



UNTHOUGHT

From Dream To Reality

DOCUMENTATION

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INTRODUCTION

Myths Regarding Entrepreneurship:

There are many myths associated with entrepreneurship especially in India which stop us from pursuing our entrepreneurship dream, these myths especially affect young entrepreneurs as they are easily prone to get demotivated with all these myths and never end up starting.

Here we are clarifying some of the biggest Myths which we and many other young entrepreneurs like us face.

1. Introverts cannot become Entrepreneurs

This statement is absolutely incorrect; **Mark Zuckerberg and Larry Page** are the biggest examples of this. Though both of them have evolved a great deal over the time but initially they were quite introverted. So being an introvert is not a problem till you have the innate quality to change yourself whenever and wherever required.

2. Entrepreneurs are Born

There is nothing special in entrepreneurship which cannot be learnt with practice. Though you are born with entrepreneurial qualities, this can always be an add on. But it is often seen that hard-work always outranks talent, so focus on what matters the most.

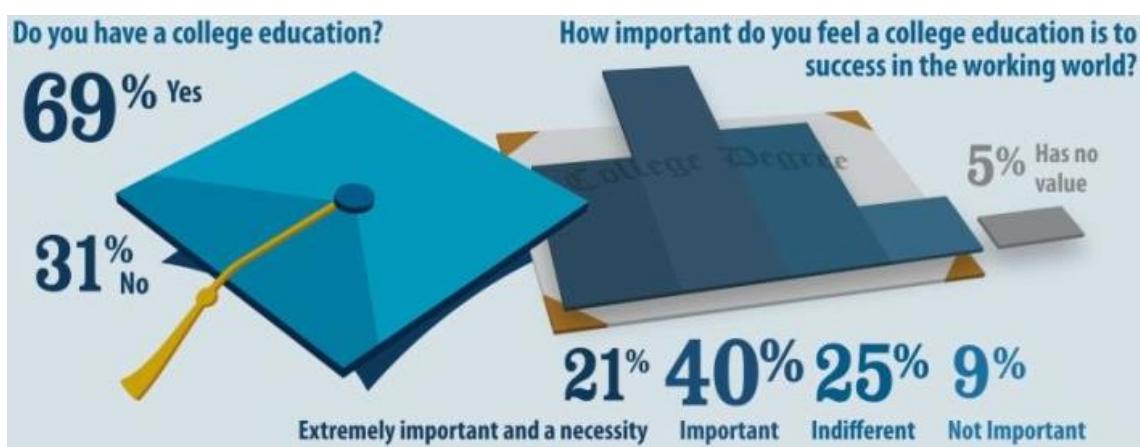
3. Entrepreneur age

Age is just a number when it comes to Entrepreneurship. On one side, we have people like Colonel Sanders (KFC), Ray Kroc (KFC), Chaleo Yoovidhya (Red Bull) who gained success during later stages in their lives while on the other hand we have Evan Spiegel (Snap chat) and Mark Zuckerberg (Facebook) who became successful during their early age.

4. College Education does not play a crucial role

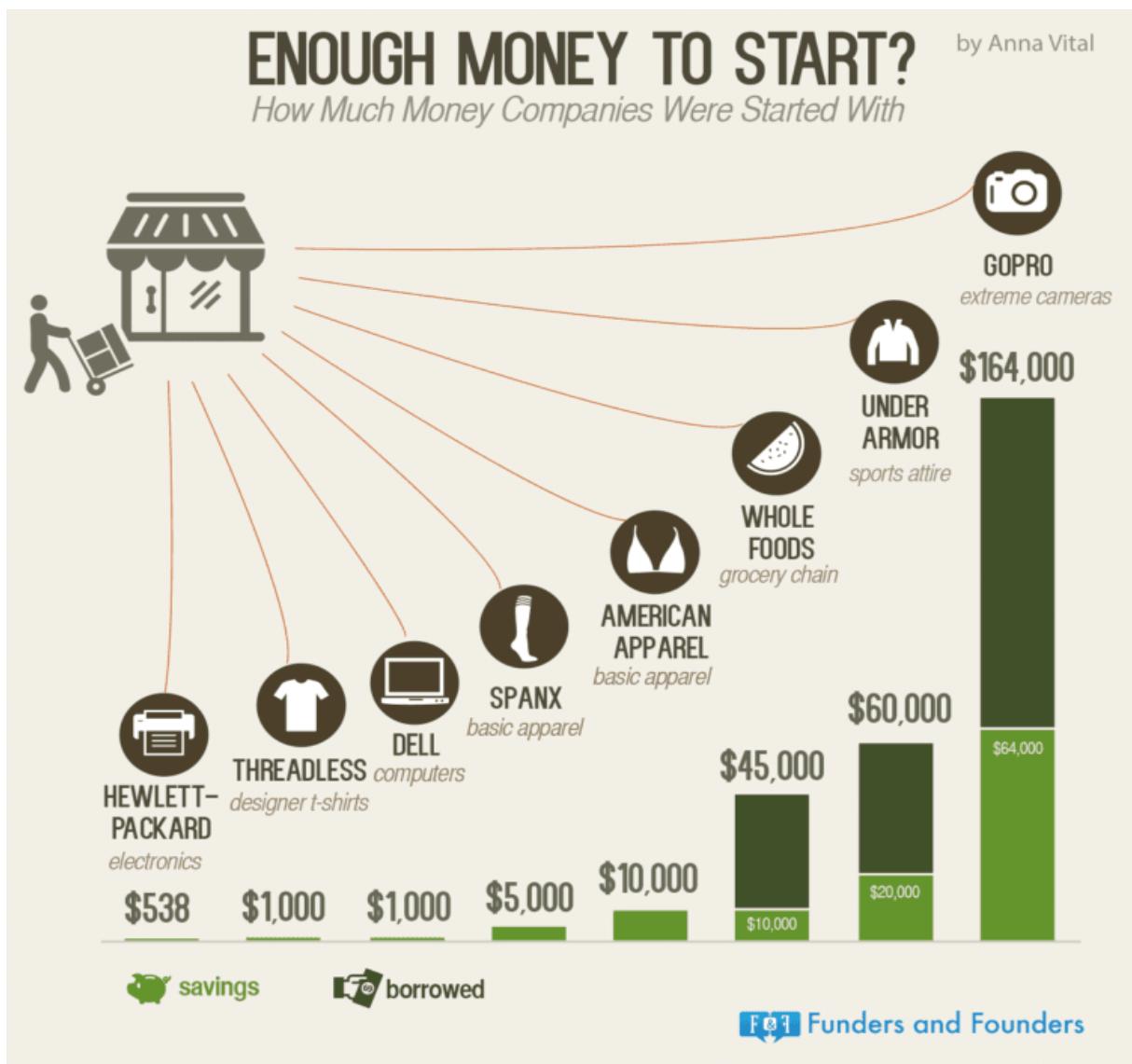
This is the most widespread myth amongst many aspiring entrepreneurs due to a few successful entrepreneurs without a college degree. Though we are not favouring college degrees here, but we are favouring connection and knowledge we develop during the college.

