

# TPE Assignment 5

Raj Patel  
Jalpreet Singh Nanda  
Hitesh Sharma  
Manu Jain

## **Ideas Chosen -**

### **StopStalk (X + Y) →**

The reason for choosing this, is because of the utility that it provides to the companies to ease the process of technical hiring. Also this adds a very generous revenue model to the idea along with the ease of following good coders and acing at competitive programming for users and a good platform for companies to hire great programmers. Along with this the revenue model also includes the signup referrals for startup companies who are trying to get into the market of competitive programming like LeetCode, InterviewBit, HackerEarth, etc.

### **VRFIT (X + Y)**

Currently there are no companies in the marketplace that combine gyming with VR, this is a good opportunity to combine the two and make the gyming experience a lot more fun and interesting. Not a lot of people like gyming because of the effort it takes, VRFIT will show them a new way that is interesting and fun, combining sport games such as tennis, golf, etc. This is a one time investment for any gym, with huge payoffs. The revenue model here is that we act as contractors for gyms to bring them such VR services.

### **CarryGo (X)**

CarryGo takes advantage of the unused baggage while travelling and offering it to the customers who need it a price cheaper than the airline fee. The revenue model is that we can earn money in every deal that happens between the passengers. Since we set the rate at which baggage weight is sold, we take into account how much we can earn while keeping the passengers happy, and keeping the price lower than the airline fee.

**Final Idea:****CarryGo (X)**

We are going with this idea because we think that it is a mere requirement for both kinds of users who want to buy and sell luggage for their trip with the minimum amount of money transfer. Also it has a very decent revenue model in which there is a win-win situation for both the users and also the makers of the application.

**Summarise outcome of the idea review interaction your mentor**

The meeting with mentor helped us figuring out the revenue models of similar apps. We discussed the revenue model of StopStalk, but it seemed to be more of a utility product than a service to the users. Also since the target customers being students, the competitors won't be able to pay us on just referral traffic as they won't get the amount that they pay us back from the new registrations that they get.