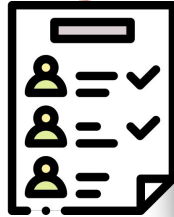# EVENTOPIA.COM

PROVIDING SOLUTIONS FOR EVENT PLANNING TO EVERYONE ACROSS THE GLOBE – MAKING IT AS SIMPLE AS BOOKING A MOVIE TICKET.....

CREATING INVITATIONS AND MANAGING GUEST LISTS

FINDING OPTIONS UNDER BUDGET INSTANTLY

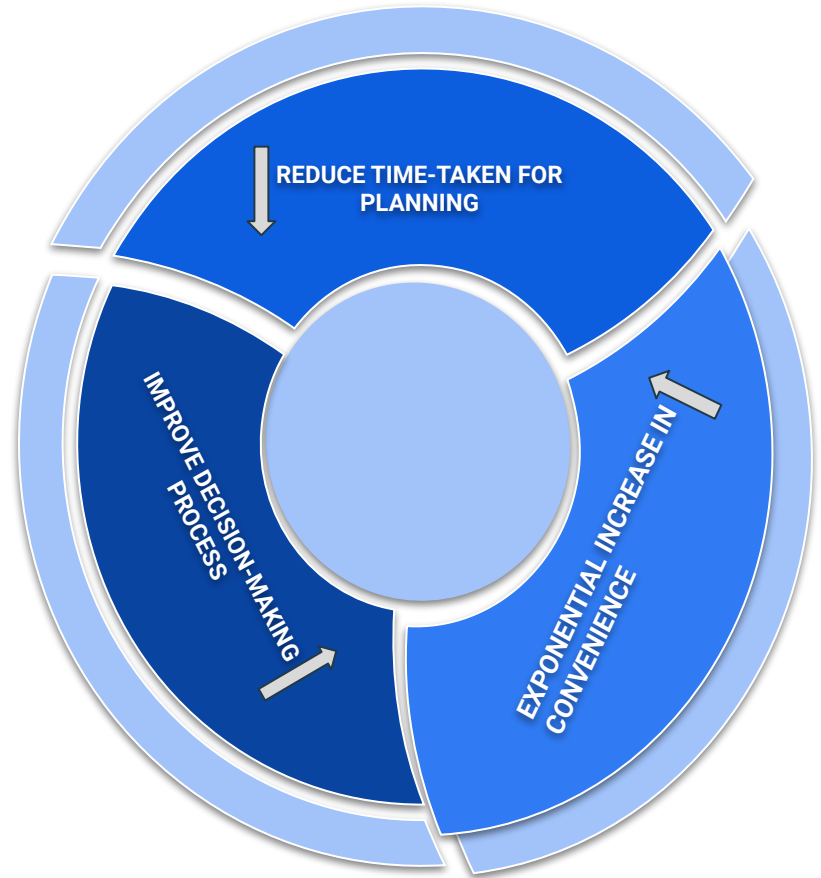INCREASED TIME DELAYS IN VISUALIZING AND PLANNING

INCONVENIENCES AND TIME TAKEN FOR FINDING THE RIGHT SUPPLIERS AND PLANNERS-

OUR SOLUTION PRODUCT

A NICHE PLATFORM AGGREGATOR APPLICATION WHICH PARTNERS WITH SUPPLIERS TO PROVIDE USERS A PLATFORM TO CREATE AN EVENT IN A MATTER OF MINUTES..

