ApproApp

The way you sign, is the way you Live.

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Mission statement: To create best online signing and approval system.

Vision statement: To be the world's leader at helping humans to focus on what matters.

Summary

● **ApproApp addresses digital signing platform with its own online portal that links organizations, Executives, and Applicants on single platform.**

● **Improving Security of confidential documents, reducing time consumptions of physical signing and online signing frauds this advanced and convenient way of simplified digital online approvals will be available from March 2018.**

● **Representing significant value over existing alternatives, our online service will be priced at INR 20,000 per organization per year meaning both cost and profitability will be highly attractive to our initial customers and early investors.**

The problem

Do you have a digital signature certificate? If yes how many times you used it last month, and how many times you did physical signing?

Many times ratio is 0:x, none is using digital signature, because of not having a platform from where all stakeholders of organization can work together.
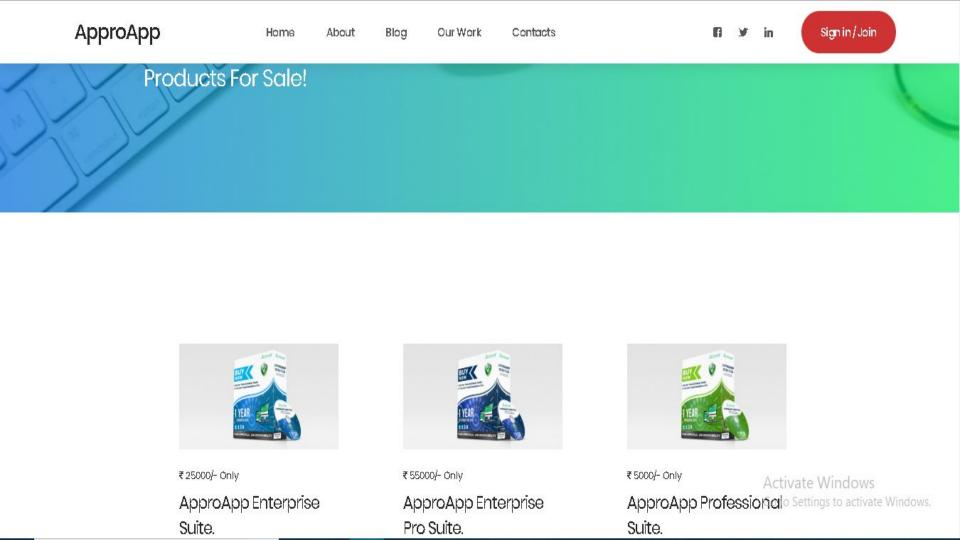
Solution

Organization platform: organization will be able to create or build online forms which will be used by applicants to apply for a specific task in the organization. Such as Leave application form Eg. https://www.approapp.com/fobi/view/thapar-students-leave-application/

Applicant platform: individuals can fill those forms online and send them to officials for approval using our platform, they will be notified at each step of processing the document, lie when it will proceed to the next official and what comments did last official make.

Official platform: officials will be required to digitally signed the documents and approve them through their pfx files provided to them on behalf of ApproApp.

Approval information platform: every document processed on our website will be having a QR code on it, Scanning this QR anyone can reach the approval information published on our website if a executive wants to change his decision he can apply for disapproval which will change the original copy of approval and company will have the rights to disapprove the real copy or not.

For more Info : https://www.approapp.com login id = 'rds0751' password = 'smarty24' or watch video

Products For Sale!

₹ 25000/- Only

ApproApp Enterprise
Suite.

₹ 55000/- Only

ApproApp Enterprise
Pro Suite.

₹ 5000/- Only

ApproApp Professional
Suite.

Why is this right time to start?

● Digitalization is on its top levels.

● Digital signature system is now required by many govt organizations eg. MCA.

● Physical Signing is slow and unsecure.

Competition

DIRECT
DIGIO & SIGN DESK
OPENSIG.NET etc.

INDIRECT
ADOBE, GMAIL, etc.

