

# KATTHE SOFTWARES AND SOLUTIONS

“KATTHE”: Derived from Kannada word(ಕಡ್ಡೆ) for “Donkey”  
Symbolizing loyalty and hard work.

**Project1: SmartTown.in**  
Centralized –Specific-Town Based –Easy-Self Controllable System & replicable





- **Transparent & Corrective Systems Using Technology:**
  - Commercial and non-commercial applications.
  - Proper Utilization of Existing Resources
- **Simple & Social Awareness with Technology:**
  - Educating Through Direct channels, Social media, Schools and colleges.
- **Direct Contribution to Needy People:**
  - Connecting options for Giver ↔ Needy
- **Non-Standard Requirements addressing in right effective way**



(Few)

## ➤ **SmartTown.in (MVP<sub>1</sub> Almost Ready):**

- Connects every part of a town, including local businesses, shops, feedback, ratings, government news, services, especially Rusting resources highlight
- Addresses the limitations of existing platforms for small local businesses.

## ➤ **Hennu.in(Ideation):**

- Dedicated to girl/women safety & empowerment

## ➤ **UnWell.in (MVP<sub>1</sub> ready):**

- Making health and medicines affordable for everyone (currently non-commercial).

## ➤ **ConnecTogether(Ideation):**

- Platform which connects all Freelancers & Industries for Non-standard / Customization works on top of existing.

➤ ...

## Office & Team



- **Registered office:**  
Bhadravathi, Karnataka, India
- **Core Architect:**  
**Madhusudhan V**  
Worked with Multiple International Key projects  
Ex Employee of Wipro, Tcs, Dxc, Adlib, RSI..
- **Connecting by Many:**  
Global contributors & Freelancers
- **Non-Technical Contributions:**  
Housewives, Handicaps, Retired Experts & Individuals,  
Students, Teachers, Press-Reporters, Freelancers,  
Government Employees



- Mostly Web technologies for easy connectivity.
- Microsoft Technologies, with support from Google & Amazon
- Open-source regular research and contribution by which utilizing those to client requirements.
- Expansion with Artificial Intelligence



## Project1: Town Problems ?



### In Most of Towns(+Area),

We don't have any proper Centralized platform for query like,

- Is Any Skin Doctor in town available & what time?
- Is Hotel open now & what menu available?
- Is Government Hospital Orthopedic Doctor available?
- What are locally available ingredients or resources
- As a owner, how can I tell users for next 1 week my shop closed before they arrive here.
- what is there, what is Not, What is Missing, Important News, Latest Updates, Crisis.
- What is required? What is more available? What time its Open/Closed/Available?
- Is it live data/menu/Products list?

## Problems ...



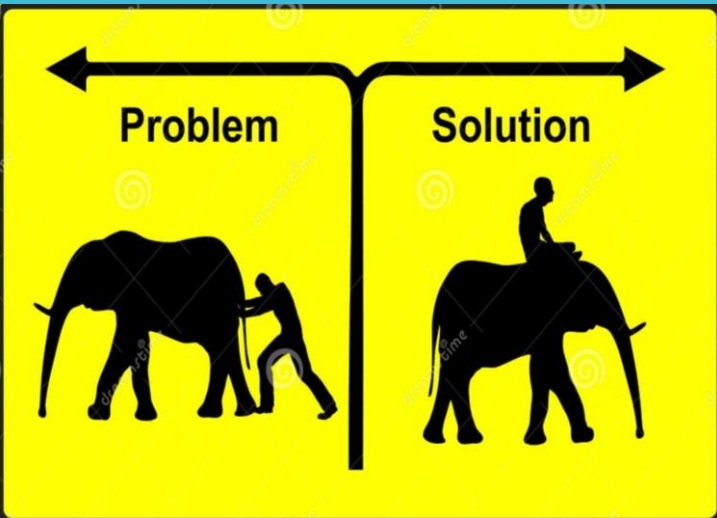
- Is tomorrow Power Outage?
- Anyone started new business/shop/clinic but how to advertise & where? How to share Offers of bike/car/mobile/bank loans?
- Local talents how to expose their value
- How to advertise only to my specific town & save cost?
- Which brands available or where?
- What business can we start?
- Where to share easily at one place flash important news of town?
- How can we connect existing process & improvise easily at one place?
- Is Cabs available at particular town as a user?
- Being a TempoTraveller Driver/Owner, How to share my details to customers for trips & which days am on/off.

