



Pricyfy

Your's All in One App



Introduction

Pricyfy is an All In One App and an Internet Ecosystem. Pricyfy is a platform that aggregates 50+ different apps in one place, across categories like Shopping, cabs, food, recharge, bill payment and many more.



PART I

The need for this Concept And Why are we working on this Idea ?



1. Too many apps to serve same purpose.

For example:

Shopping: Flipkart, Amazon, Snapdeal, Shopclues, Tatacliq, Infibeam, Indiarush, Shimpley

Ticketing: Ctrip, Skyscanner, Yatra, MakeMyTrip, Cleartrip

Hotels: Expedia, Agoda, Goibibo, Trivago, Kayak, Thomas Cook, Hotels.com, OYO

Taxi: Ola, Uber, Grab, Lyft, Didi

Services: Zomato, Swiggy, Foodpanda, UrbanClap, HDFC Bank, BankBazaar



2. It is very time consuming for customers to go to each and every app and check prices for the product or service desired by them.
3. After consuming so much time there is no guarantee that they are getting a best deal.
4. Too much space is consumed on phone.
5. Complicated process.
6. Some Apps (especially Ticketing & Hotel booking, the prices are time bound where-in the prices can change in a matter of minutes, leading to a loss for the consumer.



PART II

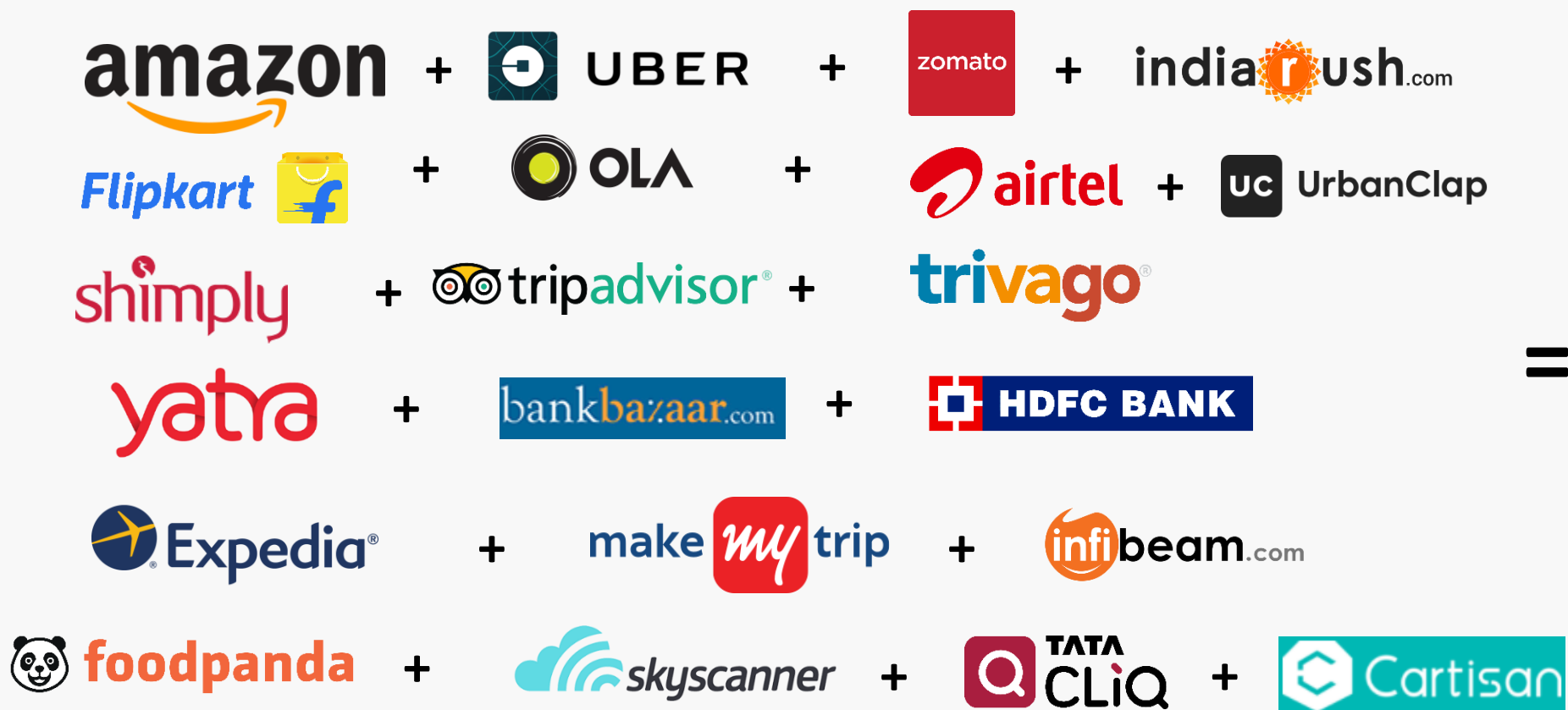
What Problem did we Solve ?



