



India 1 was destroyed by the British, this is us rising from the ashes.

Trust us when we say the simplicity of our solution as compared to the complexity of the issue is not lost on us.

So we request, after understanding our idea, that you objectively try to find reasons why our solution will not work.

We couldn't.

Elevator Pitch

As a country, considering where we were only a 100 years ago we've come a long way. But things are about to change... drastically. Not just in India, but in the whole world. And the main reason for that is exponential technologies.

The prices for technologies such as computational power, reading DNA, solar power, batteries, big data, and many others have fallen by factors of up to the 1000s. And that's only in the last 10 years!

It's not the fact that each of them exist that's going to be the problem, it's the interaction between them that is causing all the uncertainty which could have detrimental consequences.

This is happening, there is no stopping it. But what we can and must do is prepare.

And the first step is making the problem known. Right now our political leaders and most of the country is hung up on many issues that are either a matter of opinion or on only those that might get them re-elected next term.

Us, the few that can actually make a difference, must do whatever we can to take responsibility for what might be to come.

We sure hope other people are working towards this goal, but as far as we know India2 is the only plan we got.

Our plan at first, is two-fold. One, to create an e-learning platform and two, create a crowdfunding platform; both will be accessible by the India2 app. The e-learning platform will host 5 online courses: English, Business Literacy, Psychology, Indian History & Digital Literacy, which will be offered for 10Rs/month. All profits generated from this will go directly to projects on the crowdfunding platform selected by the user.

As you can see, by doing this, we create a positive feedback loop of citizens learning, and directly contributing to the development of social welfare simultaneously.

India 2 is not just a digital learning product to provide education or just a crowdfunding platform to help fund projects, it's...

to be a national standard for the quality of philanthropy carried out in the country and to be the solid foundation any citizen needs to fulfil their full potential.

The Problem

The world is changing.

For better or for worse, we are now entering a time in human civilization where our growth is akin to a car driving up a mountain really fast. And the higher we get, the further the clouds block our vision of where we are going.

There might be clear skies up ahead or we might drive straight of a cliff.

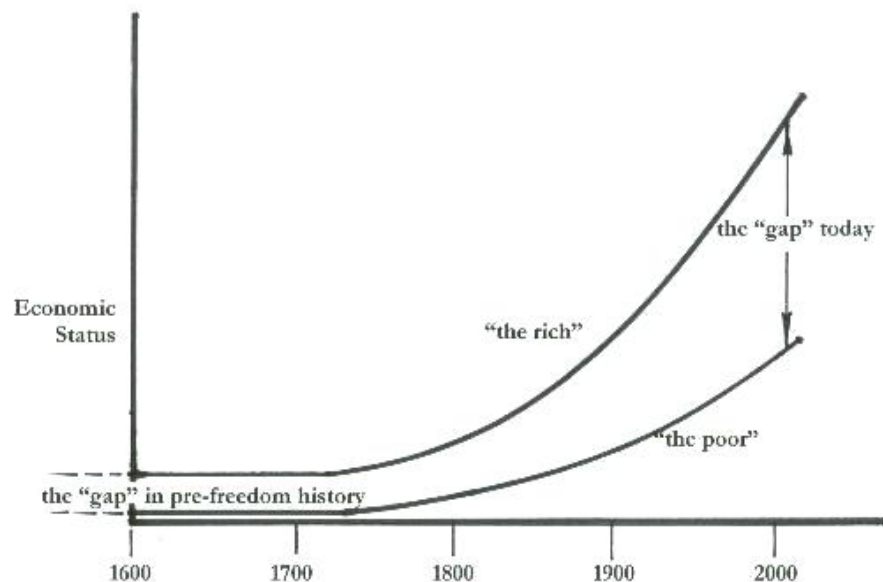
The good news is we are driving. And if we choose, we can slow down the car until we have a better idea of the road up ahead.

But the issue is, decision making is a 2-step process.

1. Being acquainted with sufficient relevant information
2. Acting in the direction that reflects our conclusions from the information

And we fear we have created a world so complex, that the common citizen cannot even begin to understand the cause-effect relationships of the present variables - let alone trying to take decisive action to prevent any unintended consequences.

Even in spite of the revolutionary free access of all information through the internet, the knowledge gap is much like the wealth gap.



