



# STRING

[www.string.rocks](http://www.string.rocks)

New Delhi, India

# TEAM



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IIT Dhaband.

Worked for 2 years in Sandvik & Leroy Infra and has 6 years of startup experience. Plays role in strategy, planning and product.

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## Devendra Singh, Co-Founder



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Worked for 3.5 years in JSPL and has 4.5 years of entrepreneurial experience. Plays role in operation, business and sustainability.

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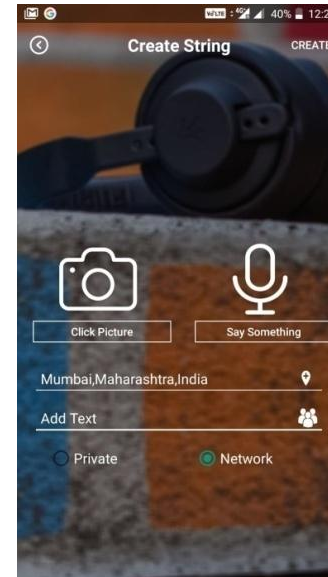
***As a team we both love creation and innovation.***

# VISION



*To digitally connect people  
via basic human's  
communication, **Voice***

# CONCEPT



*A mini podcast based  
Social Network - Click,  
speak and share!*

# PROBLEM



## Social Network



There is **no social network** for fully or partially illiterate because it is difficult for **vernacular users** to use current social networks which are primarily based on text.

## Expression



My voice is not best, my expression is not awesome then I will feel uncomfortable in video post.

## Voice Content



Good content creators face problem to enhance their voice which can otherwise be done using **professional setups only.**

To express and communicate, storytellers use text, images or videos. Voice storytellers need to go to studios or **forcibly make videos.** This need remains largely unfulfilled currently.

# VALUE PREPOSITION



## Speaking Picture



A new experience with voice at the centre. Use it to make pictures more beautiful and more personal. Throw more life in them.

## Voice Filters



Audio filters to play with your voice by enhancements/modulations.

## Voice Creator



Be a voice blogger, storyteller, critique of events happening around you.

## Voice Discovery



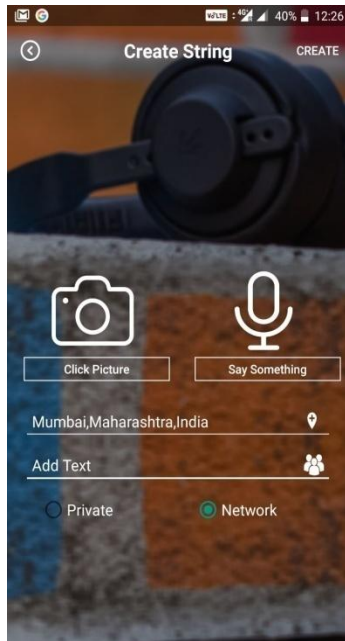
Content discoverable by adding tags, people and location.

*Currently it can be done only with professional studio setups.*

# PRODUCT OVERVIEW

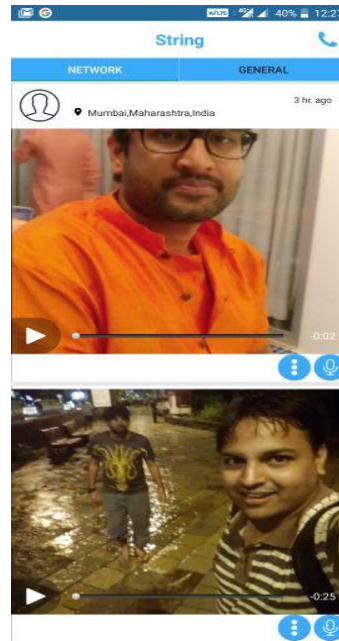


## Create String



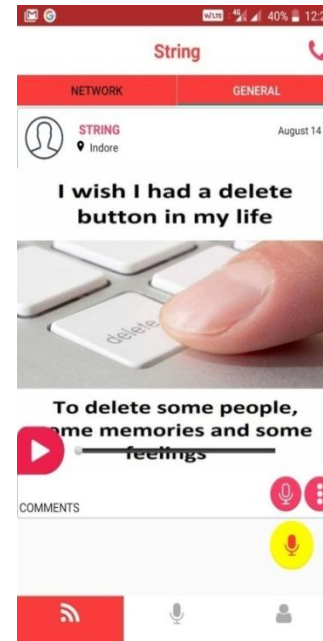
Upload image, record voice, write and share

## String Network Wall



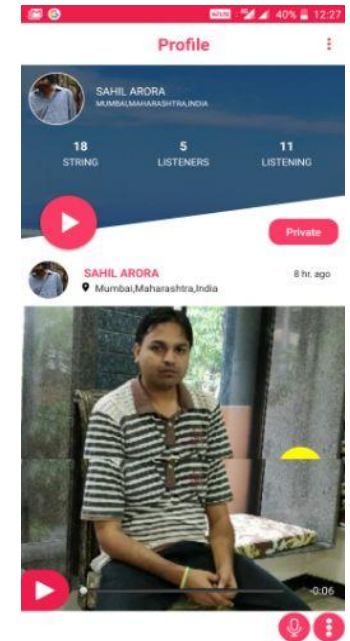
See and listen to what people around you are sharing. Comment in text and voice

