

E-LAB

Business Plan

GROUP 1

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Kalaa Alli



Problem Statement/Market Pain Point

What is the Problem?

Decentralized platform for artists and people looking for them

Who has it?

Event/function host

Why is it pressing?

To save effort and time

How do you know?

Personal Experience



This Project is Application based execution



- कलाAlli is a new company
- Provides a platform for artists like singer, dancer, photographer, videographer and director to register themselves on our App and get verified on the basis of experience, certificates, knowledge and awards.
- Customers can register on our app and avail services from these artists for various events and functions. We will mostly cater the needs of customers in semi-urban and Urban markets.

Genesis of Idea

How do the founders arrive to the idea?

Discussion between the founders about how difficult and time consuming it is to find and hire wedding choreographers

Why this opportunity?

- There are no direct competitors
- One stop shop for all artists

What's special about it?

- Customized search for clients
- Variety of art forms

What were the alternatives?

ElevateAds- Brands with Ad Spaces inside Elevators of Housing Societies and Corporate Complexes.

Foodeasz- Create a change in food delivery system and also make conscious about balanced nutrition and calories in the foods.

Why were they dropped?

Small market

Saturated market

Mission, Vision, and Values

Mission

To organize the information about different artists and present them in one place through an application that can be used by people for their benefits.

