

THE BOURNE

[Intro Video](#)

[Pitch Deck](#)

Most popular hobbies:

- Crafting
- Music (all genres)
- Cooking and baking
- Photography
- Dance
- Martial arts
- Theatre
- Gaming**
- Beat boxing**
- Magic
- Rapping
- Chess**
- Book club
- Modelling

Foundation:

- Allowing people to pursue and refine their hobbies.

Problem (target setting):

According to a survey, 44 percent of people in India stated that their hobbies and interests bring them the greatest happiness. But most of them do not have a definite way to pursue them further.

Target:

- Location:
Tier 1 and Tier 2 cities of India
- Customer Persona:
Working professionals in tier-1 and tier- 2 cities. They are tech-savvy and do not need familiarisation with the way a website or an app works. Also, their high-income guarantees proper app revenue.

USP:

Providing

- Support to those affected by the current situation (who can be potential mentors)
- scholarships to people in need

Barrier to entry:

Investment

Solution: Sales pitch (beta version)

Networking:

Forming a community or network that is joined by common passion, interest and hobby.

Social cause:

- Connects people who are stranded and have trouble continuing their hobby without financial strain.
- Contributes to better mental well-being.
- Providing scholarships ensures that people who get it are those who deserve it.

Monetising of models!

1-Different pricing models

2- Can attract CSR Money

3- Can apply for other fundings

Future Verticals:

- Expanding the services by including more categories (refer to Amazon)
- Opportunities for mentees (as gigs)
- Special income-generating opportunities for students on scholarship
- Discovering hobbies (psychometric test)

Survey questions- demographics:

([Access the survey here](#))

1. Do you have a hobby?
 - Yes
 - No
2. What is your main hobby?
 - Crafting
 - Cooking/ Baking
 - Music
 - Photography
 - Other:
3. Do you think you are good at your hobby and qualified to become a mentor for someone?
 - Yes
 - No
4. Are you interested in mentoring someone who shares your hobby and get paid?
 - Yes
 - No
5. Do you want to pursue your hobby further?
 - Yes
 - No
6. Are you willing to pay for more instructions from experts who are good at your hobby?
 - Yes
 - No
7. How much are you willing to pay per hour?

- 200-400
- 400-600
- 600-800
- 800 or more

8. What is the desired income per hour for mentoring?

- 200-400
- 400-600
- 600-800
- 800 or more

9. Which age bracket do you belong to?

- Under 18
- 18-25
- 25-30
- 30-35
- 35-40
- Above 40

Problem statement, rubric, quality check, north star metric, OKRs,
Reviews, rebookings, mailing lists

Mentors: from low purchasing power area (tier 2)

Mentees: from high purchasing power area (tier 1)

Customer acquisition

Rubric

Mentors

Automation

<https://techcrunch.com/gallery/here-is-ubers-first-pitch-deck/>

Mentor survey questions:

- 1) How many years of experience do you have with cooking?
- 2) With what kind of cuisine are you the most familiar with?
- 3) Do you have the proper equipment and space to cook?
- 4) Are you willing to mentor students and get paid?
 - Do you have prior experience in mentoring?
 - What is your desired income per session?

- How many sessions do you intend to take per week?
 - Is it alright for you to follow a set of rules to ensure smooth mentoring and proper team coordination?
- 5) Are you willing to learn from experienced mentors?

Quality Check:

- 1) Should be fluent in either language
- 2) Should have proper knowledge of basic ingredients and equipment
- 3) Prior experience in cooking
- 4) Experience in teaching
- 5) FSSAI certified (undecided)
- 6) Feedback from experts (undecided)

Rubric:

5-star ratings have several shortcomings (can be leniency biased or centrality biased, demotivating)

- 1) Four-point rating scale
(a scale that has more gradations for top performance and fewer gradations for low performing employees to avoid negativity)
- 2) Thumbs up-down or yes-no
- 3) Clap and bookmark signs (along with pictures)
- 4) Combining many

Automation:

Several AI-powered tools like 'Ideal' provide candidate shortlisting services 'by analyzing rich candidate information such as resumes, assessments, conversations and performance data.'

Actual game begins here

Fundraising and/or mentee generation:

- 1) One day/two day workshops - online/offline
- 2) Sessions/webinars for food lovers
- 3) Summer camp for kids

Webinars: mid of March (25th)

- The plan should be ready by 28th January (fasak)
- Insta account created

- Ongoing process for followers and likes (not doing enough)
- Instagram 10k followers by 2nd week of Feb (kashtam but can try)

Company yet to be registered by 31st January.

- Fundraising after registering
- Rough Plan for summer camp and webinar by 30th January
- Organic followers and popularity by Feb end
- Collecting marketing resources by 31st January
- Summer camp full on plan by Feb 1st week
- Acquiring volunteers and team and influencers (first iteration) by Feb 2nd week
- Advertising about summer camp and club and webinar by Feb end

Direct Competitor : cult.fit

Two things that need immediate attention:

1. Registration of the company.
2. Building a strong and passionate team.

Rough Plan to start our startup:

Club -> Community gather -> Club Memberships (with mentoring sessions as benefit) -> (1 - 1) or batch wise sessions (mentor-mentee) -> gigs for dancers -> grow all over India -> grow more hobbies

Rough Plan for summer camp:

<http://www.dancestudioswebdesign.com/blog/posts/2015/june/guide-to-summer-dance-programs/>