- 1.Saved huge Space in phone occupied by too many apps serving the same purpose
- 2.Saved Time of user by offering All in One solution
- 3.Saved money of user by offering Comparisons in prices/services
- 4.Aided the decision making process, and shorten the time taken to arrive at a decision / convert into a sale.
- 5.Introduced consumer to a lesser known but better options available to them and at the same time brought new client base to sellers/ service providers.
- 6.Brought to consumer special prices and discounts available to them on websites/apps lesser know to them.



Pricyfy Solution:



= Pricyfy



Customer →

1. All in one app
2. Space Saving
3. Money saving
4. Lesser known but better options
5. Faster and better decision making
6. Best Deals
7. One stop shop



← Apps

1. Increased Traffic
2. New Client base
3. 90% Conversion
4. Reduction in Cost
5. Easy integration
6. Advanced Technology



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= Pricyfy



PART III

The Market

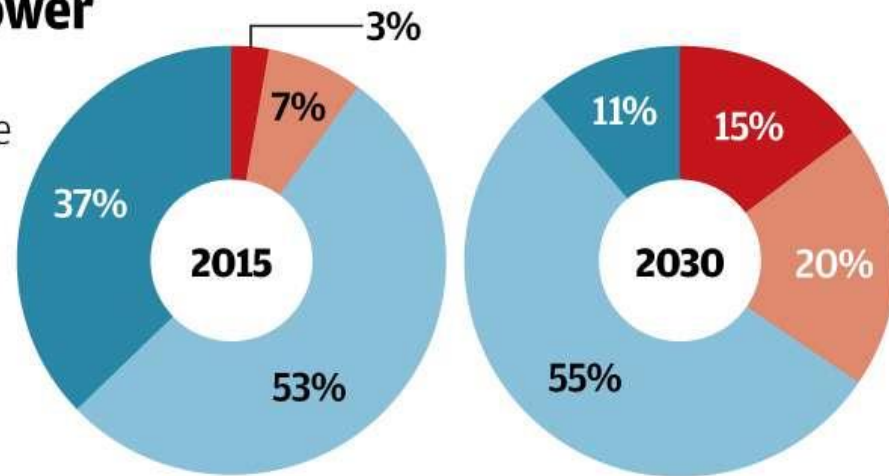


Pricyfy's entry into the market is based on 2 factors

1. Spending Power of the world is increasing at a very fast pace

Spending power

Per capita annual disposable income (% of population, 2015 prices)