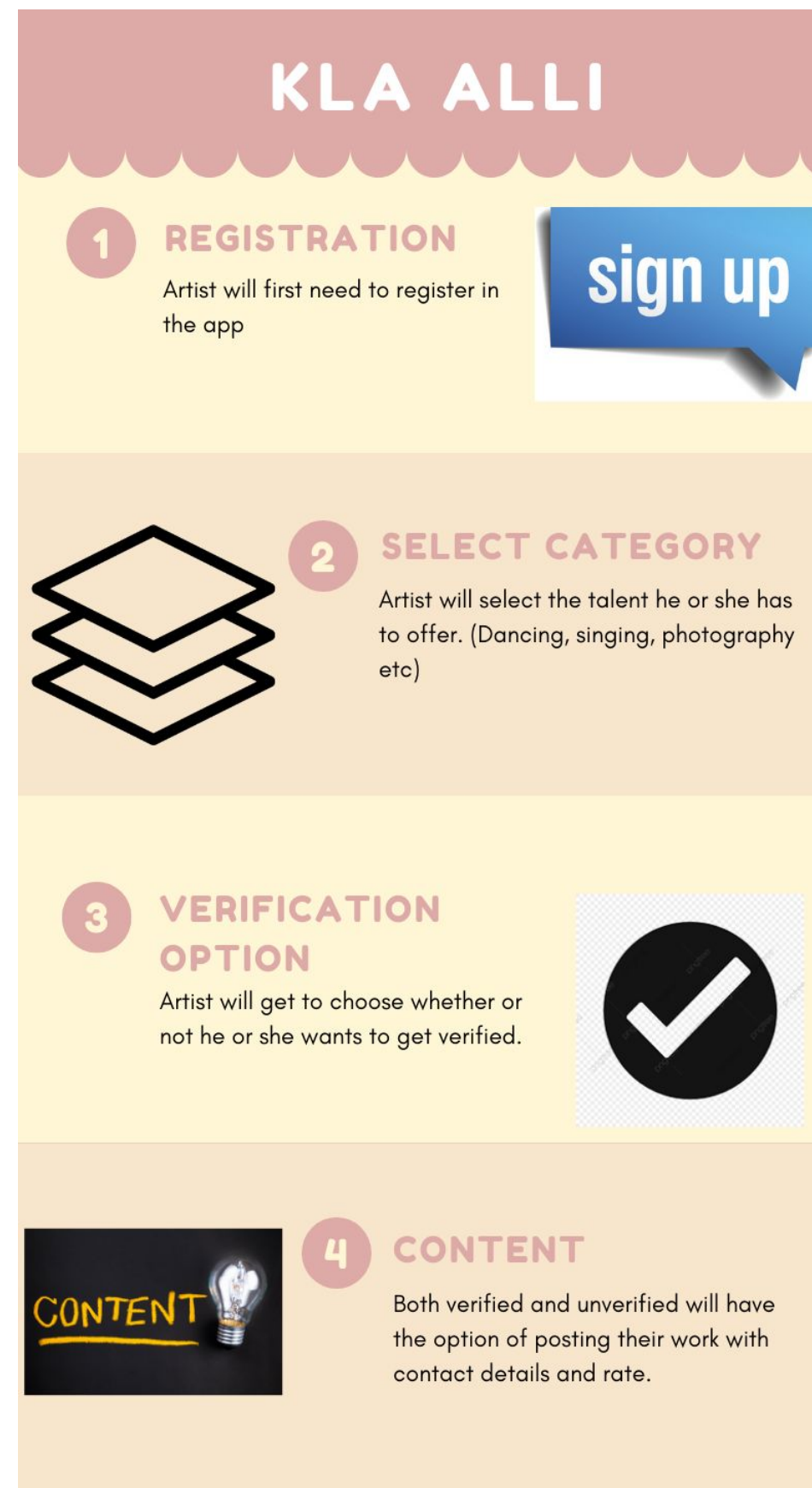
Vision

To create a better everyday life for artists around the globe.

Values

- 1.Integrity
- 2.Honesty
- 3.Trust
- 4.Accountability
- 5.Commitment to Customers
- 6.Passion
- 7.Fun

Solution Prototype



Kalaa Alli is an exceptional platform for event hosts and artists where artists can differentiate themselves in the market and hosts can choose from a variety of options

Market and Product Positioning

Target Customer and Market Size

Early adoptors

Event hosts, event organizers, artists in the unorganized sector.

Why will they pay?

For exposure to the market for artists and convenient for clients to find services.

Go to Market Strategy

Plan to reach out and sell to early adopters by

Digital Marketing

We will sell our services Online

Industry and Ecosystem Positioning

Recent in the Industry

Individual event planners.

Major players and key suppliers

Dancers, Singers, Photographers, Musicians,
Theatre artists, etc.

Key connections we need to establish?

B2B, B2C

PESTE ANALYSIS OF OUR IDEA

	POLITICAL	ECONOMIC	SOCIAL	TECHNICAL	ENVIRONMEN TAL
FAVOURABLE	NA	NA	Trend of using online portals for services.	Maintenance cost	NA
UNFAVOURABLE	NA	NA	Potential lack of trust.	High investment	NA

Competitive Analysis

	Social Media Marketplace	Independent Art Groups/Studios	JustDial	You
Strengths	Large Audience	Sense of trust Reliable	Large Audience	Large Variety Customized search Verified artist Availability of samples Less chances of fraud
Weakness	Random Lack of trust Chances of fraud	Confined to a single art form Could charge more Lack of customer bargaining power	Could be unreliable Lack of samples Lack of trust Lower penetration in rural areas	Initial exposure Lower penetration in rural areas.
Price Point	Variable	Variable	Variable	Variable
UVP	Cost- effective	Reliability	Widespread contacts	Convenient Reliable

Operational Plan

Key Resources

Material Resources: Office, Computers

Intellectual Resources: Patent, databases.

Human Resources: App Developer, Co-Founders, IT Expert

Financial resources: Contribution from Founders

Key Activities

Customer support, Verification of artist, Playing the middlemen, maintaining the Application, Customer Acquisition, Research & Development.

Key Milestones

Retain customers, Tie-Ups with big studios and business houses, Hire and train an efficient team, Finding famous ambassadors for our App, Expansion, Fundraising.

Implementation Plan

No. of Registration in 1st Year	300
Bookings in the 1st year	100
Average registration fee	INR 3k-4k
Average commissions/booking	INR 6k-7k
Average expenditure/booking	INR 1000
Revenues by the end of the year	INR 1700000

How convincing is the implementation?

NA, we are in Ideation Phase

Any milestone achieved so far?

NA, We are in Ideation Phase

Asking for Rs 3100000 in exchanged
for 20% equity

Usage of funds

App development: Rs 3000000

Digital marketing: Rs 100000 (for 1
year)



- Sell the app to an established company such as LinkedIn, Zomato, Amazon

Problem

1. Having to look for artists through word of mouth
2. Inconvenient, time consuming
3. Lack of options
4. Exposure to markets for artists

Existing Alternatives

1. Local art studios
2. Social media
3. Contacts.

Solution

1. Offer variety in terms of type of art, theme, gender.
2. Convenience
3. One platform
4. Verified artists
5. Differentiate services

Key Metrics

1. Total no. of registrations
2. Total number of bookings
3. Retaining customers.
4. Acquire funding

Unique Value Proposition

Tired of looking for photographers, artists, chefs to create the perfect function? Don't worry, Kala Ali is here to attain to all those needs. With our app you can hire all of them and much more to create the perfect celebration from the comfort of your home.

