

Graduate Certificate Programme in Entrepreneurship (GCPE)

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Name of Group

Team Members

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- ▶ Kirti Bishnoi

Do keep your messages short & clear. Avoid long paragraphs of descriptive text.



FIBE

A virtual friend, who will help you to find someone to enjoy your favorite activity better, just within your range with a simple Question. "Someone Up for it?"



Logo

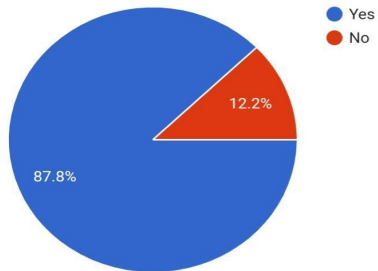


What Survey Showed :

Do the Idea of Finding someone new to enjoy your favourite sports or activity , seems thrilling to you?



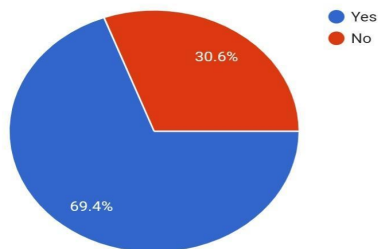
49 responses



Have you ever gave up your on game or leisure time just because you didn't find someone?



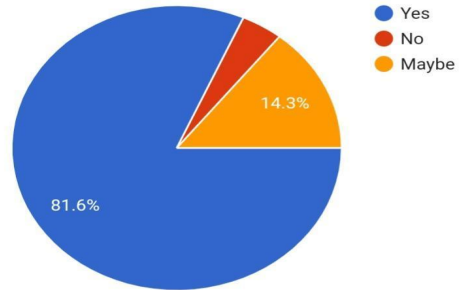
49 responses



If you get the Chance to your Childhood games, Would you still like to play them ?



49 responses



Cricket , badminton , patang

Cricket football basketball

Cricket, Badminton, Carrom

Badminton cricket marra-pitti pitthu

Pitthu forh, Badminton, ludo

Ludo, Super Mario , Candy crush

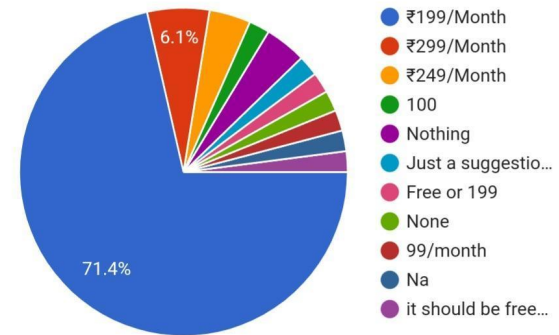
Football, Basketball, badminton

Hide and seek, hopscotch, 16 parchi

If subscription is asked for suggesting you places to Play games with offer coupons, How much would you like to pay?



49 responses



PROBLEMS WE ADRESSED

1. Finding Companion
2. Social awkwardness: App will help people to become more affable .
3. Anxiety: In an epidemiological study from India, 14.5% of adolescent were found to be suffering from anxiety disorders and It is quoted in Ikigai, "The best way to avoid anxiety is to go out in the street and say to the people" which we have slightly modified, "Go to the app and Ask for someone to play your favorite Game".
4. Encouraging Towards Physical Games : It is said that around 23% Indian Population play at least one physical game, which is remarkably less.



EXISTING ALTERNATIVES TO ADDRESS THE PROBLEM

► 1. Dating apps.



Hinge (Dating app)

2. WhatsApp and Facebook Groups



Describe your proposed product / solution ?

- ▶ With just a simple Question “Someone Up for this?” You will be shown different profiles with their distance from you, their last seen, their status and last but not least, their profile rating.
- ▶ After finalising the Partner, it will suggest you nearby places where you can enjoy your sports or activity.
- ▶ It will offer you Games, Art and craft activity, music, Yoga, Literature etc. You can choose your preferred sports Just after signing up Whereas The rest preferences can be added as per your need.