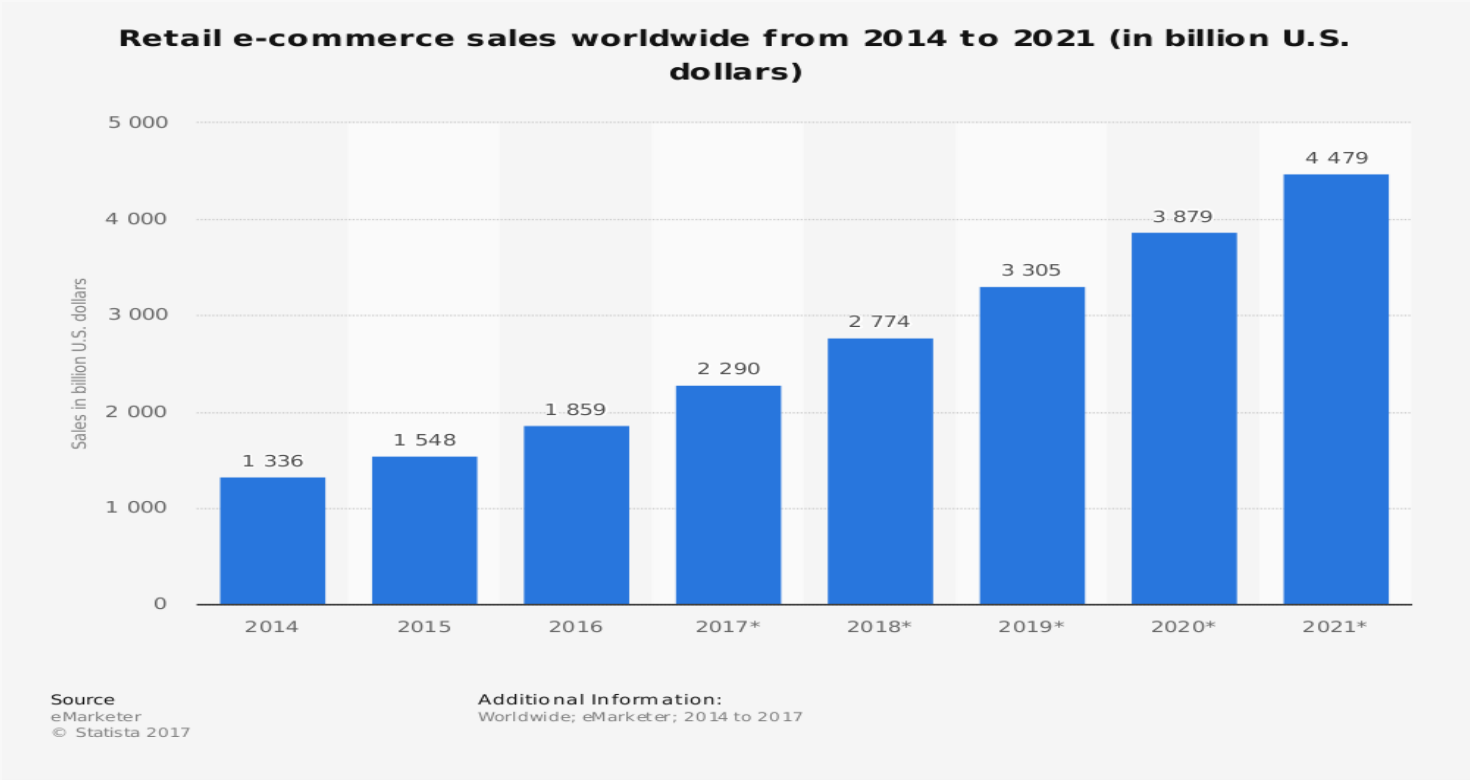
Source: The Economist Intelligence Unit

*Rounding errors apply

SCMP



2. Retail e-commerce worldwide is growing at a speed at which more than half of world’s population will be shopping through e-commerce by 2021.



↑
Increasing graph year by year



Pricyfy sees huge potential here to be a price search engine and position itself to acquire at least 10% of total e-commerce market worldwide by offering customers a one stop shop and All in One App!

