

# YONO

Everything at one  
place

## Group 5

Saurabh Dubey – 20DM192

Snigdho Suman Paul – 20DM214

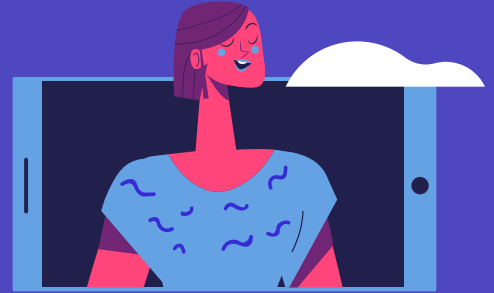
Tarun Dahiya – 20DM227

Anwesh Raajan – 20DM264

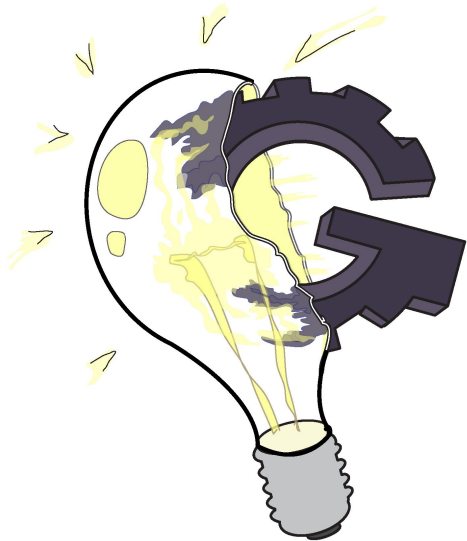
Rashi Jain – 20DM267

Vishal Pandita – 20DM291

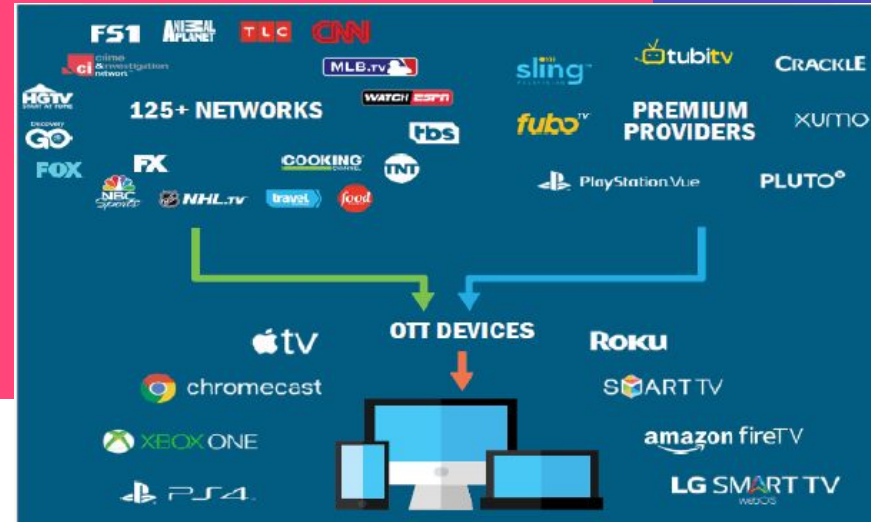
Ayushman Singh Ratnu – 20DM292



# Genesis of the Idea



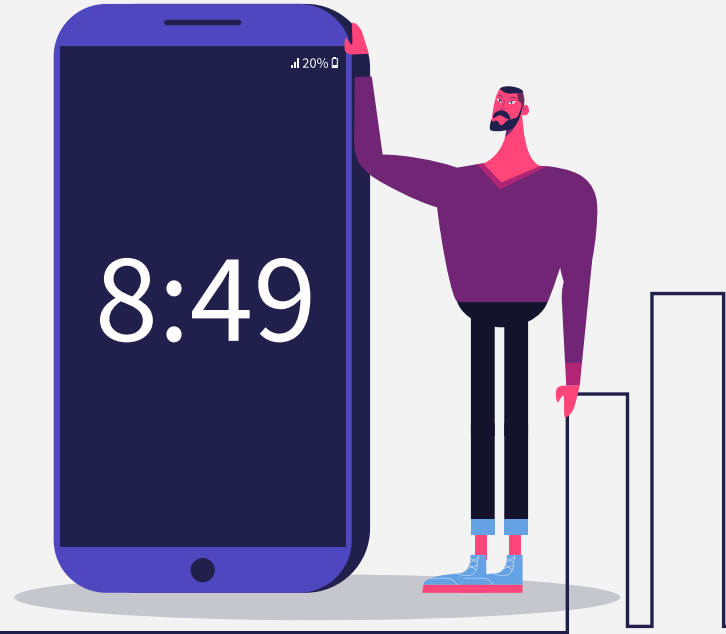
- While sharing some of the OTT platforms together and having to purchase variety of those by splitting the cost among ourselves gave the idea of forming an OTT platform which gives the options of choosing the desired shows from any available OTT platforms using the credits which will be provided by us.



# Problem Statement



- ❖ The problem of having to pay a premium for every OTT is being solved.
- ❖ It is especially pressing for the youth.
- ❖ After talking to several customers we know that they are also facing the same issues.





# Solution

- ✓ A new OTT platform which provides which provides customized experience.
- ✓ We are providing an introductory offer with which any user can select 3 movies and 2 TV shows.
- ✓ Also, we will be providing with various benefits such as credits which can be used to purchase any movie or a TV show
- ✓ We are aiming to make our UI as user friendly as possible.

## Our User Interface



Signup

**Name**

Email id



Preferences

**Select Plan**

Payment

## Market and Product Positioning



### 1. Target Customer and Market Size

**People of age group 16- 60.**



### Why will they Pay ?

- **Single platform to watch any show and movies.**
- **People can watch according to their convenience**
- **Budget Friendly**



Projections on how market will evolve over time

**The global OTT devices and services market size was estimated at USD 56.40 billion in 2019 and is expected to reach USD 66.84 billion in 2020.**

# Marketing Strategy

**1. How do you plan to reach out and sell to early adopters ?**

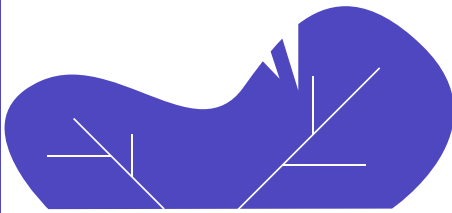