WHY FIBE?

1. Specialised app Guidance
2. Fresh Air
3. Satisfactory Premium Time Saving
4. Safety and Accuracy



HIDE AND SEEK



Enjoy Your Break



Profile Rating



Don't know How to play?

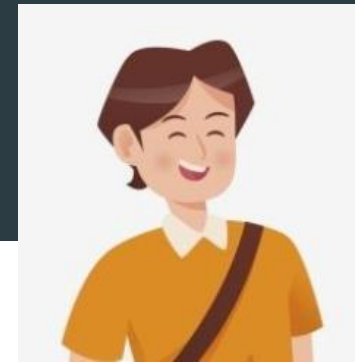


Who are we looking for?

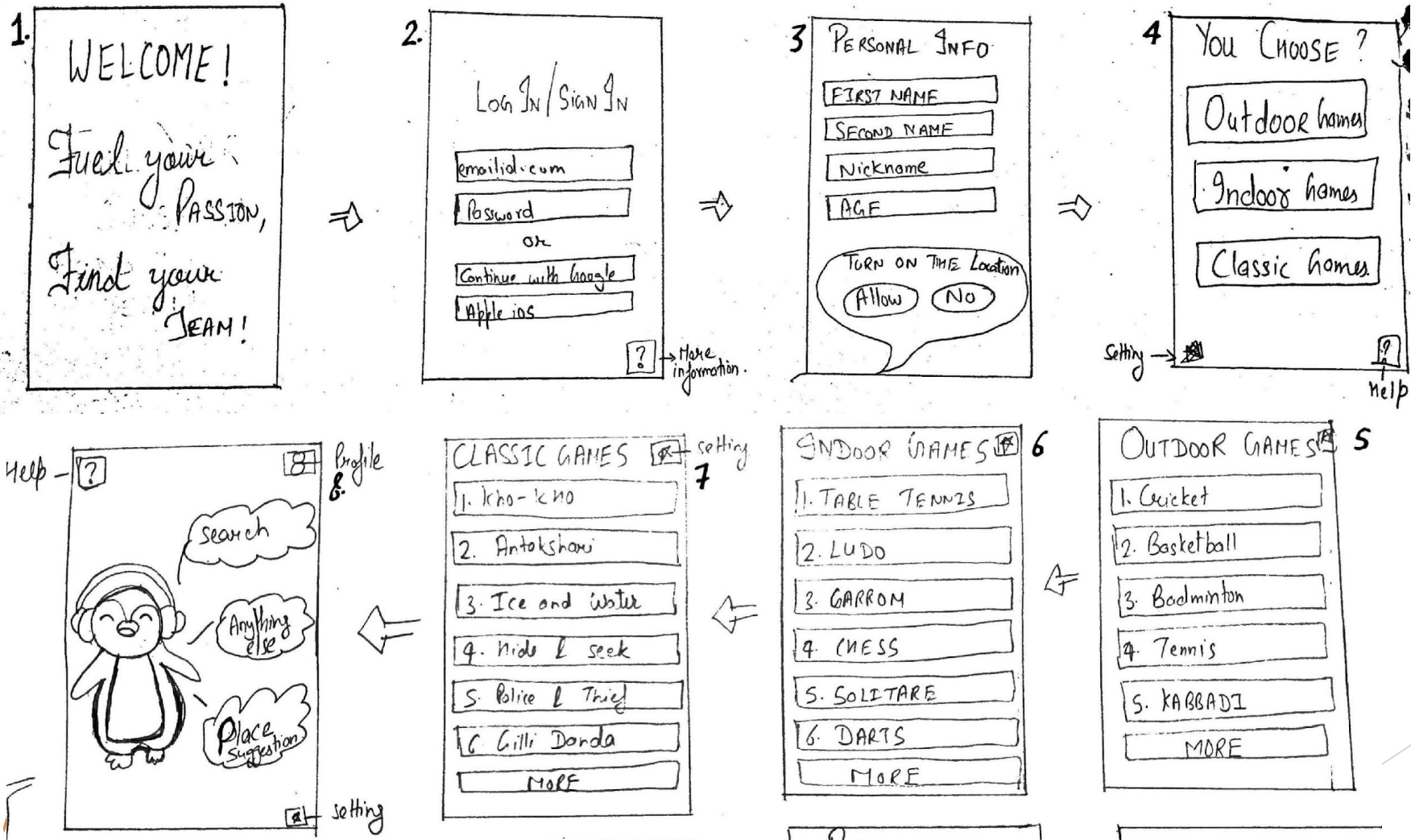
Our Customer Segment and Customer Persona