### **[Without Paying Commission]**

- Like this we did lot of survey & trying to figure out right possible fix for most of all.

What are existing Solutions?

## Existing Solutions



- Google Business Maps
- Unzo, Ola, Uber
- Many Town based Apps

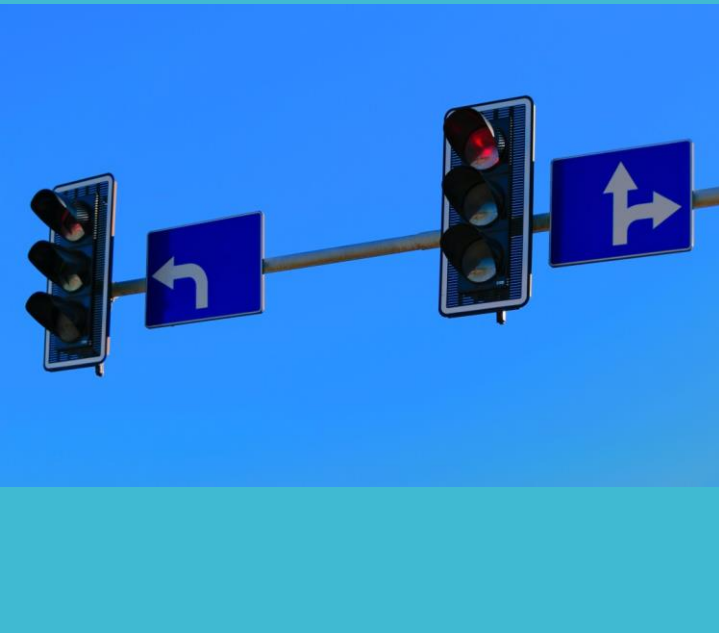
• But is they Worth & right solution for All Towns?

Existing Problem

New Problem



## ~~What's Wrong With Existing?~~



1. Not segregated for Specific town , mixed with infinite data
2. Too Much confusion to choose the right
3. Advertising cost is Very high
4. Many Platforms expecting high commissions upto 40%
5. No Live Data of Menu/Products (Google Business)
6. Not easy to operate by all & mostly international kind of standard
7. Validation & Updating of simple data like PhoneNumber/Details is tedious
8. Not available for Small Towns (Ola,Uber,Unzo)
9. Fake Data(Facebook Marketplace, Whatsapp business)
10. Lack of Transparent Reporting & Easy controlling



# Minimum Cost of Advertising for a Small Garage/Salon Example



1. Facebook/YouTube/Google: **Minimum** 1600Rs/for just 1 day
2. Cost is too high but its GENUINE expenditure for them. Because they show it in global platform to billions of users.
3. But why do small town business need all those?
4. Many free options but no proper validation/filtration.
5. A small Shop 15days advertisement Cost leading to ~30k/month, does he capable? But His total profit itself less than that.

# Our Solution: SmartTown.in



1. Centralized Segregated Dedicated Town Based system
2. Each business/Entity will have a Profile=> **iCard** (Internet Card Holding all at one place just like earlier days Business vCard).
3. Forever the place is reserved for the user with direct link.
4. iCard Can be added by Self or Through others (with rewards).
5. Each Added iCard can be used with any other town with selection & also sharable permanent link  
SmartTown.in/Bhadravathi/5 , iTown.in/bdvt/YamahaDealer
6. iCard goes through validation of either Admin/Peers
7. As A Viewer, Freely always it appears for current town segregated data only, No Mix-Up with other towns data
8. As a owner always can add/update Menu/Products any time & live/instant with respective paid option.
9. Flexible & Affordable display cost like 30-50Rs/Day & & no limits of user hits & cost increase like G/F/Y



- 10. Showing The facts with proper researched data & allowing others to share & discuss in the platform with valid right features.
- 11. As like other competitors we don't be part of any Profit Commission, instead we charge only for what we serve with minimal Completely Transparent Profit.

