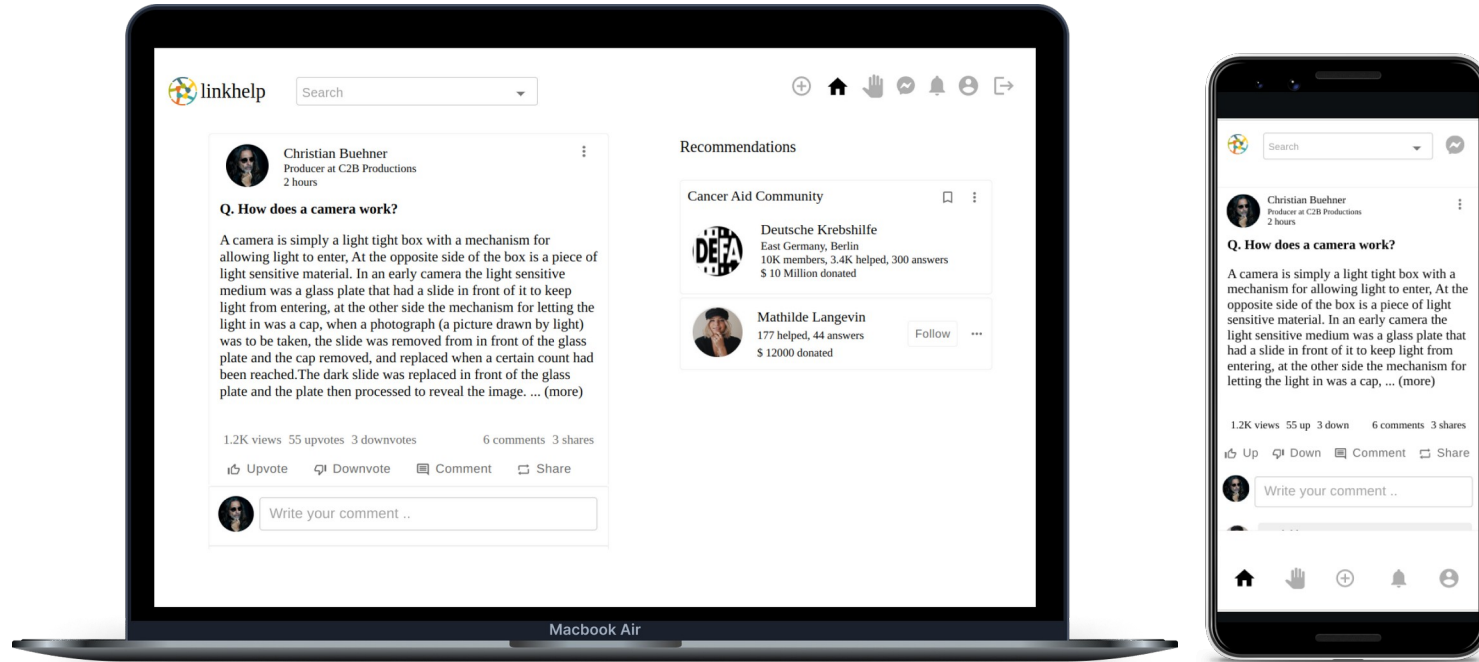


Linkhelp App



Improving collaborative decision making with questions-answers, polls in the society and promoting helpfulness, transparency and accountability with blockchain based help posts.

Discussion apps in 2022

- Discussions/Answers aren't helping people make decisions
 - Lack of context in answers
 - One answer can't be useful in all context, it may be correct but not necessarily helpful to make people understand things.
 - No proper context definition make “upvote/downvote” useless for most cases as people aren't searching for questions which are highly objective in nature say, “What is capital of USA?” on discussion sites like Quora, Reddit etc.
 - Poll feature is limited to “one user one vote” which restricts it's use-cases.
- Difficulty in implementing decisions due to
 - Lower one-one interaction
 - Lack of capital
 - Lack of accountability and transparency.

Solutions

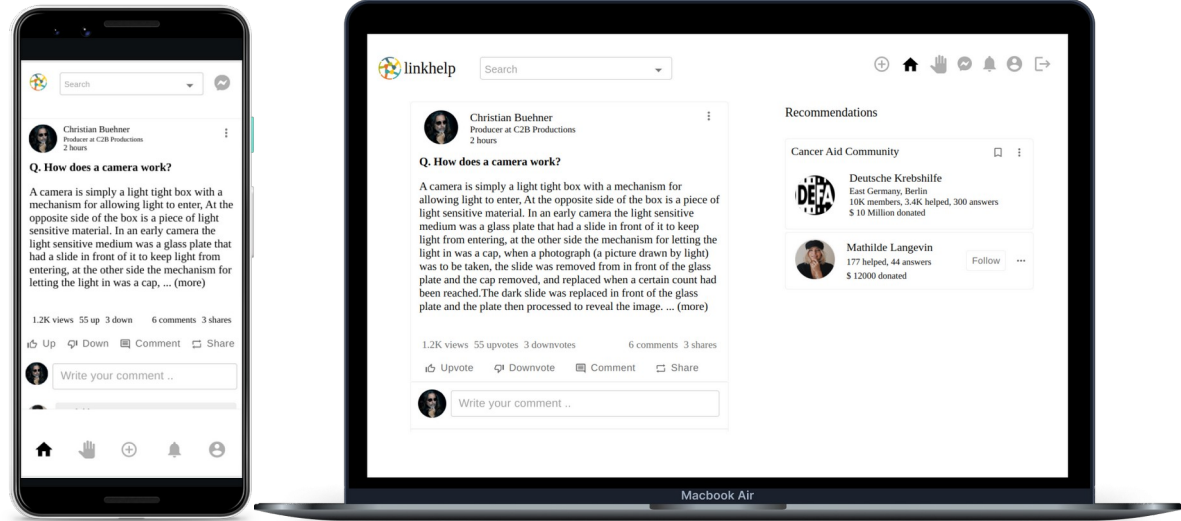
- Discussions/Answers aren't helping people make decisions
 - Lack of context in answers
 - We can improve the quality of answers with the help of “context” tags.
 - Poll feature is limited to “one user one vote”
 - We can do “weighted polls” on the basis of “context” tags for making better decisions.
- Difficulty in implementing decision
 - Lower one-one interaction :
 - It can be improved by “Help Post” and “Help Coin” feature.
 - Every “verified” user should be given a certain amount of “help coins” every week.
 - “Help coins” earned by helping others in a specific “context” can be utilized either on “polls belong to that specific context” or “asking for help via help posts”.
 - If someone helped more in the context “education” then he/she must hold more ability to influence the decision in polls belong to “education” context.
 - Lack of Capital.
 - It can be done with “help post” via “fund-raising” context.
 - Lack of transparency and accountability:
 - It can be improved with the help of blockchain.

