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## **DRIVERS ON DEMAND**

**ID: 1 1**

The Service- DoD is a driver rental service providing police verified drivers for Local and Outstation travel. The idea came from the need for a driver at home sometimes for the owner and near & dear ones. This is a first of its kind service by IIM grads in north India.

Area of operation - Chandigarh, Panchkula, Mohali

The Demand for Service- Business to customer (Phase 1)

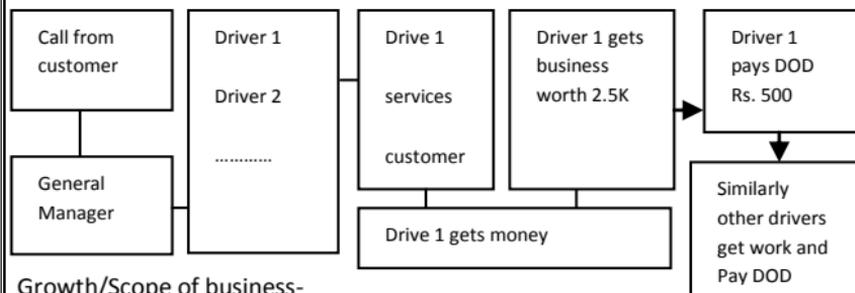
- Husbands wanting wives' shopping trips free from parking hassles!
- Fathers frantic for extra drivers during children's weddings!
- Patients having to visit doctors when unwell
- Responsible citizens not wanting to drink and drive!
- People wanting comfortable outstation trips without having to drive!
- Professionals having to travel across large cities for client meetings!

Business to customer (Phase 2)

- Tour and travel operators ( against keeping full time drivers)
- Movers and packers
- Auto-Showrooms
- Corporate companies
- Hospitality firms
- Valet parking for banquet halls and restaurant

Marketing- Majorly BTL (Bulk Sms, 90 Gsm glossy material pamphlets, visiting cards to people strategic people). Word of mouth has been very high here.

Business model-



### Growth/Scope of business-

Maintaining a balance BTW the number of calls per day and number of driver employed the growth has to be monitored accordingly

<b>Drivers-On-Demand -Growth opportunities</b>						
Number of calls per day	Number of drivers	Average Daily business	Daily revenue	Monthly revenue	Expenses Per Month(PM)	Profit after expenses(PM)
Revenue	Model	For Chandigarh				
5	7	2500-3000	500-600	17,000	16000	1,000
10	12	5000-8500	800-1200	28,000	16000	12,000
15	14	8500-11,000	1200-1600	36,000	16000	20,000
20	17	11,000-13,500	1500-2600	42,000	16000	26,000
25	21	13,000-17,500	2600-3400	78,000	16000	62,000
30	28	14,500-24,000	2800-4800	84,000	16000	68,000
35	36	19,500-28,000	3600-5600	1,12,000	16000	96,000
40	44	23,500-32,000	5200-6400	1,56,000	16000	1,40,000
45	48	28,000-35,500	5600-7000	1,70,000	16000	1,54,000
50	55	31,500-40,000	6600-8800	2,00,000	16000	1,84,000

Revenue already achieved (indicated by a blue arrow)

Expected Revenue (indicated by a yellow arrow)

Fixed Costs- 16 K Pm    Number of drivers employed- 20    Target Drivers by June'14- 50

### Future Endeavours-

- Expansion to Gurgaon-Delhi-NCR within 6 months
- Introduce GPS technology to track vehicle movements
- Introduction of female drivers for female customers
- Launch of phase2 within 2 months in Tri-city



## **Zelos N Zest**

**ID: 1 2**

Zelos n Zest is a Gelato Parlour which serves extraordinary Gelato's & gelato based desserts. It was a labour of love of Mr. Hrishikesh Rumde who started ZnZ in 2011 taking huge risks as a fresh b-school graduate.

### **What's New:**

More than 200 Crazy Concoctions of flavours are served to customers. Delightful designs are provided on demand using their cold stone facility. They have some never done before contests & offers which engage customers & convert them into a loyal base.

### **ZnZ Operations:**

ZnZ has a central kitchen in Prabhadevi & Virar from where they ship their freshly made Gelatos to the Dadar, Mahim & Ghatkopar outlets. 12 well trained employees undertake overall operations & Mumbai wide delivery services. They serve 5000+ scoops in the Dadar outlet alone!

