

A person is seen from behind, climbing a large, dark tree trunk. The person is wearing a light-colored shirt and dark pants. The background is a warm, orange-hued sunset sky. The overall mood is aspirational and adventurous.

Venture Verge

Unlocking Opportunities by Connecting dreams



The Problem

Lack of a centralized platform that effectively connects investors and entrepreneurs in **Sri Lanka**

Areas we address,

- ✓ Limited investor-entrepreneur **Connectivity**
- ✓ Lack of effective **Communication** channels
- ✓ Data-driven **Decision-making** challenges
- ✓ Difficulty in filtering and **Matching preferences**
- ✓ Lack of user engagement and **Competitive** atmosphere
- ✓ Limited **Virtual pitching** opportunities



The Solution

A web platform where entrepreneurs in Sri Lanka can advertise their business to :



To Get the
Best Deal



Market validation

Challenges faced by startups

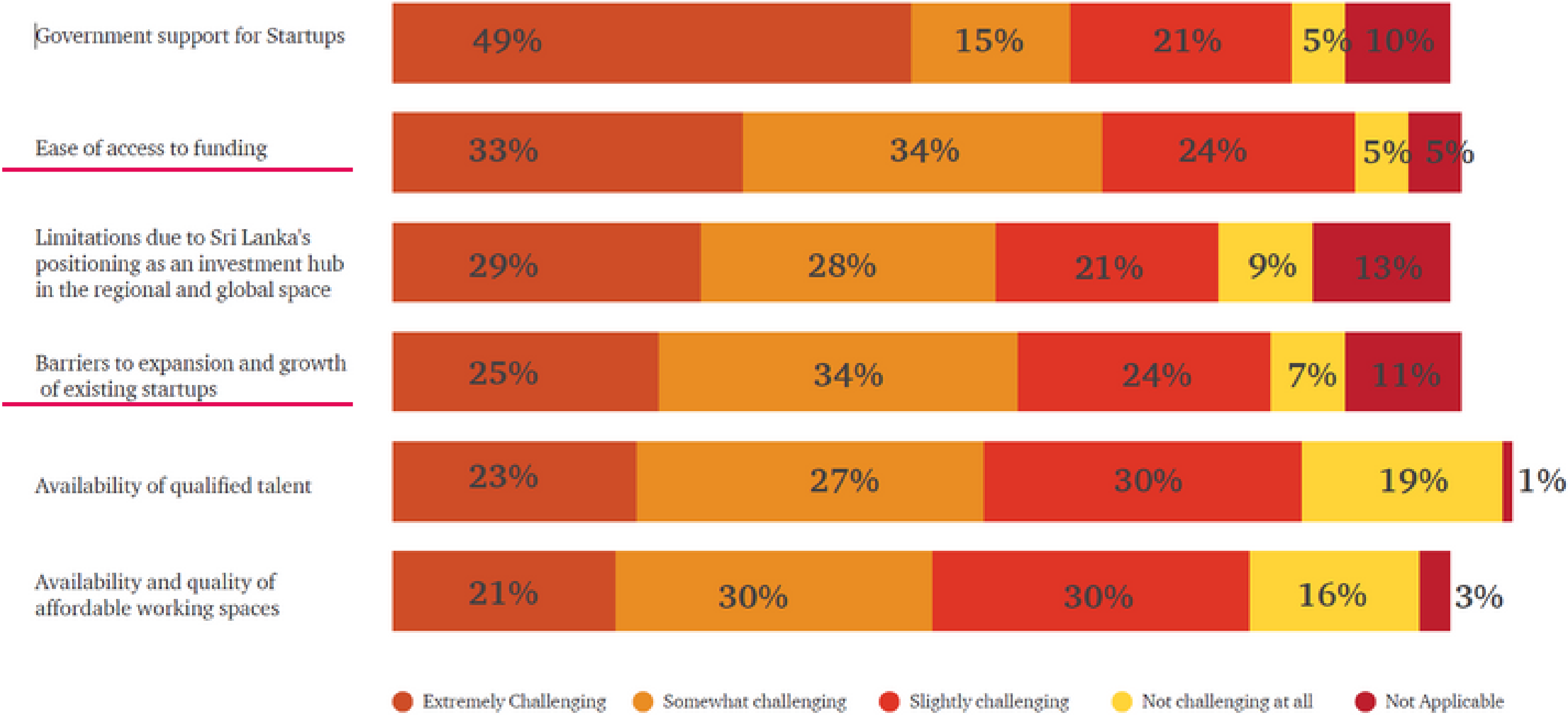


Fig 1 : From SLASSCOM Startup Report



Market validation

Factors that enable startups to succeed

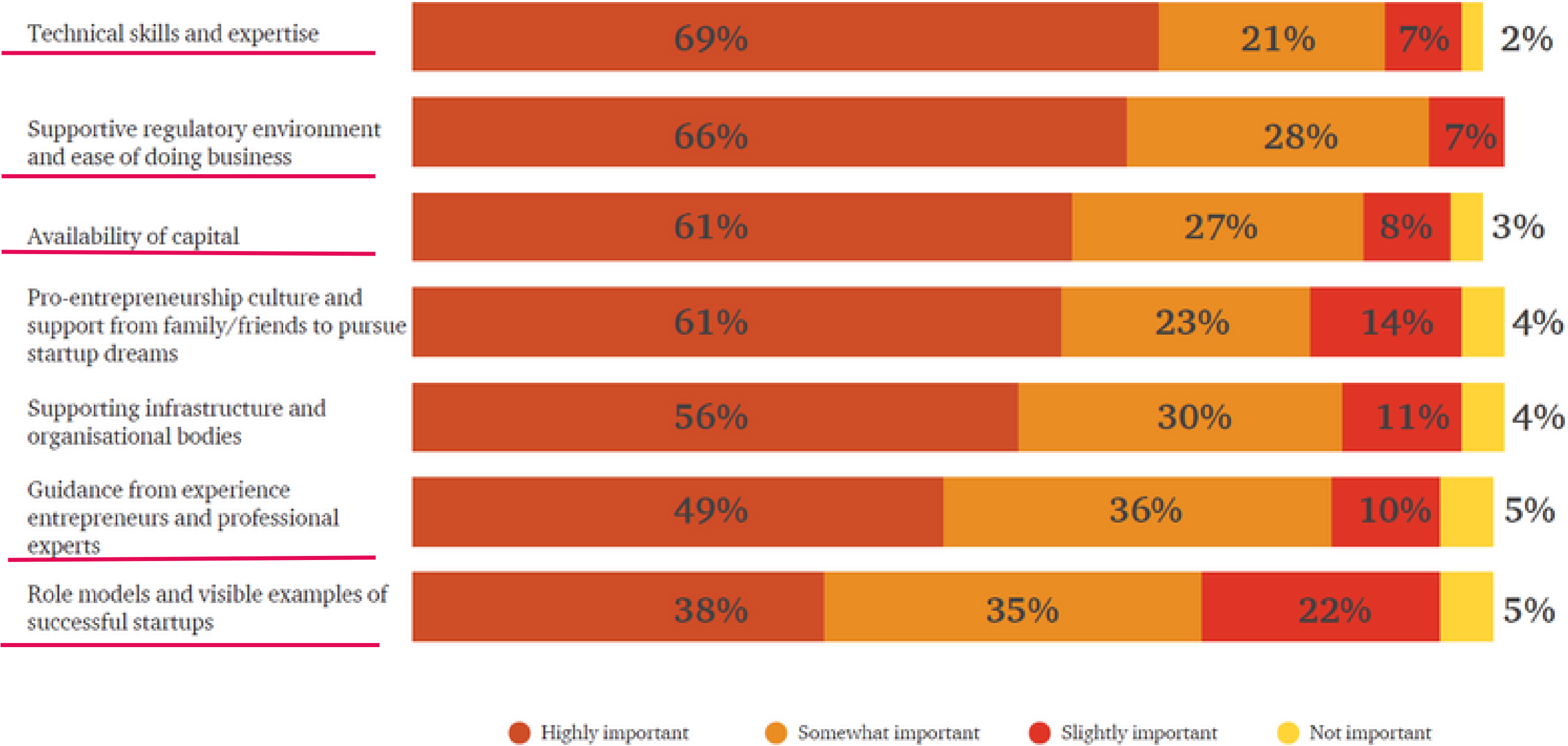


Fig 2 : From SLASSCOM Startup Report



Business model

Initially we offer a 7 day free advertising on our platform