Product

- Search, post and apply for help via help post and help coins. Publish it on the blockchain for authenticity
- Create and join communities for helping people in specific context. Help can be done in
 - In Person : Help posts.
 - Financial : Monetary.
 - Informative : Questions
 - Decision Making : Polls.
- Build your social status based on your helpfulness in order to influence decisions making in communities. A community can represent local groups, NGO, Trust, Political Party, Scientific communities etc.

Website : <https://linkhelp.in>

Follow us on Instagram : @linkhelp.in



Total Addressable Market (TAM)

Top Down Analysis

Current Market (TAM)

300 Million monthly users produce \$ 2
Billion USD valuation for Quora and \$10
Billion USD for Reddit

total valuation of **social industry** is \$400
Billion USD and after doing financing at
the rate of 5% via Linkhelp app we can get
\$20 Billion USD.

Total = 30 Billion USD

Quora/Reddit

- 300 Million Monthly Active users

Google

- 275 Billion Monthly Searches.
 - 15% of them or **40 Billion** searches are **questions.**
- Social Sector and NGOs market size currently valued at **\$ 400 Billion USD** and after doing financing at the rate of 5% via Linkhelp app we can get **\$20 Billion USD.**

Business Plan

5% commission per
financial transaction

Ad Revenue

- Google Ad Sense (for now)

Pricing, Paid User distribution & Revenue Predictions.

Total Users = 50,000

Active = 20,000

Ad Revenue (Google)

2000 answers

50 answers – 100K views -> $\$100 * 50 = \5000

200 answers – 10K views -> $\$10 * 200 = \2000

500 answers – 2K views -> $\$2 * 500 = \1000

Revenue = \$ 8000 = Rs. 6 Lac

Financial help for NGOs, Trusts etc based Community

300 Communities : 37 NGOs only

5% service charge

10 Lac/year * 30 * 0.05 = 15 Lac.

20 Lac/year * 10 * 0.05 = 10 Lac.

50 Lac/year * 6 * 0.05 = 15 Lac.

1 Cr/year * 1 * 0.05 = 10 Lac.

Total Potential Revenue = 46 Lac.*

Team

- Founders
 - Yash Pratap
 - Rakesh Pandey
- Investors
 -
- What founders can do for the business till next phase
 - Seed Round to Series A
 - Marketing : Instagram, Playstore
 - Product Design : Design Thinking, UI/UX Design - Figma
 - Technology/Product Development : MERN Stack Web App (PWA/TWA), DevOps, ML, Blockchain
 - Designed Systems and Processes for recruitment, training and work flow design in Tech / Marketing.

Funding Plans

- Stage : Seed Round
 - Get 10,000+ followers on Instagram.
 - Build the Product
 - Posts
 - Content Type
 - Question-Answers, Polls
 - Help Post
 - Context
 - Financial (Fund-raising)
 - Non Financial (Intellectual/Domestic etc.)
 - Community
 - Get the 50,000+ downloads on Play Store
 - If there exists
 - 37 NGOs
 - 2000 answers
 - Total Potential Revenue = Rs. 46 Lac.*

We are looking for
Rs. X investment in
exchange of
Y% equity

Analysis Methodology reference : Uber

Uber mentioned 4 Billion USD (Top down) global market in pitch deck and after successful execution of same concept with slight variation it got evolved into 11 subsidiary and 75 Billion USD Market Cap and got into 7 Trillion USD (Bottom up) Transportation Market

Total Addressable Market

Bottom Up Analysis

- **Answers with contexts** : It helps people finding answers which they can understand more easily
- **Polls with contexts** : It will help improve internal decision making in smaller communities.
- **Help coins** : It will improve helpfulness in the society and speed up the process of implementation of schemes or policies
- **Social Sector, CSR, NGOs** : Evaluation of Person's identity help Social sectors, NGOs evaluate the need of person faster.
- **Elections, Parliamentary bodies** : Evaluation of Person's ability to help in given context help speed up the decision making processes in parliamentary bodies and also it can also help people in better evaluation of candidates for elections.

Blockchain makes entire process transparent and decentralized so there is no need to worry about the credibility of election results.

**Potential Marketing
funnel which could be
built on the success of
Linkhelp app**



Linkhelp app
\$ 30 Billion USD+ on
successful execution

Elections,
Parliamentary decision
making
with Blockchain

Social Sector, CSR,
NGOs, Govt Schemes
(\$ 500 Billion USD+)