Based on the disproportionate knowledge distribution, when it comes to reliable decision making of national and global magnitudes, it is literally impossible for the majority to contribute in a productive manner.

But that is all fine, this is precisely why we have a government - to take responsibility for guiding its society through times of uncertainty.

But what happens when people with the power to guide change in the right direction, either have much shorter time horizons for prioritizing issues to deal with, or and even worse, have not even acquainted themselves with the issues, and by definition, cannot even comprehend the gravity of the situation that they have simply deemed not worth their time?

You can see the direct effects of precisely this phenomenon through the monumental events that are the Trump Presidency and Brexit.

We believe it's incredibly unfair to expect the common man to not only learn up on complex matters emerging in other parts of the world, but also speak up in a reliable manner on issues that will not help them get through months end. They have enough to deal with.

And like mentioned before, our political leaders are far too caught up in the "game of politics" to lead the way on solving real issues. Issues that get more blurry the more you look into them.

We will say it again. We have created a world far too complex for the average Homo Sapien to comprehend. And like, quite literally, the history of the universe has taught us, complexity will never cease to rise.

If our civilization as a whole does not rise in knowledge in a proportionate manner, we will perish. It could be physically, mentally, psychologically or all of the above.

You may be surprised, in agreement, or simply confused at what you have just read. We will elaborate on exactly the issues we have thus far been referring to.

But before, it's worth knowing that there are secondary and tertiary problems India2 plans to solve. These include the immense opacity & inefficiency of the philanthropic sector of India, the lack of truth in the history we teach our own children about our civilization, the abundant influence of religion in political matters, and lastly the susceptibility of people through digital media.

This is not to say any of these issues are less important than the first, but we stress on the first because we believe the lack of knowledge is the root cause of the other issues, and not resolving that in a timely manner may not even give us a fighting chance to solve the rest.

Our Solution // The Product

On one hand, this knowledge problem seems to be being tackled by many through the funding of public schools and similar initiatives. However, when it comes to scaling to numbers where it really matters, the incremental manpower needed per one person's education is simply not sustainable.

We plan to solve this by leveraging the internet. Now, as of 2018 roughly half the country, a whopping 500 million people have access to the internet. And that number is increasing.

So in essence, we will launch the largest and most simple public education campaign. With the hope that at least the right questions can begin to be asked.

We will provide accessible, comprehensible, and affordable online courses, a consumer trend that is also on the rise, on the bare minimum of topics that are absolutely essential for every human being on this planet to be aware of. Users will be able to download our app or simply visit our website.

The content we plan to have during the launch are the following:

- 1. English**
- 2. Business Literacy**
 - a. Financial Literacy
 - b. Exponential Technologies
- 3. Digital Literacy**
 - a. The Internet, The Computer & everything in between.
- 4. History**
 - a. Big History
 - b. India's History
- 5. Human Psychology**
 - a. Dogma, Doctrine and its implication on the world.

Course	Purpose
English	This is for the simple reason that English is the language predominantly used in business. We plan on teaching other languages like Sanskrit as the platform grows.

<p>Business</p>	<ul style="list-style-type: none"> - Whether we like it or not, our lives revolve around the principle of income and expenses. It is absolutely essential that people are aware of the rules of the “money game” if they want to get anywhere in life. Of course, this subject is far too complex to cover in its entirety. Therefore we will focus on the fundamentals (Income Generating Assets, Consumer Liabilities etc.), and stress the importance of entrepreneurship as in the future we believe it will be one of the most important and fruitful career paths. - We will also go over exponential technologies (Think A.I, Blockchain, Biotech etc.). This is at the core of the issues I was referring to above. There are far too many cases for me to go through right now so I will just briefly describe 2 here. <ol style="list-style-type: none"> 1. Embryonic Artificial Selection: As the name suggests, no longer will it be “fate” that causes a child to be born with disabilities. We always had the issue of a finite and scarce pool of Female Egg Cells, but not anymore. Now an embryo can be handpicked by analyzing 1000s thereby ensuring no birth defects or assuring the absence of “genetic” diseases. At first, this is amazing, but what will happen when the “natural” physical conception of a baby is seen as a potential risk? There are currently 10Mil+ babies born with birth defects, what if this technology could bring it down to 0? Will insurance companies refuse to provide health insurance if a couple decides to pursue “natural” conception? Will the immensely affluent create artificially selected “natural”
-----------------	--

