



BUSINESS PLAN - *DnD*

ENTREPRENEURSHIP DEVELOPMENT



Decide and Discuss

OVERVIEW

FEASIBILITY PLAN

1. Executive Summary
2. Business Concept
3. Our Service
4. Market Study
5. Operations
6. Entrepreneurial Team
7. Financial Documentation

BUSINESS MODEL CANVAS (BMC)

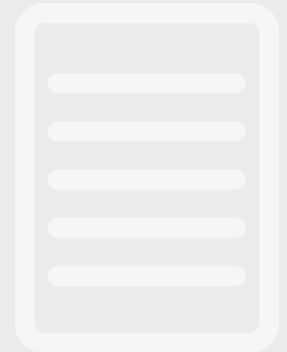
1. Value Propositions
2. Key Activities
3. Key Resources
4. Key Partners
5. Customer Segments
6. Customer Relationships
7. Channels
8. Cost structure
9. Revenue stream

FEASIBILITY PLAN

I. EXECUTIVE SUMMARY

DEFINING THE VENTURE

D-n-d i.e, Decide and Discuss is a unique venture where on a single platform we combine giving recommendation of every movie and web series possible along with authentic reviews for our users so that they can decide what to watch according to their moods, interests, genre, trends etc. without spending a single second in confusion or wasting their time in choosing from the lot and at the same time we also provide an anonymous discussion and suggestion platform too where our users can share their thoughts, discuss about their watched movies and web series with random people and also suggest their favourite/liked movies or web series in the people's suggestion box too.



2.

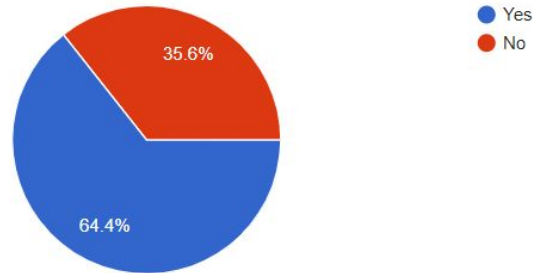
BUSINESS CONCEPT

- Background
- Purpose of our Venture
- Our Objectives
- Nature of Market Demand



BACKGROUND

- ❑ The online video streaming market is booming.
- ❑ A rich library of video content is available on various platforms.
- ❑ 159 out of 247 people waste their time browsing or thinking what to watch.
- ❑ High demand for genuine reviews and recommendations.



Do you waste time searching/ get confused thinking what to watch?



PURPOSE OF OUR VENTURE

- ❑ Users waste no time deciding what to watch.
- ❑ Prevent the users from browsing various OTT platforms.
- ❑ Reduce the market gap within Indian customers.
- ❑ Enhance interactions with users.

OUR OBJECTIVES

- ❑ Provide an online recommendations platform
- ❑ Accessible in India & across the world
- ❑ Customer satisfaction
- ❑ Interconnect with users



INCREASING NATURE OF MARKET DEMAND

3.

OUR SERVICE

- Nature of the Service
- Staging





NATURE OF OUR SERVICE

- Provide recommendations and reviews
- Independent suggestion box
- Discussion Platform

STAGING

- ❑ Design & Development Phase
 - ❑ Site development via ML & Data Science
 - ❑ Hybrid method for Recommendation System
- ❑ Launch & Delivery Phase
 - ❑ Cloud-based web hosting
 - ❑ Collaboration with Social media influencers
 - ❑ Freshly optimized content
- ❑ Growth & Diversification Phase
 - ❑ Third-party ad network
 - ❑ Affiliate marketing
 - ❑ Streaming service & Live interactions

4. MARKET STUDY

- Industry Overview
- Target Market
- Competition
- Pricing System
- Promotions
- Distribution Channel

