource sharing.

- **Need of the product**

- The product is a centralized platform for effortless sharing and borrowing of study materials, books, and sports equipment, addressing the need for enhanced access, reduced costs, and increased collaboration in education.

- **Who's your customer**
- **List pain points**

1.Limited access to study materials. 2.Financial burden of resource acquisition.  
3.Underutilization of resources.  
4.Lack of collaboration in education.





## Slide # 2: What is the solution?

- Clearly state the solution to the problem stated on Slide #1
- Explain in simple terms what your project or application or technology does

Our WEBSITE, "Share My Stuff," helps students and teachers easily share, sell, or exchange study materials, books, and sports equipment. It creates a friendly community where everyone benefits by making educational resources more accessible, reducing costs, and promoting a sustainable learning experience.

- Explain the solution in simple terms (Example below).

The "Share My Stuff Portal" addresses the prevalent challenges in accessing relevant study materials and resources within the educational community. By creating a centralized platform, students and teachers can efficiently share notes, sell books, and exchange valuable educational content. This initiative promotes a collaborative learning environment, enhancing accessibility to educational resources for everyone involved. The portal aims to establish a vibrant ecosystem of resource exchange within schools and colleges, allowing students to share, rent, or lend study materials, books, and sports equipment.

This innovative solution not only benefits both lenders and borrowers but also contributes to a more sustainable and cost-effective educational experience.

How does it work for the customer or end user?  
refer next slide (slide 3 part II)



# Slide # 2: What is the solution? part II



How does it work for the customer or end user?

For the end user, the "Share My Stuff Portal" offers a straightforward and collaborative experience:

## 1. Registration:

- Users sign up on the portal with their educational credentials to gain access.

## 2. Listing Resources:

- They can easily list study materials, books, or sports equipment they are willing to share, rent, or lend.

## 3. Browsing and Requesting:

- Users can browse through available resources listed by others. If they find something they need, they can request to borrow or rent it.

## 4. Collaboration:

- The portal fosters collaboration by connecting users within the same educational community, facilitating communication regarding resource sharing.

## 5. Transaction Management:

- The platform includes features for managing transactions, whether it's borrowing, lending, or renting resources.

## 6. Accessibility:

- It enhances accessibility to a wide range of educational resources, promoting a sense of community and shared learning.

## 7. Sustainability and Cost Savings:

- Users benefit from a more sustainable and cost-effective educational experience by sharing, renting, or lending resources instead of purchasing new ones.

## 8. Feedback and Ratings:

- The platform may include a feedback and rating system, allowing users to build trust and credibility within the community based on their sharing experiences.

In essence, the portal streamlines resource sharing, making it easy for users to access needed materials while contributing to a collaborative and cost-efficient educational environment.



# Slide # 3: Customer Profile



- Customer profile (who is the actual user / customer for your product? Describe the customer's profile clearly)
- 
- **Students:**
- – Characteristics: Actively engaged in academic pursuits, ranging from high school to university level, with diverse backgrounds and financial resources.
- – Needs: Access to affordable textbooks, study materials, and resources to excel in coursework, as well as the ability to share their own resources.
- 
- **Teachers:**
- – Characteristics: Professionals dedicated to facilitating learning, possessing expertise in subject areas, and accumulated teaching resources.
- – Needs: Platforms to share supplementary materials, collaborate with colleagues, and enhance teaching practices.
- 
- **Educational Institutions (Schools/Colleges):**
- – Characteristics: Provide learning opportunities and resources, varying in size, scope, and academic focus.
- – Needs: Adoption of "Share My Stuff Portal" to facilitate resource-sharing among students and teachers, promoting collaboration and strengthening community.
- 
- **Parents (Indirect Users):**
- – Characteristics: Play a supportive role in children's education, providing encouragement and resources.
- – Needs: Access to affordable textbooks and study materials for children, while appreciating cost-saving opportunities and encouraging resource-sharing.



# Slide # 4: Differentiation / Innovation



- Differentiation / Innovation (What makes your product or solution approach different from what others have tried out?)

**Centralized digital platform:** The "Share My Stuff Portal" offers a centralized online platform specifically designed for educational resource sharing. This eliminates the need for fragmented methods of resource exchange and provides users with a convenient and efficient way to access and share educational materials.

**Tailored to diverse user groups:** Recognizing the unique needs of students, teachers, educational institutions, and parents, our platform offers tailored features and functionalities for each user group. This ensures that users can easily find, upload, and share resources relevant to their specific academic needs and preferences.

**Emphasizes collaboration and sustainability:** Unlike other platforms, our portal places a strong emphasis on fostering collaboration within the educational community. By promoting the sharing of resources, we not only support students and educators but also contribute to sustainability efforts by reducing the need for new materials and minimizing waste.