High Level Concept

A one stop shop for all things artistic

Unfair Advantage

This is the first platform created solely for hiring artistic talent.

Channels

1. Newspapers
2. T.V. adds
3. Social media
4. Playstore of various OS

Customer Segments

1. Event organizers
2. Event hosts
3. Artists trying to make a name or get market exposure

Early Adopters

1. Artists
2. Event hosts

Cost Structure

Fixed costs:

1. Setting up servers
2. Setting up offices
3. Designing the app

Variable cost:

1. Advertising
2. Salaries
3. Maintenance

Revenue Streams

1. Registration fee from artists
2. Booking charges from clients

Legal compliances

- **Registering the startup**
- **Registering with ‘Startup India’**
- **Knowing labour laws**
- **Protection of intellectual property**
- **App platform, App charges and data security**



Company Incorporation

Startup registration india

Steps for startup registration india



BASIC FINANCIAL PLAN

Startup Costs	INR	Fixed Costs (for a month)	INR	Salary/employee	No. of employees
License	5000	Maintenance(app/website)	2000	25000	4
design and development	150000	Electricity(server/host)	5000		
miscellaneous	50000	Rent	20000		
One time investment(office spa)	200000	Miscellaneous	20000		
Office Supplies	121600	Salaries	100000		
Total	526600	Total	147000		
Revenue (for 30 days)(Bookings)		Revenue (for 30 days)(Registrations)			
Number of customers	30	Number of customers	50		
Units per purchased	1	Units per purchased	1		
Price per unit (INR)	2000	Price per unit (INR)	4000		
Purchase frequency		Purchase frequency			
Total sales in units (INR)	30	Total sales in units (INR)	50		
Total sales revenue (INR)	60000	Total sales revenue (INR)	200000		
Revenue (for 30 days)(Bookings)		Revenue (for 30 days)(Registrations)			
Number of customers	30	Number of customers	50		
Units per purchased	1	Units per purchased	1		
Price per unit (INR)	100000	Price per unit (INR)	10000		
Purchase frequency		Purchase frequency			
Total sales in units (INR)	30	Total sales in units (INR)	50		
Total sales revenue (INR)	3000000	Total sales revenue (INR)	500000		
		Customers (per day)	No. of days		
		1	30		

Variable Costs (per unit)	Cost	Unit(in hour)	Rate (INR)
Outside web developer	3000	3	1000
Total	3000		

SUMMARY	
Revenue	INR
Sales	60000
Others	0
Total	60000
Profit	-90000
Breakeven	FALSE
Break even Period	5 months

Renting Items	units	rate		
laptops	4	10000		
furnishing	8 chairs+4 tables	11600		
Renewal charge		100000		
		121600		
security deposit			Total Dep	Rent Total Rent
Chair	500	8	4000	300 2400
Table	800	4	3200	500 2000
			7200	4400
			Total	11600
investment	526600			
Fixed cost(monthly)	147000			
Variable cost(monthly)	3000			
Revenue(monthly)	260000			
Profit	110000			
Till Breakeven	-416600			
Breakeven Period	5 months			

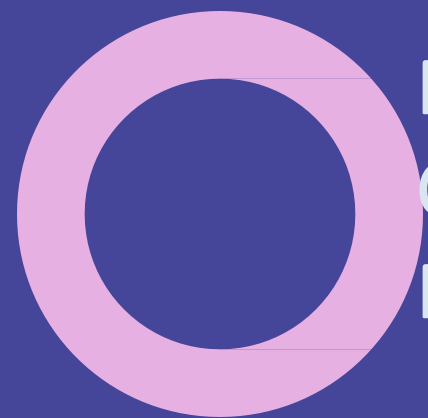
SUGGESTIONS FROM INDUSTRY EXPERTS



NAME: KASHISH BAKSHI

Current Position: Data Scientist
(Tech Mahindra)

