

Aryahi

I know exactly what I want.



TEAM NAME - HER/SHE

NAME

SHRUTHI VENKATRAMAN

SHAMITA MS

SPOORTHY SETTY

USHA MADHAVAN

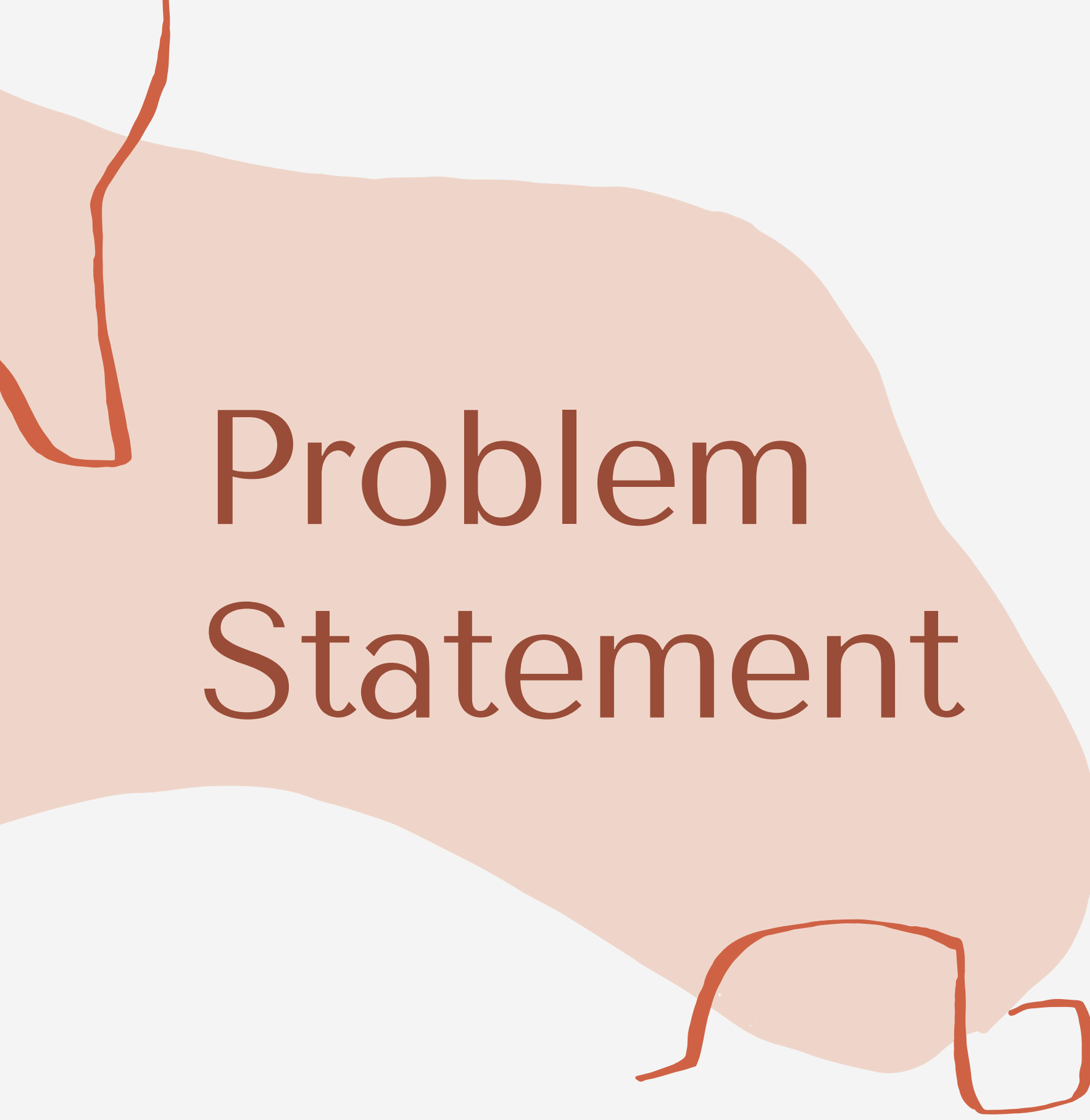
SRN

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PES1UG21EC255

PES1UG21EC291

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Problem Statement

Women facing a lot of stigma pre and post divorce, battling financial dependence, lack of support, co-parenting, mental health and other issues.

Target Audience

Divorced women and women who seek to be divorced but have no support or means

- Divorce can involve so many factors, that you often forget to take care of someone very important, yourself.
- Not everyone has the time or money for therapy. Hence, we are providing a platform for women to make this process a bit easier.



Market Size

85% of divorces in India are initiated by women and 15% by men.

There are 5000-8000 divorces in large cities like Mumbai and Bangalore PER YEAR.

The rate of failed marriages in India is 60% but the divorce rate is only 1%.

So the total number of divorces applied per year would be about 130,000-150,000 per year.



Solution



We aim to provide a platform for divorced and to-be divorced women in the form of support groups with various domains dealing with the many issues faced by these women.