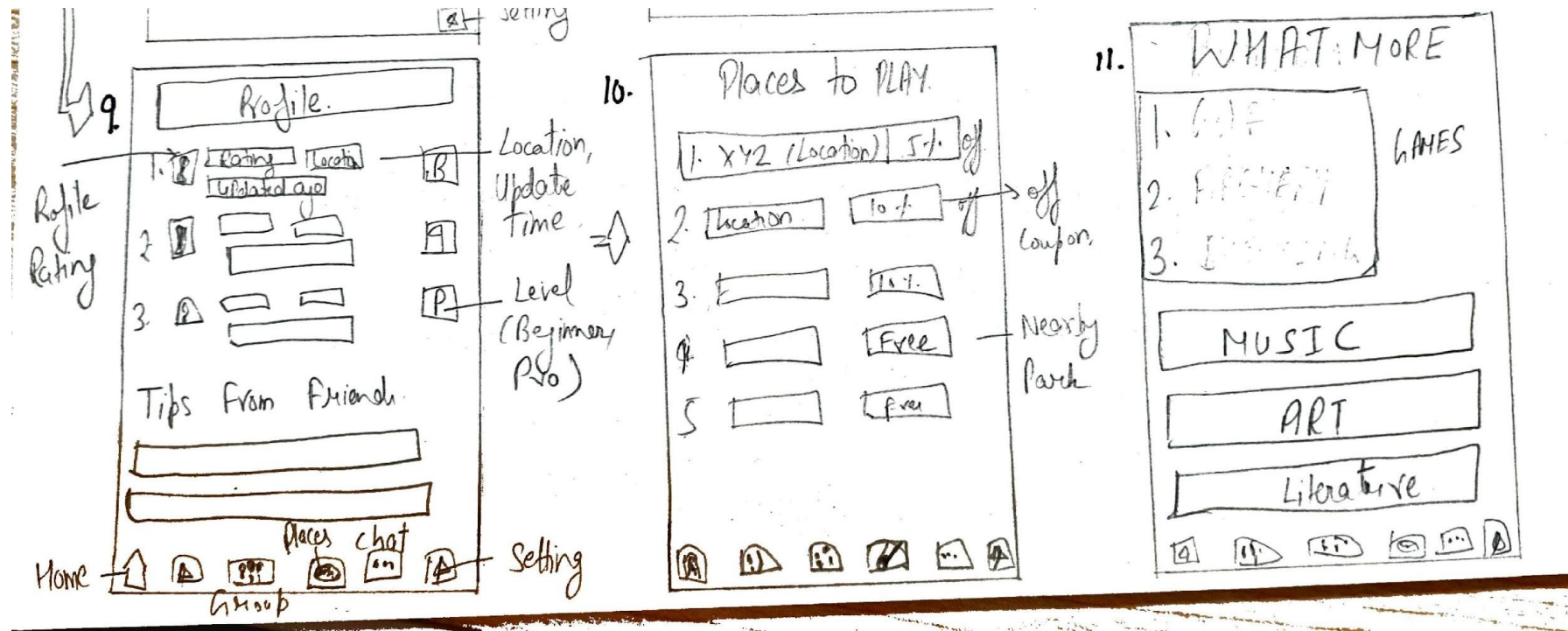
1. College students (16 to 22 Y/O) : Who are seeking to find new friends to enjoy their leisure activity
2. Working Youth : (22 to 28 Y/O) Those who prefer to spend their weekends playing badminton or playing guitar etc .
3. Working Adults (28 to 35 Y/O) : Someone who are passionate about their Physical health and open for Meeting new people.
4. Young Artist (14 to 28 Y/O) : Who seems to struggle because they can't find someone like them, or the right company to enjoy their passion.
5. Health Conscious People

(35 to 48 Y/O)



Wire framed view or Prototype of your idea / solution





THE home Page.