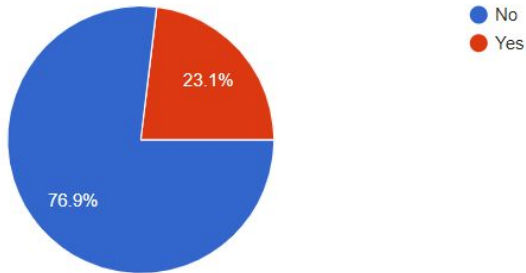


INDUSTRY OVERVIEW

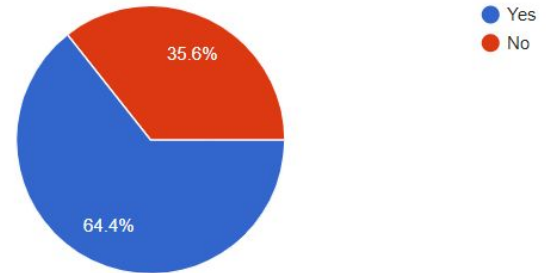
- ❑ Recommendation systems serve best advice for potential buyers. It uses data analysis techniques to identify items which match the user's taste and preferences.
- ❑ Recommendation Engine Market size is projected to reach \$12.03 billion by 2025 from \$ 1.14 billion in 2018, with a CAGR of 32.39% during 2020-2025.
- ❑ The OTT sector in India witnessed a 30% rise in the number of paid subscribers, from 22.2 million to 29.0 million between March and July 2020.
- ❑ The OTT landscape is expected to get hyper competitive in the next 4–5 years and the OTT service providers will strive to emerge as the preferred platform among consumers.

Our business position in the industry

- ❑ Though there are some platforms which provide ratings and reviews for the movies/web series etc. But there is no such platform which provide the services which our platform provides.
- ❑ According to the survey we conducted through google forms, out of 247 people, 64.4% waste time searching or get confused thinking what to watch.
- ❑ 76.9% are not aware of any platform which provide authentic recommendations and reviews for the movies and webseries.



Are you aware of any platform which provides authentic recommendations/reviews?



Do you waste time searching/ get confused thinking what to watch?

TARGET MARKET

- ❑ **Target Audience** - Internet users
- ❑ **Potential Customers** - Internet users who are into movies/webseries and updates regarding the same.

- ❑ **OrMax media OTT audience report: 2019**

According to this report, audience are

- Male dominated,
 - 66% are men
 - 34% are women
- Youth dominated
 - 60% - below 30 years
 - 20% - 31 to 40 years
 - 20% - 41+ years

Demographics for our Business

□ According to Age:

- 6-14 years
- 15-24 years
- 25-34 years
- 35-44 years
- 45+ years

□ According to Gender:

- Male
- Female



COMPETITOR ANALYSIS

Our main competitors are:



Overview of IMDb

Founder - Needham, a software engineer founded in 1990

Later purchased by Amazon

- ❑ Services provided:
 - ❑ Personalized recommendations
 - ❑ Track everything you want to watch
 - ❑ Rate and remember everything you've seen.
 - ❑ Add data that will be seen by millions of people and get cool badges.
- ❑ Pricing information:
 - ❑ IMDb.com - free of cost for non commercial use
 - ❑ IMDbpro - paid membership
 - ❑ Individual Monthly - \$19.99 (billed monthly)
 - ❑ Individual Annual - \$149.99 (billed annually, equivalent to only \$12.50/Month. Save 37%!)
 - ❑ Group Plan Monthly - \$79.99 (billed monthly, up to 5 members)



As of December 2020, IMDb has approximately 7.5 million titles (including episodes) and 10.4 million personalities in its database, as well as 83 million registered users.

Overview of Letterboxd

Co-founded by Matthew Buchanan and Karl von Randow in 2011.

