

Pitch Deck

Gurgur

Private Social Media Network for Indian and South East Asian Neighborhoods



www.gurgur.in



Neighbourhoods in 2020

- Busy people and busier lifestyle
- Increasing number of nuclear families
- Fear of discussing problem with the neighbours
- Hesitation to seek help from neighbours
- Most of the businesses in the neighbourhoods are digitally dead
- Local Civic bodies are not at a click away from residents resulting in higher dissatisfaction
- Too many virtual connections but very few real connections around us who share the same interests

Hence, neither the residents are able to contribute to their neighbourhoods efficiently nor the neighborhoods are able to increase the overall satisfaction of residents



Gurgur

gurgur

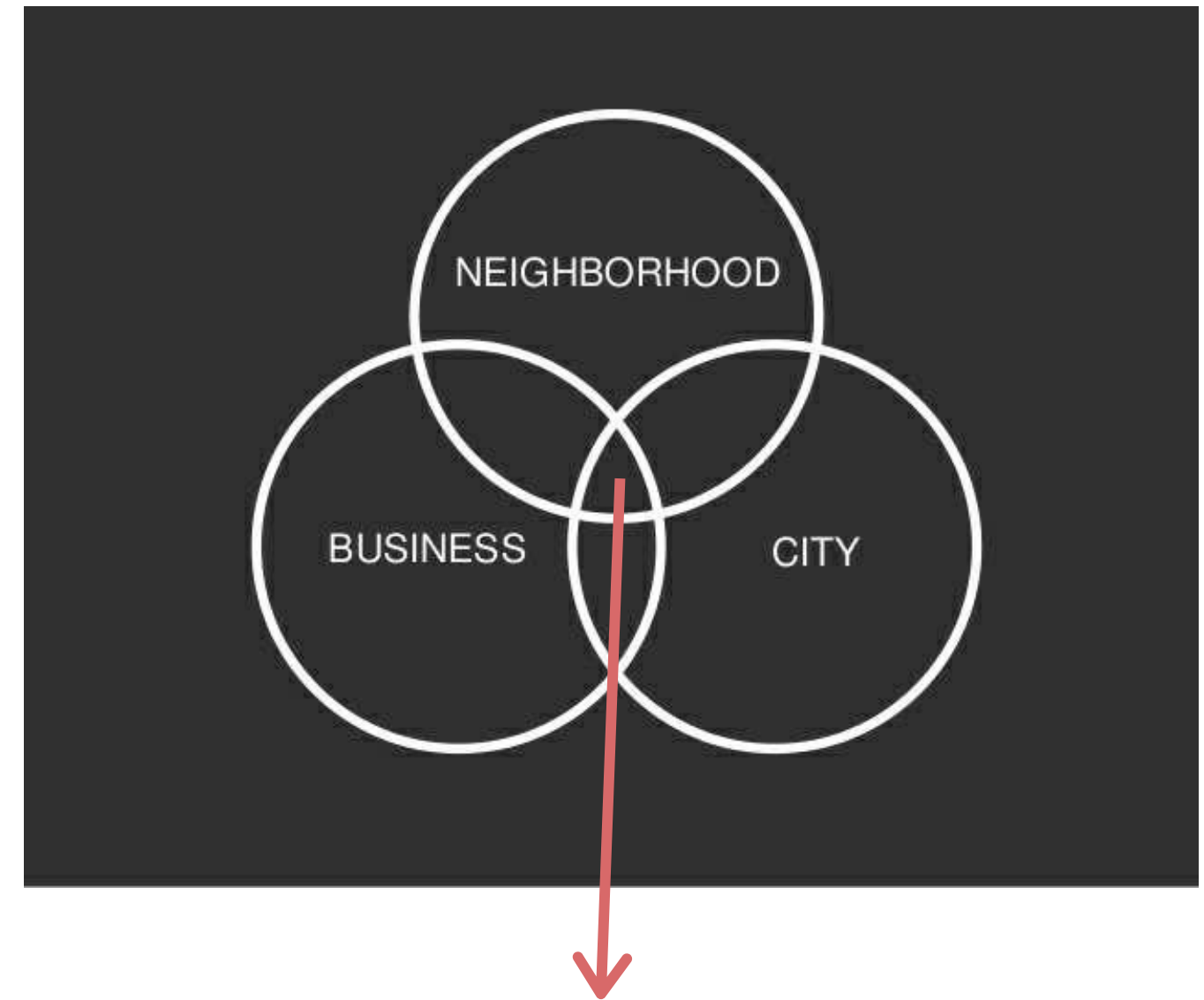
Made In India

gurgur
PARTNER

Made In India

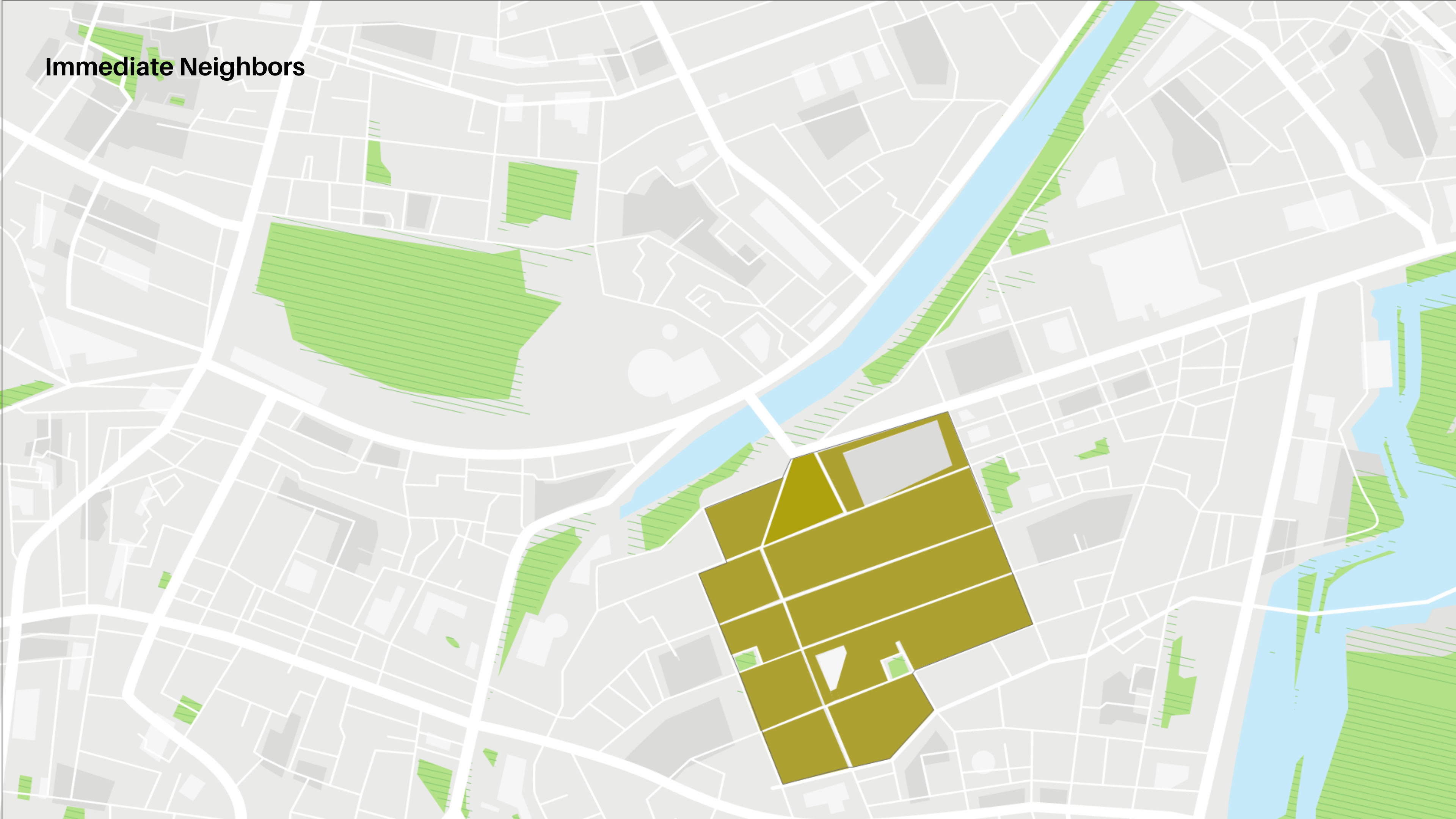


The Solution



Gurgur= The sweet spot for thriving neighbourhoods, communities and cities figuratively and literally