REDUCE TIME-TAKEN FOR PLANNING

IMPROVE DECISION-MAKING PROCESS

EXPONENTIAL INCREASE IN CONVENIENCE

AR MODEL-DEMO

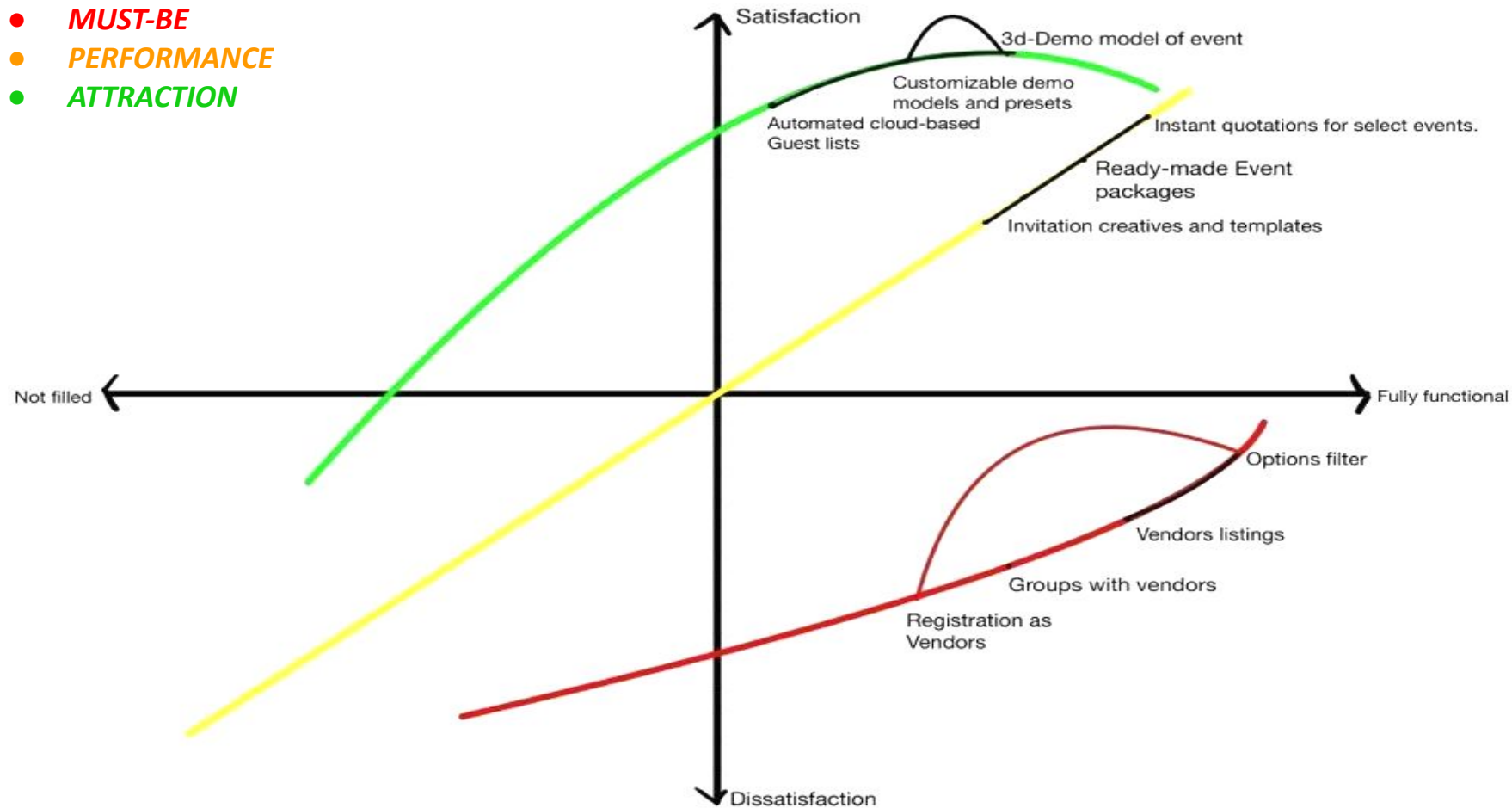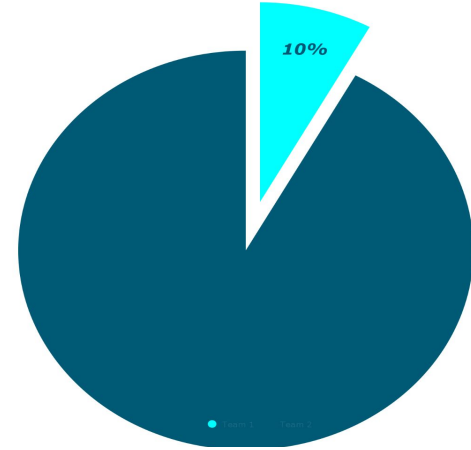# READY-MADE PARTY PACKAGES