- > Summer camp can be normal summer camp
- > And summer intensive can be like a boot camp or workshop (option for offline / online) (middle of summer camp)
- > Class choice is a great option for summer intensive (voting wise chosen and offer a special live training for those not chosen 'cause of less votes) - adults and kids both (different batches) (collaborate or contact expert)
- > Summer camp : 1) kids and teen-adults - basics to intermediate divided into smaller batches (covid precautions : masks compulsory, on spot sanitation and distanced spacing for keeping bottles and stuff), 2) Everyday or every two days - type of dance changes and students will be informed beforehand if the form involves a particular type of costume or just make it a surprise for that day. 3) In-hand reviews and word-of-mouth promotions

Marketing tools:

1. Word-of-mouth
2. Posters and third-party promotions
3. Other Dance classes
4. Google adsense
5. Facebook ads
6. Traditional advertising agencies
7. Webinars and group sessions with members/non-members (members???) (JUSTDIAL!!)
8. Monthly magazine (corresponding to club/community)


<https://www.feedough.com/20-questions-to-ask-yourself-before-starting-your-business/>

<https://www.feedough.com/how-to-register-a-company/>




<https://www.feedough.com/crowdsourcing-guide/>.

Commencement of summer camp: April 25 (+workshop)

Insta Bio:

Community of Dancers 

Join us today to create a revolution 

Regular events and great user experience at every end   

Link: (Landing page)

#thebourne #dance #dancer #music #love #hiphop #dancing #dancers #party #tiktok
#art #ballet #instagram #instagood #like #dancelife #explorepage #follow #trending
#fitness #dancersofinstagram #viral #fun #life #choreography #explore #fashion
#musically #instadance #video

https://www.dancestudioowner.com/public/67_Ways_Register_for_Class.cfm

One idea for webinar:

- 1) Make an intro video of the dance teachers who sign up for your program
- 2) Get at least 2-3 ppl from the experts to speak on the webinar to talk about dance
- 3) Make on-spot registration.

Webinar plan:

-> Intro Video about the community.

-> ASK THE EXPERT TO GIVE ACTIVITIES TO STUDENTS AND MAKE IT INTERACTIVE

- > Dance tips and how to improve form and performance
- > Providing the bourne blog to participant
- > Signing them up for the premium membership of the club and/or summer camp + summer intensive / only summer camp (premium members get 10% off)
- > or normal membership (get their contact details)
- >

https://www.facebook.com/The-Bourne-168294511514794/?view_public_for=168294511514794

<https://www.linkedin.com/company/thebourne/about/>

<https://firequeen3010.wixsite.com/thebourne>

Describe your product

The issue we identified is one that has been existing all over the world since the 20th century- the self-defeating and pointless rat race. People are so caught up in this endless pursuit of money and power that we push aside our hobbies and interests only to “get settled”. And ultimately, most of us settle for mediocrity.

We believe it is essential to address this issue because passion is irreplaceable. When people realise that they love doing something, they become proactive. When they start doing what they love, they do it efficiently. And when the workforce dramatically increases, the nation’s GDP gets affected positively.

Our venture’s goal is to provide a holistic environment for hobbyists. If they are experts in the field, they will be able to earn from teaching others. Our revenue at this point will be in the form of minute commissions. If they are learners and want to start from the basics, they can choose a mentor to learn from. Eventually, as they pass all levels, they will be able to become mentors. Since we cannot include all the hobbies at once, we decided to start with dance while adding more hobbies in the coming years.

Our platform would charge people for quality and structured content unlike the scattered and unending ocean of free content available on youtube. We will set many quality checks for mentors and unbiased rubrics to provide content that would justify what people pay us.

Though most of our competitors already provide premium masterclasses and live classes, what makes us stand out is the fact that the students get to level up their skills.

Many similar products do not provide 1-1 sessions which are really crucial for learners. On our platform, they will have the option to learn and get mentored by their preferred mentor. On passing the various levels, students can become mentors through thorough testing and analysis.

This is what makes us stand out from the others as our product would be a complete package to the community: learnability as well as employment. To share a special bond with all our employees, students and members networking and personalised training sessions will be provided.

In one of our important and prioritised future verticals, we decided to provide scholarships to those who have the capability but cannot afford to get proper training.

USP

Providing

1. Support to those affected by the current situation (who can be potential mentors)
2. Scholarships to people in need

Growth Strategy

To encourage diversity and ensure proper growth, we will be adding a new hobby every year and keep recruiting mentors accordingly.

Ours is a completely digitised platform that will make it easy to expand to more states and countries. For this, advertising on online platforms will generate more potential customers.

Providing free trials of our product to new members will help in their conversion into potential clients.

Keeping track of the quality of the content we provide by taking customer feedback and ratings would ensure future growth by promoting a sense of personalization to the customers. This would help us retain our customers as well as provide potential ground for new customer acquisition through word-of-mouth.

Automating mentor acquisition by using various tools and technologies would also improve rubrics and decrease acquisition costs.

Long Term Vision

Within the upcoming few months, we are planning to develop The Bourne into a one-stop platform for pursuing dance to the next level. We will be doing this by hiring

more mentors aboard, creating ads, promotions through dancers and influencers, sales pitches and finally launching our platform after gathering all the required resources by around May, 2021.

In the long run, our future verticals include adding more hobbies like gaming and gardening to bring the platform closer to the idea we originally had in mind. We will partner with academic institutions and industry experts to encourage people to pursue their hobbies and monetise them.

This is our vision for The Bourne.

Why should you be selected

We believe we should be selected for this mock-pitching because we have a valid USP but we do not have enough market experience. This makes us hesitant to step into the market. With proper mentoring and guidance, we will be ready to effectively pitch to potential investors to facilitate funding and networking. Once our product is available to people, it will promote self-awareness and mental wellbeing along with digitalising non-academic learning.

<https://twitter.com/TheBourne6>