	<p>geniuses? What will it mean to be born with a “gift”?</p> <p>2. Big Data: This is not new. It is, one of the first exponential technologies to go mainstream. And it is the perfect example to highlight the urgency of the situation. Exponential technologies are those that hold the potential to impact every single citizen on this planet in profound ways and also grow deceptively fast. Through strategic Social Media advertising, individuals are given the power to psychologically influence the masses. And we’ve already seen individuals leverage Big Data to push forward their own agendas through Trump’s Campaign, Brexit and even Modi’s campaign. Precedence has been set for negative use of exponential technologies by individuals.</p>
Digital Literacy	<p>We will go over what exactly the internet and the computer are. Seeing that it has and continues to shape the 21st Century, we believe learning about this is much more important than learning about, say, the Steam Engine. In addition, we will go over how to use the internet effectively when trying to learn something. How to navigate, connect the dots, retrieve and understand from the vast pools of information being thrown at us.</p>
Psychology	<p>The reality we have constructed is a direct reflection of our collective minds. Not necessarily a reflection of our opinions, but the physiological capabilities of the mind. In other words, in order to understand why we do what we do, to understand why the world is how it is or to understand how to change it for</p>

	the better, we must understand how our minds function.
Indian & Big History	History is not the study of the past; it is the study of change. And change is the only constant we know for a fact that will exist in the future. Also, the future, on the most fundamental level, always holds a strong resemblance with the past. So understanding where we've come from is vital in how to get to where we want to go. In addition, we believe it is critical that we correct the ideologies we have been spoon fed ever since our independence. We think bringing to light the facts and evidence of India's past will not only open our nation's eyes but also empower us to push forward.

Furthermore, we are not going to be only providing these courses. We will also have another half of the app, which will be a crowdfunding platform.

Essentially we will also host projects that anyone can donate to. Our projects will be categorized into 3 sections. Urgent, National & Local.

Local would be projects that local NGOs can put up to be funded or any individual who is attempting to finance a project for the betterment of his/her local community.

National projects will be defined as the following:

“A project that aids in the development of India and its citizens, by providing a *scalable and impactful* solution to any major problem present today”

The first campaign to go live is intended to be Sugata Mitra's "School In the Cloud": A low-cost solution to primary education.

And lastly, Urgent campaigns will be those that will fund any relief programs for any major disaster that takes place in the world.

Revenue/Sustenance Model

We are strong believers that philanthropy as a whole is being conducted in a very inefficient way for the most part.

Too many organizations focused on improving social well-being are reliant on donation and external funding to carry out their mission. Making it incredibly difficult to retain great social workers who are trying to pursue their passion and also it makes it near impossible to scale the social impact.

We want to break the negative connotations of asking for money when providing a disproportionate amount of value in return.

Because in reality, money is not inherently good or bad, it's just a tool. So it really astounds us that no amount of money can be too much when it comes to products that harm oneself and society (alcohol & cigarettes) and no amount can be too less when it comes to providing a very real social benefit to the same parties (charitable donations).

Imagine if multi-million dollar companies focused on providing social welfare were as common as any other for-profit company. The key here, we believe, is having a social mission that drives you to accomplish a goal, and having a capitalist mindset while building a system to accomplish that goal. This is exactly what we have done!

That being said, we will charge a 10 Rs per month subscription fee for access to the educational material. With the growing middle class, we believe that price is more than affordable to a vast majority of Indians with access to mobile internet. With a mere 5% penetration of just the City of Mumbai, we are looking at potential revenues of 50 lakh per month.

All profits will go towards the "National" campaign of the subscriber's choice. Therefore, every subscriber is not only contributing to his/her learning of skills necessary in the 21st century but also is directly contributing to the development of some facet of the people of India as a whole.

Of course, subscribers or any individual can also directly contribute to projects from any category through the crowdfunding platform.

However, for any contributions made at the Local level, we will take a small percentage as service fees in order to further allow us to grow our organization's impact potential. In order to avoid being a burden to any NGO's, as the amount donated to their projects through our platform increases, the smaller our percentage will be. We will have clear brackets at the time of release.

