

InkVision's Business Plan

Digitization in everyones hands

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Executive Summary

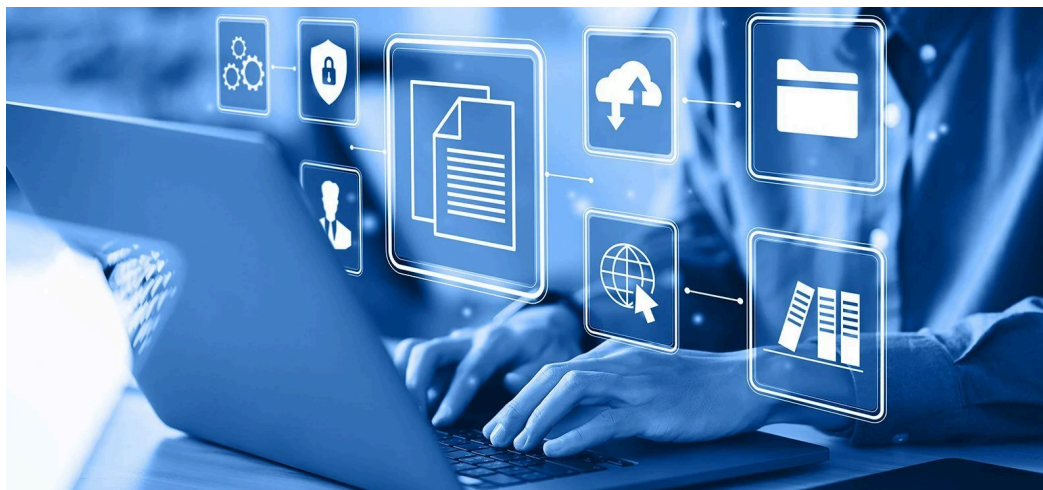


Mission

To eliminate document processing hassle for Nepali handwritten documents for digitization.

Vision

Become the go-to software for ethical document processing



The Product	We offer a software that converts Nepali handwritten texts into digital format for faster processing time and security.
The Organization	Our organization aims to provide innovative solutions to Nepali handwritten document digitization. With a diverse range of skills, we will develop a system that securely and ethically convert Nepali handwritten documents into digital text and pdf.
The Overall Industry	The document digitization industry is one of the most demanded industries ranging from small offices to big governmental institutions. The industry strives on security concerns and time creating a high demand for document digitization software.
The Competitors	No real competitors as it is the first in the industry. Google's Gemini lens can be a competitor due to its image extraction capabilities.
The Financial Status	We are still in the early phase of building our software and are targeting to take it towards profitability.
Future Plans	We are targeting a profit flow and more easy adaptation and increase in users.