### **Mighty Challenges:**

Capturing well established markets dominated by Indian players like Amore, Gelato Italiano, and Baskin Robbins. Making new exciting offerings, seeking new segment of market & showcasing ZnZ as a group hangout zone.

### **Our Solutions:**

Indianisation of Gelato flavors and custom made flavors & colors of wafer base can create differentiation in market. Focusing on weddings & events to engage a new market. Promotion of gelato cakes for birthday celebrations in outlets & making super-sized creations to attract groups

of people. Introduce 'fave Z' a 6 flavor gelato priced at a 20% premium to let customers try out various flavours at one time(flavors keep changing on a weekly basis).

Growth Opportunities: Increase market presence & share through ZnZ franchise's & expand to other markets. Focus on new offerings in winters which are hot to mitigate falling footfalls.

**Growth Plans:**

Currently ZnZ has plans to have 25 outlets in the next 30 months in Mumbai. They have planned to give master franchise in Pune & are planning to set up central kitchens in Pune. They want to go across India & have planned Advertisements in National Dailies in 2014 to attract & set up franchises. They are going to incorporate ZnZ under a private limited company by the first quarter of 2014.

**EXECUTIVE SUMMARY**

Omkar Arts and Crafts is a handicrafts trader, supplier and manufacturer based in the small town of Marcel in Goa. It manufactures around 200 various beautiful, decorative and utility handicraft products. Its product portfolio consist of sea shell crafts, coconut crafts and jute crafts. Some of its items are jute bags, table lamps, door hanging, flower vases, sea shell toys, coconut jewellery and patchwork embroidery products. The creative and ethnic nature of these handicrafts surpass many expensive substitutes.

**Operations** - Raw materials mainly sea shells and jute sheets are brought from Rameshwaram (Tamil Nadu) and Kolkata respectively. Coconut Shells are directly procured from Goa. Most of the manufacturing is done manually by highly skilled artisans having high technical expertise.

**Scope** - Most of these products are sold through the state handicraft emporium, crafts bazaar, government sponsored exhibitions and regional fairs. They also provide some of the decorative items to hotels based in Goa.

**Growth/Opportunities** – We believe that handicrafts industry in India is still at a nascent stage. With its highly skilled manpower and traditional knowledge base, handicrafts industry has ample growth opportunities. There has been a high demand for Indian handicrafts in the past few years.. From our understanding, local handicraft industry suffers from poor distribution and marketing strategies. Indian Handicraft industry is highly unorganized and it has failed to integrate the technological developments of the past century. Our strategy proposes an e-commerce portal that will easily make handicrafts available to customers all across India. The e-commerce market in India has been growing at an average rate of 34% since 2009 which clearly shows that the way customers buy today has completely changed and through our portal we intend to make buying easier for customers. We want to give the best customer service

through our efficient logistics network. We want to build an efficient distribution network for these handicraft products. To make people buy a product, the product must be known to customers. Many of us are completely unaware about some of these unique and beautiful handicrafts. We will focus on increasing awareness about these products to potential customers which will help us in reaching out to prospective customers. We aim to devise a marketing strategy that will be a healthy mix of different forms of marketing such as digital marketing, telemarketing and direct sales. We are mainly targeting high end customers from Metros, Tier I and Tier II cities. This portal will be a one stop shopping address for all the handicraft products of Omkar Arts and Crafts.



**AUTO RAJA**

**ID: 14**

AutoRaja is the contrivance of Anubhav, a student of computer Science and Aishwarya, a student of Sociology. The initiative is approximately 6 months old and is operational in Chennai. They identified pain areas like bitter quarrels while negotiating fares with auto drivers, rude behaviour, rash driving, refusal to travel to certain places and unavailability of auto-rickshaws at the stand among many others. These were from the customer's point of view. The drivers had their share of woes too, including lack of customers, ill-treatment at the hands of passengers, and insufficient earnings. Their idea was to create a network of existing drivers in the city and create a holistic system where they would train the drivers, offer them social and health benefits and help them find customers. The customers on the other hand would enjoy a technologically-enhanced, hassle-free auto-rickshaw ride anywhere and anytime. The concept of AutoRani (auto-rickshaws with female drivers) is unique and shuns the fears of thousands of women who feel unsafe while travelling at night from distant places.