No fees will be taken from National & Urgent projects.

A big issue many people might face is the trust problem. But I believe with the advent of Blockchain and Social Media, we can provide people with an up to date feed with where each rupee of their contribution is going.

And lastly, we will release our financials periodically.

Our Mission

To be a national standard for the quality of philanthropy carried out in the country and to be the solid foundation any citizen needs to fulfill their full potential.

India2 intends to take advantage of the following:

1. India's Culture
 - a. India has historically been a country of great innovators and learners
 - b. India is one of the most philanthropic country.
 - i. We believe good must always come from the government but from the people as well. A philosophy, that we are proud to say, is prevalent in our culture. Our goal is to optimize it to be as effective as possible.
2. India's large population and the growing popularity of crowdfunding
 - a. Since the inception of crowdfunding in India, 500Cr+ Rupees has been raised.

By creating a positive feedback loop of citizens learning and directly contributing to the development of social welfare simultaneously, India2 could become the catalyst that speeds up India's progress.

If even 1% of the 1 billion of our country adopt this service, it could allow progress at an unprecedented pace in providing solutions for problems that the bureaucracy of governments has been unable to address.

Look, we are not saying that this is the only hope we have for a better future.

Throughout history, there have always been a plethora of people pursuing contradicting agendas. Fortunately, every single time so far, and even sometimes when it seemed like we had passed the point of no return, the good has prevailed.

But for the first time ever, all it takes is one person to end it for all of us; any one of the new technologies in the wrong hands could mean the end of civilization as we know it. The mere quantitative advantage of goodness is not enough anymore.

We must take it into our own hands and start being precautionary rather than reactionary.

And now, we have a plan.

By no means is it perfect, but as far as we know, it's the only plan we have that is pursuing a solution to the problems of the bigger picture.

Go-To-Market Strategy

Since no project like this has taken place so far, educating the public on what India2 stands for and how we intend to solve the issue is absolutely essential.

Therefore, a month before the release of the complete app, we will start a marketing campaign educating the public. At this time, we will release the “Big History” course for free and also additional material that educates on India2 as a whole.

We have chosen Big History to lead the way because of several reasons. One, because of the nature of the content, we can make the visuals very cinematic allowing us to capture more attention. Two, Big History is literally the history of all of us. In a world where everything is getting further divided, it is absolutely essential that we must remember that we all come from the same origins and must work together for the greater good irrespective of caste, creed, color etc. And lastly, every since India’s successful mission to Mars, we see a growing interest in space that we can capitalize on.

Our marketing campaign will leverage the immense flexibility of Digital Marketing features. (How ironic that we use the very technology that we called an issue before. A perfect example of how technology is not inherently bad or good. Like money, it’s simply a tool)

In addition to leveraging Youtube, Google, Facebook & Instagram, we plan on leveraging the existing audience of the Bollywood industry to penetrate the more remote areas. We will reach out to several potential spokespeople as we believe our mission will resonate with many.

Lastly, we will offer a 1-month free offer for anyone who pre registers with their payment information before the complete platform is launched.

After the early adopters are in the bag, we believe the snowball would have been set in motion and exponential growth will be witnessed.

The Future

1. A graphic of India's map showing the general location of each subscriber. Every day, a random user is picked and s given the option to upload a 1-minute video message to be seen by the rest of India, on India2.com
2. A news section. It is not going to be a provider of the current breaking news. It is instead going to pick the most talked about subjects in the media at that time, and present an unbiased review of the matter. The good, The bad, the ugly etc.
3. A course on the Sanskrit language
4. Improvement of the quality & depth of existing content.
5. A competition, similar to the X-Prize Foundation, held for teams to join to solve a problem picked by the people of India. India2 will create a short list of issues which subscribers can vote on as the most important to be solved. 1 or more of the top voted issues will be picked as the problem for teams to solve. Whichever team solves the issue given the criteria that are present, wins a large money prize. (Criteria includes: Elegance/simplicity, breadth/how many other problems does it solve, feasibility etc)
6. Entertaining summaries of the best and most insightful books
7. Quarterly NGO standards review
 - a. A precursor for any local NGO wanting to put up a project on India2