According to a report by Manta, where they researched 1000 small business owners, it was found that 69% entrepreneurs have a college degree and 61% believe that college education is important.



5. Need Lots of Money to Start

You never need lots of money to start your entrepreneurial journey; it can be started with minimal or very less money. Hewlett-Packard (HP) which is worth USD 13 billion as of today started off with merely USD 538 while Dell started off with just USD 1000. The below is an info graphic will help us with getting more insights.



6. Idea is Everything

Some young budding entrepreneurs think that being a successful entrepreneur is all about working on an unique and great idea, but in reality, ideas contribute to only 1% of the overall success of a business. The rest is pure execution.

There is not a single business idea which is tried by only a single entrepreneur. On every business idea, over 100's of entrepreneurs work at the same time but only a few succeed. Why? Because successful entrepreneurs outperform non successful entrepreneurs by their exceptional efforts

7. Entrepreneurs are Extreme Risk Takers

There is a lot of difference between extreme risk and calculated risk. Extreme risk is like gambling and entrepreneurs are data focused to such a great extent that they can never think of such things.

But the question that arises is that why entrepreneurs are known as risk takers?

The answer is very clear, they take the risk of leaving a normal career, and they take the risk of leaving their comfort zone which is other's fear.

So, if you want to become an entrepreneur, then don't just take any risk, analyse all the situations first and then decide accordingly. Analyse your finances, your family circumstances, your strong and weak points and so on.

Unthought Introduction

Unthought is an App that is focused on breaking the above mentioned myths and problems for aspiring Entrepreneurs by making a platform that helps users at every step of their entrepreneurship journey -from getting the idea all the way till finding investors and everything in between.

Why use our App?

Our app will help you with some of the major problems faced while starting a start-up or perusing your entrepreneurship journey. Just to name some of the Benefits of using **Unthought App** are:

- Finding a required team and Co-founders.
- Finding mentors from various sectors.
- Virtual meeting and events.
- Validation, socialization and peer to peer support.
- Finding investors for financial support.

Who can use this App?

“**Unthought App**” can be used by anyone and everyone who are interested in entrepreneurship or who have already started their entrepreneur journey. This App can also be used by students and young Graduates to gain some experience and skill by joining hands with many of the ongoing projects.

There will also be a separate portal for mentors. Various mentors from different sectors can use this app and guide students in their projects or can start and work on their own idea or project.

Finally, there will be a third portal for investors. Where they will be shown the projects which are at final stages and are looking for investment. The investors are open to discuss over virtual meetings, invest and join hands with any of the project they find interesting.

How did we came up with this idea?

We are a group of young entrepreneurs who faced a lot of trouble in perusing our entrepreneurship dream when we discussed these issues with other's we realized that these problems have been faced by many of them as well.

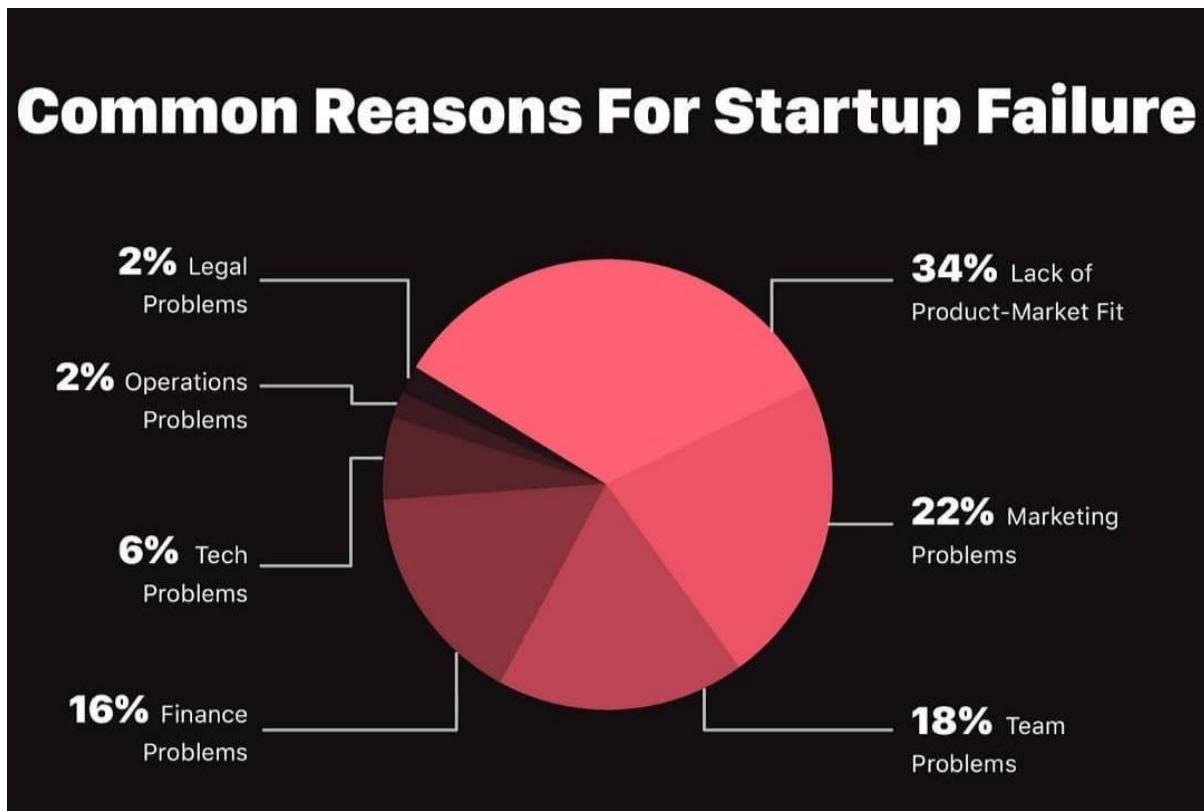
Hence, we came up with this idea of a mobile App for a platform named "Unthought" which would support in building entrepreneurs and their start-ups at every step and also in every major aspect. (I.e. from getting an idea and making a team by joining hands to finding investors)

PROBLEM

To become an entrepreneur or to start a startup many difficulties are being faced by Indian youngsters. From getting an idea to finding an investor, we being student entrepreneurs have realized that it is very hard to find a co-founder, partner, mentors and investor. Due to which a lot of ideas are being wasted or been taken advantage off by others who have money and skill to implement it.

