

Concept note of DIVYA GYAN

Name of startup: Divya Gyan

Location to launch: Luxembourg or Helsinki or Stockholm or elsewhere in Europe

What we going to do: We work to get an answer to the question raised by the individual about their government and politicians work, right at the people's mailbox.

Issues: Governance, Feedback Mechanism, Rights to information

Why this startups? Today we are widely connected and everyone has potential to contact their government. But, along this line, the distance between government and people are also widening. Because politicians and government aren't fulfilling the promises they have made for the people. So there is a deep lack of trust between people and government/politicians. We want to mitigate these barriers and want to redefine the feedback mechanism of people to government/politicians via this startup. Now, every people are informed about the policy and working mechanism of the government and politicians. But people want to raise their concern on the each and every step taken by the government and politicians. Their questions and concern are forced to limit in the houses, coffee shops and beer bars. They are not finding the right platform for posting their queries and get answer instantly. Everyone doesn't know the website or contact details of the government departments and politicians. So, the need of this startup has been felt. Through this startup, we will try to solve their queries of the individual by working as a facilitator between people and government.

Our competitions: Till now we don't see any startups working on similar style.

Questions format: Text, Video & Photo

Business Model: 1 euro from individual, if his/her questions are answered by the government. If not we will regularly follow with the government to get his/her answer from government and politicians. We believe that, Government and politicians should anyway answer the question raised by their people. There is no excuse.

How we will work internally to get the answers?

Steps 1: Individuals will post their question to the government specially mentioning their concern in text or video format. They will fill up the simple form where they are asked to mention their Names, Address, and Email and phone number including the question. They can

also ask questions in video format. They just need to upload their video in the upload sections of the form.

Step 2: After posting their questions, individuals will be directed to the payment gateway (Either PayPal, Credit Card or Debit Card). They can ask each question per 1 Euro. They can ask as many questions.

Or you can also ask question for free, just go to 'Asking for free form'

Step 3: The individuals will receive receipt from us confirming their payment and questions received.

Step 4: We try to get answers of the questions within 10-15 days after we receive it from concerned government departments and politicians. They will receive their answers in their email.

Target:

Everyone who wants to ask question to their government & politicians; so as to make their government and politicians accountable

