



Ethereal humans

The unsung heroes of Tamil Nadu

OUR TEAM

PATRON TECHIES



NANDINISREE V S

Web/App developer,
Working on Web
based AR technology,
AR animator



BAGAWATH R P

Web developer,
UI & UX designer
Digital marketing
manager



VINITH S

UI/UX designer, AR
creator, Sound
Engineer, Backend
developer



SANJEEV P

3D animator and
content creator,
Social media
marketing

THE PROBLEM



Develop a System so that it brings out new perspectives related to political, cultural, economic, or science related aspects of national movement about Unsung Heroes etc.,

In this fast moving society we fail to endorse the native savior or the warriors. It is important to flash out the unsung heroes from every nook and corner of the Tamil Nadu to glorify and inspire their work. Citizens of the State have the right to hear the national movement of these unsung heroes.

Existing

We have many blogging websites and videos swirling around the internet to bring out the works and movements created by unsung warriors

US

Creating an interactive way to reach people is fun. Providing a system where the political, cultural, economic and science related aspects to explore these unsung heroes

THE SOLUTION



Our solution is a web based application which displays the unknown facts and information with fluid animations which will pique curiosity in the reader's mind based on their location.

Also by getting into the trend with the use of social media platforms by creating filters and games will help people to gain more knowledge about the national movement that has happened and is happening and will happen.

UNIQUE VALUE PROPORTION

MAPPING

Geographical
location based
searching

Augmented reality

Social media filters
and games to
renounce the
movements of the
nation

PLUS ONE

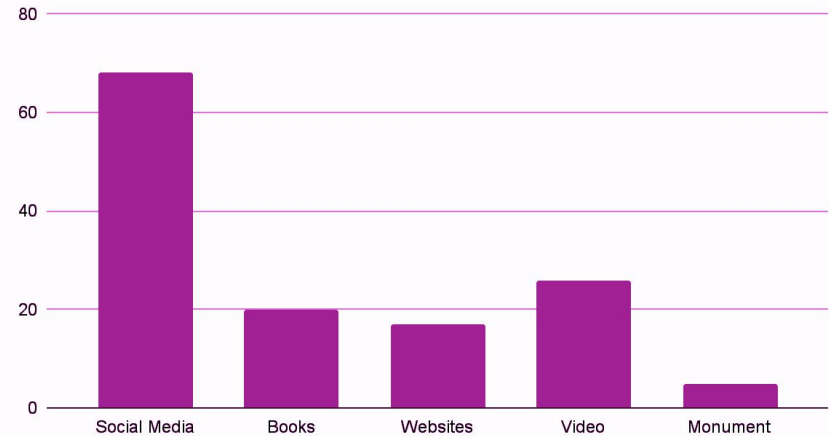
Add your unsung
heroes and make
contribution for
further
development

MARKET SIZE

Over 68% of people are actively using social media where we mainly focus to exhibit the storyline of the unsung heroes.

As much as social media and internet are effective, we can reach a huge number of audience

Percentage of users in india





Despite the generation gap, national movements can be spread to citizens and non-citizens through social media which is now a powerful tool to reach people.




Niche Market

People who are interested in joining active movements or to create new ones

Early adopters

NGOs, Philanthropists,
Tamil Nadu State
Development
Commission Etc.,

OUR COMPETITORS

	Blogging websites	Provide facts and informations on being visited	Usually the customers have to read the website	Open to everyone
	Books	Ratio is comparatively low	Reading is the only way	Only based on availability
	Ethereal humans	Engages people to know more and experience the movements	Visuals and interactive animations to get the information	Open to everyone

CUSTOMER SEGMENT



Our targeted customers are:

- **Region : Tamil Nadu**
- **Role : Students, Researchers, History enthusiasts, Social Activist, Philanthropists**
- **Age Group : 18-60**
- **Gender : Male/Female/Others**

COST STRUCTURE

One time cost

- Laptops - Rs.2,00,000
- Web Domain name - Rs.1500

TOTAL
Rs.5,00,000
(approx)

Fixed cost (per year)

- Software tools - Rs.1,00,000
- Web hosting - Rs.2500

Variable cost (per month)

- Marketing - Rs.1,50,000
- AR feature - Rs.50,000

REVENUE STREAM

PARTNERS

Investment from
the partners who
support our cause

MARKETING

Through social
media marketing
reach out people
to visit our website
and third party
ads.