Another issue faced is after starting the start-up, to keep the team motivated and work consistently is difficult.

Problems faced by entrepreneurs and students who want to start a start-up:

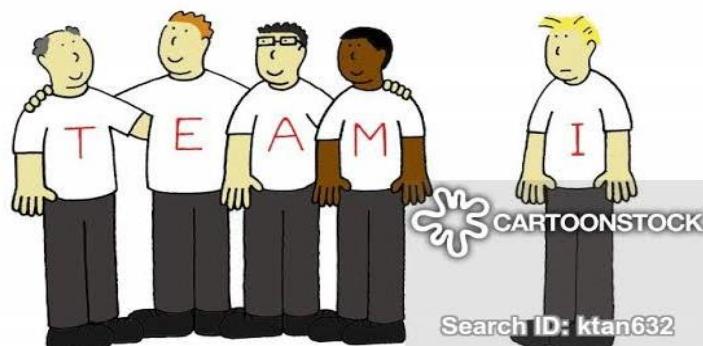


Lot of skills but no idea to work

- Nowadays students and young entrepreneurs are well aware of all the problems around them. Each one of them are good at, at least one of the field such as app development, web development, artificial intelligence, machine learning, designing and many more. But all these skills are getting wasted until they get a job. Even if they want to make use of the skill that they pursue they don't have enough ideas.
- CB Insights analysed 101 failed start-ups and found that 42% start-ups fail because of no market need for that particular product.
- Having validated idea makes most of the things easy. Finding customers is easy and even the investors believe in the idea and come forward to invest in the idea.
- Thinking the idea is useful and then the idea not reaching customers or making it useful for the customers makes it loss for both the investor and the entrepreneur. Because they have invested lot of time and money on it.

Lack of team

- Picking the right combination team for a start-up is equally stressful since you have no idea how the team will work together, even if the candidates are right on paper and efficient working alone.
- The situation is only more stressful by the fact that you are doing it as a new entrepreneur and thus want to pick that perfect candidate that not only fits your budget but also is proficient at the work they are being hired for.
- As young entrepreneurs finding a team with enough knowledge to work with is problem.
- Finding a group as committed and as interested as you is a challenge.



There is no I in TEAM

Lack of Mentor

- Every group of students and young entrepreneur need mentors to guide them.
- Finding someone to mentor all these young entrepreneurs is also difficult since the mentor should be related to the similar field of the project they are working on.
- Finding mentors is difficult especially for young and student entrepreneurs because the mentors may not believe in them as they are young and inexperienced unlike other entrepreneurs in the market.
- As they are new to the market they may not know much about how things work around during new start-ups.
- Many start-ups fail during the initial stage just because they were not aware about the true scenario in the market. Due to the lack of guidance from Mentors.

Lack of Investor

- Getting your business funded is one of the main issues that all businesses face and have to tackle in order to survive.
- A steady flow of cash is essential for small businesses to survive and you always need to have extra funds to take care of rainy days and in-between days.
- Maximum students are new so they will have limited availability of funds, and thus will have less room for error.
- Older business owners have the advantages of a history of good credit and years of networking under their belt, making it easy to find investors and secure loans and contracts.
- The younger entrepreneur does not yet have these resources. They may be paying off their student loans, reducing their liquid capital. They don't have a network developed over years, so it may be more difficult to gain the interest of investors. This becomes difficult for all the students and young entrepreneur to gain trust to get the investment.
- Being a student without a degree and proving investors that they are hardworking, knowledgeable and strenuous to start a start-up is very difficult.

Time management

- When you are starting out with a new business, time management might be one of the biggest problems faced by entrepreneurs.
- When we take students into consideration they have to work for more hours as they are not aware of the ideas or how to work on it even if they have one. Exams play an important role as well because they have to spend time on it as well.
- As a newcomer, you cannot afford to waste time as it will only cost you more in the long run and thus you need to be smart about allocating each minute.

Marketing strategy

- You don't know the best way to market your products and there are multiple ways such as: print, online, mobile, advertising, etc.
- You want to maximize your return on investment with efficient, targeted marketing that gets results.
- Finding right marketing channels.
- Securing enough budget
- Lack of resources.
- Not effective social media presence.

Solution

Unthought is a platform that helps you to start a startup and provide you with major necessities required for your startup to become successful. On this platform you can find multiple solutions to different problems and you can also find many projects that are currently in progress, you can join hands with these teams and build your skill and experience. If you have your own idea you can find co-founders for your startup, you can form a team, you can find mentors and investors.

On this platform you can conduct and schedule virtual meeting and keep the team interactive. Also to keep the team motivated and to work consistently, **Unthought** provides a feature in which you can attend different seminars and hackathons to keep yourself and the team motivated.

These are few major problems and how Unthought provides solution to these problems:

Lot of skills but no idea to work:

- **Unthought** is a platform for all the students and young entrepreneurs to make use of their skills and knowledge to their own good.
- There may be even few students who have good ideas but they may not have enough knowledge to work on it alone. Using this app they can find someone who is good in that field and can even find his co-workers or partners for his start-ups.
- We can easily avoid 42% failure rate by validating a business idea before actually launching it? If you validate your idea, not only will it save your money, it will also save lots of energy and time which you are going to invest in your business. So before starting your business, this app helps you analyse your market properly.
- For knowing whether the idea is good enough for the market taking reviews from the users are as important as the product itself. For this we have special feature in our app. It's called idea reviews which send notifications to all the users in our app and they can give their opinion about your idea and reviews by experienced entrepreneurs.
- By taking reviews about your product from actual users of the market, not from your friends or family members makes it more professional.

Lack of team:

- Through our platform **Unthought** each and every student can find the students or young entrepreneurs who are in the same field of interest as them or can even find those who are required for them.
- For example: you are building an app and you are an app developer but you need an UI – Designer. Using our platform you can find the UI - designer for the app and you can either make them your partner or offer them a job. Just like these you can search the students who are specialised in a specific field that you are interested in or as per your necessity.
- Therefore by the help of this app students can find a lot of projects to work on as freelancers. Or can even work as partners in the projects. It all depends on their requirement.
- When the team is formed every group member can text each other by our messaging feature. And even can conduct virtual meetings. This makes it easy for the team to work and discuss on the same platform without using foreign apps.