**Promoting the application through social media marketing**

**2. What is the Initial market potential of the solution?**

**The people can select shows from various OTT platforms according to their preferences so that they watch the movies and shows accordingly.**

**3. How and where will you sell your products and/or services?**

**We will be selling the service through an app called Paybox on the play store.**



# INDUSTRY AND ECOSYSTEM POSITIONING

**01** Major Players

The major players and key suppliers – Amazon Prime, Netflix, JioTV, Voot & SonyLIV etc.

**02** KEY SUPPLIERS

Major OTT platforms and channel partners

Key connections that founders already have

**03**

Competitors have “First Mover Advantage” and having loyal customer base Industry and Ecosystem Positioning

Key connections they need to establish

**04**

They need to provide the same service as they were offering earlier with little low price in order to retain customers & increase their customer base



# PESTE Analysis



	<b>POLITICAL (Govt. Policy/ Regulatory)</b>	<b>ECONOMIC (Growth, Inflation, interest rates etc.)</b>	<b>SOCIAL ( Behavior changes, Buying patterns)</b>	<b>TECHNICAL (R&amp;D, Automation, Digitization)</b>	<b>ENVIRONMENTAL (Ecological &amp; Environmental changes)</b>
<b>Favorable</b>	No Regulations	As such inflation and interest rates do not impact since our product is an application	No direct social engagement.	AI will be incorporated in the app -Prevention of obscene content. -Suggestions to users.	No direct environmental impact No resource waste.
<b>Unfavorable</b>	Detailed guidelines for digital content on both digital media and Over The Top (OTT) platforms, while giving overriding powers to the government to step in.	The disposable income of the consumers can impact the usage of the application.	Society in general is addicted to phone and this app gives them another reason for the same. Parents might be against it.	Application can crash in between, causing inconvenience to the users.	As our app will be downloaded in more devices, it will result in more e-waste which will be harmful for the environment.

