**The Opportunity:**

**Users:**

* People looking for government or banking schemes for women.
* Entrepreneurs looking for schemes, angel investors, incubators and other entrepreneurs from other domains.
* Angel Investors, VC Firms, Incubators and accelerators, Private banks, NBFC’s and budding Entrepreneurs.

**Project topic:** Access to finance for women.

**Project Idea:** To create an android application that increases the reachability of various schemes available to women.

**Market need:** Many schemes in the government and private sector are not reachable to women due to lack of advertisement/awareness . The application concentrates on bringing the schemes to the users.

**The Solution:**

**Overview of the Startup Sector:**

**Finance:**

* Connecting with the banks/Government organisations.
* Getting access to various schemes/plans.

**Learning:**

* Incubators.
* Accelerators.

**Business:**

* Business model – Please refer the attached business model canvas (BMC) in the file.

**Solutions:**

* Government Schemes.
* Banks.
* Ventura Capital.
* Angel Investors.
* Wealth Management.

**Proposed Solution:**

The proposed solution is an android based application that has the following features:

* Listing the top VC’s , Angel Investors, NBFC’s, Govt. Schemes, etc.
* Acting as a gateway between the start-ups and the investors.
* Connecting the users interested in start-ups and improving collaborations.
* Connection between the investing companies with innovative start-ups .
* Optimal schemes/funds can be suggested to the users based on the investor’s interests.
* Advertising the start-ups to gain popularity in the market.
* An intelligent chatbot that can answer user queries.

**The Business Plan:**

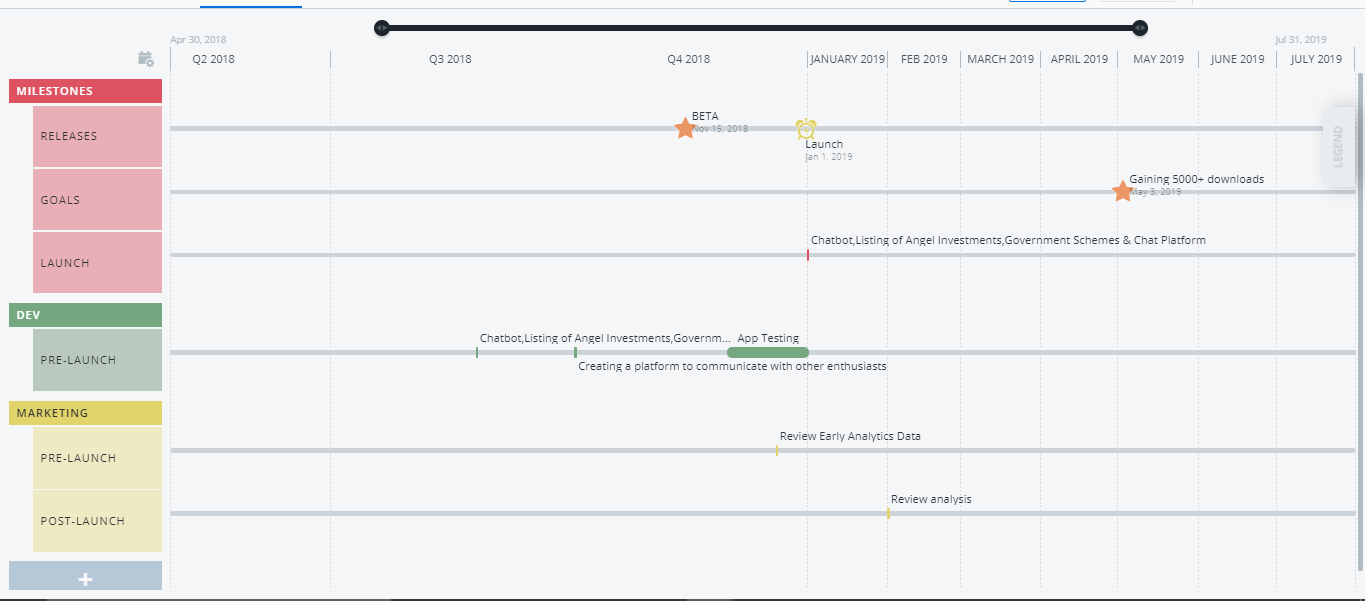
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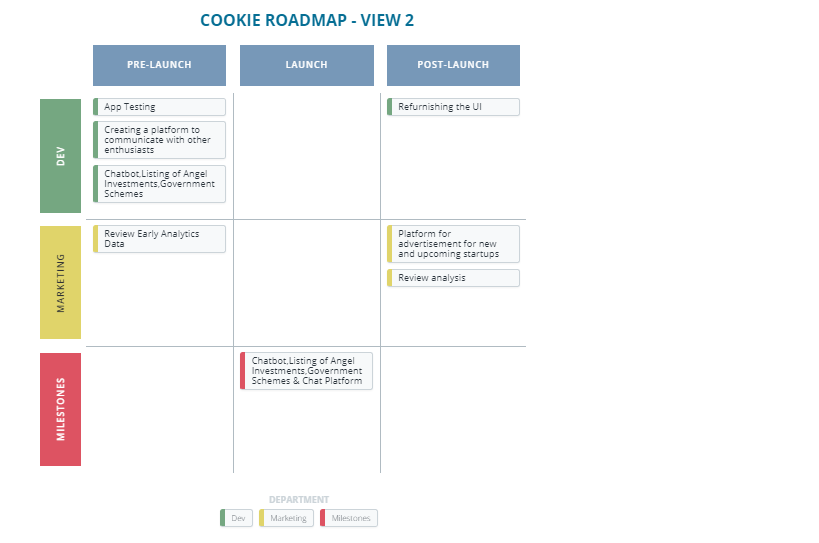
**Go-to Market Plan:**

The following strategies are implemented in market:

* Advertising through android apps
* Related websites
* Incubators
* Social Media(Facebook,Twitter,Blogs)
* Commission

**Financial Projection:**

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