We will be focusing solely on three major domains:

1. Financial

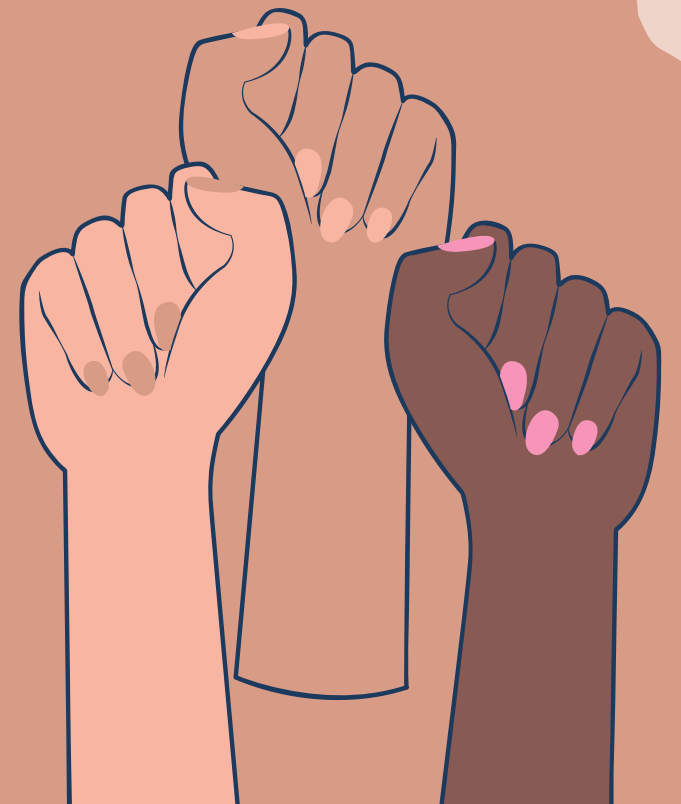
- Education to reach financial stability and independence

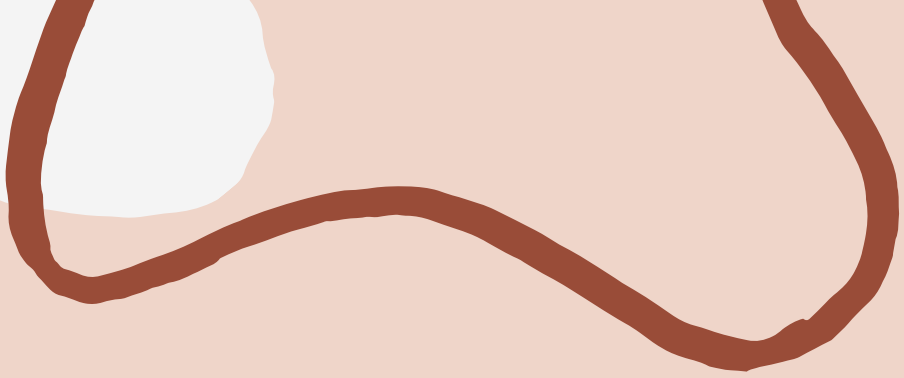
2. Legal

- Providing connections to lawyers who will help them through the process of separation and child custody as well as alimony settlements

3. Emotional

- Referring one to a therapist who helps with co-parenting, societal backlash and overall mental well-being
- Support groups where women can share their experiences



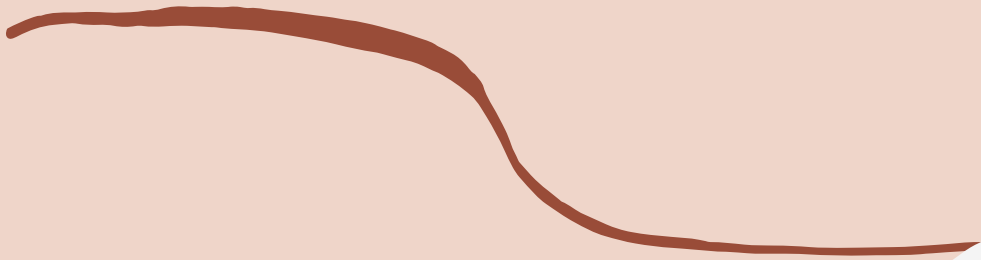


What makes our product different? (USP)



There are various different websites that focus on just one particular aspect of a divorce.