# COMPETITION ANALYSIS



	<b>TV Channels</b>	<b>Cinema</b>	<b>Pirated Content</b>
<b>Strengths</b>	Available in every Household	First day , First show	Easily Available.
<b>Weakness</b>	<ul style="list-style-type: none"><li>○ No choice to viewers.</li><li>○ Frequent Advertisements.</li><li>○ No time flexibility.</li></ul>	Time Consuming due to travelling and booking hassle.	Illegal
<b>Price Point</b>	More expensive	More expensive	Free of Cost
<b>UVP</b>	As it there from the earliest time so people especially our parents and grandparents have are more familiar and have an emotional attachment with it.	Theaters give true experience of a movie especially with these new IMAX and 4DX theaters	As the content is downloaded hence it can be copied and shared across multiple devices.

# Operational Plan



## Key Milestones

Producing our own movie and web show

## Key Resources

App Developers, Big data, AI and ML

## Key activities

User friendly interface, Advertisements through existing channels.

# Implementation Plan



## How convincing is the implementation?

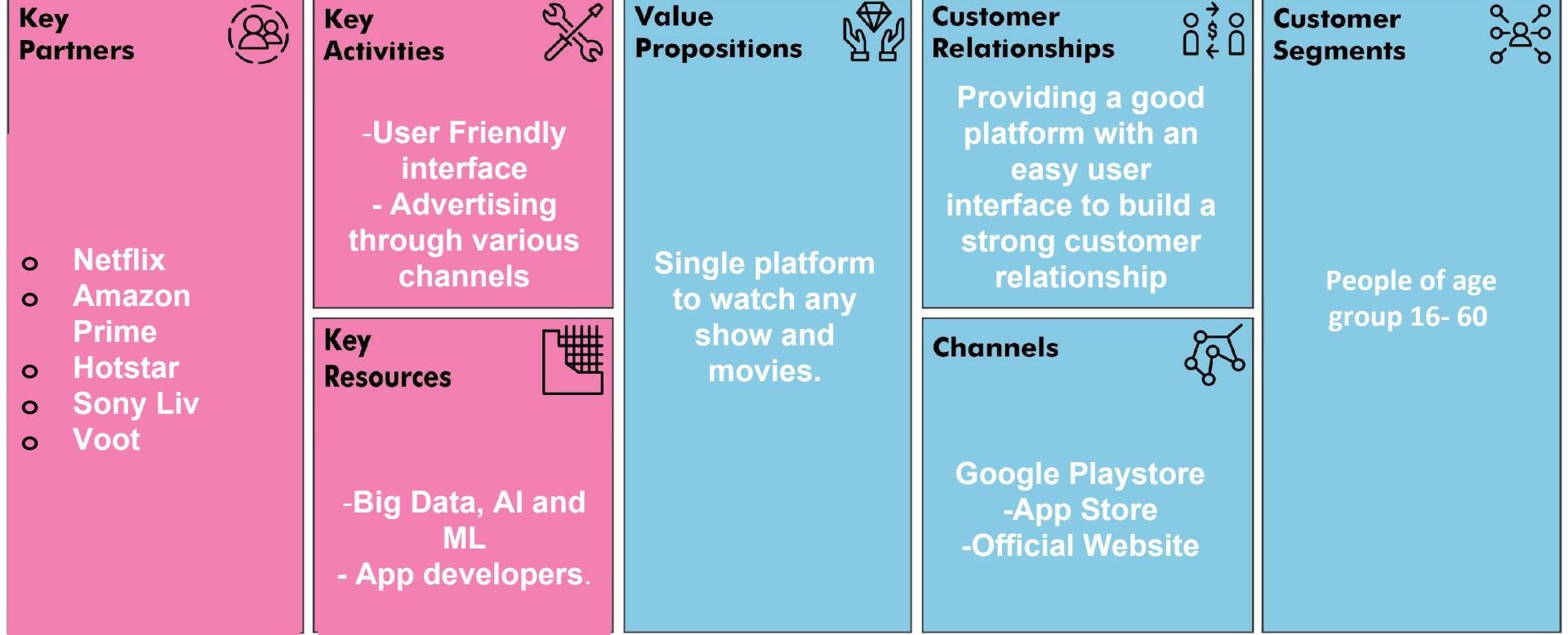
-Implementation is easy moderate as we have a lean business model