Lack of mentor:

- When the team is created consisting set of students as team member they can get a mentor to guide them on their projects.
- These mentors are available to all the students irrespective of their age and their qualification.
- All the mentors are well experienced. Our app consists of mentors that work in reputed colleges and those who work in work spaces as entrepreneurs.
- As each mentor is well qualified to guide and help the teams in our app each team can make use of them and can even have meetings with them on our own platform. Making communication easier for both students and mentor and maintaining privacy of your information.
- For more efficiency each team can have up to 2 mentors but of different specialisation.



Lack of investor:

- Every start-up know the importance of investment. If it is related to IT sector the investment can go up to 5 Million at the initial stage. Where as in manufacturing sector investment can go up to 10 to 20 million based on the scale of the manufacturing.
- As students have no contacts of investors they may have to spend most of the time to find investors. But with our app they can find investors as easily as they can find their team mates and mentors.
- Their idea and pitch of their projects will be posted which only investor can see personally by maintaining the privacy and giving security to your information.
- Or each team can pitch their idea separately to the investor which saves lots of your time.
- As all the investors in our app are regular time and experienced investors. Each team gets exposure to their ideas and help too.



Time management:

- As every student and young entrepreneurs may not be experienced enough to manage the time. They might be studying so they may have to make up their time for exams and even for learning new skills.
- Using our app they can find the teammate as per their requirement and even mentor and even investor on same platform. So, this reduces their time by $1/10^{\text{th}}$ of the time they would spend without our app.
- As our app has progress bar each team will know the work done by them.

Marketing strategy:

- If you're not adept at creating marketing plans and placing ads, it's a good idea to outsource your marketing strategy to someone who is. Through our app it is easy to find professional digital marketing persons who can give the advertisements efficiently and allowing it to reach maximum number of people.
- As even they are members in our app it will be available for the teams at best competitive prices. Making it affordable and trustable.

FEATURES AND BENEFITS

There are some unique features to the app that make it special and different. These features are carefully designed keeping in mind the needs and difficulties faced by our targeted audiences.

These features help elevate the app and give users a unique and complete experience of startup or starting a business, from getting the idea all the way till finding investor and everything in between. After a lot of discussion and thought we have categorized this into five unique additional features that we have added.

- PROGRESS STATUS
- IN APP COMMUNICATION
- EVENTS NEAR ME
- LIKE AND SHARE
- VIRTUAL EVENTS AND SEMINARS

EVENTS NEAR ME:

This feature provides the user with list of events happening around him/her in which they can participate, if they are interested to do so. By attending these events the user can get a lot of exposure to the outer world, it helps the user in self-development which is good for the betterment of his project; it also helps the user to socialize with people.

There are many events held all around the country. Our App user can attend these events online and offline as well. Many events from different sectors are held across the country.

Events related to

SCIENCE AND RESEARCH (6515)

IT AND TECHNOLOGY (10130)

BUSINESS EVENTS (8031)

EDUCATION AND TRAINING EVENTS (16730)

Also the users can participate in various HACKATHONS and IDEATHONS and win prizes which would help in motivating the individual as well as a team.



PROGRESS STATUS:

This is one of a unique feature of **UNTHOUGHT**. This feature helps you to keep a track of your project at every stage.



The first stage is having an idea and discussing all the pros and cons of the idea, knowing whether the idea is valid and feasible in the market.

The next stage is forming a team and locking the group to securely work on the idea.

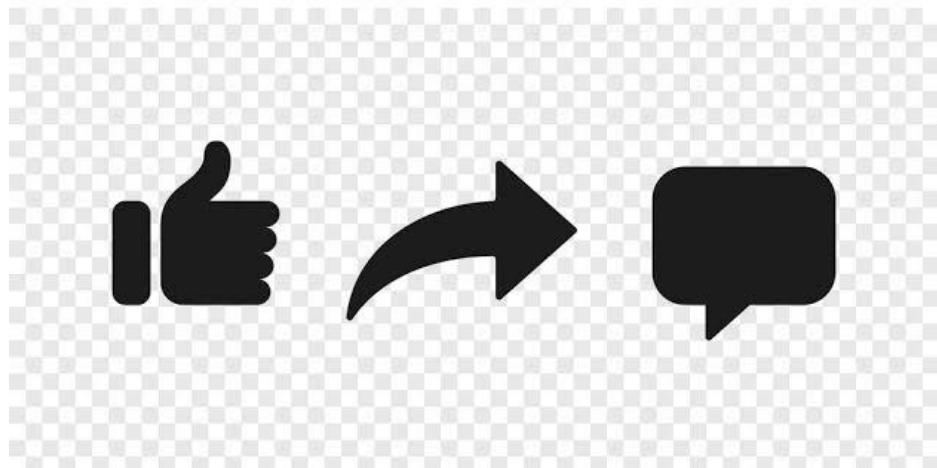
The next stage is adding a mentor to the group who can guide the user through their journey of the start-up.

The next stage is making a pitch of their start-up to present it to the investors and other users for their feedback.

The final stage is to approach the investors who could invest in their idea and startup.

LIKE AND SHARE:

This feature makes our app **UNTHOUGHT** more user friendly and user interactive. This will also help in the algorithm to show relevant details. Through this feature the user can find the trending idea and projects easily.



IN APP COMMUNICATION:

Through this feature the users can communicate with each other and the mentors and investors to make their dream idea into reality.

UNTHOUGHT provides an option of **group texting** and **individual texting making** it more interactive among the users. Our app also provides **virtual meeting rooms** so that the user can hold their meeting and communicate with other members of their team and mentors and investors as well. These meeting will be encrypted end to end making it totally safe for the user to use it.



Virtual Events and Seminars:

Using this features users can conduct public Webinars and Virtual Events in the App itself. These Events can be of anything ranging from Project Feedback, Marketing Event, Public discussion or Product launch.

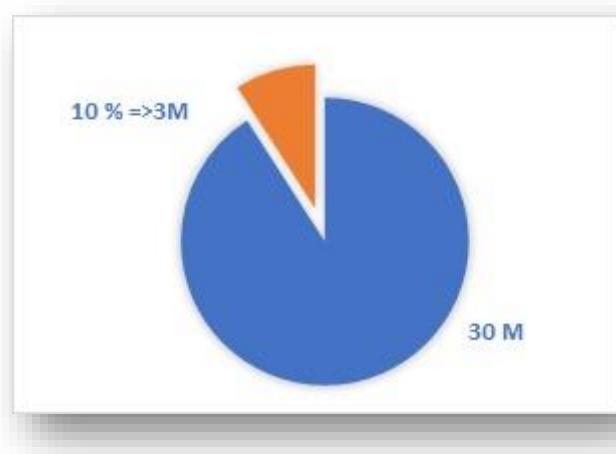
The Events has to be scheduled at least 24hours beforehand. Once theEvent is scheduled it will be displayed in “EVENTS NEAR ME PAGE” and also we will be sending everyone a notification regarding the Event. One more reminder notification will be sent 10 minutes before the events starts.