AutoRaja runs on the savings of the founding team. Funds are required to run the call centre, track drivers, pay the trip managers and the recruitment teams, branding and marketing expenses, train and counsel Rajas and Ranis, and incentivize them to become more professional by the day. Like every venture, one has to face hurdles and challenges, the biggest one for them being creation of a financially viable model for the drivers and an attractive proposition for the customers. Presently, they have a fleet size of 500 auto-rickshaws and the biggest challenge at hand is to give customers to all the drivers under them. Others include understanding the drivers and roping in benefits, instrumental for them and their families. The team has successfully proven the viability of the model in Chennai, and is now firing all cylinders to raise first round of

investments from Angel and Impact Investors. Its operation is simple and convenient: Call them, they identify the best match of auto-rickshaw for your journey, send an auto at your doorstep and you pay the tariff + service charge.

We identify tremendous growth opportunity in this venture which can be substantiated by a plethora of reasons that lay a solid ground. Production of auto-rickshaws doubled between 2003 and 2010, population of cities is estimated to grow from 340 million in 2008 to 590 million by 2030, auto-rickshaws are the second safest motorized mode of transport in terms of contribution to fatalities, growing customer grievances and troubled drivers are some of the reasons why this venture has great potential in terms of growth and expansion.

We have divided the growth plan into three stages. The first is to get customers for the entire fleet such as to maximise the earnings of the drivers by reducing their waiting time between customers. We plan to increase customer awareness by targeting movie goers, college students, office goers and senior citizens through different communication channels like pamphlets, print-ads and advertising during intervals at the screens. In the second stage, our target is to bring more and more drivers under our umbrella by highlighting the benefits associated like insurance, education and reducing waiting time. In the third stage, our goal is to target cities with potential market. We have identified Bangalore, Hyderabad and Indore as our potential market. Having a hassle free, affordable, convenient joy ride might seem a utopian idea but our endeavours are all set to make this urban legend a reality! So, come and invest in this exclusive venture with sky high expectations and tremendous potential. Hail the AUTO RAJAS and RANIS!

**BRINGING JOY TO OUR SILENT FRIENDS****Introduction**

While watching a movie, if the sequence is muted for about 20 seconds, we find it difficult to follow and get restless. How would it feel if everything is muted for the whole lifetime? There are many special children in this world who are faced with that situation. "Sounds of silence" is an endeavor to empower these special children to stand on their own feet and enable them to lead independent lives.

**WHAT'S IN IT FOR ME? WHY SHOULD I INVEST IN SOS?**

According to the modifications in Companies Act, every company has to spend 2% of their profits on CSR activities. Although most companies are into CSR, outsourcing this activity to an organization which is focused on a particular cause would ensure appropriate usage of these funds. For individual contributors, we will award certificates of merit for helping improve lives of children.

**HOW WE INTEND TO IMPROVE MORE LIVES:**

<b>Focus areas</b>	<b>Present method</b>	<b>Challenges</b>	<b>Proposal</b>
Bringing in Volunteers	Friends of founders	While scaling up, getting more volunteers who truly believe in the cause might be challenging	Engagement through Phone app, Budding entrepreneurs, College tie-ups
Collecting Funds	Company & Individual donations Corporate football tournaments, t shirt selling drives etc.,	There is no official long term sponsor Individual donations are less	Advertisements on Phone app, Budding entrepreneurs, College tie-ups, 2% CSR pitch,
Enriching	School children are	Procuring mobile	Phone app,

the lives of special children	taught basic English skills through sms Older people are given basic job training	phones will be a challenge when scaling up	Budding entrepreneurs, College tie-ups, Gamification
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<b>Proposals</b>	<b>Bringing in Volunteers</b>	<b>Collecting Funds</b>	<b>Enriching lives</b>
Phone App	Many people around the world can help the special children with the help of the phone app	Advertisements can be published on phone app. Revenue collected can be used to run operations	More people interacting with the special children will ensure better coaching
2% CSR Pitch	People from sponsor companies can volunteer when they are free	Companies can outsource their mandatory 2% CSR requirement to SOS. Technology firms can help in developing the app.	More lives will be enriched with increased funding
Budding entrepreneurs	Word of mouth publicity for SOS	Tie ups with budding entrepreneurs with benefits to sell in SOS events can create win-win situations for both parties if profit is shared	More lives will be enriched with increased funding
Gamification	Scrabble – More volunteers	N/A	Learning will be fun!

We are presently helping about 500 special children smile. With your investment there is potential to help more than 5000 children smile.

