



Business Plan

The Problem

In summary, we are tackling the problem of driving quality engagement and helping the growth of digital communities.

With ad fraud prevalent and spammy posts all over groups as they become large, it is very hard for admins to manually maintain the quality of a group while growing it. It is equally hard to grow a community in an organic way, without spending a large amount on marketing budget. We're solving both of these problems.

For our market analysis, we found several articles demonstrating the need for such a product, some of which are mentioned here:-

Spammy Content in Groups

- <https://www.theguardian.com/technology/2013/aug/28/facebook-spam-202-million-italian-research>

Ad Fraud

- <https://www.thehindubusinessline.com/economy/digital-advertising-fraud-on-the-rise/article23590197.ece>
- <https://ppcprotect.com/ad-fraud-statistics/>
- <https://www.statista.com/statistics/677466/digital-ad-fraud-cost/>

Our Solution

Our solution to these problems is a SaaS platform in the form of a growth bot framework. We tackle both of the problems mentioned above in the following ways.

Driving Engagement

This framework can be used to drive quality engagement in groups, and encourage users to produce quality content by utilising bounty distribution amongst quality content creators.

In a nutshell, there is a certain bounty set by the group admin for each periodic interval, with tokens being distributed to each member of the group for tipping quality content. Members cannot accumulate these tokens, so it's best they spend them. Quality content creators can receive these tokens from other members as they upvote and tip their posts. At the end of the periodic interval, members redeem these tokens in exchange for Fiat or other rewards, and are hence incentivised to earn these tokens.

The exchange rate of token v/s fiat is determined by the bounty set by the admin, which allows for dynamic reward setting and content creation encouragement depending on the budget of the group admin (or owning business)

Driving Growth

Our solution also encourages organic growth of groups by utilising a referral bounty mechanism, wherein the group admin sets a particular bounty for the growth of group, distributed on the basis of successful referrals

The way this differs from traditional referral programs is that the earned quantity of tokens (from referrals), is based on the quality of the referrals, which is determined on the basis of how much quality content these referrals create. Hence it tackles the problem of unnecessary spammy growth in groups by utilising self governing smart contracts.

Our platform is governed by smart contracts and ERC20 tokens, that make payment integration seamless and allows for permission less execution of distribution of rewards when redeemed. In our case, we believe we want the code to be the law.

A more detailed explanation, with complete examples can be found here:-

qEngage :: Concepts :: The problem and the Solution

This post deals with the core features we've envisaged for qEngage and the interface that we'll be building as a part of building this...



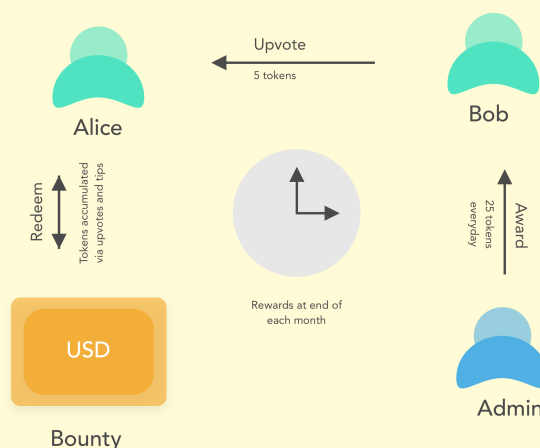
Tejas Nikumbh

Aug 16



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Overview of Concept



Customer Segments, Revenue Model and Key Value Proposition

We have split our customers into two core categories. The first one is small communities (50-200 members) and large communities (1k-10k members). Our approach to the revenue model differs based on what category we are targeting.

Small Communities (50-200 members)

These involve communities that are hobbyist groups, SME groups, slack workspace groups, groups specifically built for getting feedback on early stage products etc. These can involve other categories of small groups as well.

As these communities are small (with some having the potential to go large), we intend to take a cut of the bounty that these groups set for reward distribution, where we take a cut each time a user redeems their tokens.

Since they have the potential to go large, our key value proposition for them is that we will drive engagement and support their growth.

Large Communities (1k-10k members)

These are more evolved groups for which engagement is more important. Take for example – ICO communities or Developer groups or large Business Brands.

We will bill them on a monthly subscription basis, and not take a cut on the token redemption.

This is a key value prop here, since it makes sense for larger brands and businesses to be billed not on the basis of their large user groups, but on the basis of a fixed fee irrespective of group size.

Note:- The categorisation of large v/s small is currently on the basis of number of users only.

Key Metrics

Measuring Success

We intend to measure success on the basis of the customer segments

(a) No of redemptions per month (Smaller groups)

Our revenue model allows for quite a straight forward metric – the revenue. For smaller groups, Since our revenue is primarily dependent on the number of redemptions made by users earning tokens using our solution, we've decided to keep 'No of Token Redemptions per month' as the growth metric for the product. It is reflective of the product usage as well as revenue, especially in the beginning when we target small organisations.

(b) Monthly Recurring Revenue (MRR)

For larger organisations, the 'No of tokens redeemed per month' metric will be more of a representative of engagement rather than revenue, as we will use a subscription based model. Here, we will add another key metric – Monthly Recurring Revenue or MRR as our revenue focussed growth metric for larger groups.

Go to Market Strategy

The Beginning :: Targeting smaller groups

Our marketing strategy is first going after smaller groups. This will allow us to get really great feedback on our product and improve its functionality. As this program will primarily help us in improving our product, we'll keep integration of our SaaS solution free in the beginning.

In this phase, we'll primarily target smaller groups, such as hobbyist poets, story tellers, developer groups, and other interest groups, where engagement is important, and see how well our product succeeds there.

We'll be reaching out for these groups primarily via scouring reddit, facebook groups, popular telegram groups and medium, and pitch them to try our solution.

We're also planning a token airdrop for solution integration as an added incentive for groups to integrate our product. This would take the form of

us giving the group admin free tokens to distribute to the members of the group on a daily basis, of course the distribution being governed by our smart contracts.

Scaling up :: Targeting businesses and larger groups

Later on as we scale, we intend to reach out to smaller groups via Facebook and Youtube ads. For larger groups, we plan to leverage our contacts in the beginning as well as take advantage of platforms such as LinkedIn.

We also plan to create marketing campaigns to target these larger brands in addition to reaching out to them on a personal level.

Contact

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