TECHNOLOGY

Paid users can
make wide use of
the website

SEO

Increasing website
traffic can
generate revenue

Pricing model : On completion of the each milestone

FINANCIALS

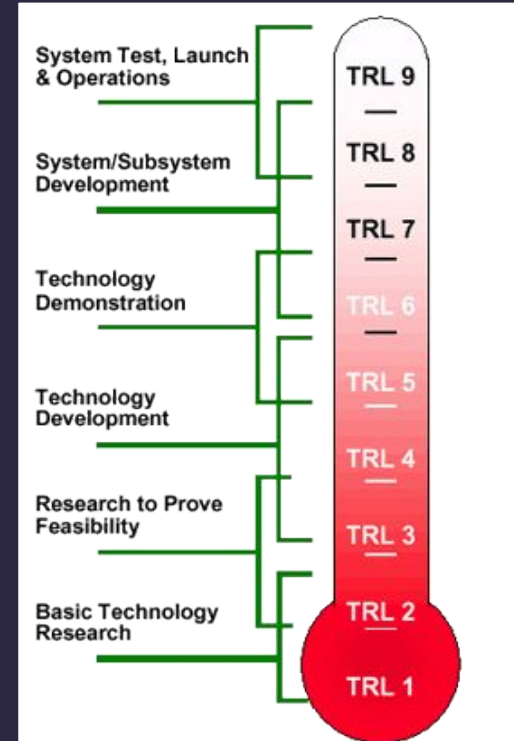
- ◆ Product cost - Rs.5,00,000(approx)
- ◆ Product price - Based on subscription plans (Basic : Rs.5000, Premium : Rs.10000, Ultra : Rs.15000)
- ◆ No. of clients - Based purchasing subscriptions/through donations(Approx : 10k clients per month)on interested volunteers
- ◆ Revenue - Approx. Rs. 10 lakhs p.m
- ◆ Profit - Depends on the events and movements (Approx. Rs. 2 lakhs p.m)

Go-to-Market Strategy

- ◆ Reach people through QR code of AR model
- ◆ We mainly focus on social media marketing and has come to a notice that the majority of our target customers are using social media and is the key
- ◆ Online and offline events or campaign in a public place to encourage the customers to know more about the heritage, culture and science of the national movement and it's unsung heroes
- ◆ Conduct events for schools and colleges to motivate them with the information about these heroes and their contribution to the nation and to become one in future
- ◆ Rally and Marathons to spread awareness

TECHNOLOGY READINESS

We are in between the level of technology development and technology demonstration (TRI-5)