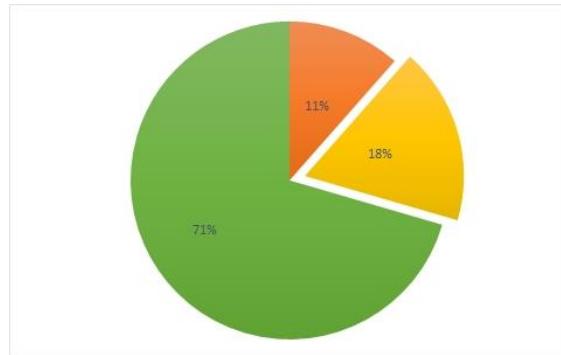
MARKET SIZE

Market size gives us the idea of market need of any product. This market size is initially only calculated for India.

In India, there are around 30 Million students who are pursuing graduation in different fields. In this considering the urban population of students, students who want to pursue entrepreneurship as their career and other factors, we see that 10% in that 30 million i.e. 3 million, Have a need for this App and can use our App to the fullest and will be most benefited by it.



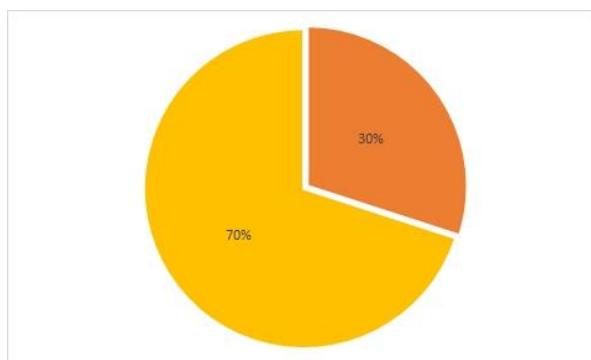
Looking into the entrepreneurs in India, there are around 58 Million entrepreneurs in India from different age group. These entrepreneurs work in different start-ups of different sectors in India. In this 58 million around 18% are from the age group of 18-34 years which make around 10.4 million entrepreneurs.



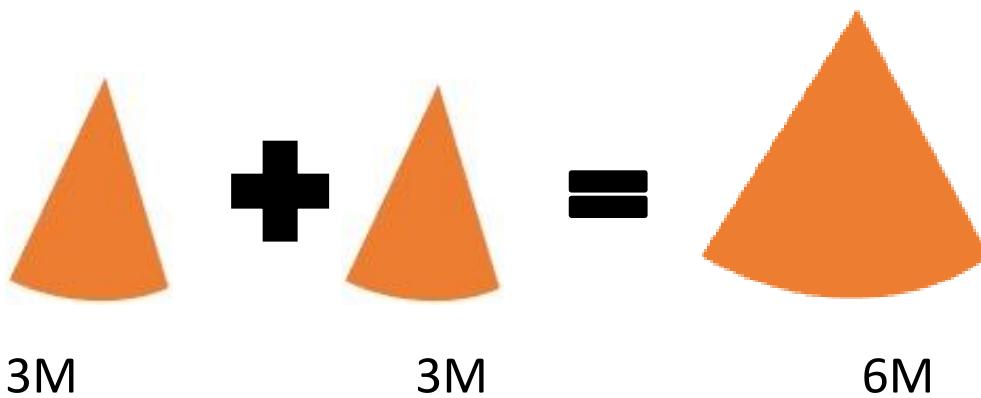
These 10 million entrepreneurs are from different sectors in different categories of start-up. In this around 30% are from business sector, 20% from manufacturing sectors and many more.

Start-up such as Zomato, Wow Momos, Ola, Fresh menu, Dunzo are all under business sectors.

So considering the app is mainly for business sector, around 3 million entrepreneurs can make the best use of our app.



So considering the students (3 million) and the young entrepreneurs (3 million), the total market size becomes 6 million.



Note:

Around 76% of the workforce in India stated that they would like to work for a start-up or start something of their own but couldn't due to hardships. This gives us an idea that there is a need in the market for a platform like ours that simplifies the entire process of entrepreneurial journey

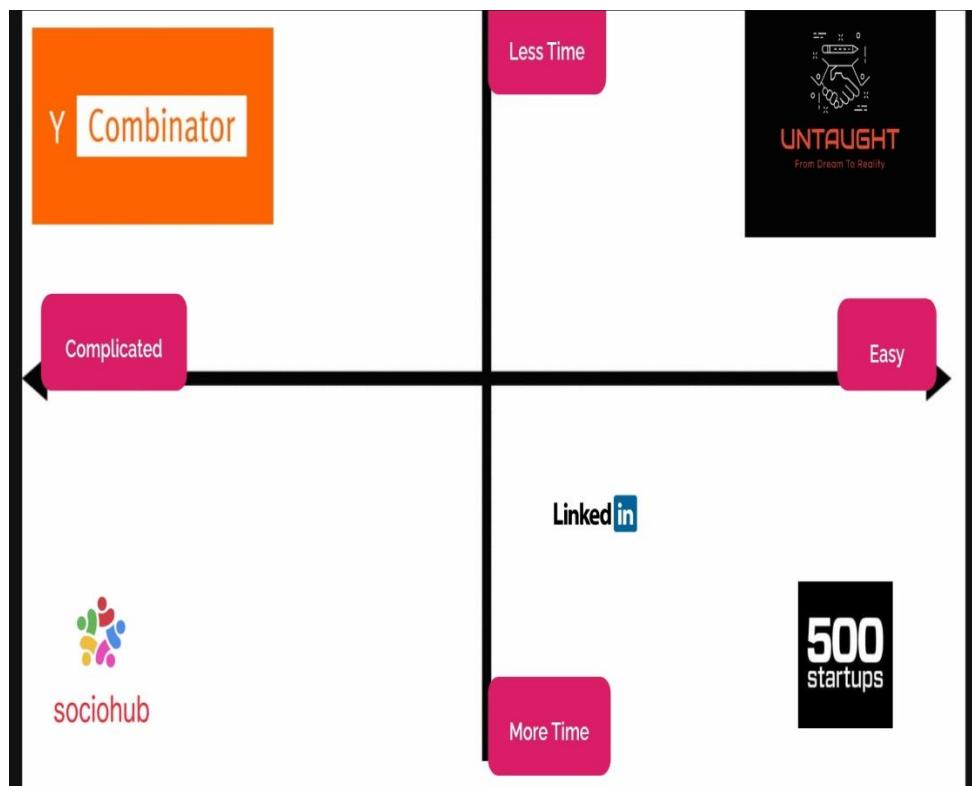
- Referred from Government of India website
(https://www.education.gov.in/sites/upload_files/mhrd/files/statistics-new/AISHE2015-16.pdf)
<https://www.statista.com/statistics/881274/india-early-stage-entrepreneur-population-share-by-age-group/>

COMPETITION

Every app released these days has some kind of competition in the market. So these are the few applications which are not completely similar to **UNTHOUGHT** but try to support start-ups in one way or the other.