- **MUST-BE**
- **PERFORMANCE**
- **ATTRACTION**

		3D-MODEL AND PROPER VISIBILITY	READY-MADE PACKAGES	INVITATION TEMPLATES ,AUTOMATED GUEST LISTS	DETAILS-
1	**EVENTOPIA.COM**	✓	✓	✓	• COMPLETE THEMED PARTY PACKAGES WITH ALL VENDORS AND 3D-PRESETS PROVIDED(1 CLICK) • INSTANT ENVISIONING, BUDGETING AND EXECUTING • AUTOMATED GUEST LISTS AND TEMPLATES FOR CONVENIENCE
2	**INDIVIDUAL PARTY PLANNERS AND VENDORS- WEBSITES AND SEO** (DIRECT COMPETITION)	✗	✓	✗	• LACK OF PROPER ENVISIONING FOR PROPER DECISIONS FOR CUSTOMERS • MISCOMMUNICATIONS AND TIME CONSUMING • TIME CONSUMING, WAITING ON QUOATIONS, VISITING ETC.
3	**VENDOR RECOGNITION PLATFORMS- JUSTDIAL,MAGICPIN**	✗	✗	✗	• ONLY VENDORS LISTED • NO EXTRA INFORMATION BESIDES VENDOR CONTACT INFORMATION SHOW USEFUL TO USERS • NOT A NICHE AND NOT USEFUL
4	**PROJECT/EVENT TASK MANAGEMENT APPS**(INDIRECT COMPETITION)	✗	✗	✗	• NO VENDORS AS SUCH LISTED • ONLY TASK MANAGEMENT OPTIONS AVAILABLE FOR PROJECT MANAGEMENT, <u>NOT A NICHE SOLUTION</u>