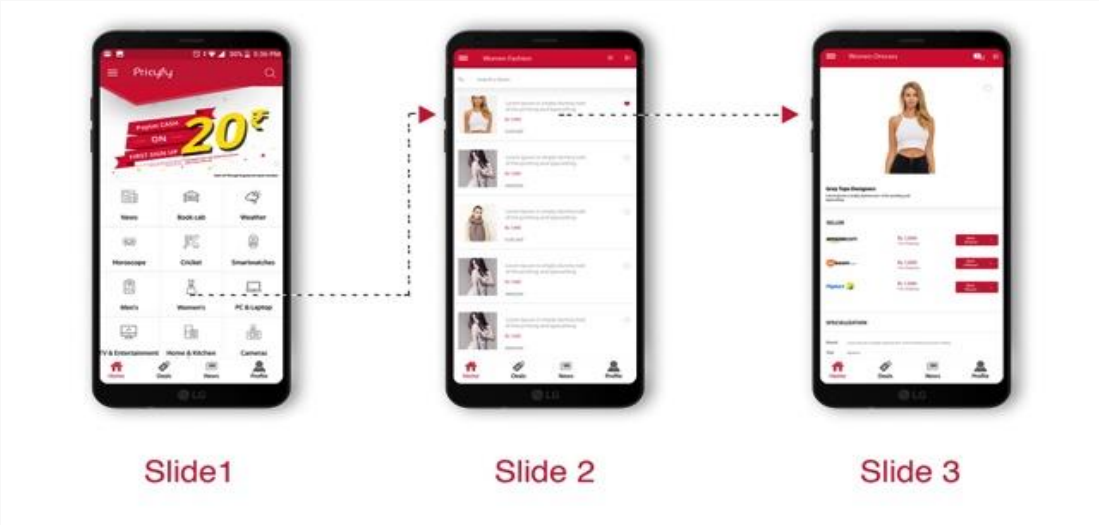


PART IV

The Product

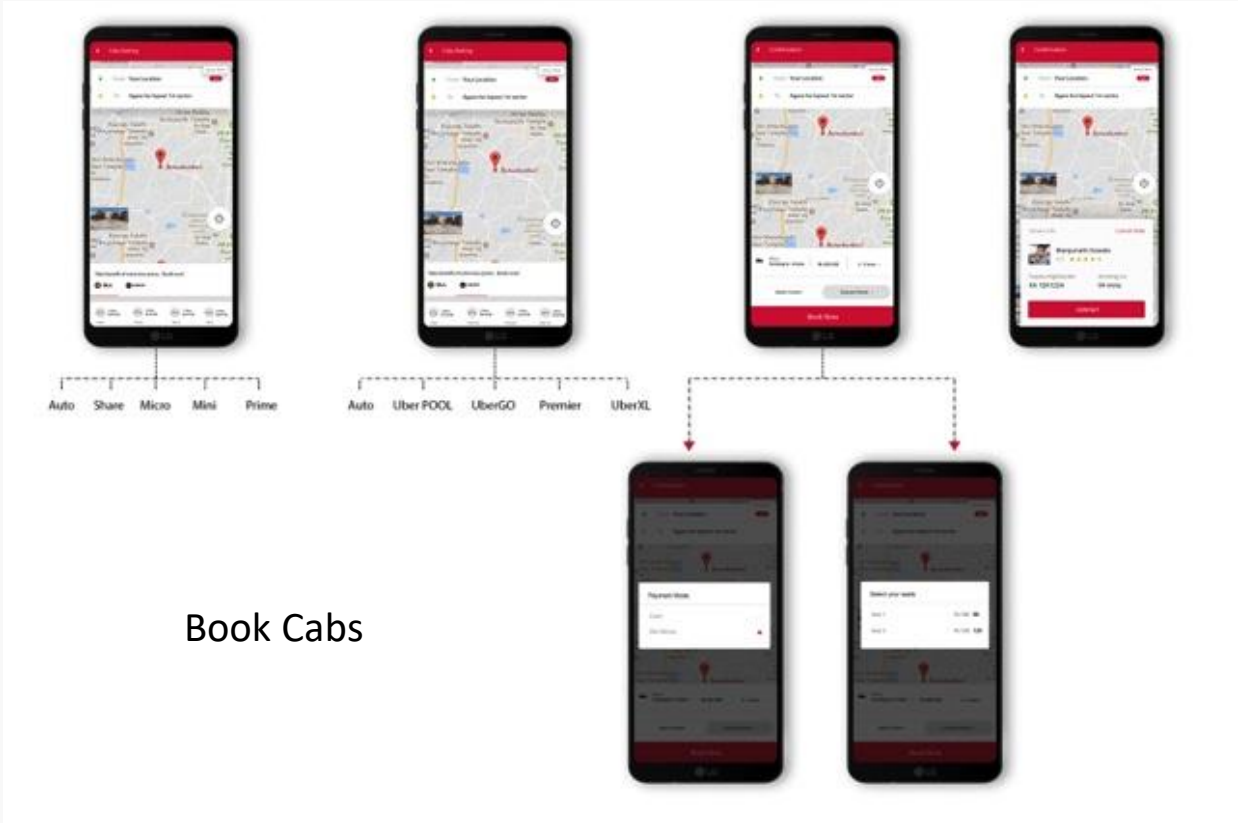


Website & Android App



Price comparison

Website & Android App



Book Cabs



PART V

Revenue Model and Partnerships



1. Affiliate Commissions from sales arising out of traffic from our app @18% average, varies from product to product (Substantial income. Our only competitor Tapzo does 100,000 transaction a day, but they do not have price comparison technology)

Read more: <https://goo.gl/wfPjtG>

2. Advertising and Banners

3. Sponsorships and Promotions

4. User Data analysis for Brands



Our Current Partners:





Joining Soon:



... & many more



PART VI

The Team



Ankit Anmol, Founder & CEO

M.S in MIT, Cricket, Basketball enthusiastic. Love Drones, Photography and a gadget freak. Considers himself as Chief Experiment Officer (CEO). Handles Product Management, Partnerships & overseas everyday development.