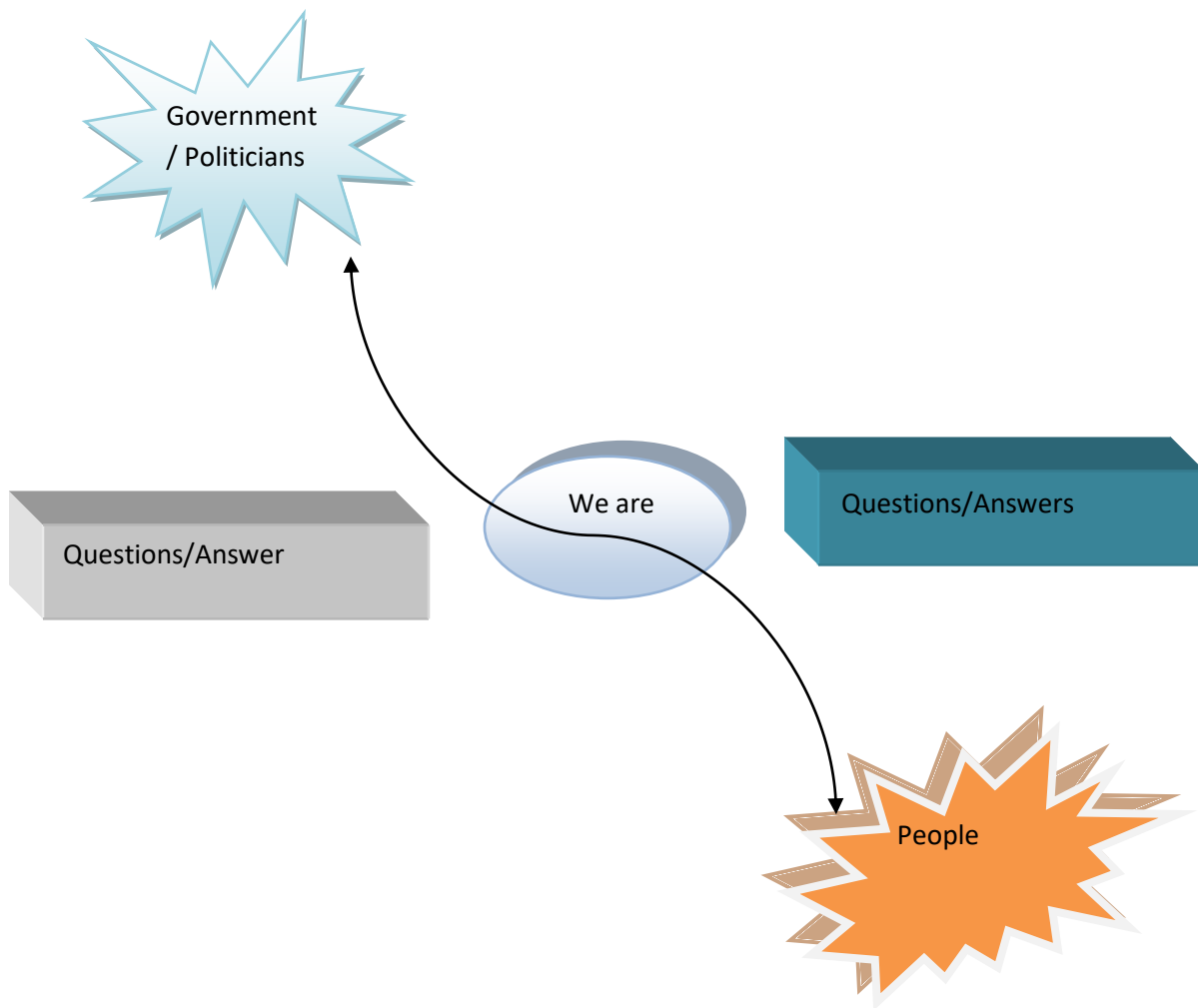
Grow

If this startup will succeed, this will redefine the governance model. As today everyone is frustrated with their government and wants to ask question about the policy, move and working model of the government and politicians.

The time will come, if there is something to ask to their government, people just visit our site and post the question they want to ask. Just like today, if anyone wants to know the profile of people they will go to visit Facebook. This startup will create movement on the issues of governance, accountability and transparency. Movement brings people and people bring engagement to our website. This engagement will generate revenue for us.

Since this idea is both applicable in non-profit and profit model. We will be even called by the UN agencies and other International development agencies to work more vividly in global south. This is a multi-billion dollar idea.

Graphical illustrations:



Prototype link: <https://pantauravraj.wixsite.com/divyagyan1>

About founder:

-Saurav Raj Pant is a Nepal based entrepreneur. He has an incoming M.A degree in Political Science. He is also an International Development Consultant & Independent International Relations Research Associate. He usually writes op-ed in the national dailies of Nepal and occasionally contributes to global newspapers.

Previously he has launched the social startup to generate social campaigns to work for the pressing needs of the common. This time, he is planning to start this new model of governance and feedback mechanism startup in a fully fledged business model by incorporating it in Luxembourg.

What's our plan?

- By January 2018, we will be going for Prototype testing which will target to meet 50-100 customers
- This prototype testing will go for three phases from January to July, 2018
- By August, 2018, we will be launching our final product as well as incorporating it in Luxembourg or anywhere in Europe

Impact evaluation:

- Number of questions we received in our website and number of answers we provide to our valued customers

Marketing strategy:

- University Students
- Coffee shop
- Shopping Centers
- Beer bars
- Etc.....

Basic financial growth model assumption:

- To receive 100 questions per day(1 question=1 Euro), which will be 3000 Euros per month
- 36,000 Euros in a year

- 72,000 Euros in 2 years
- 180,000 Euros in 5 years

Challenges=Business

In most parts of the world, government and politicians feels hesitate in answering to the question raised by the individual. So, in this case, our business motto is to create huge momentum to force the government and politicians to answer to the question raised by the individual. We will urge people in such way that, people have elected their representatives through their votes. So, government and politicians are responsible to give answer raised by their public at any conditions.