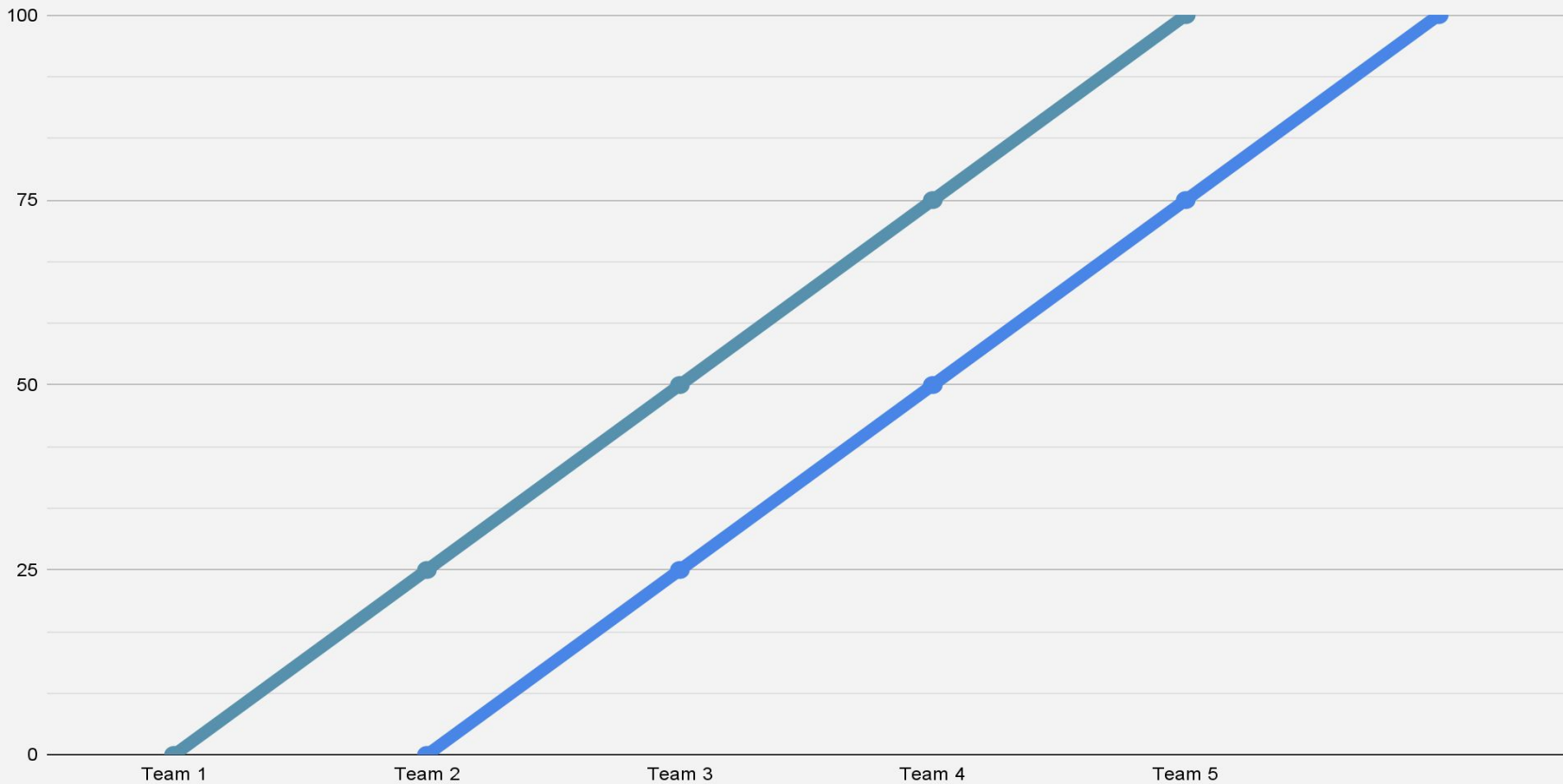# REVENUE MODEL

- ## *TRANSACTIONAL FEE OF 10-15%*

- ## *SUBSCRIPTION FOR VENDORS*

- ## *IN-APP ADVERTISEMENTS*

10%

REVENUE MODEL

OUR REVENUE   VENDOR SALES

100

75

50

25

0

TRANSACTIONAL FEE   SUBSCRIPTIONS   ADVERTISEMENTS

MARKETING PLANS

1. SOCIAL-MEDIA CONTENT MARKETING
2. INFLUENCER/AFFILIATES MARKETING
3. OPEN PARTIES AND EVENTS HOSTED BY US(LARGE SCALE)
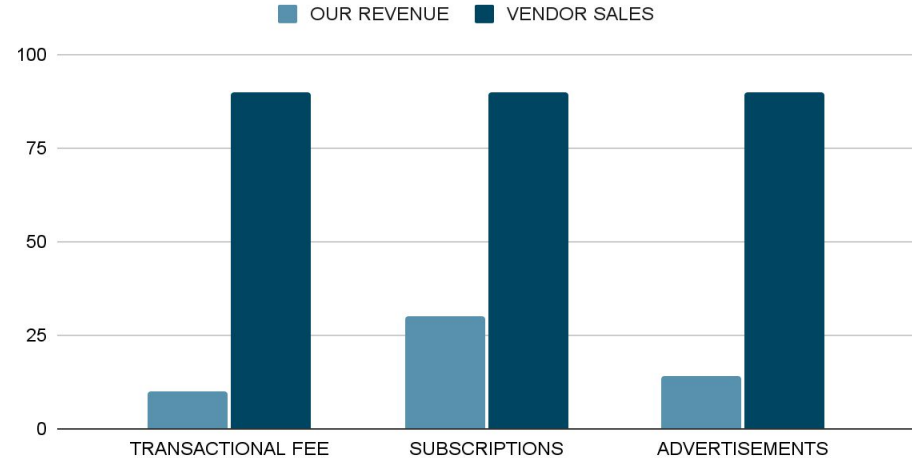
- **AGE**- GENZ (14-26) AND MILLENIAL(26-33)
- **INCOME BRACKET-** UPPER/MIDDLE CLASS SECTIONS
- **EDUCATION-** HIGH SCHOOL STUDENTS IN PRIVATE SCHOOLS,COLLEGE STUDENTS AND GRADUATES
- **HABITS AND CHARACTERISTICS-** SMART, NEED-PROOF, PRICE CONSCIOUS
- **INTERESTS-**-, DISTRUST OF GOVERNMENTS AND ORGANIZATIONS, DIGITAL DRIVEN MINDSETS, EASILY INFLUENCED…

TOTAL ADDRESSABLE MARKET SIZE