The Organisation





Rochak Ghimire



Kushal Shrestha

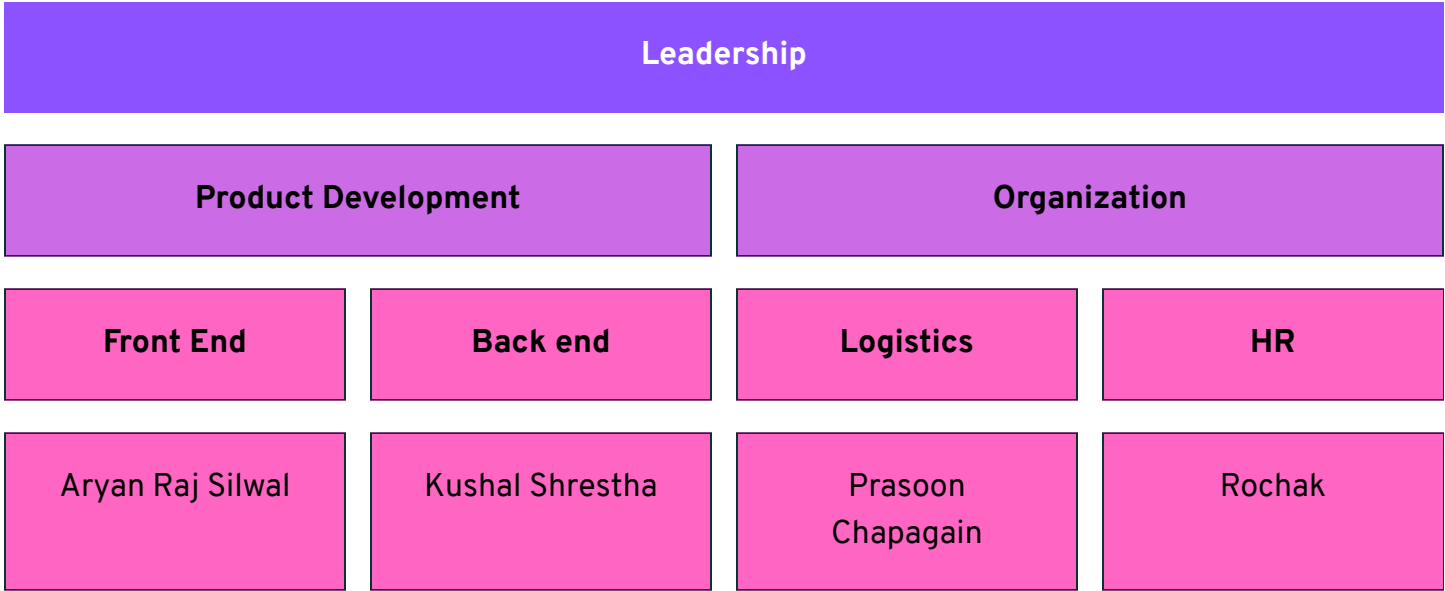


Aryan Raj Silwal



Prasoon Chapagain

Map of the Organization



Business Description

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Images and Mockups

Transform Handwritten Text into Digital Content

Our advanced OCR technology accurately converts handwritten notes, forms, and documents into editable digital text across multiple languages.

Convert Your Handwritten Document

Drag & drop your document here or click to browse

Supported formats: JPG, PNG, PDF

Select Language

English

Generate Text

About Inkvision

InkVision is a software solution designed to digitize handwritten Nepali documents by converting them into editable and searchable digital text. Our primary product is a lightweight desktop and web-based application that leverages OCR (Optical Character Recognition) and NLP (Natural Language Processing) to accurately recognize and extract Nepali script from scanned PDFs and images.

Unlike general-purpose OCR tools that perform poorly on Nepali handwriting, InkVision is purpose-built for the Nepali language, trained on local scripts, and optimized for common handwriting patterns in official, academic, and historical documents.

Product List

PDF To Text Extraction

Converts scanned PDFs containing handwriting into editable texts using OCR.

Nepali OCR Engine

A custom-built Optical Character Recognition engine trained specifically on Nepali handwritten characters to ensure high accuracy in script recognition.

Language Models

Our backend includes Natural Language Processing models that help refine the converted text—correcting common errors, structuring paragraphs, and maintaining script consistency.

Customizable Output

Users can choose output formats and tweak formatting options like line spacing, paragraph structure, or even export as tabular data.



Industry Background



Inkvision

The document digitization and OCR (Optical Character Recognition) industry is rapidly growing worldwide, projected to surpass \$13 billion by 2030. In Nepal, however, this sector is still emerging—particularly when it comes to digitizing handwritten content in the Nepali language. While global tools focus primarily on printed Latin scripts, Nepal still relies heavily on handwritten documents in government, education, and historical archives. As e-governance, digital education, and online services expand, the demand for localized OCR solutions is increasing. InkVision fills this gap by offering a tool specifically designed to convert handwritten Nepali text into digital formats, positioning itself at the forefront of a market poised for significant growth and transformation.

Competitor Analysis



SWOT Analysis:

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">● open source, supports Nepali language customizable.● Easy to use, supports many language.	<ul style="list-style-type: none">● Requires technical setup, not optimized for handwritings.	<ul style="list-style-type: none">● Can be integrated into local apps.● Learning new skills	<ul style="list-style-type: none">● Accuracy drops massively with poor quality scans or complex handwriting.

What We Offer

Gemini is dominant in general OCR applications but does not specialize in Nepali handwritten digitization, leaving a clear gap that InkVision aims to fill. Its limitations in recognizing handwritten scripts and lack of user-focused features make it less viable for institutions and individuals needing accurate, secure, and easy-to-use Nepali handwriting recognition.

Market Analysis



Our Target Customers

InkVision targets a growing need in Nepal for digitizing handwritten Nepali documents. Our main customers include government offices, schools, legal firms, and individuals who still rely heavily on handwritten records. Most existing OCR tools like Tesseract struggle with Nepali handwriting, leaving a gap in the market. As Nepal pushes toward digital transformation, especially in education and public services, there is strong demand for a localized, accurate, and user-friendly solution—precisely what InkVision offers.

User Persona

	Goals	Challenges
	<ul style="list-style-type: none">Get a promotionStay efficientDigitalize handwritten notes easily.	<ul style="list-style-type: none">Saturated marketsLack of simple, OCR tools.
User Details	Likes	Dislikes
<ul style="list-style-type: none">Ram Chandra Singh32MaleProfessionalNepaliCorey is a tech enthusiast who works at a government office.	<ul style="list-style-type: none">LiteratureTechnologySocializing	<ul style="list-style-type: none">Slow servicePoor user interfaceExpensive subscription
	Personality	Products he Enjoy
	<ul style="list-style-type: none">DeterminedAdventurousTech curious	<ul style="list-style-type: none">ChatgptFacebook

Marketing Plan



Achieving Our Targets

- Utilize a multi-channel marketing approach including digital marketing, direct outreach, and industry partnerships.
- Highlight the unique features and benefits of InkVision, emphasizing efficiency, security, and cost-effectiveness.
- Understand the purchasing priorities of our target audience and leverage them in our marketing efforts.

