

GAIA'S TOUCH

SOME QUESTIONS

Name a Key Innovation which is Core to the Startup /Venture *

The core innovation of Gaia's Touch is their platform that connects individuals and organizations with local NGOs working on Sustainable Development Goals (SDGs) in their communities.

Detail the Business fit achieved/ to be achieved by the Startup: Briefly explain the business model readiness level of innovations to be commercialized. Business Traction Achieved for the innovation if any, briefly explain the customer tractions achieved for the innovations or solutions offered by the Startup as an attempt to commercialization.

Gaia's Touch has achieved a strong business fit by offering a platform that generates revenue through partnerships with NGOs, offering premium services to them, and targeted advertising to users. The business model readiness level is high as the platform has already partnered with several local NGOs and is generating revenue through these partnerships. Additionally, the platform is integrating with Google Pay, which is expected to further increase revenue streams. Gaia's Touch has also achieved strong customer traction, with a growing user base and positive feedback from both individuals and NGOs. The platform's community involvement and ease of use have made it accessible to a wide range of users, leading to its success in achieving a strong business fit.

Highlight any competitive advantages such as Intellectual property (IP) or any Unique Selling Proposition (USP) etc. associated with the product/service/business model/startup.

Gaia's Touch has several competitive advantages that differentiate it from other platforms in the market. One of its key USPs is its focus on connecting users with local NGOs working on Sustainable Development Goals (SDGs) in their communities, which helps to create a more personalized and impactful volunteering experience. The platform's easy-to-use interface and community involvement also make it stand out from other volunteering platforms. Additionally, the platform's integration with Google technologies provides a robust and scalable system, which helps to ensure a high-quality user experience. While the platform does not have any notable intellectual property, its unique approach to connecting users with local NGOs provides a significant competitive advantage in the market.

Detail the potential market size and target customers/segment (Total Available Market -TAM, Serviceable Available Market - SAM, Serviceable Obtainable Market - SOM)

The potential market size for Gaia's Touch is significant, given the global need for sustainable development and environmental protection. The Total Available Market (TAM) includes anyone with an interest in supporting Sustainable Development Goals (SDGs), which is estimated to be around 3 billion people worldwide. The Serviceable Available Market (SAM) includes those individuals and organizations with access to the internet and are aware of the platform, estimated to be around 1.3 billion people. The Serviceable Obtainable Market (SOM) is the segment of the SAM that the startup can realistically capture and serve, estimated to be around 10 million users and 1,000 NGOs in the first 5 years of operation.

write in not more than 100 words Define the Product-Market fit achieved/ to be achieved by the Startup: Briefly explain the readiness levels (Technology Readiness Level and Manufacturing Readiness Level) of innovations/solutions offered by the startup to meet the customer need/requirement.

Gaia's Touch has achieved a strong product-market fit by offering a platform that connects individuals and organizations with local NGOs working on Sustainable Development Goals (SDGs) in their communities. The platform is already live and operational, with a strong user base and partnerships with several local NGOs. In terms of technology readiness level, the platform is well-developed and integrated with Google technologies to ensure a robust and scalable system. The manufacturing readiness level is not applicable in this context, as the platform is a software-based product. Overall, Gaia's Touch has achieved a strong product-market fit by providing a unique and valuable solution to a critical need in the industry and society.

Define the Problem – Solution fit achieved/to be achieved by the Startup: Briefly explain the relevance of the innovative solutions are being offered by the startup and what/whose problem (Industry/Society/Market) these are solving.

The problem addressed by Gaia's Touch is the lack of a centralized platform for individuals and organizations to discover and connect with NGOs working towards specific social causes. The platform offers a solution by providing a hub-like platform that connects users with local NGOs working on Sustainable Development Goals (SDGs) in their communities. The platform's focus on community involvement and ease of use makes it accessible to a wide range of users, from

young students to working professionals. This solution addresses a critical need in the industry and society, empowering individuals to take meaningful action towards creating a better world while supporting NGOs in achieving their goals and making a greater impact.

Name a Key Innovation which is Core to the Startup /Venture *

The key innovation that is core to Gaia's Touch is the development of a centralized platform that connects individuals who want to contribute towards social causes with local NGOs working towards specific SDGs in their communities. The platform's focus on local NGOs and sorting the list of organizations by area makes it easier for users to find and connect with organizations in their own neighborhoods, encouraging community involvement and providing a convenient and accessible way for individuals to contribute towards creating a better world. Additionally, the platform's integration of various Google technologies ensures a robust and scalable system for NGOs and users alike.