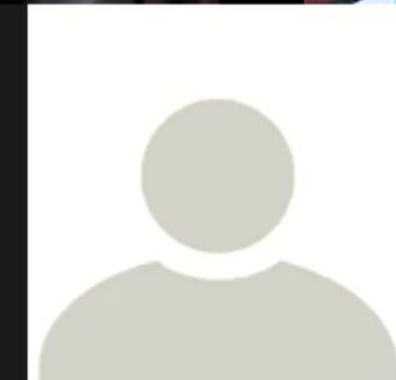
8+ Years of experience

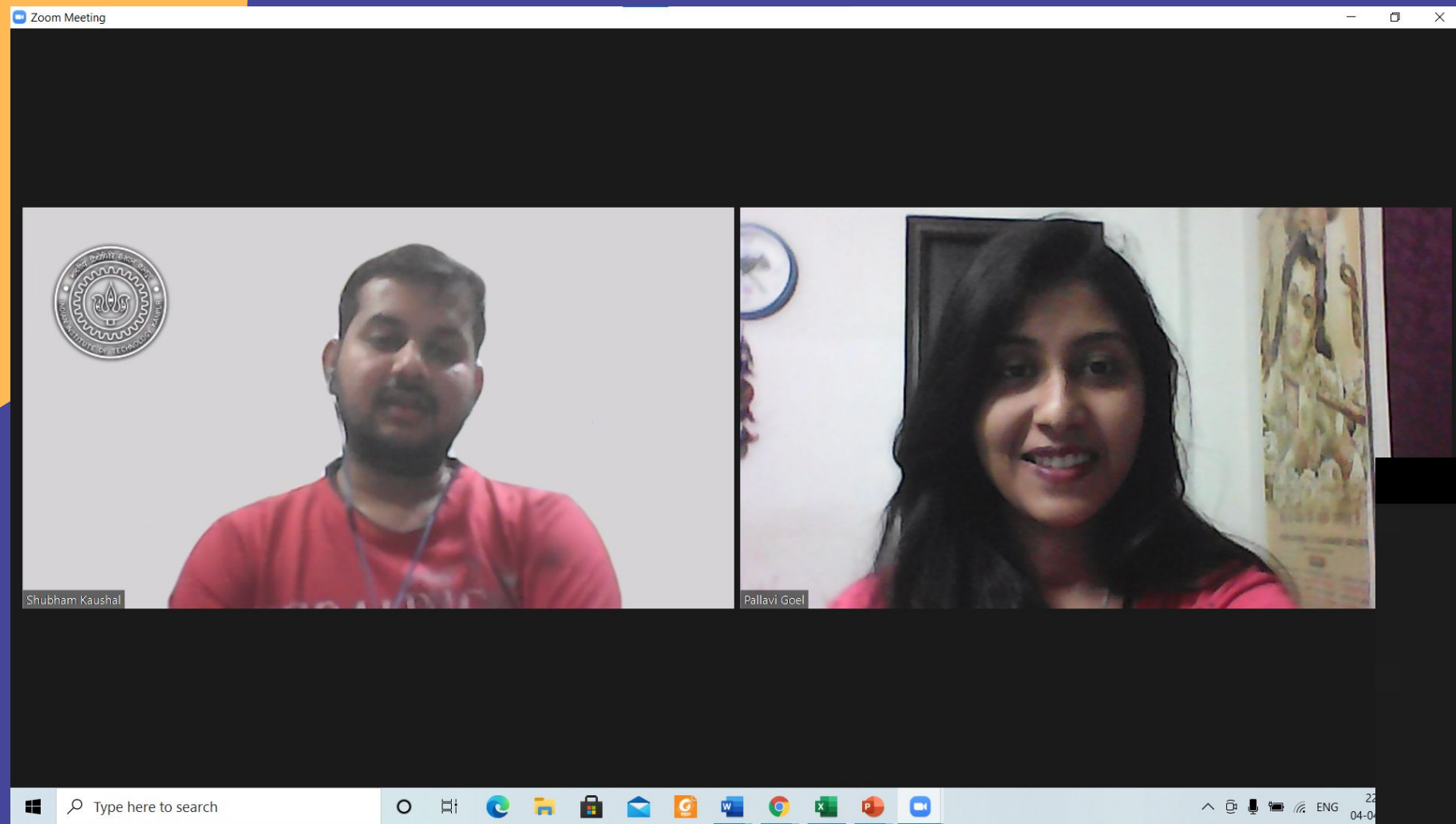


NAME: SESHU DESAI