Immediate Neighbors



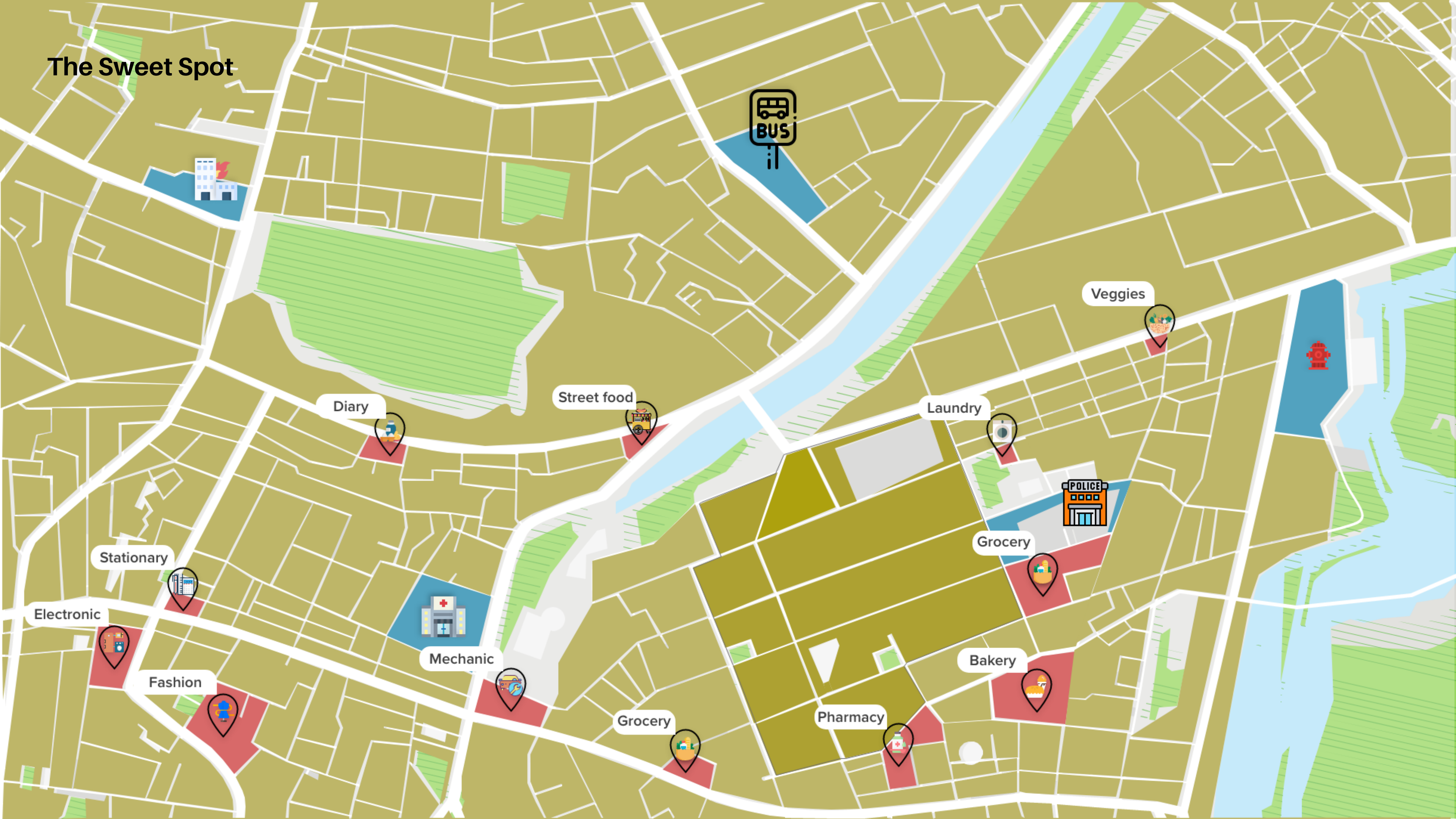
Nearby Neighbors from Adjacent Neighborhoods

