

# WELCARE

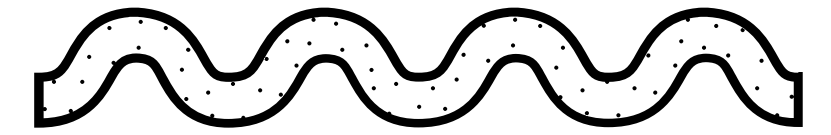
CARING WELL, BEGINS HERE.

GROUP 2A

Members- Anuradha Gupta, Anushka Jain, Anushka Bharti.

Altamash Hassan, Neha Sharma, Ishaan Gupta



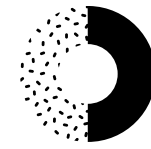


# COMMON PURPOSE

To Provide care giving services to those elderly and aged people who live alone and children of working parents.

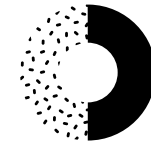
# PROBLEM

# CURRENT SOLUTION



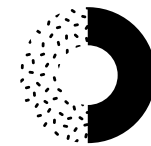
## **PAIN 1:**

Elderly people feeling alone as their children are apart.



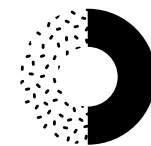
## **PAIN 2:**

Children of working parents especially mothers, who are deterred to work because of their offsprings.



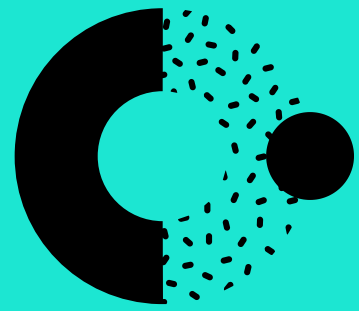
## **Current Solution 1:**

Often elderly people are sent to oldage homes.

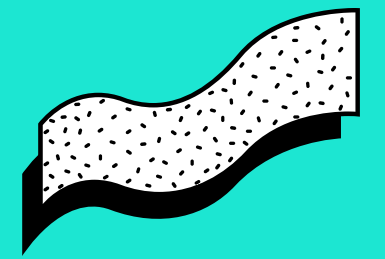


## **Current Solution 2:**

Mothers are expected to give up work in order to raise children.



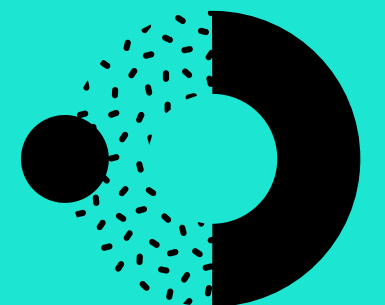
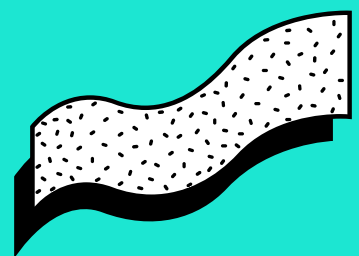
# SOLUTION



## CAREGIVING FOR ELDERLY AND CHILDREN

We are providing personalized 24\*7 care giving services with an empathetic approach with the help of trained professionals.