**Promotes cost-effectiveness and environmental friendliness:** Through its collaborative approach and emphasis on resource-sharing, the "Share My Stuff Portal" promotes cost-effective access to educational materials while also contributing to environmental sustainability. By encouraging the reuse of materials, we help reduce the overall financial burden on students and institutions while minimizing the environmental impact of producing new resources.





## Slide # 5: Customer Profile



In a business plan, a customer profile, also known as a buyer persona, outlines key details about a business's target customers.

It includes demographic, psychographic, and behavioral information, along with their needs, communication preferences, purchase journey, and how the business's value proposition fits their requirements.

Customer profiles help tailor products/services, marketing strategies, and customer service to meet specific customer needs and preferences..

Name: Sarah Thompson

Age: 30

Occupation: Marketing Manager

Location: Urban area

Interests: Traveling, hiking, photography, cooking

Tech Savviness: Moderate

Needs/Goals:

- Access to various resources
- Convenient borrowing/lending
- Trustworthy platform
- Eco-friendly consumption
- Community engagement

Pain Points:

- Limited storage
- High costs
- Personalized support



# Slide # 6: Budget



- Budget (how much time and cost is involved to build the final product?)

## 1. Time Investment:

- Planning and Research: 1-2 weeks
- **Learning and Skill Development:** It took us 2 weeks to learn about the topics completely and practicing the required skills.
- **Website Development:** Building the website took few days .
- **Testing and Iteration:** Allocated time for testing the website, identifying and fixing bugs, and making improvements based on user feedback. This process took 1-2 weeks .

## 2. Cost Estimate:

- Domain Registration: ₹500 to ₹2000 per year
- Hosting Services: ₹2,000 to ₹20,000 per year
- SSL Certificate: ₹2,000 to ₹10,000 per year
- Optional Expenses (e.g., premium themes, plugins): ₹2,000 to ₹10,000 or more, depending on your requirements and preferences.
- Miscellaneous Expenses (e.g., graphic design resources, stock photos): Variable, depending on your needs and resources.

Total Estimated Cost: ₹6,500 to ₹42,000 or more per year, excluding optional and miscellaneous expenses.



# Slide # 7: Budget I



- How are you generating money?
- From which sources are you generating money?

- **Subscription or Membership Fees:** We Offer premium subscription plans priced at around ₹100 to ₹500 per month or ₹1000 to ₹5000 per year, depending on the features and benefits included in each plan.
- **Transaction Fees:** we implement transaction fees ranging from 1% to 5% of the transaction amount, with a minimum fee of around ₹10 to ₹50 per transaction. This ensures that the fee remains affordable for users while generating revenue for the platform.
- **Premium Listings or Promotions:** we charge users for premium listings or promotions, with prices starting from ₹50 to ₹500 per listing or promotion, depending on the visibility and exposure offered.
- **Freemium Model:** we offer a free basic version of the platform with limited features, and upsell premium features priced at around ₹200 to ₹1000 per month or ₹2000 to ₹10000 per year for premium subscriptions.

- **Partnerships and Advertising:** we explore partnerships with advertisers or businesses willing to pay for advertising space or sponsored content on the platform, with prices ranging from ₹500 to ₹5000 per advertisement or sponsorship opportunity.
- **Data Monetization:** we analyze user data and behavior to derive insights valuable to third-party organizations and offer data monetization services priced at around ₹5000 to ₹20000 per data analysis report or data set.
- **Collaborations and Sponsorships:** we can Seek collaborations or sponsorships with educational institutions, corporate partners, or government agencies, with sponsorship packages priced at ₹10000 to ₹50000 or more, depending on the scope and visibility of the partnership.



## Slide # 7: Budget II



- What's your approach to profitability?
- **Diverse Revenue Streams:** Implement multiple ways to generate income, such as subscription fees, transaction fees, and advertising.
- **Value-Based Pricing:** Set prices based on the perceived value of services, ensuring they are competitive and aligned with user expectations.
- **User-Centric Focus:** Prioritize user experience and satisfaction to build a loyal user base and drive engagement.
- **Cost Management:** Monitor and control expenses to maximize profitability while maintaining operational efficiency.
- **Continuous Innovation:** Stay ahead of competitors by introducing new features and services that enhance the platform's value proposition.





## Slide # 8: Budget



- Who are your competitor's? What makes your product unique? How different are you from your competitor's?

the "Share My Stuff" platform, potential competitors could include similar platforms or services that facilitate resource sharing within the educational community.