Then we offer 3 packages for the entrepreneurs to enroll

Basic

- Individual configuration
- Chat and Video Pitching: **Full access**
- Premium support: **1 month**
- Free updates: **1 month**

Rs.2000/1 month

Standard

- Leaderboard and badges
- Add more images
- Premium support: **3 month**
- Free updates: **3 month**

Rs.5000/3 months

Premium

- Listing top-ups
- Premium support: **6 month**
- Free updates: **6 month**

Rs.10000/6 months

And also Use adscence



Market Adoption

**Social media
marketing**



Competitions



Business events





SWOT ANALYSIS

Strengths

- Innovative Platform
- User-Friendly Interface
- Transparent information
- Efficient Matching

Weaknesses

- Limited user base (as we are new)
- Initial trust building
- Dependence on technology

Opportunities

- Wide reach - online
- Niche market

Threats

- Regulations and Compliance
- Economic downturn
- Privacy concerns
- Rapid technology changes



Competition

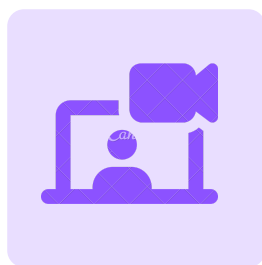


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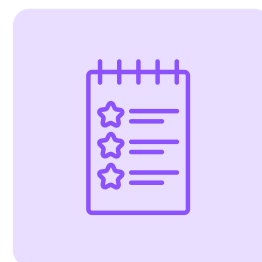




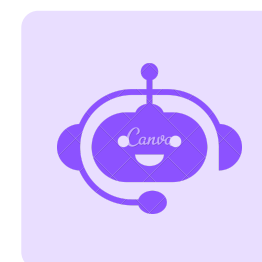
We are Unique