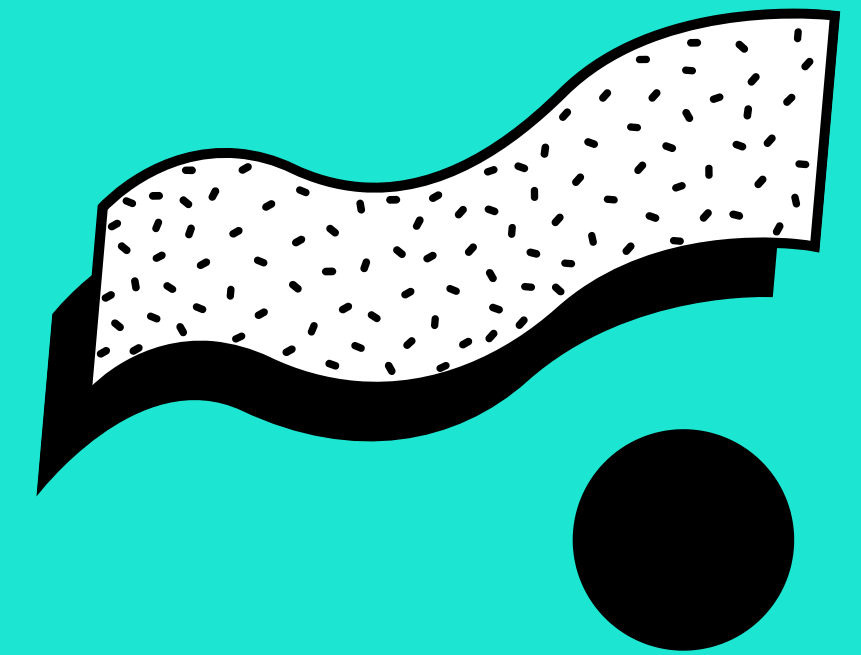
- When there are elderly people at home
- When there are kids at home
- When there is lack of time with single and working mothers here is the service that will aid the concerns of such people.



# WHY NOW??



- In the coming scenario, girls and boys are educated enough to work and earn their living, in this case, they are not able to take care of their parents and kids.
- Also working women population is increasing.
- In order to not compromise on their careers as well as duties towards their parents, our service will assist them.



# MARKET SHARE

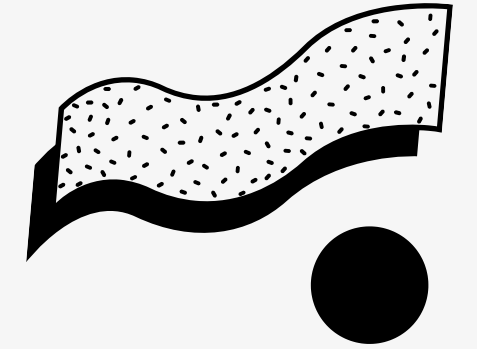
<b>Market Size</b>	<b>Estimates</b>
Total Available Market	1,00,000
Serviceable Available Market	36,321
Initial Target Market (ITM)	1000

# COMPETITIVE ANALYSIS



Name of the Company	Product Specification	Target Market	Current Gaps	Value Addition
1. You Care	Elderly and ailing wellness.	Elderly, ailing family member	Not personalized	Personalized  Accessibility
2. Life Circle	Care for ailing family members	Middle class working segment.	Not 24x7	Customization
3. Care24	24 hour care	Not specified,	Not customized	Availability
4. Anvayaa	Old members	Generic	Not 24x7	Personalization as per the target segment requirements
5. Elder Aid Wellness	Elders	Targeted segment as name suggests	Personalization amiss	

# PRODUCT



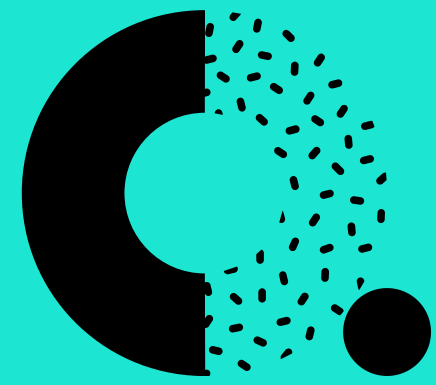
## Product Line-up

- Care giving services for elders and children
- it will be personalised
- Functional through offline and online channels.

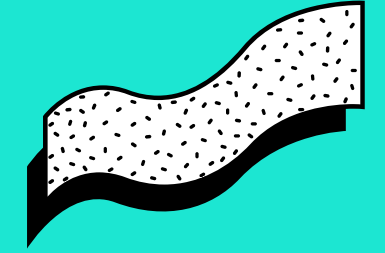
## DEVELOPMENT ROAD MAP

Initially the target market is upper middle class. Once the business becomes profitable further expand it to other demographic areas.