POTENTIAL REVENUE- AVERAGE 50$ OF REVENUE PER ACTIVE USER

Number of Students in India as per Management

- 36%
- 10.2%
- 2.9%
- 51%

- Government Schools
- Private Schools
- Aided Schools
- Others
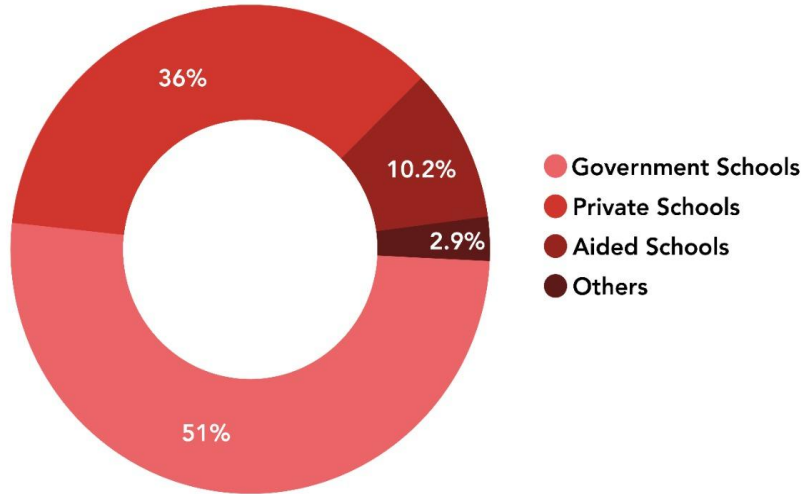
TOTAL ADDRESSABLE MARKET- *9CR USERS ACROSS INDIA*

APPROX **4CR** OF STUDENTS

APPROX **5CR** GEN-Z WHO ARE UPPER-MIDDLE CLASS GRADUATES

54% OF STUDENTS IN PRIVATE HIGH SCHOOL - UPPER TO MIDDLE CLASS SECTIONS, (SOURCE- SIASAT.COM)-

10% OF PEOPLE BETWEEN AGES 24-33 IS UPPER-MIDDLE CLASS IN INDIA- APPROX 5 CR. (SOURCE-SIASAT.COM)

25CR STUDENTS IN INDIA- SCHOOL AND COLLEGE SEGMENTING 25CR FROM PRIVATE SCHOOL PERCENTAGE-

9CR OF PRIVATE SCHOOL STUDENTS IN INDIA- 14% IS EWS- 7.4 CR STUDENTS

NO. OF GENZ DEMOGRAPHIC IN INDIA- 47CR APPROX WHO ARE NOT CURRENT STUDENTS (ABOVE 24YRS)