Swapnil Mokashi, Co-Founder & Mentor

Highly experienced professional with a post graduation from a premier institute and an experience of 20 years in strategy and senior management. His last stint was as CEO of a US\$ 4.5 billion multinational in Asia. Handles strategy and finance.



Snehil Sankalp, Chief Technology Officer (CTO)

B.E in Comp Science, Certifications in backend languages, E-Litmus holder, Go-to-guy for all the backend problems. Passionate cricket follower and a guitarist. Nothing comes between his pizza and Ed Sheeran's song. Handles everyday Backend & frontend operations, Wannabe an Entrepreneur.



Shadab Quaiser, Android Developer

M.Tech Drop out, B.E in Computer Science, Certifications in Android. When I am not coding I am impressing (irritating) others by my poems OR dreaming of hanging out with Sir Tim Berners-Lee and Dennis Ritchie else killing my time on YouTube. Overseas App development in different phases.



Manisha S Kuntal, Android Developer

B.E in Information Technology, Always follows 2 mantras. One is "always do your best with your happiness. what you plant now, You will harvest later "and another is "Failure will never overtake me if my determination to succeed is strong enough".



Anant Kumar, Web Developer

B.E in Computer Science, believes whatever he is today is the outcome of the specific situation and condition faced in his life. So he built it in such a way that he can cope with the harsh situation without compromising the truth.



VidyaShree Lakshman, Product Designer

Completed HSC, pursuing Diploma in Design & Multimedia. I am a passionate designer, I like to draw, like to feel the music flowing on my face, I like to do thought experiment when I cannot sleep in the middle of the night. and wannabe a game designer. Heads Design, Ui, Ux, Social Media.



Ritvik Tuteja, Digital Marketing Manager / SEO Specialist

MBA Marketing, Digital Marketing Certifications, A Public Speaker & Digital Image Consultant by Profession - I change company fortune. I make companies profitable & successful. A writer and people's person, I do call myself the Marketing guy. Handles Digital Marketing, SEO, SMM, SMO, Adwords, Campaigns, Partnerships etc.



Dishti Dave, Frontend Developer

B.Tech in Information Technology, Loves photography and dancing, trained classical dancer, loves new technology and wanna be a full stack developer. Handles all the frontend operations, bugs, errors etc.



PART VII

Competition Analysis



Pricyfy has only one competitor in India “Tapzo”. But Pricyfy beats Tapzo on functionalities.

Tapzo does not have price comparison through complex machine learning and artificial Intelligence algorithm. It is a major hit among the customers.

Pricyfy’s pro customer policy where Pricyfy passes all the benefits to customers in terms of cashbacks, is well received by the customers. As a result, Pricyfy’s customer base is increasing at a very fast pace at relatively lower acquisition cost.

Pricyfy offers more functionalities than Tapzo to its partners. It is evident from the fact that Tapzo developed 35 partnerships in 2 years with a funding of USD 48.2 m whereas Pricyfy developed 18 partnerships in just 18 months without any funding.



Globally Pricyfy faces competition from specialized price comparison sites like Trivago, Expedia etc. But those are ready to partner with us due to our unique technology to aggregate across ecommerce landscape. Pricyfy sees itself as Trivago of everything.



Competition in numbers:

	Established year	Partnerships	Funding	DailyTransactions
	2010 Rebranded 3 times	35 No Price Comparison	US\$ 48.2 m	100,000
	2017	18 With Price comparison	NIL	1000 Just Started



A. Core Competence:

Technology:

1. Pricyfy's ultra modern technology is a barrier for competition:
2. Unique Patentable algorithm using
 - a. Machine learning
 - b. Artificial Intelligence
 - c. Blockchain
 - d. Coding and backend operations



B. Partnerships:

We have been able to develop more partnerships than our competitor in a very short span of time due to “No competition policy “ with brands, offering more functionalities to analyse their data and easy integration technology.



C. Customer friendly:

Our policy “Customer is the King” has fetched us a good attention from customers. Our unique faster price updation algorithm updates the price every 4-6 hours whereas most of the e-commerce sites update the price in 12 hours. We refund the cost saving to customers whenever we get such opportunity due to the algorithm. Such benefits to customers are unique and no competitor has ever offered such benefits.