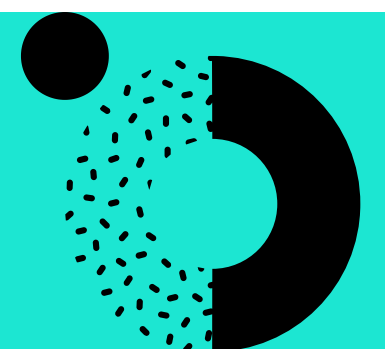
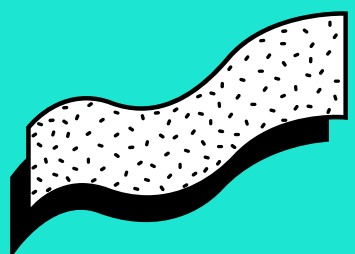




# BUSINESS MODEL



Particulars	
Revenue Model	Subscription based
Pricing	Initially high, will decline after BEP.
Sales and Distribution Channels	B2C, B2B (for acquiring trained caregivers)
Average account Size	Variable (As per the service he wants)
Customer List	Elderly, Children, families where everyone work



**ANURADHA GUPTA  
ANUSHKA BHARTI**

**Founder**

**ANUSHKA JAIN  
ALTAMASH HASSAN**

**BOARD OF  
DIRECTORS**

**ISHAAN GUPTA  
NEHA SHARMA**

**BOARD OF  
ADVISORS**

# FINANCIALS

## BASIC FINANCIAL PLAN: YOUR BUSINESS IDEA

Startup Costs	INR
Website costs	4000
Wheelchair	45000
Equipment (computers etc)	50000
<b>Total</b>	<b>99000</b>

Fixed Costs (for a month)	INR	Salary per employee	No. of employees
Employees	20000	10000	2
Rent	15000		
Admin costs	5000		
<b>Total</b>	<b>40000</b>		

Variable Costs (per unit)	Cost	Unit	Rate (INR)
Tranportation	300	per visit	300
Wages	5000		
Commission	5000		
<b>Total</b>	<b>10300</b>		

Revenue (for 30 days)	
Number of customers	30
Units per purchased	1
Price per unit (INR)	15000
Purchase frequency	1
<b>Total sales in units (INR)</b>	<b>30</b>
<b>Total sales revenue (INR)</b>	<b>450000</b>

Customers (per day)	No. of days
1	30

SUMMARY	
Revenue	INR
Sales	450000
Others	
<b>Total</b>	<b>450000</b>
<b>Profit</b>	<b>101000</b>
<b>Breakeven</b>	<b>8.510638298</b>
<b>Pay back period (months)</b>	<b>0.98</b>
<b>Contribution</b>	<b>470000.00%</b>

## TECHNICAL RISK

- WEBSITE ESTABLISHMENT ISSUES
- TECHNICAL DISCREPENCIES
- USER EXPERIENCE

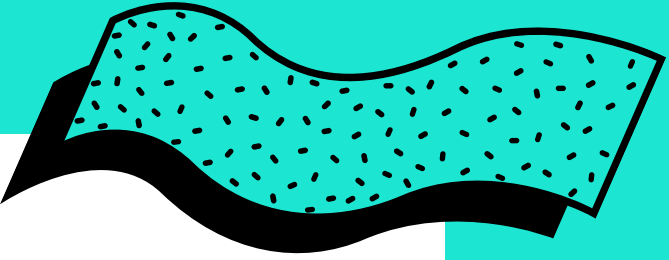

## OPERATIONAL RISK

SAFETY ISSUES. How w would be able to ensure safety of the customers


## OTHERS

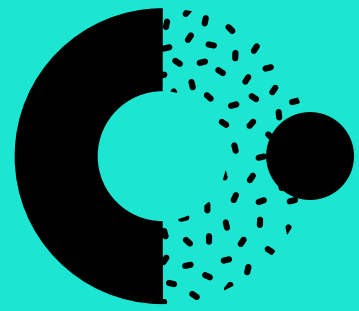
Proper training of employees

# LEGAL REQUIREMENTS



CAREGIVERS  
WOULD NEED  
Licenses like  
Certified Nursing  
Assistants and Home  
Health Aides





**VISUALIZE THAT IN THE  
NEXT FIVE YEARS, WE ARE  
ABLE TO ENTER THE LOW  
COST SEGMENT AND  
REACH BEYOND LIMITED  
GEOGRAPHIC AREA.**