What order we are applying the solution?

# Making Ideal Towns Inclusion Gradually in Order:

- bhadravathi.com bdvt.in
- kadur.in
- shmg.in
- tarikere.in
- birur.in
- honnavar.in
- nagamangala.in
- arsikere.in
- hoskote.in
- sakrebyle.in
- tiptur.in
- & more
- smarttown.in
- itown.in
- isitis.in
- nagara.in
- katte.in
- help-me.in
- new-india.in
- next-action.in
- next-choice.in
- next-step.in



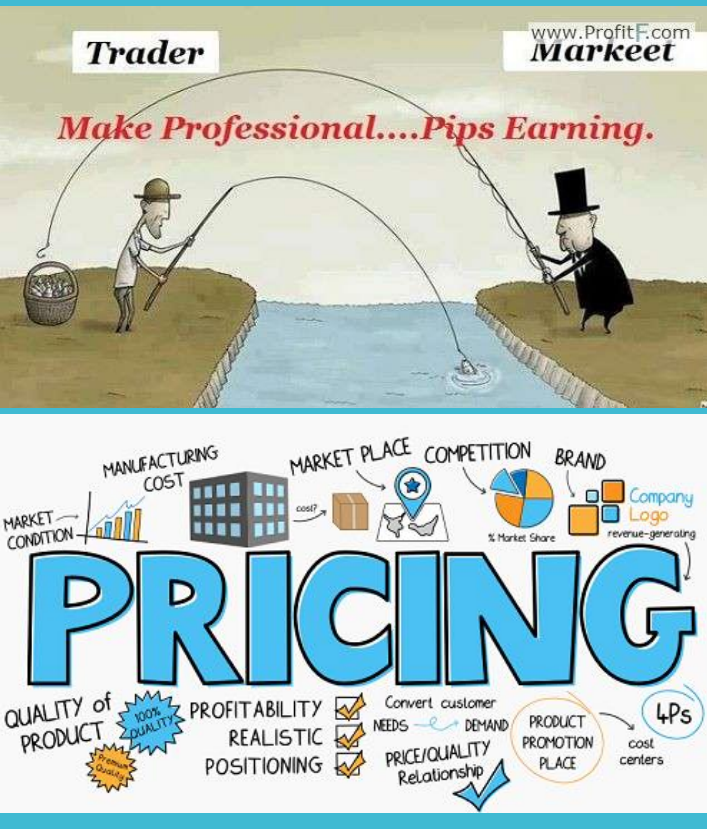


# Uniqueness



1. Simplicity & Segregated Sandbox
2. Easy & Friendliness
3. Self-sustainable
4. Affordable
5. Completely Segregated data of Particular Town & section
6. Validation of each iCard/Profiles
7. Live data always
8. Offline & remote Serving with Sync
9. Self replicable & Serviceable to any number of towns
10. Admin-Independent System & peer validation
11. Always ready for expansion & Customization

# Market Revenue



- Targets small and medium-sized towns and cities with limited access to user-friendly local information platforms.
- Revenue streams:
  - **Business Registrations**
  - **Advertisement fees** (flexible pricing for local businesses)
  - **Data Verification Fees**
  - **Revenue Sharing** with partners
- Sustainable Model: Scalable platform with minimal operational costs.
- On Every interaction with business adding more features or gathering for other software's & developing with team.

# Roadmap

Always iterative development & Researches are ongoing

MVP: Minimum Viable Product



- July Mid 2024- SmartTown.MVP1 with Admin handling & Mostly free for 30Day
- August End 2024-SmartTown.MVP2 Peer Approval & Money handling
- October 2024- SmartTown.Stable
- January 2025- SmartTown.AI With AI expansion
- Feb 2025-Next Projects ConnecTogether, UnWell.in , Hennu.in & More in loop ...

# Call-to-Action

- Join us in building a network of transparent and connected towns and cities for making SmartTown!
- We are seeking for support to accelerate our growth.
- We always happy to hear smart ideas ,suggestions , Improvements, Corrections

# Contact Us



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