MILESTONE



JAN

Resource and
feasibility
study



FEB-MAY

UI/UX design,
Website
creation,
Content
research



JUN-JUL

AR Models
and video
making



AUG-OCT

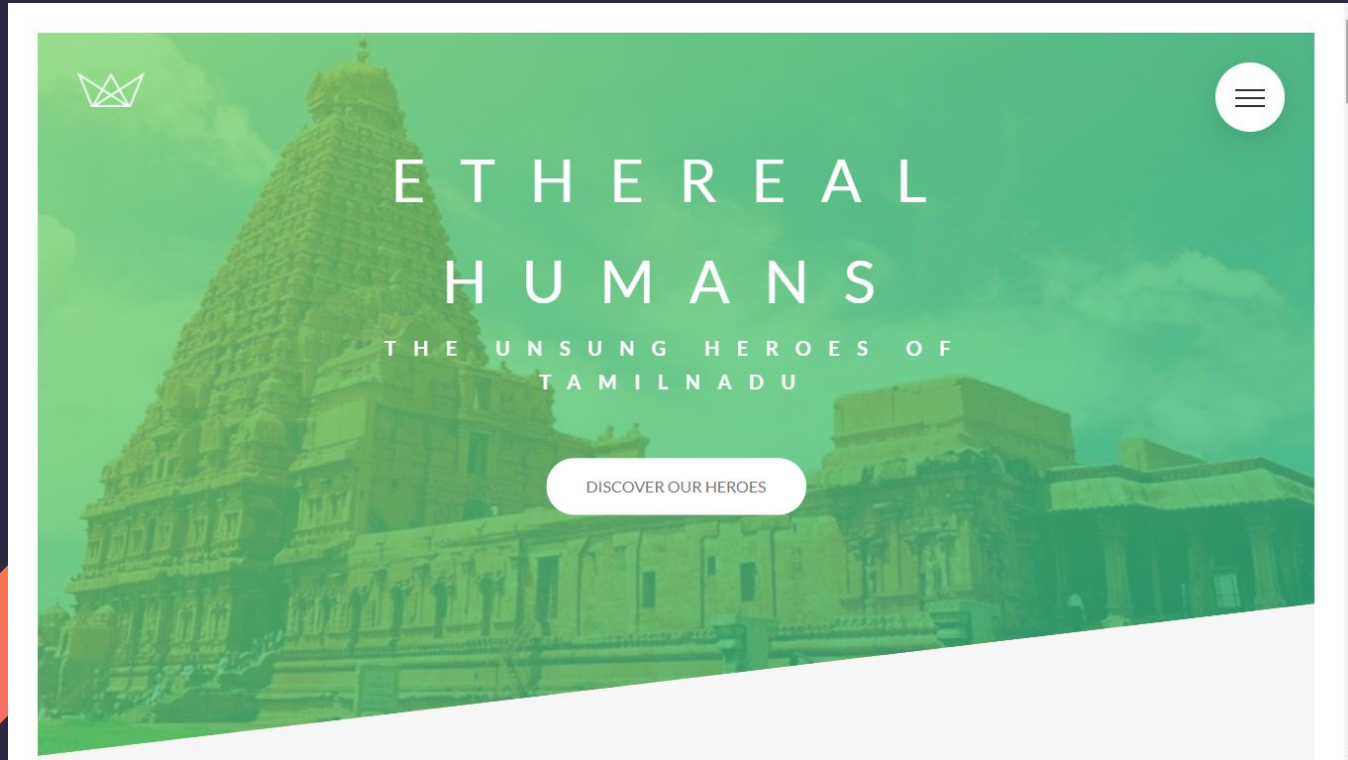
Embedding AR
based website
and testing



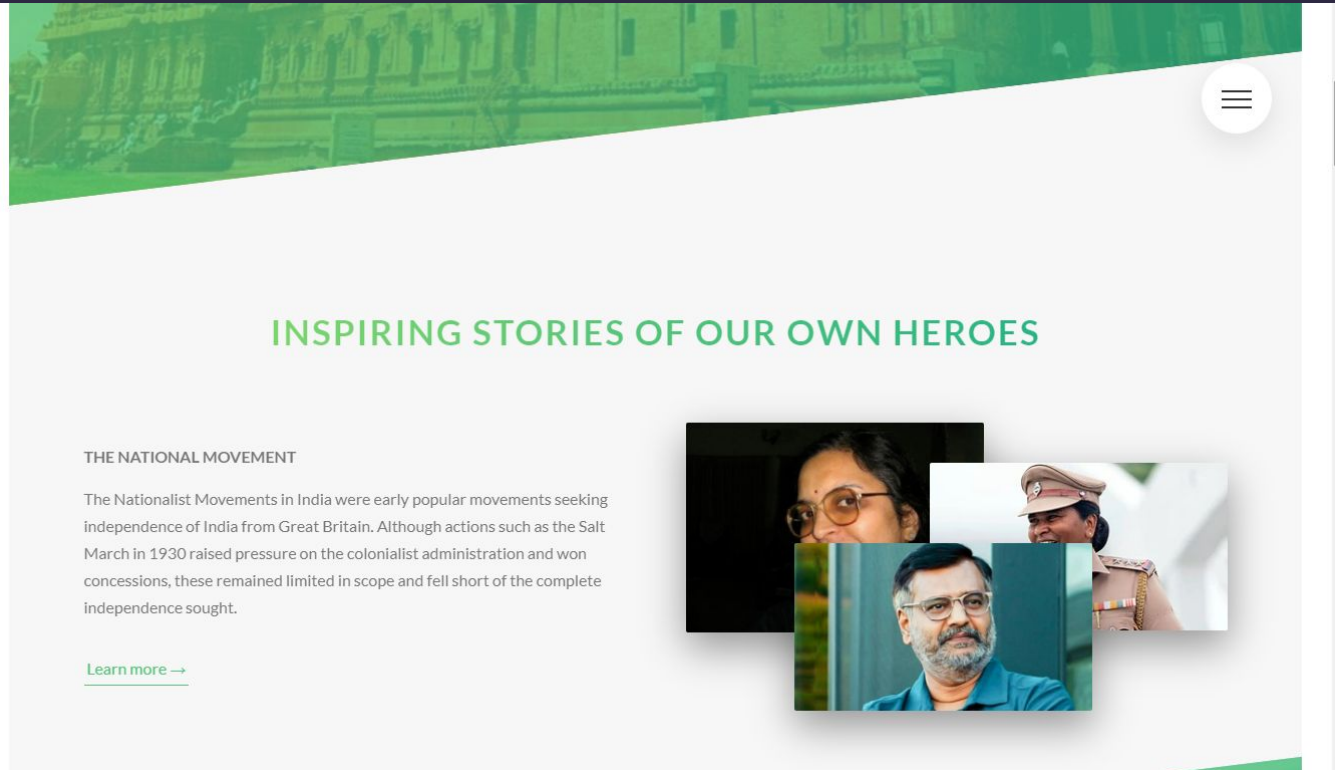
NOV-DEC

Launch and
social media
marketing

DEMO MODEL



DEMO MODEL



INSPIRING STORIES OF OUR OWN HEROES

THE NATIONAL MOVEMENT

The Nationalist Movements in India were early popular movements seeking independence of India from Great Britain. Although actions such as the Salt March in 1930 raised pressure on the colonialist administration and won concessions, these remained limited in scope and fell short of the complete independence sought.

[Learn more ->](#)



DEMO MODEL



INSPECTOR RAJESHWARI

E Rajeshwari, a police inspector in Tamil Nadu state, has been praised after a video of her rescuing an unconscious man went viral on social media. The 53-year-old was responding to a distress call at a water-logged cemetery in flood-hit Chennai city. She didn't think twice before lifting him on her shoulders and taking him to a vehicle that took him to a hospital. The man is now recovering. At least 14 people have died in rain-related incidents in Tamil Nadu over the past few days as heavy rains triggered severe flooding.



HEMA RAMACHANDRAN

M S Swaminathan Research Foundation (MSSRF) has launched Hema Ramachandran fellowship for woman scientists to improve gender equality in scientific research. Madhura Swaminathan, chairperson, MSSRF, signed an MoU with G P Ramachandran, the spouse of late scientist Hema Ramachandran, who has instituted an endowment at MSSRF titled 'The Hema Ramachandran fellowship for Woman Scientists' to commemorate her scientific contributions and pave the way for woman scientists to get back to the research career.

DEMO MODEL



THANKS!