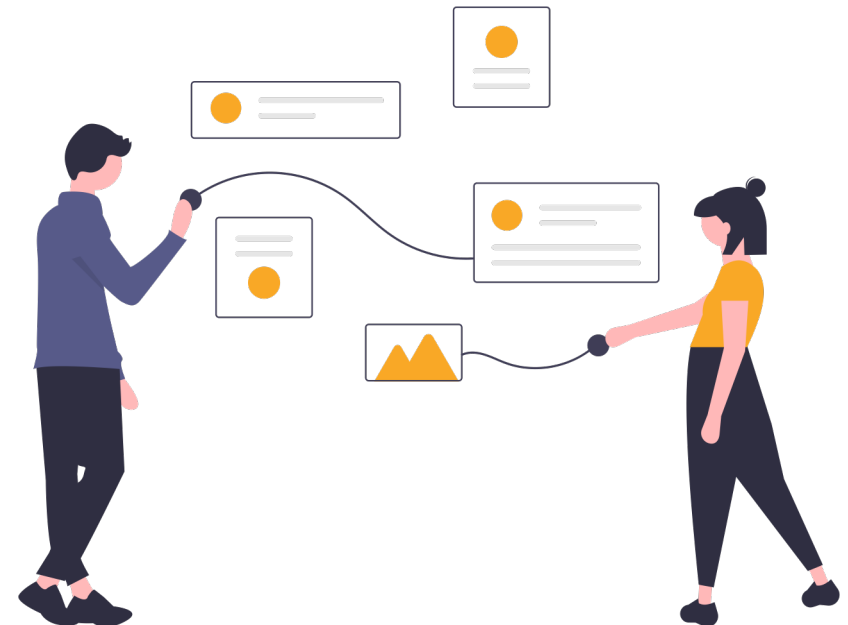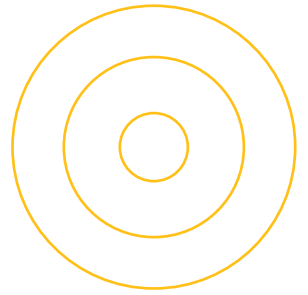# EXPERTIRE

TEAM TITANIUM

Challenge

We identified UN Sustainability Goals: Quality education as a important challenge
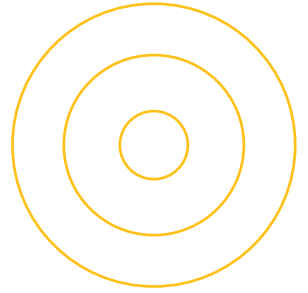
Institutes do not have enough skilled resources for certain topics

Experts who want to share knowledge do not get enough platforms

Solution

We aim to solve the problem using a web platform that bridges the gap between Institutes and Experts.

The institutions can post requirements for in-person or online session.

The experts can show their interest on institute posts to get connected with institute.

PROBLEMS

List your customer's top 3 problems

Institutes do not have enough human resource to train their students about certain topics

Experts who are willing to share knowledge do not get enough chance to do the same

SOLUTIONS

Outline a possible solution for each problem

Develop a online platform to bridge the gap between Institutes seeking help and Experts willing to help

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that turns an unaware visitor into an interested prospect

We help institutes to find experts for online and in campus session

We help experts to discover institutes seeking help

UNFAIR ADVANTAGE

Something that can not be easily copied or bought

Realistic Goals

Non Rigorous Hook Model

Passionate Team

Niche Target

CUSTOMER SEGMENTS

List your target customers and users

Institutes seeking experts

Experts willing to help

EXISTING ALTERNATIVES

List how these problems are solved today

Classified Ads Portals such as Kijiji, Facebook Marketplace, Craigslist, etc.

Online Learning Portals such as Udemy, Coursera, etc.