POTENTIAL REVENUE NUMBERS AS PER SOM

SAM- **5CR USERS** BETWEEN AGES 21-33 UPPER-MIDDLE CLASS BACHELORS, GRADUATES AND NOT STUDENTS

LET 10% OF SERVICEABLE MARKET SIZE BE OBTAINED-
5CR APPROX SERVICEABLE OBTAINABLE MARKET USERS

ASSUMING RECURRNG RATE- 20%
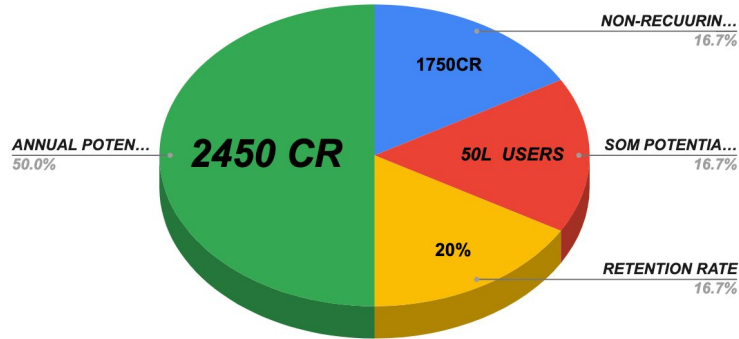
POTENTIAL ANNUAL REVENUE-

50$*50L OR 3,500RS*50,00,000 POTENTIAL USERS=

1750 CR ANNUAL REVENUE

OF 1CR USERS- 20% MAY BE RECURRING: 10 LAKH

LET THE RECURRING CUSTOMERS RE-USE THE APP 3 TIMES ANNUALLY, WHICH EQUALS TO-

10L USERS*7,000RS REVENUE- 700CR

TOTAL ANNUAL POTENTIAL REVENUE-1750+700 CR   IN INDIA
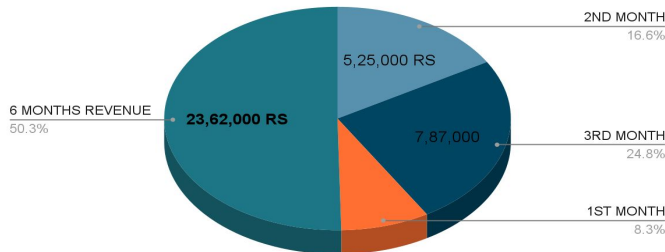
(EXCLUDING OTHER REVENUE STREAMS)

2450 CR AS PER SOM MARKET

Pie chart labels:
- NON-RECUURIN... 16.7%
- 1750CR
- ANNUAL POTEN... 50.0%
- **2450 CR**
- 50L USERS
- SOM POTENTIA... 16.7%
- 20%
- RETENTION RATE 16.7%

FORECASTING OUR REVENUE AND COSTS

REVENUE FORECASTING- average order value of 3,500 rs(additional users)

- **First month of product launch**- 100 users expected users*3,500= 3,50,000 rs
- **2nd month** = growth rate **1.5x**= 150 additional users= 5,25,000rs
- **3rd month**- **1.5x**= **225** users*3,500= 787,000rs
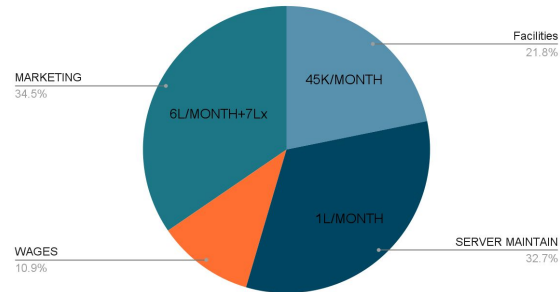- **6th month- 1.5X+4th month+5th month= 675 users*3500=23,25,000RS**