It is important to note that the below mentioned platforms do not have the same core idea, they have only been included because they try to help entrepreneurs at one specific aspect whereas we are going to support our users at every step of their entrepreneurship dream.

To explain and know more about our competitions in the market we have put few of these apps in the form of graph.



In the first quadrant we have our app **UNTHOUGHT** which is easy to use and also consume less of users time. UNTHOUGHT also provides many benefits which makes it more efficient and reliable.

- It provides an in app virtual meeting room which helps the team and mentors to communicate in app and making the best use of it.
- To start a start-up the user might look for a reliable team, for a mentor who can guide you through your success, the user might require a investors to invest in your start-up, all these will be provide in our app UNTHOUGHT so that the user don't need to go searching for it in any other platforms or by any other means.

In the second quadrant we have **Y-COMBINATOR** which consume less of the user time but it is a quite complicated process to get into it and to make the most of it.

- In fact getting in to Y-COMBINATOR requires you to prepare like you prepare for an exam. They have their own criteria which they use and you have to fulfil in order to get in or get a chance.

In the third quadrant we have an app called **socio-hub** which consumes more of the users time and also it is complicated to use it.

Looking into the forth quadrant we have apps like **LinkedIn** and **500 Startups**.

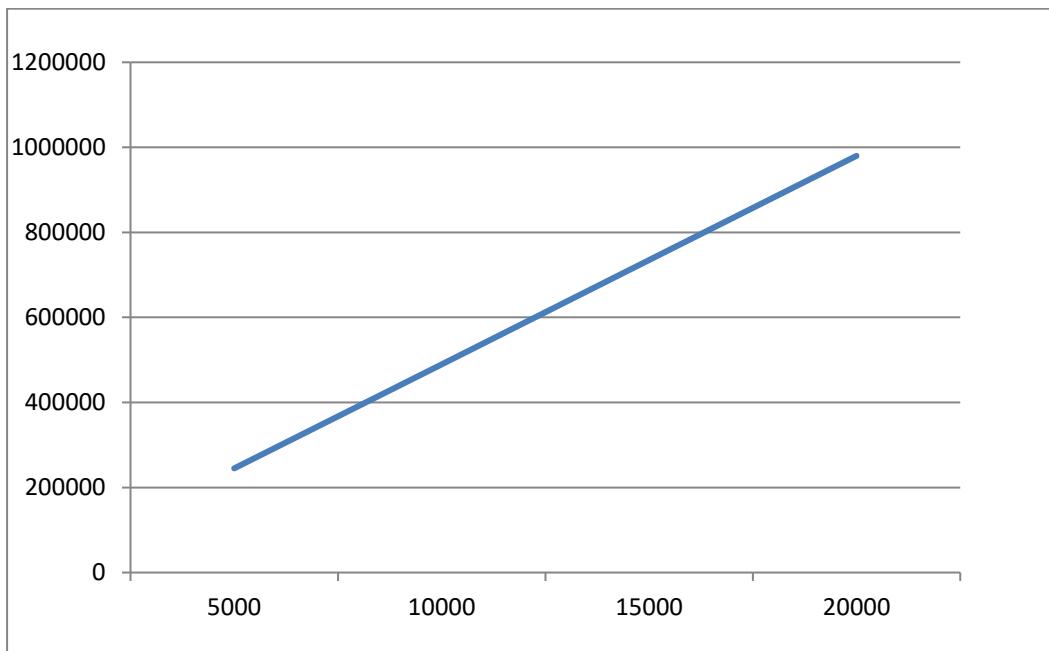
- LinkedIn doesn't exclusively support start-ups but it somewhere helps you to find a team who could work with you on your start-up.
- Looking into 500 Startups it is easy to use it but it takes more of the user time. In fact it takes 10-15 weeks just to explain and teach you about start-up and everything required for it.

BUSINESS MODEL

Subscription model:

The revenue model is primarily based on subscription at the 1st stage; every user will be charged a subscription fee of **Rupees 49 per year** to use the app.

The user will have access to all the features of the app like finding Team members or Co-founder, Mentor in the required field, Investors for funding and financial support, in app communication which includes direct and group text, holding virtual meeting, hosting virtual events and many more with this subscription.



X-axis: Number of Users;

Y-axis: Revenue in Rupees;

The graph is plotted with number of Users in X-axis against Revenue in Rupees in Y-axis. This is linear graph where every user will generate **Rupees 49 per year**.

This graph is plotted on small numbers for better understanding but will show great results when will scale it. Hence 10,000 users will generate **Rupees. 480,000 per year** and 20,000 users will generate **Rupees. 960,000 per year**.

Future Options for generating Revenue:

Once the App has enough active users, we have planned many other ways to generate revenue. These are few of the options we are considering:

- Paid virtual Events and webinars
- Charges for posting their event add on top of events near me feature
- Resources: We can provide a lot informative resources, reading content and research papers.
- Support and services: We can provide some paid services and supports like:
 1. Helping in Company formation
 2. Technical Support
 3. Marketing Support
 4. Patenting support
 5. Legal support

Finally, we can provide some premium mentors and investors for a small cost

FUTURE POTENTIAL

To further ease the journey of entrepreneur from thinking of an idea and to making it happen, we are thinking of updating certain aspects of our app, the first change we are considering, is to bring in “**RESOURCES**” with “**EVENT NEAR ME**”

In **Resources** will be listing certain more service than limiting it to just an info page, those services would be:

- 1) **Technical:** Here will be listing technical service might require for the early stage startup ex: clouds, server etc.
- 2) **Legal support:** Here we would be trying to clear common law quarries and also help them in company formation and patent.
- 3) **Business:** Here we would be listing few business tools such as pitch deck, marketing etc which might help them in giving a professional touch to their work and idea.
- 4) **Information:** Here will have same thing as we used to have in **Events near me**, with additional feature of booking tickets and also providing research paper, survey conducted by government and other private institution.