**Solar Market Overview**

India is a developing country and ranks fifth in energy consumption in the world but with an 8% energy deficit needs to prospect alternative sources of renewable energy. However, Solar energy usage in India is merely 0.5% of its total energy consumption and is targeted to reach 22k Megawatts by 2022(adequate power for 20 million families).

Solar lighting is an affordable and sustainable solution for rural areas in India. Solar energy for heating water is a low running cost option for urban India. However, there is low awareness among customers of the benefits of solar products. The current initial outlay for a solar product is perceived “unaffordable” by potential customers and manufacturers also find it challenging to reach and service a dispersed population in rural areas.

**Business Proposition**

Mundra Energy Pvt. Ltd. Udaipur is an entrepreneurial firm manufacturing solar products headed by Sumit Moondra, an IIT alumnus. Its vision is to bring innovations in the renewable energy sector, build strong brands that would bring a paradigm shift in the way solar products are perceived in the market. The ultimate mission is to create “zero electricity” homes powered by renewable energy sources.

Currently, Mundra Energy provide high quality, customized solar water heaters which are designed to withstand varying hard water conditions as well as solar lighting systems which are capable of illuminating a room for 15 hours once fully charged . Their competitive advantages include pricing, faster after- sales service and collaborative supply chain management practices.

## **Target Segment**

Customer Segment for Solar Water Heater includes hotels and resorts, hostels, hospitals, universities community centers and individual bungalows in and around Udaipur. The current target customer for solar lighting system is the NGO and village population in Rajasthan.

## **Operations**

Currently, for solar heaters they source the solar panels from SolarMaxx, Jaipur. According to the customer's requirements, Mundra then custom designs the tanks and assembles the solar water heaters to install them at the customer's site. Mundra manufactures the solar lighting systems using LEDs, solar panels, PCBs and batteries. The LED lamps are lit by a DC 12V battery which is charged using photovoltaic cells. The product is 30% cheaper than the competing home lighting systems and is sold through distribution channels created with the help of NGOs.

The team consists of 8 employees, all directly reporting to Sumit Moondra. The employees include 3 sales executives and 5 technicians for handling water heater installations and service.

## **Business growth opportunities**

The company grew three fold after two years, once it stepped out of its home State, Rajasthan. The growth opportunities involve enhancing geography of distribution of current products through collaborations with NGOs and companies with existing channels. The company can also achieve a national distribution through an e-commerce channel.

Growth will be spurred through innovative products. The founder's pet project under development is solar air cooler. It would give Desert coolers a run for its money as it will be more effective and will consume lesser energy compared to an air conditioner.

### **Business Model**

Purplle.com is an ecommerce venture started in 2012 engaged in cosmetics and grooming industry. Its core value proposition is easy accessibility to customers in choosing all major beauty products as well as finding salons on one portal.

The product retailing business comprises of 350 brands and 10,000 products for the customers to choose from while in the salon and spa business, customers can search for all salons in the listed cities and book appointments with salons who have a tie-up with Purplle for advertising on its site. Purplle connects with its customers by responding to queries on its site, sending a weekly beauty guide and an online interaction with a cosmetics expert on a weekly basis.

Purplle earns 70% of its revenue via the product retailing business where an average transaction value is Rs.1200 and it receives around 200 orders per day on an average. It earns an average gross profit margin of 25% on the sale of products. The advertising business comprises 30% of the revenue where the price of advertising on Purplle's site is Rs. 1000-5000 depending on the page selected. With a growth in sales revenue of 4 times in an year Purplle has tremendous growth potential and it estimates to earn 2% PAT per working capital cycle after reaching breakeven. Hence the total return per annum will be 48%.

### **Market Analysis**

The personal care and grooming is a Rs 30,000-crore product market and Rs 15,000-crore service market in India, with an annual growth rate of 15-20 per cent and expected to reach USD 20.23 billion by 2017. Purplle currently enjoys a 15% market share in the online product retailing

category while it has almost 100% market share in the salon appointment business. For Purplle, the major competitors in product retailing business are supermarkets, beauty specialist retailers; chemists/pharmacies while in online space are myntra.com, jabong.com and own websites of brands like Lakme, L'Oreal, Revlon etc.

### **Marketing Strategy**

Marketing is carried out by Search Engine and Social Media marketing where they advertise on 1 lac keywords and optimization is on 3000-4000 keywords. The target Audience belongs to age group of 23-34 years with a minimum annual income of 2.5 lacs a year.