## Show us the targets for next 12 months and the plans for 'product development' and 'business strategy'

-App to be functional and minimum app downloads to be 50K.


## Any milestone achieved so far?

-Strong Customer Base



**Cost Structure** 

As shown in excel sheet

**Revenue Streams** 

- Subscription fee
- Credit given to customers
- Money generated through Advertisements

# Organizational plan- Team

## Show us team member with education / experience / past success or failure

- Snigdho Suman Paul and Vishal Pandita

## Show us your advisors / investors

- Mr. Shubham Rohila
- Mr. Rohit Talwar

## Convince us “you are the right team who can deliver the commitment because .....

- We are eager to deliver the best service to our customers. We have members in our team who are able to connect with the masses so that we can them a good experience. We also know the nuances of technology so it will help us immensely to resolve the glitches & customers query quickly.



# BASIC FINANCIAL PLAN: YOUR BUSINESS IDEA

Startup Costs	INR
APP Development	50000
Partnership Costs	100000
Research and Development	400000
Registration Charges	40000
<b>Total</b>	<b>590000</b>

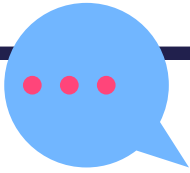
Revenue (for 30 days)	
Number of customers	3000
Per app download	1
Price per subscription	199
Purchase frequency	1
<b>Total sales in units (INR)</b>	<b>3000</b>
<b>Total sales revenue (INR)</b>	<b>597000</b>

Fixed Costs (for a month)	INR	Salary per employee	No. of employees
Salary of Employees	56000	8000	7
Office Supplies	5000		
Tools and Equipments	5000		
Updates and bug fixes	8000		
<b>Total</b>	<b>74000</b>		

Customers (per day)	No. of days
100	30

Variable Costs (per unit)	Cost	Unit	Rate (INR)
Advertisements	22	100	2200
Data Storage	20	500	10000
Royalty Rights	25	15	375
Subscription charges	1		
Website Maintainence	0		
<b>Total</b>	<b>68</b>		

SUMMARY	
<b>Revenue</b>	<b>INR</b>
Sales	597000
Others	
<b>Total</b>	<b>597000</b>
<b>Profit</b>	<b>319000</b>
<b>Breakeven</b>	<b>FALSE</b>
<b>Pay back period (months)</b>	<b>1.85</b>
<b>Contribution</b>	<b>131</b>



## Stake vs. Investment

15% for 5 Lakh



## EXIT Strategy

Jio Cinema, Airtel TV,  
Amazon firstick



Entry and  
Exit!



# Consumers Survey

Zoom Meeting 40-Minutes

— □ ×  
View



Snigdho Suman ...



Ayushman Singh ...



Vishal Pandita



Rashi Jain-DM 20...



Tarun



Saurabh Dubey



Pranav Bharti



SHRENIK JAIN

# Industry Expert

Zoom Meeting 40-Minutes

— □ ×



View



End

THANK YOU