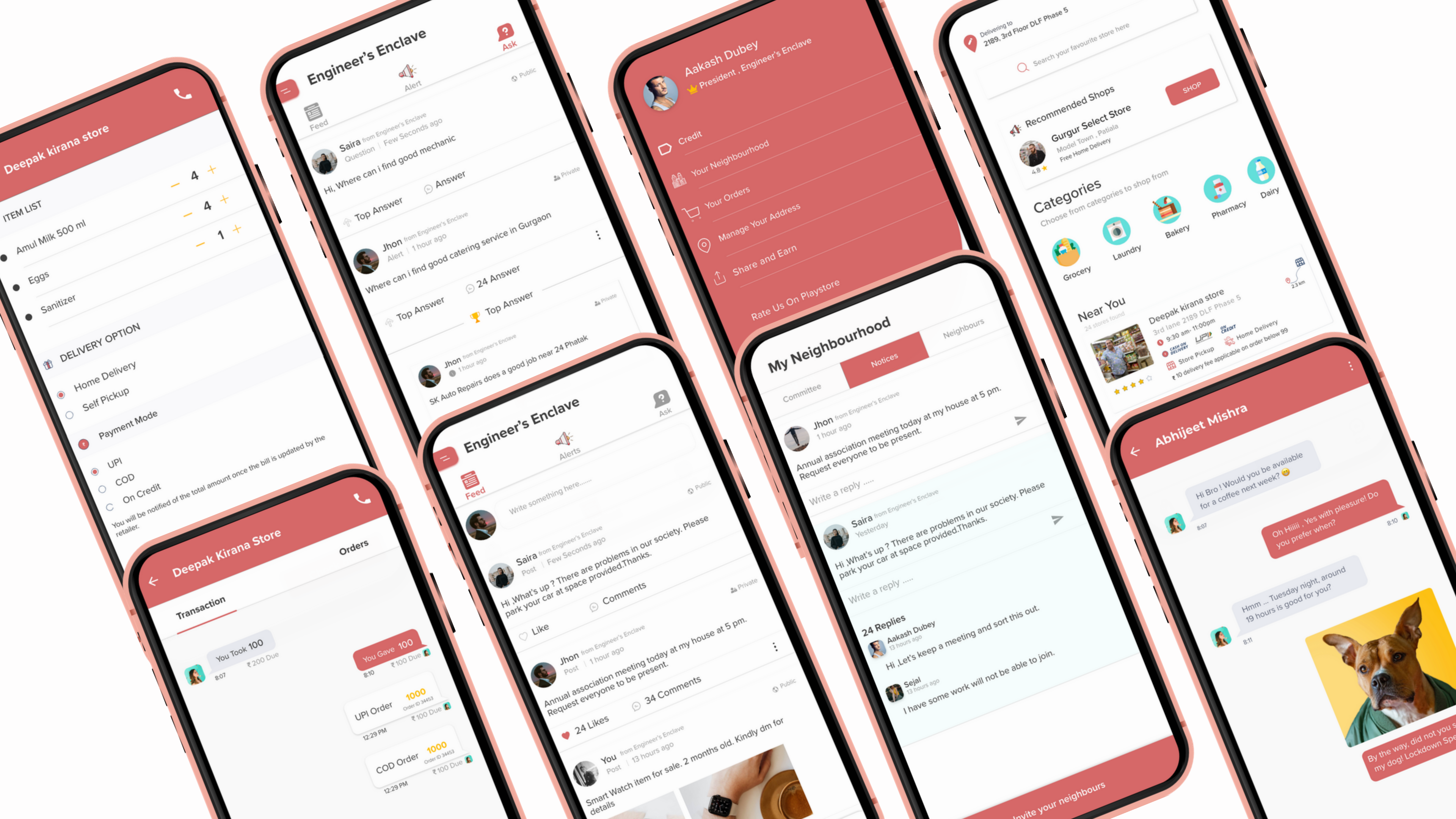


Businesses Inside Neighborhoods



The Sweet Spot





Target Market - The Future of digital

Market Size

- 500 Million Mobile Internet users just in India.
- 300 Million more Mobile Internet users to be added by 2022 alone in India.
- 20 Million retail stores across India.
 1. Grocery Stores
 2. Wash and Iron
 3. Clothing & Footwear
 4. Electronics
 5. Pharmacies
 6. Restaurants
 7. Street Food Vendors

Source : CISCO



Historic Opportunity

COVID -19



- Neighbourhood communities are the first line respondents be it self help groups, local NGOs or our next door residents.
- Neighbourhood retailers are ESSENTIAL service providers and they're the first line responders but are fragmented.
- Mom and Pop shops are individually fragile and vulnerable to competition from large e-retailers such as Grofers, Flipkart etc.
- The disruption caused by the COVID-19 crisis has created the space for quicker adoption of technology. As it is, India has one of the world's youngest and most tech savvy population.
- All this means that we face a historic opportunity that will allow us to scale in the shortest time frame possible.
- Our platform solves the issue of fragmentation.