### **Operations and Supply Chain**

The distribution is via tie-ups with courier services including Bluedart, DLF etc. who manage the Cash On Delivery orders and track the delivery status. Inventory turnover is twice a month with a buffer stock of two weeks while frequency of goods movement is twice per day. The lead Time from supplier takes about 7 days with a 2 week credit period.

### Unique Aspects

- Makes Sustainable eco-friendly lifestyle products
- Offers trendy Eco friendly bags, handmade stationary products, apparels
- In case of apparels, organic cotton used which is softer and skin friendly
- No use of fertilizers and pesticides while producing organic products
- Enhanced health of both consumers and farmers and also leads to better soil fertility in long run
- Greater environmental sustainability

### Scope and Growth Opportunities

- Indian apparel market size : **USD 40 billion** in **2011**
- Projected to grow at 9% CAGR to : **USD 98 billion** by **2021**
- **Apparel contribution** to India's **GDP : 4%**
- Organic goods in India are at a nascent stage
- Currently accounting for **less than 1%** of the **Rs. 32,000-crore** organized branded apparel market this segment has a **potential** to grow to about **5% of the total market by 2015**
- With **increased maturity of e-commerce** in India, online apparel retailing is also being accepted by consumers. Online retailing is growing at a rapid pace in Tier 2 and Tier 3 cities also
- **Higher per capita consumption, favorable consumer demographics** and **greater environmental concern** will spur growth of sustainable eco friendly products in near future
- **No competitors** in market till now in the specific category of Organic Apparel
- **Increasing demand** of **trendy stuff** among **young** college going **population**

- Superior quality, sustainable ecofriendly products and greater environmental concern will help in creating a brand value of the products
- **Macroeconomic factors** : In 2013-2014 Union Budget, **Government allocated 50 crore** to Ministry of Textile to **incentivize setting up Apparel Parks** within the SITPs to house apparel manufacturing units

### Operations

- Organic cotton obtained especially from Southern India mainly from Chennai and Andhra Pradesh
- **Lower input cost** as no pesticides or fertilizers used
- **Higher profit margins** as **no middle man** involved
- **Direct selling** via own **retail stores** and other **online shopping portals** like Zabong, Flipkart, Craftsvilla

### Target segment

- **Young population** who are looking for some trendy stuff. India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. It is expected that, in 2020, the average age of an Indian will be 29 years
- **Upper and upper middle class** who have **greater environmental concern** and are ready to pay prices for superior quality cotton which is skin friendly
- **Exports** can also be done as there is **high demand** of such stuff in **foreign markets**

RushHrs is a Quick Service Restaurant(QSR) chain currently based out of Pune. It has a wide range of unique offerings from delicious Burgers to Wraps and Stuffletes™. Customers recall it as a youthful yet sober joint that serves tasty, no frills food with an Indian touch at pocket friendly rates.

**Business Model:** It has robust business model that is completely scalable and already profitable at per-store level. Each store needs an investment of ₹ 25L and on an average the profit after accounting for all expenses at the store level is ₹ 8.2L which is a 33% RoI, meaning all investments are recovered in 3 years' time. The RoI is at par with industry standard as of now and will only improve as economies of scales are reached.

### Market Strategy

The Journey so far- RushHrs was started by a group of 4 IIT Bombay graduates. Their love for food and their experiences at the IIT mess inspired them to start the restaurant. Currently in their first phase of growth where its founders wanted to fix Pune as a location and get hands on experience in running the business. It has taken 3 years of constant innovation and strategizing towards perfecting the business model from all angles. They have expanded to 5 outlets as of now

1. In order to be a nationwide QSR chain, the founders have worked hard towards SOPs- Standard Operating Procedures for its stores
2. Building a Robust Supply Chain(90% in place)
3. Establishing a management structure to run the business

The second phase of growth envisages RushHrs to establish a total of 15 outlets in Pune to cover the entire market. This is to be accomplished in the next one year at the end of which the owners will have the expertise to take the chain to the next level

Phase 3 - moving into cities shown in the table. The common thread that binds these cities is that they all are buzzing hubs of business that have a sizeable migrant population with a cosmopolitan outlook.