The suggested Place page

More Options



Business Model Canvas for your idea / product / solution

Key Partners		Key Activities		Value Propositions		Customer Relationships		Customer Segments	
Technology partnership Commercial partnership (Institution, Turfs, Local playgrounds, Libraries) Joint venture		Marketing (Social media, Advertising, Word of mouth, Promotion, Partner marketing) Customer service Build Partnerships Platform development & design (APP) Promotion & Sales Key Resources Marketing tools Promotion & advertising channels APP developers Strategic partnerships Finance		"Fuel your passion, find your team" Connecting people with similar hobbies or interest Feedback based personalised reviews Will help introverts and ambiverts to become more affable Suggest suitable places with satisfactory off coupons Affordable monthly, quarterly and yearly subscription		Personal Assistance (AI Penguin) Customer support (Toll free, Feedback after every session) Profile Rating of users Customer interactive feature (DM) Channels APP Social media Partnership with local sports turfs		Mass market segment 12-35 year old People who have no one around them with similar hobbies or interest 'Ambiverts' who are socially awkward but open to new conversation or meetings Sports enthusiast	
Cost Structure				Revenue Streams					
Marketing & Ads				Commission from (Turfs, Playgrounds, Etc.)					
Operating expenses				AD revenues					
Platform development charges				Subscription fees					
Toll-Free No. expense									
Licensing & IPR									

Important Questions

Type of Startup

- Sole proprietorship, Partnership

Marketing Sales Plan

1. College campaign : To aware students regarding our app and Giving them trials.

- 2. Instagram add And Youtube Add
- 3. Social media Influencer : Selecting influencer who are active either of sports, music, arts or Yoga .
- 4. Metro Adds in Metro City

• Where will you find them?

- 1 College
2. Sports club
3. Offices
4. Society



Basic Business Plan

	First six months	First year
App Downloads	50000	100000
Subscription & Add revenue	1755000,(800000)*	8760000,(1300000)*
Total Sales (Rs)	2555000	1006000
Expenses incurred for sale	600000(Digital) 600000(Physical)	1200000(Digital) 1200000(Physical)
Direct Labor (8 Member team)	1350000	2700000
Other Expense	300000	550000
Direct expense (Server)	496000	1897000
Profit/Loss	(791000)	2513000
Burning Rate	23.64%	0

Key assumptions for costing and pricing



What are the next steps planned?

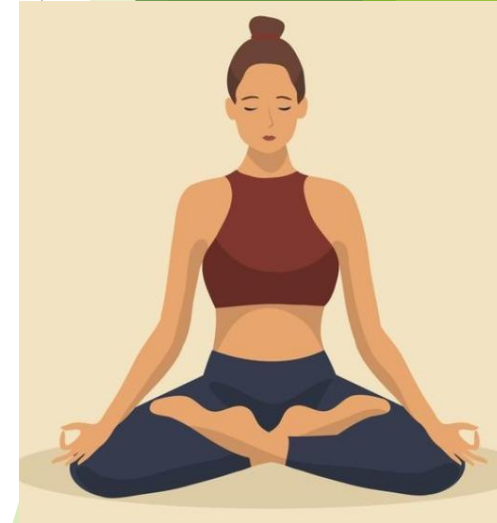
1. Luxurious Games such as Golf, Polo etc.

2 . Partnership with Sports accessories Company .

3. Start collaborating with Coaching centres And meditation Centre.



Up for Golf?