## String Featured Wall



Featured posts

## User Profile

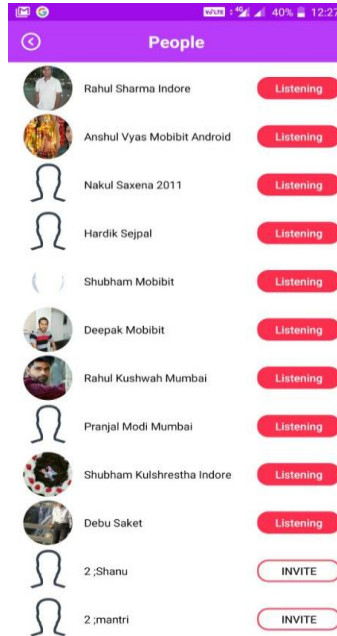


Your profile page. Count of listeners, listening and consolidation of content created by the user

# PRODUCT OVERVIEW

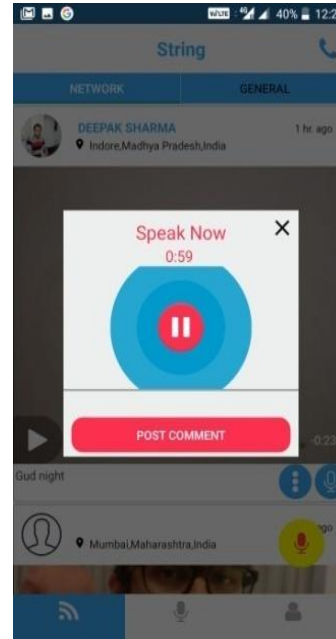


## Contact List



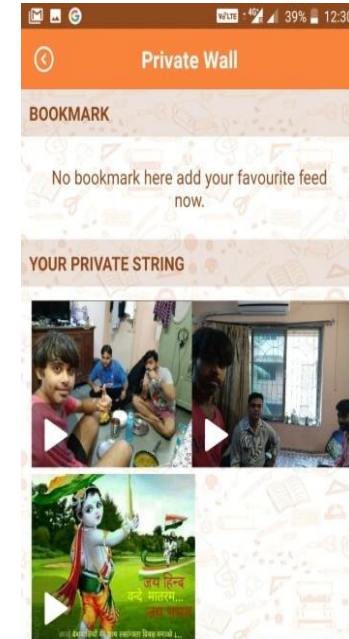
Compact list of people connected. Option to invite non users

## Voice Comment



Comment using voice/text on posts

## Private String



Browse all private content which is for a limited number of people as the user deems fit. Browse all bookmarked strings.

# REVENUE STREAM



Premium Accounts



String as a Business tool



Learning Solutions



Corporate Solutions



Advertising



Publishing



Sponsored Content



# MARKET



Billion users who uses internet and social media platforms.



In one and half years, we are targeting 1mn users.

# MARKET ANALYSIS



## Market



*Potential:* Billions of internet users

*Target:* 1Mn users in 1.5 years

## Competition



*Direct :* YouTube, Musical.ly, Podcast

*Indirect :* Instagram, Snapchat, Twitter

No existing audio social platform

## Opportunity



Big companies pushing users towards voice commands

Digitally connecting semi-literate or illiterate

## Uniqueness



Focused on expressing with voice with enhancement and modulation tools which are available only in professional studios

# TRACTION STRATEGY



## Collaboration



With communities like,

Colleges	Traveler	Poet	Blogger	Storyteller
Local Artist	Photographers	Individual Journalist	Regional Startup Communities	Person with disabilities Communities
Influencers	Celebrities	Local Religious Leader	Government	Corporate

## Social Sharing



Social sharing to reach a desired target audience

## Voice Poster



Speaking physical posters(scan via String app)

## Blogs/Forum



## Service Tool



B2B collaboration for voice as a service (VAAS) tool

## Rural Reach Out



Penetration in rural or sub-urban areas among farmers, inspirational local leaders, etc.

## StringerWalks



# FUTURE GOAL



Exploit Artificial Intelligence (AI) dependent market

Also become simple social media platform for rural areas or least educated population

Counter vernacular problems

Voice integration or Voice-over with video files

Break digital boundaries

Become dialogue platform between political leaders and their stakeholders



Integration of voice with location (Geo-filters) to create advanced and more productive digital communities.

# FUND



Seed fund for 12-18 months.



Utilization of fund :



Technology,



Team building,



Traction.



With this, we will target to get 1mn users in 1.5 years.

# EXIT OPTION



Next series of investment



Self sustainable revenue



IPO/ICO

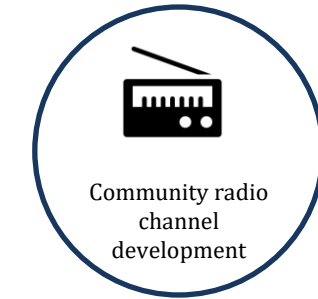
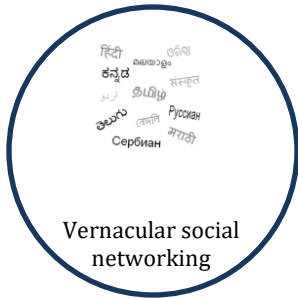
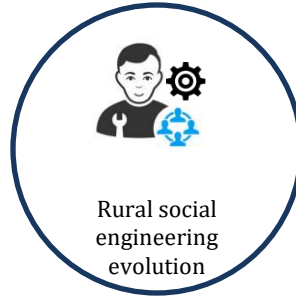


Merger by AI based tech giant.



Acquisition by social media competitors like Instagram, Twitter, etc. Musical.ly is a recent example of similar exit.

# IMPACT



Learning, sharing and expressing playground for all like, farmers, least educated/people at bottom of social pyramid