Birth of Product

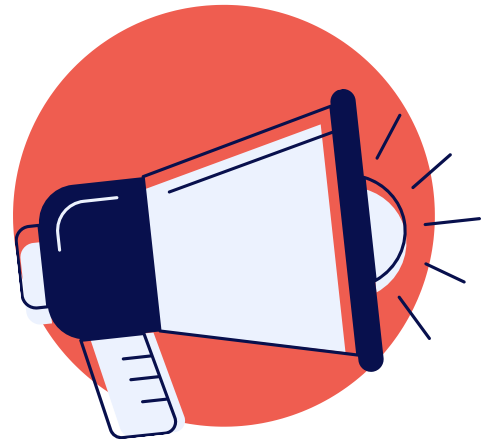


Direct Competitors



Indirect Competitors





Go To Market Strategy

Influencer Marketing

Tushar has worked extensively with the influencers across the country while running his influencer marketing agency and also during his job.

We will exploit the network of our influencers because of our goodwill with the community as we enabled them to earn lacs of rupees on regular basis.

This will give us around 500K-1 Million Installs in our first campaign only.

Digital Marketing

Friends and Family



Business or Revenue Model

Subscription based SaaS application. We will be giving few functionalities for free and some will be paid. The examples of paid are smart catalogues, unique business cards, unique QR codes.



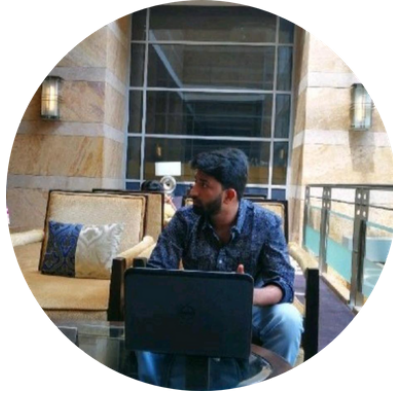
Sponsored Posts



Neighbourhood Sponsorships



Team



Tushar Singla

Founder

" Tushar has worked in China with different Chinese tech companies since graduation across different roles such as Marketing, Business Development and Operations. He also started his marketing agency in November 2018 and touched a revenue of 60 Lacs INR plus in 6 months and served Bigo Live, Likee, Ballebaazi, Pokerbaazi, Kwai and Tik Tok etc



Aakash Dubey

Design Lead

"Aakash brings innovative perspective and creative problem solving approach to create products and user experiences people love to use. Persistence , curiosity and an obsessive attention to detail define him. He is a true explorer which has made him understand community deeper and better."



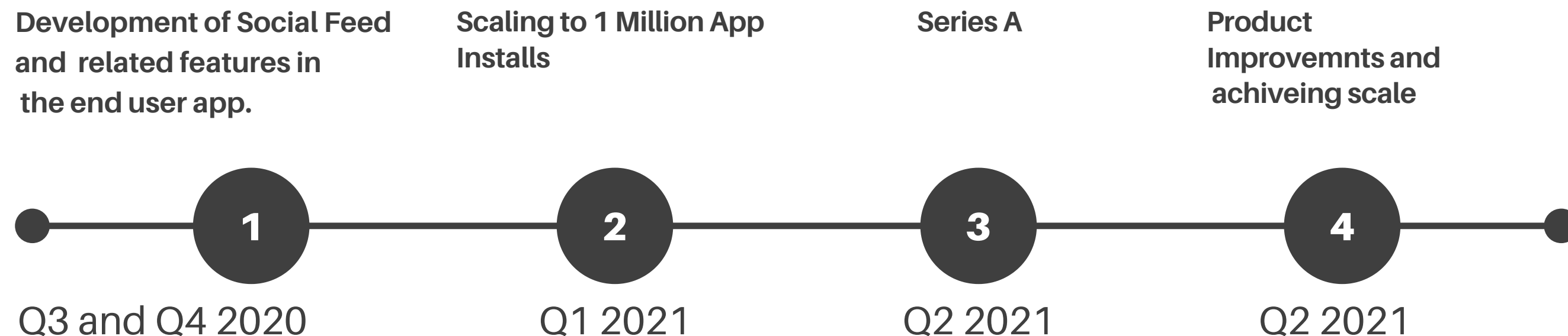
Abhijeet Mishra

Tech Lead

" Abhijeet is a geek and innovative software engineer. He enjoys being challenged and engaging with projects that require him to work outside his comfort , He believes in continuing to learn new languages and development techniques that are important to him and the success of Gurgur "

Future Roadmap/Milestones

What are our next steps and goals? How much support do we need from investors and what will it get us?



*Timeline will vary depending on the seed fund that we will be raising





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