KEY METRICS

List the key numbers that tell you how your business is doing

Sponsored post revenue

Institutes Enrolled

Experts Enrolled

Response on Post

Daily Posts

HIGH-LEVEL CONCEPT

List your X for Y analogy (e.g. YouTube = Flickr for videos)

Craigslist for institutes and experts

CHANNELS

List your path to customers

Organic Traffic using SEO

Personal Contacts

Referrals

Digital Advertising

EARLY ADOPTERS

List the characteristics of your ideal customers

Schools managers

Meetup organisers

Tech Experts

Philanthropists

Alturists

Conference organisers

COST STRUCTURE

List your fixed and variable costs

Marketing

Digital Resource

Software Development

Payroll

REVENUE

List your sources of revenue

Advertisements on Website - AdSense or Google Ads

Sponsored Posts

Lean Canvas

Team
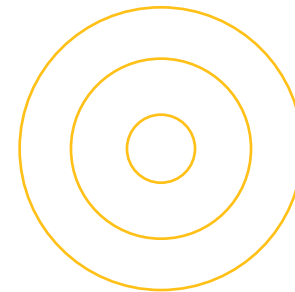
Bala Sundeep

"Architect"
CEO & System Designer

Harry Ben Alex

"Visionary"
COO & Manager

Prashant Sarvi
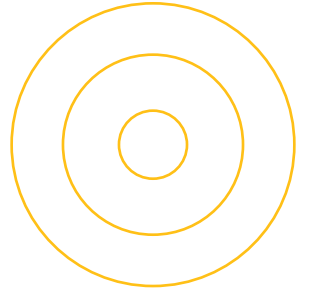
"Doer"
CPO & Front-end Developer

Yash Jaiswal

"Hustler"
CTO & Back-end Developer

Vishal Sancheti

"Dreamer"
CMO & Full-stack Developer

Market Analysis

Total Available Market

Serviceable Available Market

Target Market

Our Market Share

81%
Total Available Market

72%
Serviceable Available Market
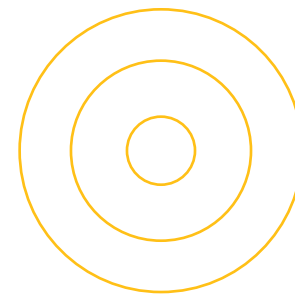
66%
Target Market

44%
Our Market Share

Positive Impact

- Improve quality education for all

- Help institutes to find experts
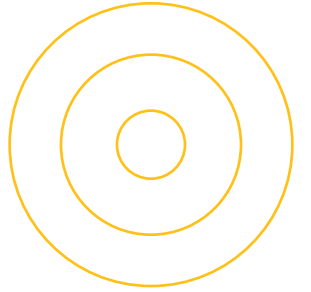
- Provide platform to experts to share their knowledge

Product Demo

Revenue Model

Sponsored Posts

Premium fees for the posts to be featured on timeline

Advertisements

Revenue from Advertisements

Key Metrics

Institutes Enrolled

Number of Institutes who signup

Experts Enrolled

Number of Experts who signup

Daily Posts

Number of Posts institutes make daily

Daily Responses

Number of "Interested" response on posts

User Acquisition

Personal Contacts

Reach to Educational Institutes and technical experts

Physical Promotion

Pamphlets and door to door marketing

Referrals

Pitch to social and non-profit groups for referral

Digital Promotion

SEO, Google Ads, and Social Media Marketing, Emails

Cost Structure

Software
Design and Development of Web application

Digital Resource
Deployment and Hosting of software on amazon cloud services

Marketing
Google AdWords, Facebook Ads, and other ad channels for user acquisition

Human Resource
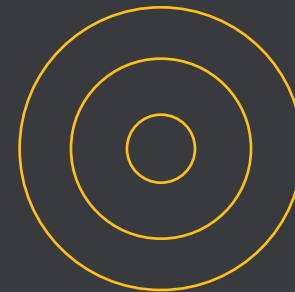Payroll and Contract fee of employees and contractors

Financials

		2021	2022	2023	2024
Revenue	Sponsored Post	500x12 = 6000	2000x12 = 24000	5000x12 = 60000	7000x12 = 84000
	Advertisement	100x12 = 1200	500x12 = 6000	1000x12 = 12000	2500x12 = 30000
	Total	**7,200**	**30,000**	**72,000**	**1,14,000**
Cost	Payroll	0x3200x12 = 0	2x3200x12 = 76800	2x3200x12 = 76800	2x3200x12 = 76800
	Marketing	0	100*12 = 1200	100*12 = 1200	1000*12 = 12000
	Cloud Resources	100*12 = 1200	100*12 = 1200	100*12 = 1200	100*12 = 1200
	IT Resources	800*12 = 9600	800*12 = 9600	800*12 = 9600	800*12 = 9600
	Total	**10,800**	**88,800**	**88,800**	**99,600**
	Earnings	-3,600	-58,800	-16800	14,400

Our Ask

$200K

30 %

More than funds we seek for mentor who can help us grow our product and make world a better place

Thank You!