Thetechgraph

What we do?

"Providing latest news on Technology and startup firms"

Mission

"To provide technology news to the world in reader's language."

Key Metric's

1. Beta web verison launched.

2. 30,000 monthly page views.

3. 7000+ active readers.

4. 500+ subscribed users.

5. Publishing news content on Apple News, News360 app, Bing News and UC News.

6. Started hiring journalist from Indonesia, as a part of thetechgraph.com mission.

Problem's

1. High levels of inaccuracies in tech news.

2. Finding right information and data about the company and startups is painstaking and time wasting.

3. Content distribution is one of the problem.

4. Outdated and repeated news published by media companies.

5. News site look messy and complicated for readers, as they are mainly focus on selling gadgets on their platform

Solution

1. Bulleyes Reporting.

2. Feeding social media account with latest news, to keep readers up-to-dated with latest news.

3. Providing right information and data to startups and companies which can help them to grow their business rapidly.

Target Groups

1. Any professional, group, or organization utilizing digital technologies in order to engage in business, society and/or politics.

Marketing Strategy

1. Content marketing.

2. Online Advertising.

3. Social media marketing (Facebook, Twitter, LinkedIn, etc.)

4. Search Engine optimization.

5. Print and TV advertisement.

6. User engagement on social media.

7. Content distribution on Apple News, UC News and other Newsstand.

Business Strategy

1. Multiple tie ups with media groups (eg: Newspaper companies and other TV media)

2. Content hub sponsorships.

3. Events sponsorship.

4. Continuous innovation to stay ahead of our competitors.

5. Keep Investing in startup firms to achieve superior financial performance.

Revenue Model

1. Displaying standard Ads on Website and Apps.

2. Displaying video ads on Website and Apps.

3. Digital Billboards.

4. Video pre-roll ads.

5. Editorial sponsorship (funded by an advertiser).

6. Branded Content sponsorship.

7. Canvas ads.

Expansion Model

1. Increase page views and readers engagement by expanding our core teams: Journalist , Social media team and marketing team, reader experience team.

2. 3x sales headcount by providing best platform for our Advertisers.

3. Build out strong teams : CFO, CMO, Head of Sales, HR, Journalist and Social media team

4. Expand readers interest in tech news by providing news in their native language.

5. Double down our marketing to wider our lead flow to lower cost per action.

6. Expand in India by 2017, and globally by 2018.

Market Opportunity

$ 39.9 Billion

$ 500 Million

$ 30 Million

News market in India
By (2020)

https://www.ibef.org/industry/media-entertainment-india.aspx

Addressable Market for tech news

Market available for Thetechgraph.com

Exit Plan?

Thetechgraph will have 'multiple exit opportunity' that will result a high ROI

High Viable M&A Prospects

- Multiple buyers option possible
- Valuable readers base with recuring revenue stream
- Clear fit into product portfolio

Large companies in Tech news industries

IPO Considerations

- Depends on readers base and expansion susscess and consideration of M & A.
- High standalone

Potential Valuation

Rev -	$80mn - $100mn
EBITDA -	$40mn - $70mn

Our competitor's

TechCrunch   TheNextWeb   The Verge   Mashable

We are looking for?

$ 48,000

Investment Goal

- Server Cost.

- Hiring Staffs

- Rents and other expenses

- Advertisement

Profit in 9 month's

Our Founder's
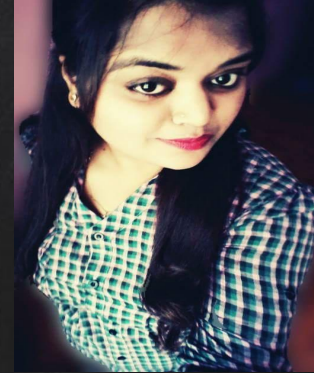

Name : Krishna Mali

Role : Co-Founder - CEO

Edu : Bachelor of science in Information Technology

Name : Atul Mhatre

Role : Co-Founder - CFO

Edu : Bachelor in interior designing and HSC in commerce

Name : Jasmine Chaudhary

Role : Co-Founder - Sales Head

Edu : Bachelor in Banking and Insurance

Thanks!

Any questions?

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