This would be how our app might shape up in the later stages of the growth, now coming on to our user potential at early stages we are mainly focused on helping the younger or early entrepreneur in their early stage of startup as we progress further not only the beginners but people with experience can make use of our application and the result would directly show up in their work, by this our market size would not be limiting on youth itself.

Founding Team



Ritik Gupta

He is a student entrepreneur who is passionate about entrepreneurship. He is currently pursuing his Bachelors in engineering in Electronics and Communication stream. He is the one who initiated the idea and brought this team together.

He has excellent social and leadership skills and also being a strategic planner, he perfectly leads the project and team by managing the team for better collaboration and ensuring that the team is motivated.

He also over looks into various aspects of the work relating to marketing, designing, financing and branding to make sure they are running smoothly.

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ASHISH C V N N

He is a student Entrepreneur and young blood of technical knowledge; he is currently pursuing his Bachelors in Engineering under the **Information Science** Stream in **New Horizon College of Engineering**.

He is designated as a technical Lead in Unthought. He displays interests in Developing Mobile Applications and Web-Applications. He had developed these technical aspects ever since his 9th grade by learning programming skills and languages such as Java, C and C++, Python, Django, Angular and many more.

He is also a founder of another start-up company **Tek-HAB IT Solutions LLP**, where he has gained experience in Mobile App and website development and has sharpened his technical skills.

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SATHVIK M BANDLOOR

He is one of the co-founders of Unthought, He's currently pursuing his bachelor engineering in computer science stream from **PES college of Engineering**.

He is student entrepreneur who mainly focuses on marketing strategies for the Unthought. He is someone who is purely focusing on users' needs and who ensures that every contact point with a consumer is as intuitive, simple and clear as possible.

His convincing skills, social charm and understanding markets needs will give a boost to Unthought.

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MANOJ KUMAR K

He is the Co-Founder, Design and Branding Lead in Unthought; He is currently pursuing his Bachelor's in **Computer Science** of Engineering at **PES University**.

He loves working with creative individuals. He grows on the challenges of visual design efforts with product design that meet business and UX/UI goals. He strives to make the perfect design for the best user experience.

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RAHUL SHARMA

An aspiring young, energetic and enthusiastic, student of electronics and communication engineering. Passionate about making it big in IT industry and with a mind-set to keep learning and growing.

I believe in consistently giving my 100% effort to provide the best. I would be looking into the marketing and financial field on Unthought.

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Email: rahulsharma2001303@gmail.com

FIRST LOOK

SIGN UP PAGE:

This is the sign up page of members and mentors where all the basic details and their specialization will be asked.

MEMBERS

[Login](#) [Sign Up](#)

Enter your information below

Name
Manoj kumar

Phone number
+91920xxxxx25

E-mail
manojkumar098@gmail.com

Gender Male DOB 18/06/2000

User ID
manoj98

Password
• • • • •

Working Status

Company Name
Tech Hab IT Solutions

Specialization Primary Secondary

Add your Links

MENTORS

[Login](#) [Sign Up](#)