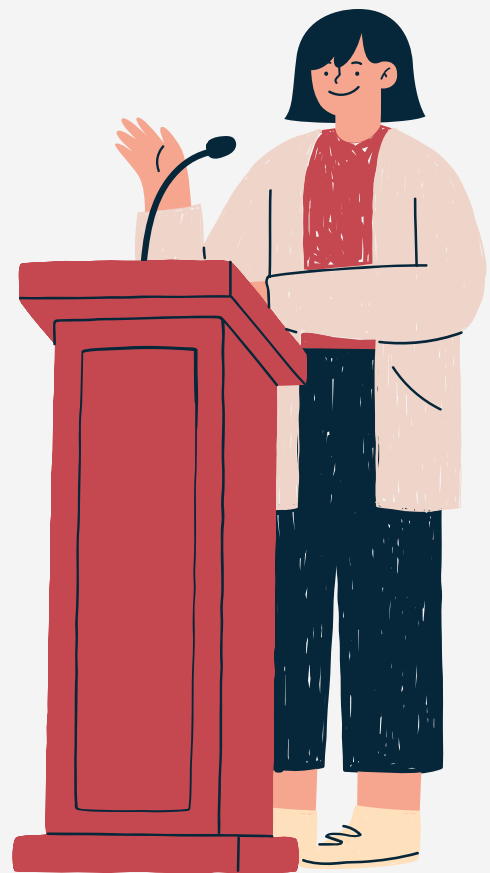
Aryahi focuses on all-rounded support.



Competition/Other similar products in the domain



WOMAN's DIVORCE.com



Is this a profitable venture? If yes, what are your streams of revenue, and estimated cost of production?

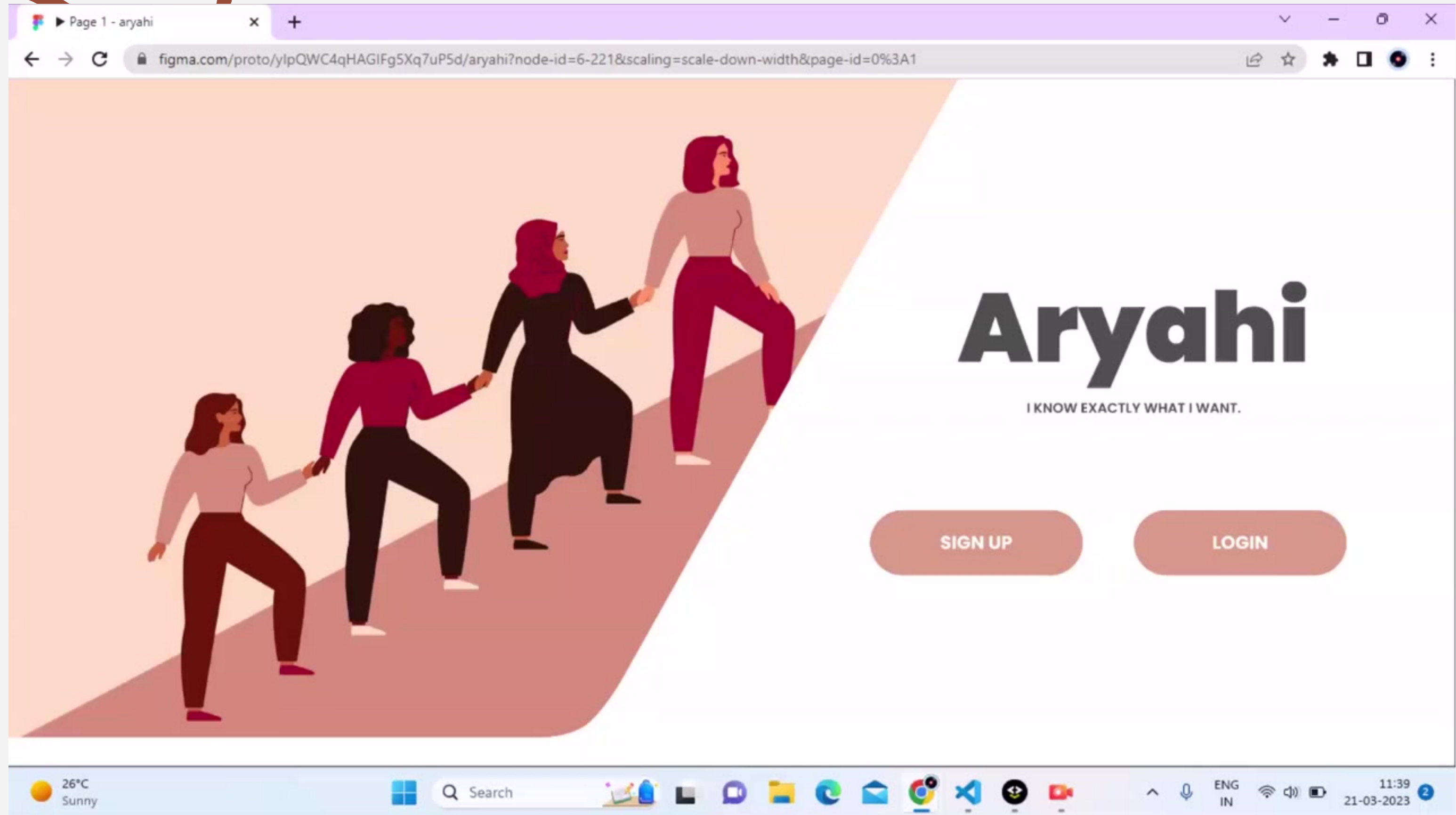
LISTING FEES

from collaborations with mental health platforms and legal help platforms

MEMBERSHIP FEES

we will be receiving a part of the fees from the legal and therapy sessions





Get in touch

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