REVENUE FORECASTING

- 2ND MONTH 16.6%
- 5,25,000 RS
- 6 MONTHS REVENUE 50.3%
- 23,62,000 RS
- 7,87,000
- 3RD MONTH 24.8%
- 1ST MONTH 8.3%

COSTS FORECASTING-

- **Facilities- 20k+15k+3k= 40,000 RS PER MONTH**
- **Marketing-1L in content marketing team+ 2l in paid advertising on youtube, instagram+3l to regional influencers..+7L variable cost of massive event planning = (6l per month)+ variable cost 7L**
- **Servers maintaining and it- 1l per month**
- **Wages- 40k a month(finance and accounting)**

Points scored

- MARKETING 34.5%
- Facilities 21.8%
- 45K/MONTH
- 6L/MONTH+7Lx
- 1L/MONTH
- WAGES 10.9%
- SERVER MAINTAIN 32.7%

Business model canvas.

KEY PARTNERS

- EVENT PLANNERS
- VENDORS AND SUPPLIERS
- MARKETERS
- MARKET RESEARCH TEAM
- IT FIRM AND CODERS
- 3F'S
- INFLUENCERS AND CLUBS

KEY ACTIVITIES

- MARKET RESEARCH AND LITMUS
- DESIGNING, WIREFRAMING AND TESTING IN BEACHHEAD
- AR DEVELOPMENT IN ALL VENUES
- VENDOR ACQUISITION AND PARTNERING
- MARKETING COMMUNICATION
- CUSTOMER SUPPORT

KEY RESOURCES

- CAPITAL BACKING
- IP TRADEMARKS ON BRAND NAME, LOGO AND COPYRIGHTS
- INFRASTRUCTURE AND FACILITIES
- SOFTWARE DEVELOPERS AND UI DESIGNERS
- EXCLUSIVE AGREEMENTS WITH VENDORS
- MARKETING AND SALES TEAM

VALUE PROPOSITIONS

1. One - stop event planning app with AR previews and trusted vendors for stress free and personalized events
2. Making party planning as simple as booking a movie-ticket

VALUE   PRICE

CUSTOMER RELATIONSHIPS

PERSONALIZED RELATIONSHIP WITH CUSTOMERS AT THE START, CUSTOMER SUPPORT TEAM AND FIRST CALL RESOLUTION, AFTER SALES SERVICE

SLOWLY MOVING INTO AUTOMATED ONES WITH SCALE - CHATBOTS ETC…

CHANNELS

- INSTAGRAM AND SOCIAL MEDIA
- YOUTUBE CONTENT AND ADS
- INFLUENCERS/ CLUBS
- PROMOTIONS THROUGH VENDORS
- LARGE EVENTS HOSTED BY US

CUSTOMER SEGMENTS

- PRIVATE HIGH SCHOOL STUDENTS IN UPPER-MIDDLE CLASS SECTIONS
- COLLEGE STUDENTS AND BACHELORS BETWEEN AGES 21-26
- YOUNG PARENTS BETWEEN AGES 26-35 UN UPPER-MIDDLE CLASS

COST STRUCTURE

- INITIAL INVESTMENT(30L) FOR MARKET RESEARCH AND WIREFRAMING(10L)
- INFRASTRUCTURE RENTS, ELECTRICITY AND FACILITIES
- EMPLOYEE WAGES- 30K-40K A MONTH
- TRADEMARKS AND LEGAL FEE(5L)- COMPANY REGISTRATION ETC…
- PAYMENT TO IT FIRMS, MARKETING FIRMS AND CODERS(2-4CR)

costs

SOCIETAL COSTS

REVENUE STREAMS

- TRANSACTIONAL FEE- 10/15%
- SUBSCRIPTION FEE FROM VENDORS FOR BENEFITS
- IN APP ADVERTISEMENTS

OUR TEAM

THANK YOU