City Name	# of Outlets	City Name	# of Outlets
Hyderabad	10	Noida & Gurgaon	10
Bangalore	25	Mumbai	25
Chennai	10	Ahmedabad	5

**Funding Strategy:** Avoid franchising to preserve quality and consistency. Instead, make business model fundamentally stronger and approach PE investors to raise funds for expansion.

The total capital needed to open 85 stores in this phase over the next 5-7 years @ ₹ 25L/store – ₹ 21.25 CrAvg revenue per store per year- ₹ 90L  
 Total Revenue across 100 stores- ₹ 90 Crs  
 Total Valuation @ 4 times that of revenue(industry standard)- 360 Crs

**The Scope:** Future of QSR in India

The market for QSR sector as a whole is poised to double from the current 3400Crs in the next 3 years owing majorly to factors such as Nuclearization of families, Lack of disposable time, Rise in disposable incomes, rise in # of working women and changing eating habits.

**Competitors:** All QSRs - MNCs and Local. RushHrs unique offerings and robust business model enables it to compete with the likes of well-established players.

**Marketing Strategy**

RushHrs is in the process of creating a brand for itself, and already has a logo and a mascot for the same. In order to expand its horizons beyond Pune, it needs to create a unique proposition for itself and not compete on price or the taste alone. RushHrs focuses on the young at heart, and hence extensively uses Social and Digital media to spread its message and engage Word of Mouth.

## Executive Summary

**Iconflux Technologies Pvt. Ltd.**, a recent start-up setup in 2012, provides its services and products to a diversified client base. The services business is broadly classified under four heads: Web Development; Mobile Development; Software Development and Web Promotion. The major products of company are: Serve on Tap and RFID Attendance System. Iconflux in a short span of time has become full-fledged IT solution provider with expertise services like website designing, internet marketing, mobile application development, e-commerce solutions, ERP, rich web application services, Search Engine Optimization (SEO), Hiring Developer, networking solutions and much more, all just at one place. Iconflux has an expertise in subsidizing costs and nurturing productivity by bringing the strategic advantage in Technology Services at the very threshold of its customers in more than one ways.

**“Serve On Tap”**, a recent product of Iconflux, is a new technology which will revolutionize Hospitality and Food Service Industry. It is an eMenu (Digital Menu) system that is designed to manage all operations including Inventory Management, Customer Waiting Management, and Online Order Management System from customers, Administrative Management, Kitchen Management and Customer Relationship Management.

Cutting cost and lack of effective operations has become a major challenge in the food service business to serve its customer with best services. This software helps restaurants and hotels to cut on their cost by saving manpower and enable them to serve more customers by fastening the operations at every stage. Also it acts as an initiative to incorporate Green Technology in the restaurant or hotel by saving more paper. It has a powerful reservation system that facilitates an easy management of the weekend rush. Furthermore, the online cloud computing ability can be used to manage multiple outlets. This product is

thus accredited by successful owners and managers of profitable restaurants and hotels.

With the aforementioned unique value proposition of 'Serve On Tap', Real Men of Genius will help IConflux Technologies by working on developing a robust "Go-To-Market Strategy". We would help the firm to bring together all the commercial functions—sales, marketing, brand management, pricing, and consumer insight—to drive the bottom line.

Our focus would be a set of key challenges and some critical problems like creating extensive marketing communication strategies, assisting change management in restaurants, cost to benefit analysis and the existing challenges in the target market.

The Indian Food Service industry is projected to grow to Rs 408,040 Cr by 2018 at a CAGR of 11% according to a survey commissioned by Technopak for National Restaurant Association of India. Nearly two-third of the current Food Service market is unorganized, which is struggling to cut cost and find it hard to expand their initial setup. With eye on this huge market, IConflux aims to partner them to help them overcome these challenges take the next step forward.

Given the huge potential and growth in the target market, we firmly believe that with our proposed solutions this product will not only find success in the market but also help IConflux to become a market leader in this segment.

## Product

Smart-E is a Energy measurement and management device. It can be connected to any number of power devices both electrical as well as electronic. The nodes can be managed through a cloud based platform. The product costs are upto 30% of what is offered by the competitors like Honey-Well and Hi-velocity.