Enter your information below

Name
Ram S

Phone number
+91920xxxx790

E-mail
sram89@outlook.com

Gender Male DOB 10/11/1982

User ID
ram_mentor

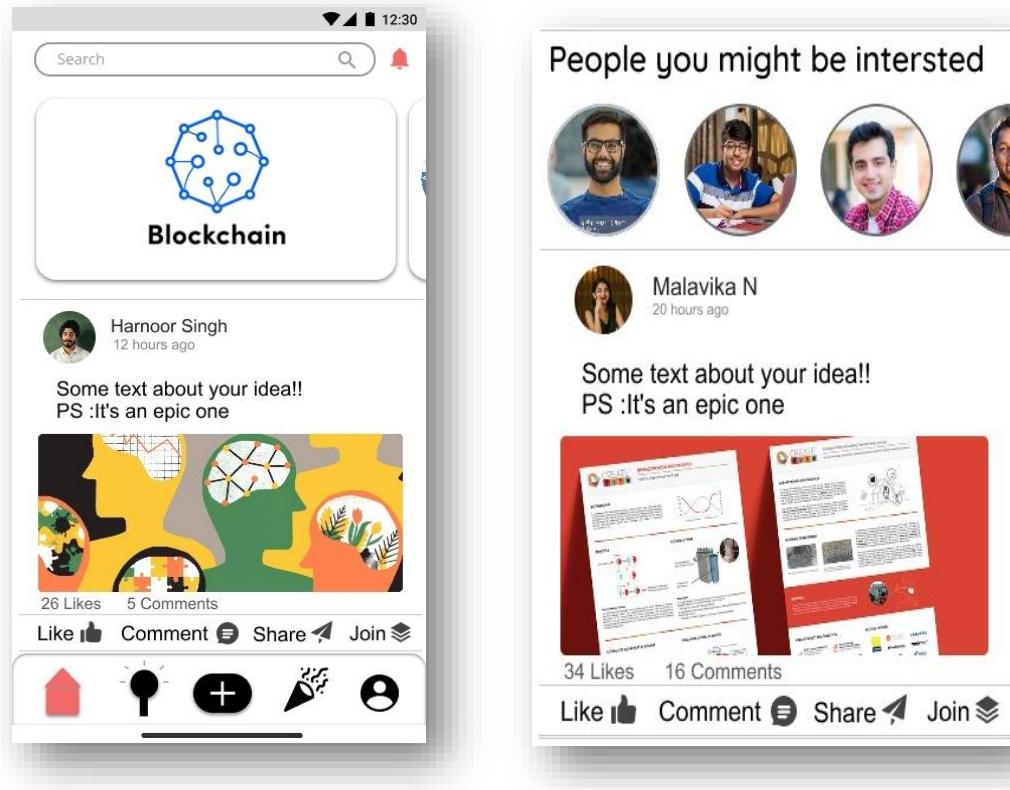
Password
• • • • •

Mentoring Field
Techincal Department

Years of Experience
8 years

Add your links

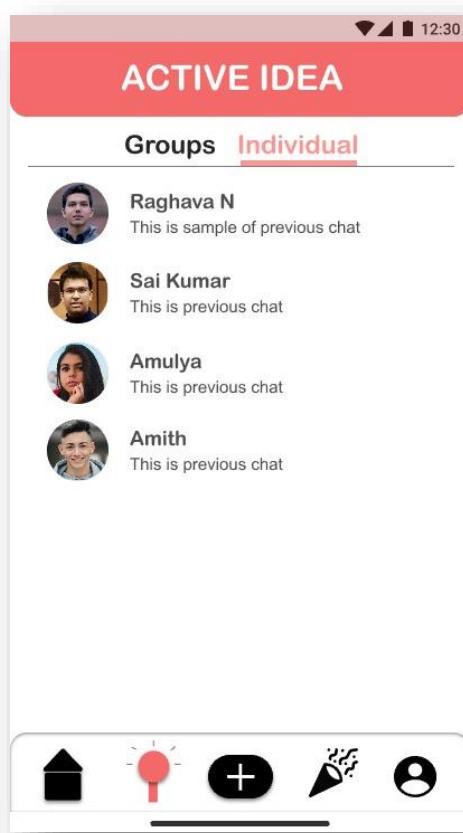
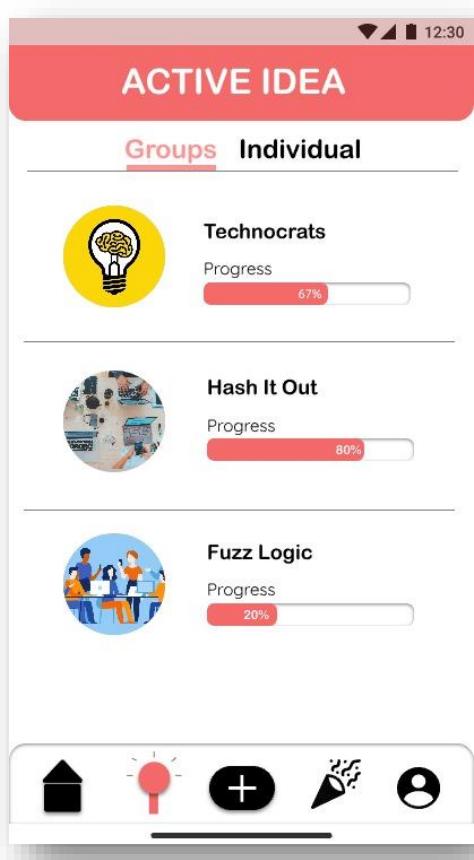
HOME PAGE:



This is how the HOME PAGE of members will look like. It has a basic search bar. Post of ideas, projects from different users, there is also segment for trending projects and people who the user will be interested in.

ACTIVE IDEA:

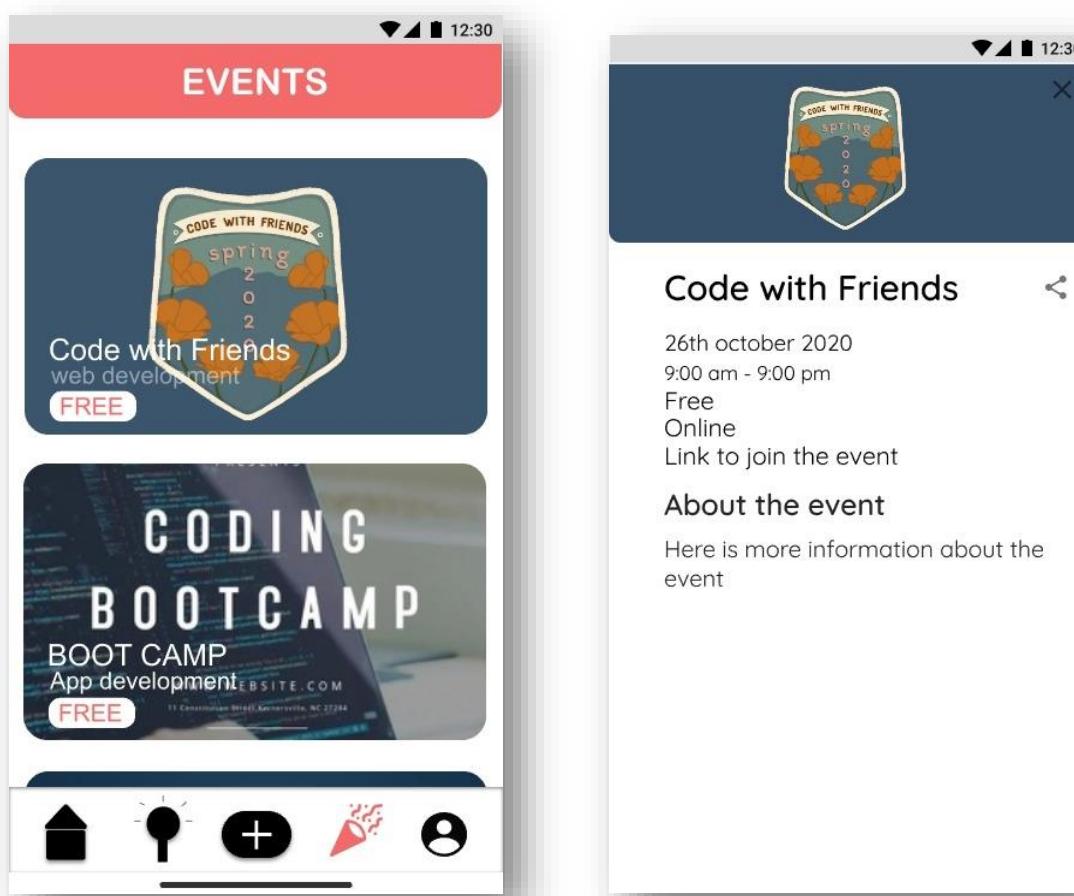
In this page the members can interact with other members, mentors and investors individually as well as in a group. Through this the users can communicate within the app making the app more interactive.



EVENTS NEAR ME:

In this page the user can see all the events happening around him whether it's online or offline. When the user clicks on any events he can see all the details about the events.

This is also one of the features of our app which make it more interactive and also keeps the members motivated and updated with the latest in the industry.



PROFILE PAGE OF MEMBERS:

This is the profile page of members with all the basic details. He can also edit his profile from this page.

The screenshot shows a mobile application interface for managing a member's profile. At the top, there is a header bar with icons for signal strength, battery level, and time (12:30). Below the header is a circular profile picture of a man named Nithin Yadav, with the text "Student" underneath it. The main content area is divided into two sections: "EDUCATION DETAILS" and "CONTACT INFORMATION".

EDUCATION DETAILS

- Graduated in IIIT, Bangalore (with IIIT logo icon)
- Primary Skill iOS App developer (with smartphone icon)
- Secondary Skill Web designer (with computer monitor icon)

CONTACT INFORMATION

- nithin45@gmail.com
- 9097050112
- www.linkedin/in/nithin90

At the bottom of the screen, there are five navigation icons: a house, a key, a plus sign, a megaphone, and a person.

THANK YOU