D. User Experience:

Pricyfy provides user experience as per user's needs. For example when a user visits Pricyfy to shop for a washing machine and a holiday, each time he will be taken to a specific user interface detailed to meet its specific requirement.



PART VIII

Developmental Stages



2017

- a. Technology development
- b. Initial partnerships
- c. Initial Marketing
- d. Setting up revenue Model
- e. 10 K app downloads

2020

- a. Entering USA
Europe/Japan markets
- b. Extensive TV, news
papers, social media
Marketing
- c. 100 M app downloads

2018

- a. Adding flights,
hotels, On demand services
- b. Adding own inventory
- c. Extensive Social Media
Marketing
- d. Initiate development of
Independent crawling technology
- e. 1 M app downloads

2021

- a. Entering other
Global Markets
- b. Extensive TV, news
papers, social media
Marketing
- c. 200M app downloads

2019

- a. Entering China
Hong Kong markets
- b. Extensive TV, news
papers, social media
Marketing
- d. Development of
Independent crawling technology
- e. 10 M app downloads



PART IX

Funding/Equity Dilution



Angel funding: US\$ 4.1m - 10% equity shares

1. Team salary
2. Research and development
3. Admin and Marketing expenses
4. Equipments



Fund Raising Plan/ Equity Dilution Plan

1.2018 Angel	4m	10%
2.Machine learning, AI and Social media marketing, Initiation of development of independent crawling technology.		
1.2019: Pre A	10m	10%
2.TV, News paper Marketing, Entering China/Hong Kong/APAC, Development of independent crawling technology.		
1.2020 Series A	40m	10%
2.Entering USA/Europe/Japan, Development of independent crawling technology.		
1.2021 Series B	100m	10%
2.Entering other Global markets		
1.Exit at Series B through IPO or selling stake to bigger investor.		
2.. $1 \times .90 \times .90 \times .90 \times 1000\text{m} = 72.9 \text{ m}$ ROI of 430 % per year.		



Financial Estimation

Year	Particulars	GMV/Profit	Funds/Dilution	Spending
2017	No Marketing	\$ 16442/\$ 3119	\$185,000/NIL	
	Very Few tie ups			
	Developmental stage			
	Personal Capital			
	10000 App downloads			
2018	Full fledged Social media	\$ 20M/ \$ 500 K	\$ 4.1 m/ 10%.	Salary: \$ 1.5 m
	Marketing 1M app down			Marketing: \$ 2.5 m
	10000 Daily transactions			Other exp: \$ 100 K
	Additional Tie ups, Own inventory			



2019:	TV, NEWS paper adds Entry in China, Hong Kong 10M app Download 100000 daily transactions	\$100M/\$ 8.5 M	\$ 10 m/ 10%	Salary: \$ 7.5 m Marketing: \$ 12.5 m Others: \$ 3.25
2020:	Extensive Marketing Entry in other global Markets 100M app Download 1M daily transactions	\$500M/\$91 M	\$ 40 m/ 10%	Salary: \$ 37.5 m Marketing: \$ 62.5 m Others: \$ 17.25 m



Rationale

Pricyfy is a technology platform and is an internet ecosystem. It operates as an aggregator of ecommerce landscape. Its business model is to aggregate price conscious customers on its platform and divert them to the best option possible. It removes the risk, efforts and costs of managing inventory, logistics and product promotions. But at the same time it earns approximately 50% of what the typical ecommerce platform earns at roughly 10% of their spending. As we do not need to spend our time and energy into more investment heavy functions of an ecommerce platform, the customer acquisition cost is at bare minimum and relative revenue is higher.

Pricyfy is itself an ecosystem and so the growth in customer acquisition and revenue will be in geometric progression as against the other players who have to create a market and a marketplace both.



PART X

Facts to Note for Investors



Why Invest in us:

1. Unique patentable machine learning, AI and Blockchain technology
2. Ecosystem of Internet
3. eCommerce of eCommerce
4. Low cost business model
5. Very easily adaptable and scalable for Global markets
6. 1st of its kind which will be in profit in 1st year of investment
7. Opportunity to invest in post development marketing stage
8. Already tied up with 50% of market leaders in India
9. Practically no competition and strategically weatherproof business model



Thank You !!