• The 4Ps of Marketing

Product	Price
<ul style="list-style-type: none">• Efficient Digitization of Nepali Handwriting• Unique branding and identity	<ul style="list-style-type: none">• Functional value• Emotional value• Aesthetic or experiential value
Promotion	Place
<ul style="list-style-type: none">• Through Linked in, tech blogs and student communities.• Audience are more familiar with LinkedIn.	<ul style="list-style-type: none">• Online based.• It is available as desktop apps and portal.

Product and pricing:

Monthly subscription	Semi-Annual Subscription	Annual Subscription
Rs. 5,000	Rs. 25,000	Rs. 50,000

Financial Plan



Forecasted Revenue

Product	Units Sold Annually	Price per unit	Annual Revenue per product
Monthly Subscription	13	Rs. 5,000	Rs. 65,000
Semi-Annual Subscription	15	Rs. 25,000	Rs. 3,75,000
Annual subscription	10	RS. 50,000	Rs. 5,00,000
Total			Rs. 9,40,000

Cost of goods sold

	Annual cost of goods sold	Expected gross margin
Monthly subscription	Rs. 20,000	23%
Semi-annual subscription	Rs. 1,20,000	50%
Annual-subscription	Rs. 1,60,000	70%
Total Cost of Goods Sold	Rs 3,00,000	76.45%

Gross Profit

Gross Profit	
Profit	Rs.6,40,000

Net profit

Net profit	
Profit after tax	Rs. 5,12,000

Funding

Funding	
Seed funding	Rs. 2,00,000
Grants	Rs. 1,00,000
Equity funds	Rs. 1,50,000
Loan amount	Rs. 2,00,000
Total Funding	Rs. 6,50,000

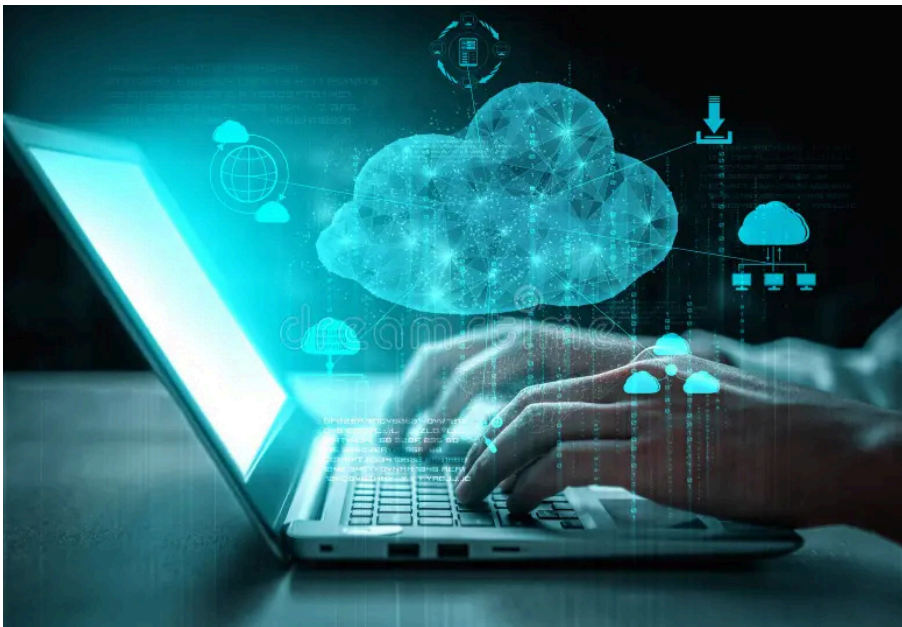
Annual Maintenance	
Factor (%) on capital equipment	10%

Tax	
Annual cooperative tax	20%

Product price increment	
Annual price increase	5%

Future Plans & Milestones





Elevating Our Business

At InkVision, we believe in continuous innovation and meaningful growth. Our mission to digitize Nepali handwritten documents is just the beginning. Below are our strategic plans for the future:

01	Build a Loyal User Base : Launch aggressive customer support and feedback programs
02	Enhance AI Accuracy Continue training our OCR model on diverse Nepali handwriting samples.
03	Introduce Mobile App Launch Android and iOS apps to allow scanning and conversion on the go.
04	Partner with Government & Educational Institutions Collaborate with ministries, universities, and archives to digitize important records.

Contact Us

For further inquiries



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