Video sessions



Featured Listing



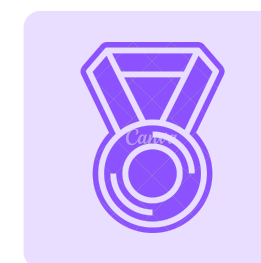
Chat bot



Direct Chat



**Data analytics
and Reports**



**Leaderboards
and badges**



Cost analysis

	Year 1	Year 2	Year 3	Year 4
No of Users expcted	300	400	450	500
Growth Rate(%)	--	33.33333333	12.5	11.11111111
Average revenue per user	2166.666667	3530	5000	7100
Income				
Basic Subscription	2000	2000	2000	2000
Standard Subscription	5000	5000	5000	5000
Premium Subscription	10000	10000	10000	10000
No of Basic listing per month	250	300	400	450
No of Standard listing per month	10	85	30	30
No of Premium listing per month	10	15	20	20
AdSense revenue		237000	1100000	2300000
Total income	650000	1412000	2250000	3550000
Cost				
Domain Cost	3000	3000	3000	3000
Hosting Cost	33000	33000	33000	33000
Development Cost	N/A	N/A	N/A	N/A
Maintenance	100000	200000	200000	200000
Load Balancing	N/A	10000	60000	60000
Marketing	150000	50000	50000	100000
Total Cost	286000	296000	346000	396000
Annual Profit/Loss	364000	1116000	1904000	3154000
		364000	1480000	3384000
Accumulated Profit/Loss	364000	1480000	3384000	6538000

Venture Verse



React JS

FrontEnd



Backend



PostgreSQL

Database

Demonstration