## Target Segment

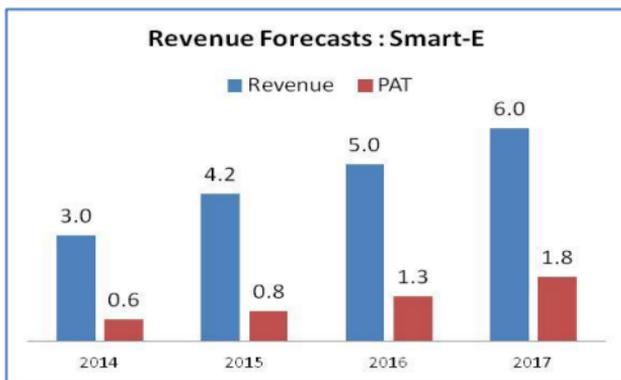
Customers	Breakup	Market Potential
<b>Commercial Institutes</b>	Banks, Private Companies, Hospitals	15 cr
<b>Industries</b>	Warehouses, Factories	5 cr
<b>Educational Institutes</b>	Hostels, Schools/ Colleges	2 cr
<b>Government</b>	Street Lights (Highway, City)	8 cr

## Revenue Model

The revenue for Smart E can be divided into fixed and recurring revenue. The fixed revenue is derived through equipment price and recurring revenue is through annual contracts for managing cloud services. 90% of the product revenues is through sale of equipments. As the product expands its reach the share of revenues through AMC will keep on growing. The current financing is 20 lakh directed towards R&D of Smart E.

## Sales Forecast

The current revenues for the product are approximately 3 crore with three customers. The product needs a capital infusion of 1.2 cr to support product marketing, scaling up manufacturing and hire dedicated manpower. Smart-E sales are expected to double in 3 years. As the revenue share from AMC's increase the margins from the product is



expected to grow from 20% to 30%.

## Why invest in Smart E

- Management team with a proven track record of effectively marketing and releasing energy saving products.
- The existing customers for other products would be potential customers for Smart E
- Low Payback period of approx 12 months positions Smart E as energy efficient product
- Product R&D investment is already done and new funds would be channelized towards sales and scaling up operations

## EXECUTIVE SUMMARY

Our business plan is targeting the potential **INR 7,500 cr attractive market** in the K-12 education segment in India. We realized the underlying need for an after-school support in both teaching as well as practicing required by students. Moreover,

- the distances traveled for quality learning, as well as
- the need to dedicate time for extracurricular activities, provides very little time for students to practice and self-learn.

Our business model serves this need in the market and intends to replace the brick and mortar after-school tuition institutes. This would be done by enrolling students to an **online platform** which would

- Concentrate equally on learning as well as **practicing**
- Provide a unique **adaptive learning** model
- Use the **concept videos** for students self-learning
- **Engage parents** by making them stakeholders in the entire process
  - Onus on them to regularly monitor student progress

In the initial phase, we will focus on students in the **senior school** and develop an **Adaptive Learning Platform** to ensure a **personalized learning path** for each student. The product includes concept videos, solved answers and study notes to ensure quality learning, as well as a large repository of questions, at different difficulty levels to ensure adaptive learning and strengthen the focus on practicing. There will be **regular monitoring reports** sent to parents so they can ensure student commitment to the platform. We also have features like games, scholar badges and achievement highlights to provide incentive to students to perform and stay motivated.

The unique business proposition, hence, stands on four pillars:

- offers to serve a existing attractive market opportunity
- a strong product, with little existing market competition
- allowing direct supervision by primary stakeholders
- the opportunity to scale rapidly, and to expand geographically, as well as to different sections in the K-12 segment



**GIFTERY.IN**

**ID: 3 3**

## **INDIAN GIFTING LANDSCAPE**

Indians are the most hospitable and socialising people in the world. Gifting is inherent in our culture & social customs. We are very passionate about giving and receiving gifts, be it a personal occasion or a professional one. Technopak, a leading Management Consulting firm, estimated the total corporate and personal gifting market size to be \$30 billion today. Not unlike most sectors in Indian economy today, the gifting market too is undergoing a changing landscape. With more and more people adopting newer trends like celebrating Mother's Day, Valentine's Day and so on, more occasions for personal gifting are getting created. Consumers are shifting preferences towards gifting options that are increasingly unique, stylish and personalized reflecting thoughtfulness & status. Traditional gifting options like flowers and greetings are de-growing at a rate of 33%. Chocolate boxes, wine bottles and candles are swiftly getting replaced by more experiential options such as free holiday packages, movie tickets, dinner coupons and spa vouchers. Personal spending on gifts is increasing by 15-20 % per annum.