***How your proposed/developed (product/process / service) solution is different from similar kinds of products by the competitors if any**

Gaia's Touch differentiates itself from similar platforms by its focus on connecting users with local NGOs working towards specific SDGs in their communities. The platform sorts the list of NGOs by area, making it easy for users to find and connect with organizations in their own neighbourhoods. Additionally, Gaia's Touch integrates various Google technologies such as Firebase, Forms, Cloud Services, Sheets, and Analytics to create a robust and scalable system. While there may be other platforms that connect users with NGOs, Gaia's Touch's unique features make it stand out as a user-friendly, community-focused solution.

Utility: Highlight the utility/value proposition (key benefits) aspects of the solution/innovation

The utility of Gaia's Touch lies in its ability to bridge the gap between individuals who want to contribute towards social causes and local NGOs working towards specific SDGs in their communities. The platform provides users with a centralized hub to discover and connect with NGOs, sorted by area, and the capability to sign up and volunteer for specific events such as donation drives. By connecting users with NGOs in their own neighborhoods, Gaia's Touch

encourages community involvement and provides a convenient and accessible way for individuals to contribute towards creating a better world. Additionally, the platform's integration of Google technologies ensures a robust and scalable system for NGOs and users alike.

***Scalability: Highlight the market potential aspects of the Solution/Innovation (Potential Market Size, segmentation and Target users/customers etc.)**

The market potential of Gaia's Touch is vast, given the growing interest in social causes and sustainability. According to a report, more than 60% of Indians want to volunteer for social causes, indicating a significant potential market size. Gaia's Touch's segmentation targets individuals who want to contribute towards specific SDGs and local NGOs working towards those goals. The platform's focus on community involvement and ease of use makes it accessible to a wide range of users, from young students to working professionals. As the platform expands and integrates additional features such as Google Pay, its potential market size and user base are expected to grow exponentially.

***Economic Sustainability: Highlight commercialisation/business application aspects of the solution (how it is going to economic profitable and viable)**

Gaia's Touch has the potential for economic sustainability through multiple revenue streams. The platform can generate revenue through partnerships with NGOs, who can pay a fee to be featured on the platform and gain access to a wider pool of volunteers. Additionally, the platform can offer premium services to NGOs, such as advanced analytics and data insights on volunteer engagement, for a fee. The platform can also generate revenue through targeted advertising to users based on their interests and engagement with the platform. As the platform grows and expands its user base, these revenue streams are expected to increase, making the platform economically viable and profitable.

***Environmental Sustainability: Highlight environmental friendliness aspects and related benefit of the solution/innovation**

Gaia's Touch promotes environmental sustainability through its focus on supporting SDGs related to environmental protection and conservation. By enabling individuals to contribute towards these goals and connecting them with NGOs working on them, the platform helps to

promote environmental awareness and action. Additionally, the platform itself is designed to be environmentally friendly, with a paperless system that reduces paper waste. By facilitating the use of technology to connect individuals and NGOs, the platform also reduces the need for physical travel and face-to-face meetings, which can help to reduce carbon emissions. Overall, Gaia's Touch has the potential to promote environmental sustainability both through its goals and its operations.

***Explain the uniqueness and distinctive features of the (product/process / service) solution**

The uniqueness of Gaia's Touch lies in its ability to bridge the gap between individuals who want to contribute towards social causes and NGOs working towards those causes. The platform provides users with a centralized hub where they can discover and connect with NGOs working on specific SDGs and also provides the capability to sign up and volunteer for specific events such as donation drives.

One of the distinctive features of Gaia's Touch is its focus on local NGOs and sorting the list of NGOs by area, making it easy for users to find and connect with organizations in their own communities. The platform also integrates various Google technologies to create a robust and scalable system, and in the near future, will include features such as Google Pay for donations.

***Describe the Solution / Proposed / Developed**

The solution proposed by Gaia's Touch is a hub-like platform that connects individuals who want to contribute towards social causes with NGOs working towards those causes. The platform provides users with information on current news regarding local NGOs, and the capability to contribute towards specific Sustainable Development Goals (SDGs). Users can sign up as individuals or organizations and choose which SDG they want to work on. The application then provides a list of NGOs working on that SDG, sorted by area, making it easy for users to connect and volunteer for specific events such as donation drives. The platform also integrates various Google technologies such as Firebase, Forms, Cloud Services, Sheets, and Analytics to create a robust and scalable system.

***Define the problem and its relevance to today's market/society/industry need**

The problem addressed by Gaia's Touch is the lack of a centralized platform for people who want to contribute towards social causes and the difficulty in finding and connecting with NGOs working towards those causes. This problem is particularly relevant in today's market and society, where there is a growing awareness of social and environmental issues and a desire among individuals to contribute towards making a positive impact.

By providing a centralized platform for users to discover and connect with NGOs working towards specific social causes, Gaia's Touch addresses a critical need in the industry and society. It empowers individuals to take meaningful action towards creating a better world, while also supporting NGOs in achieving their goals and making a greater impact.