USP

- *Our product valid with IT act 2000 as we provide encrypted pfx files.*
- *Networking Based Approvals or chain approvals.*
- *Executive can change his decision.*
- *Single Platform for all stakeholders.*
- *Fraud proof as QR code contains real copy of approval.*
- *More reliable.*
- *Highly Secured.*
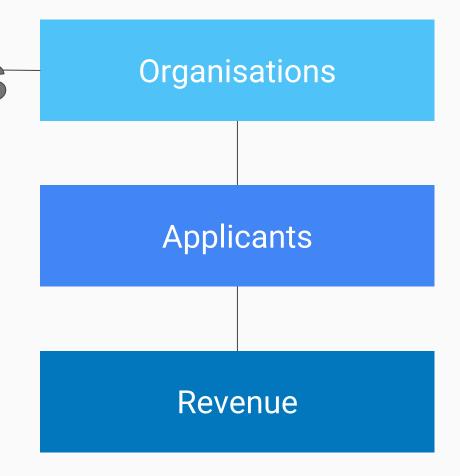- *We do not share data with any third party.*
- *And much more*

Technology

● Our approach is simple, multidimensional & is a part of artificial intelligence I.e, process mining. We'll have 4 types of use cases I.e, organizations, executives, applicants, & Rest world.
● Organizations will have form builder they will build forms which will be filled by using applicant portal now it will be converted to PDF and sent to executives.
● Executives will digitally sign that pdf using encrypted pfx files provided by us. Now a QR code will be printed on pdf which can be scanned to get real copy of approval from our servers this will stop frauds.

Marketing

B->B->C
ApproApp will create its customer segment as applicant tapped by organizations. So, we will market our site in businesses or organizations who will market it to get applicants as our customers.

● We will initially try to market our product in educational institutions like Thapar University, Chitkara, etc.,

Us

Organisations

Applicants

Revenue

ApproApp Business Model Canvas

Key Trends →	Mobile friendly + Smartphone + Fast moving + Smart work + Others	Market Forces ↓

Key Trends →

B2B2C in Trend. Hence more partnerships

+

People getting bored of physical signing

+

Organisations, look for some great signing and Approval System

+

Small firms ready for partnerships.

KEY PARTNERS
Colleges,
Hospitals,
Design firms,
Engineering firms,
Software companies,
Large Corporation,
Other offices,
Govt. organisations

KEY ACTIVITIES
Website,
App,
Marketing
Sales finance,
Customer support,
Human resource,
And other
operations.

KEY RESOURCES
Website, App, Brand
value,
Customer support
24x7

VALUE PROPOSITION

Platform to create forms,
Platforms to fill and send forms,
Platform to comment and edit,
Download Sign and send,
Signature Verification ease.
>Just give Application no. and see who
signed it.

CUSTOMER RELATIONS
Website, Easy to use,
Fully Automated
system,
24 Hrs support,
Smooth run,
Brand Value

CHANNELS
Website, App,
Telecalls, Personal
mails,
Advertisements,
Facebook,
YouTube,
Twitter,
LinkedIn

CUSTOMER SEGMENT
Doctors, Engineers
Lawyers,
Professionals,
Managers
Students,
Professors,
Officer workers (age
group 25-60),
Employees
Of large firms.

Market Forces ↓

Time is precious

+

People are literate

+

More Young and
energetic generation

+

Tech friendly user
base

+

Easy to target

+

Many things Indian
educated market

COSTS
Website, App, Employees, Marketing, Wages, Sales, Customer
support

REVENUES
3000 per annum per person
3000 x 100 = 300,000/yr.

Industry Forces ↑

Low probability for Venture capital funding + low probability for angels

+

High wages for professionals + other negative factors of Indian business ecosystem

Macro-economic Forces ←

MILESTONES

We are Paas startup working from thapar university patiala, started one year back. we have already developed our product and are in pilot stage from next month onwards will start our services with our first client as Thapar University for approving all NOCs at university level. We already sold our first subscription to them.