These might include:

- 1. Online marketplaces for textbooks and study materials.**
- 2. Peer-to-peer lending platforms for educational resources.**
- 3. Digital libraries or repositories for academic content.**
- 4. Educational technology companies offering content-sharing features.**

What makes "Share My Stuff" unique could be its specific focus on fostering a collaborative learning environment within schools and colleges.

It may differentiate itself by:

1. Offering a comprehensive range of resources beyond textbooks, including lecture notes, study guides, and educational tools.
2. Providing a user-friendly platform tailored to the needs of students, teachers, and educational institutions.
3. Emphasizing community engagement and collaboration through features such as discussion forums, group projects, and peer-to-peer support.
4. Prioritizing trust, security, and transparency in content sharing and user interactions.
5. Implementing innovative features or services that address specific pain points or challenges within the educational community.



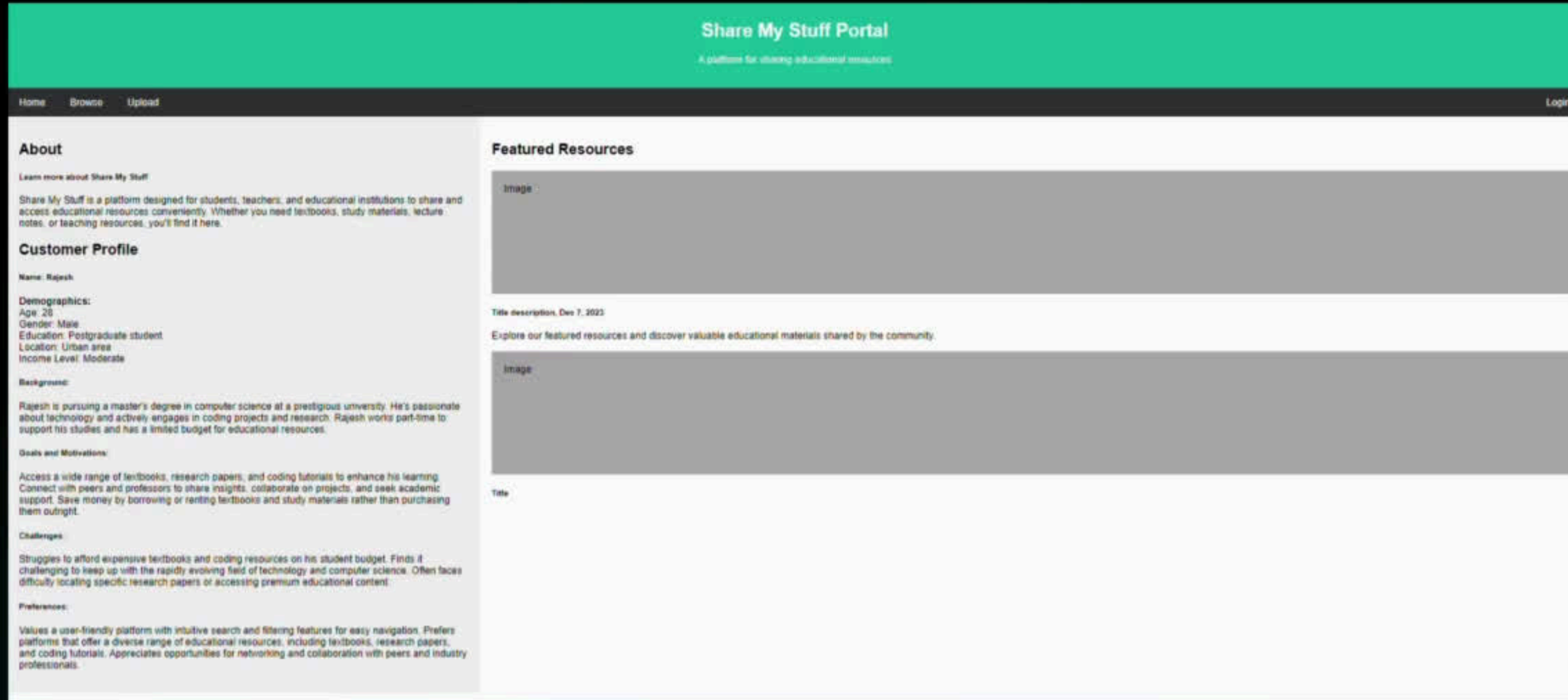
# Video of Prototype or Application

- Time Limit maximum 1 minutes

<https://drive.google.com/file/d/1Mjgjj6OGxGzHOaHVJGvccGvjLBgZyLKJ/view?usp=drivesdk>



## PORTAL - SHARE MY STUFF



By Virtual Visionaries  
GWVECA



# Thank You