Another trend that is quickly catching on is that of prepaid gift cards and other open ended gift coupons offered by most retail chains and outlets today allowing flexibility of choice to the recipient in terms of redeeming them. It is estimated to be a market worth \$500 million growing at a pace of 30%. Online gifting too is currently estimated to be \$200 million, rising rapidly at 30% piggybacking the growth of e-retail.

Even in corporate gifting, which constitutes a major share of the total gifting market, preferences are moving from 'promotional' to 'emotional'. Most companies today are opting for gifts which are innovative and strike a more personal and emotional chord with their business associates, customers or employees. Increase in corporate spending is varying between 20-30% per annum for various sectors.

With this opportunity in mind, Giftery.in has ventured into experiential gifting space with niche offerings for those who are looking for a quick and easy way to send gift vouchers for local experiences and boutiques.

### **COMPANY INFORMATION**

Giftery.in is a Mumbai based startup with a 5 strong team led by Janhavi Parikh which has raised funding of \$300,000 from Rajan Anandan and Blume Ventures in 2012.

### **PRODUCTS AND SERVICES**

Through its online platform, Giftery offers to its customers, a wide selection of handpicked products & experiences by local merchants (Restaurants, Spas and local Boutiques etc). Moreover, Giftery is focused on bringing smaller local businesses, an easy to use gift card platform without the hassles of maintaining their own online presence.

### **GROWTH HIGHLIGHTS**

In the past six months of its operations, Giftery has grown to on-board more than 50 local merchant & is processing an average of 75 B2C orders per month.

### **FUTURE PLANS**

With increased focus on corporate gifting along with newer revenue streams, an aggressive marketing plan and expansion to Bangalore, Giftery plans to grow four-fold by end of 2014. While its operations are currently funded by the angel investment, Giftery seeks to break even by early 2017.

**EXECUTIVE SUMMARY**

Strombss is a delicious and multi-grain natural health drink, prepared with homemade recipe that helps in building stamina without losing weight with no side effects. Providing 100% natural, nutritious, easy to consume and flavorful foods to the modern discerning, consumer across the globe is the mission of the company.

There are 3 categories in which the product is offered i.e. for kids, Adults and Diabetic patients. It is offered in various flavours like cocoa, vanilla, strawberry and cardamom saffron. It is produced with a home-recipe which is completely natural.

The value proposition offered by Strombss is highly desirable as a health drink since it adds much more nutrition and nourishment compared to its peers. Higher price is justified in line with the nutritional benefits and the product is actually price lower than competitors if one goes by the ingredients offered by Strombss when compared to the competitors.

Indian Health drinks market is pegged at around INR 4,000 crores and expected to reach INR 8,000 crores by 2016. Once the company starts making profit, it can take on the big players like Kellogs, GSK etc and become a big player in Health drink market.

From the primary survey it is clear that Taste, Nutritional benefits and clinical approval are the most desired attributes of health drink. This is the main reason why strombss has a bright future since all three qualities are satisfied by the product. Awareness and proper distribution model is the only factor that is needed to be improved.

Being a start up, the Company has made huge losses in the first two years but it has improved drastically in 2012. It has controlled its losses in 2012 and is expected to break even by 2013. Further its asset base has grown

significantly in 2012, indicating a healthy growth potential from 2013 onwards.

The main area of improvement for the company would be to create adequate distribution channels, start marketing initiatives that are aligned with the positioning of the product and change the conservative attitude of management

The Owner has invested 80% of capital and remaining 20% is financed through debt. The owner is interested in selling 20% of the stake in the company for INR 50 lakhs, whose revenue is pegged at INR 40000 for the last year (2012). The company is expected to grow at the rate of 132% for the next 5 years. Set for tremendous growth, it is the right time to buy a stake in Strombss whose value is only going to appreciate because of its unique value proposition and the current trend in the market.

**EXECUTIVE SUMMARY**

We envision creating a healthy India by offering end to end fitness and health solutions. Integym would cater to the people who are health conscious and take care of their fitness needs. The venture would be headed by Mrs. Madhuria Ruia, widely known dietician and fitness coach likes of whom are few in India. This will serve as the crucial unfair advantage to Integym.

Integym would target premium Indian class for their health and fitness needs. It would be a one stop shop for them. The gym would not only offer conventional equipment but also unconventional training methods like pilatte, trampoline etc.

Additionally there are other revenue streams like

- Corporate tie ups for health discourse and membership
- Virtual online training