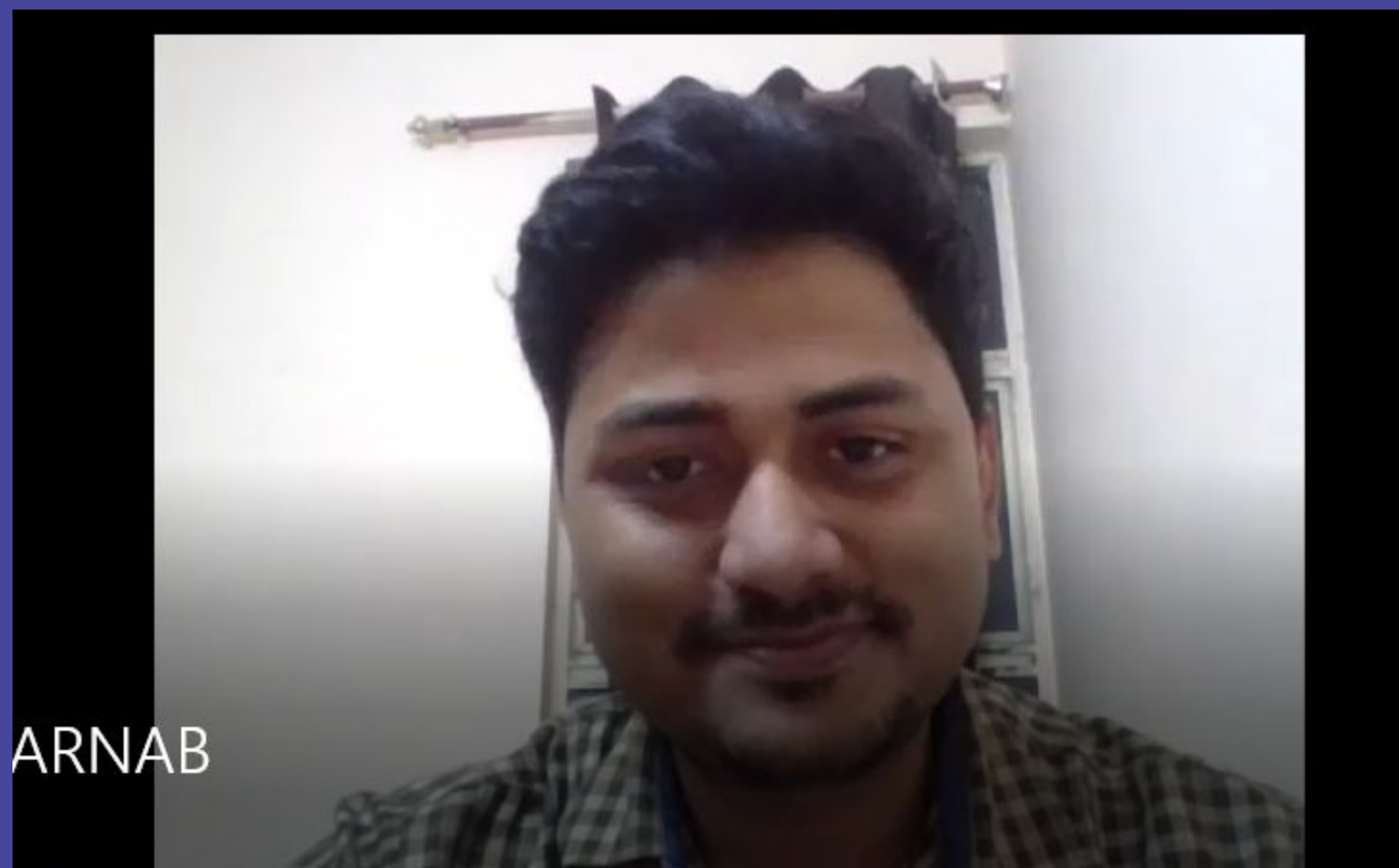
Current Position: Senior
Manager- EPM (Mouri Tech)

14+ Years of experience





CUSTOMER'S SUGGESTIONS



THANK YOU