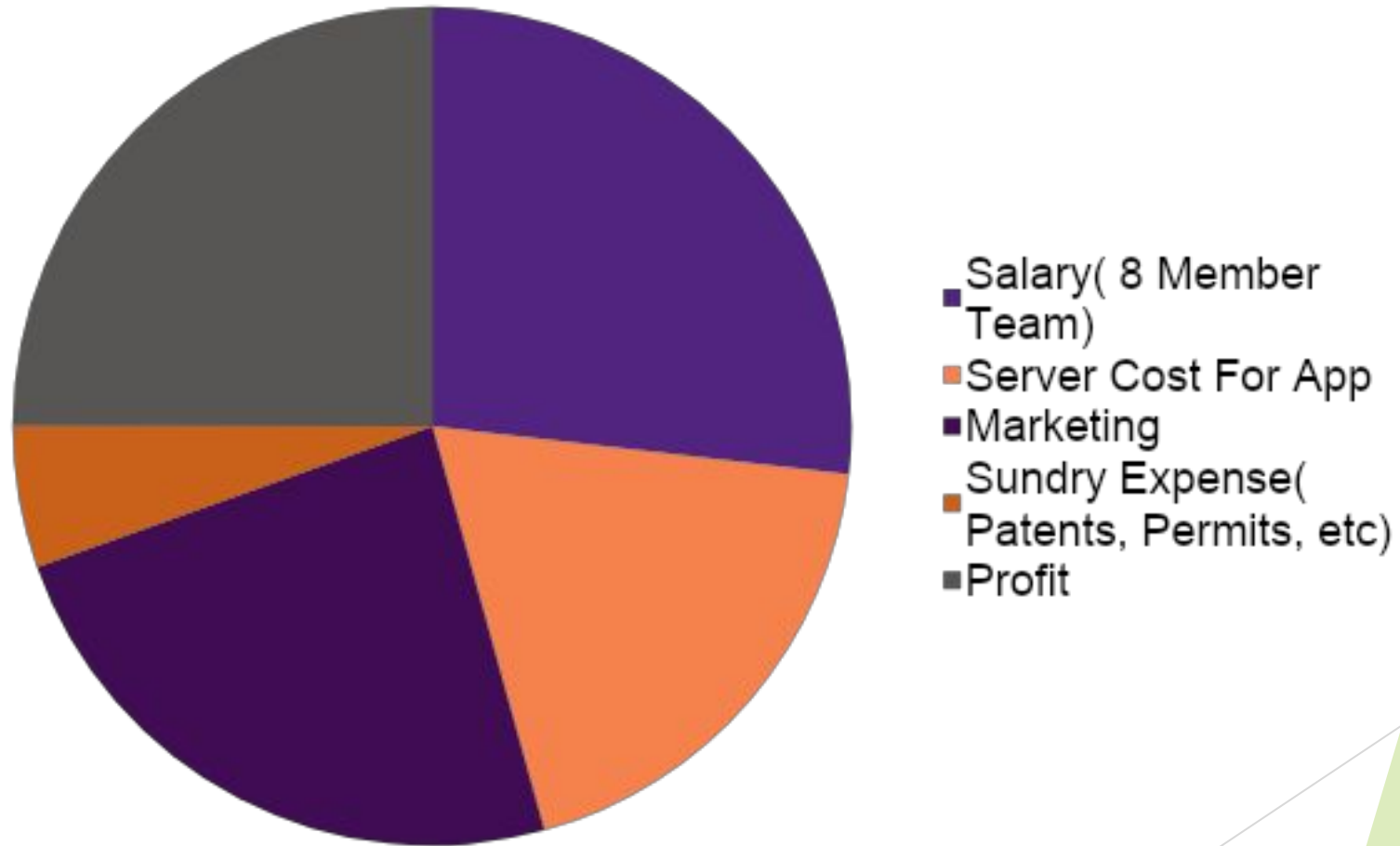
Meditate~

K **KHELMART**
India's Trusted Sports Company



PIE CHART FOR BUSINESS ACCOUNTS

Expenses & Profit



Thank You