❑ Services provided:

- ❑ Anyone can read the content
- ❑ Films can be rated and reviewed
- ❑ Members can use it as a diary to record their opinions about films
- ❑ keep track of films they have seen in the past
- ❑ make lists of films and showcase their favorite films

❑ Pricing information:

Letterboxd has taken steps to monetize the service, by introducing a 3-tiered offering

- (i) Free service
- (ii) Pro service - \$19/year
- (iii) Patron service - \$49/year



They now have more than 3 million member accounts, according to the company, up from 1.7 million at this time last year.

Drawbacks of Competitors

Letterboxd

- ❑ No webseries and shortfilms recommendations are available
- ❑ All regional movies are not included
- ❑ Only few OTT platforms recommendations are available
- ❑ Bugs in latest update, Works very slowly, crashing, technical problems
- ❑ No provision for discussion and suggestions
- ❑ Recommendations according to moods and interests are not available.

IMDb

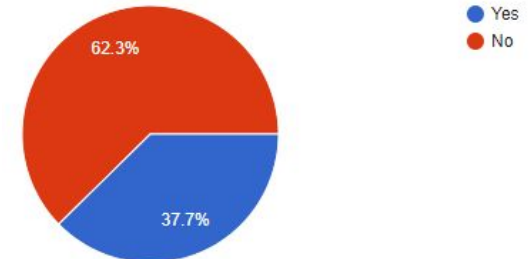
- ❑ Short Film recommendations/ reviews are not available
- ❑ Information is there but getting to it is difficult
- ❑ Only few OTT platforms recommendations are available
- ❑ Latest update is terrible. After latest updates, its constantly freezing and crashing
- ❑ No provision for discussion and suggestions
- ❑ Recommendations according to moods and interests are not available
- ❑ Search filter doesn't work well.

How are we different from our competitors

- ❑ Recommendations for the movies/ web series according to the user interest or mood.
- ❑ We are providing a feature where users can discuss/share their views or opinions on the content they watched.
- ❑ We will ensure that the search engine and recommendation system works efficiently.
- ❑ Recommendations and reviews for all regional language movies/web series/TV shows along with short films that are streaming on youtube will be made available.
- ❑ Trending movies/ webseries of a particular OTT platform across the globe will be available.
- ❑ Trending news about movies/web series/actors/actresses will also be available.

PRICING SYSTEM

- ❑ From the survey we conducted through google form, 62.3% people are not ready to pay for such a platform that provides authentic reviews and recommendations.
- ❑ So, initially in order to reach the customers and to increase the number of users we will provide our service for free of cost.
- ❑ Maybe in the future if our business grows, then we will include some new services in the premium membership for which the users have to pay in order to get those services.



Are you willing to pay (Rs. 0-50 per month) for an online platform where you can get authentic recommendations and reviews?

PROMOTIONS

We are going to promote our service through

- ❑ Social media
- ❑ Through social media influencers
- ❑ Through ads



DISTRIBUTION CHANNELS

- ❑ Our service comes under B2C model
- ❑ Direct Distribution Channel
- ❑ Comes under direct to consumer channel
- ❑ It is open for anyone
- ❑ We reach our customers through
 - ❑ Website
 - ❑ App



5.

OPERATIONS

- **Operational & Technological Procedure**
 - Collaborative Filtering
 - Content-based Filtering



6.

ENTREPRENEURIAL TEAM

- Branding & Marketing Head (CMO)
- Financial Head (CFO)
- Operations Head (COO)
- Information Technology Head (CTO)



7.

FINANCIAL DOCUMENTATION

- Business Expenses
- Revenue



BUSINESS EXPENSES

Business expenses includes

- ❑ Start-up Expenses
- ❑ Operating Expenses

Start-up Expenses

- Business registration
- Website and app development
- Equipment (If needed)

Operating Expenses

- Promotions
- Salaries for Employees
- Maintenance Costs
- AWS Costs



REVENUE

Revenue is generated through:

- ❑ 3rd-party Ad Network
- ❑ Affiliate Marketing





BUSINESS MODEL CANVAS

KEY ACTIVITIES

- ❑ Hybrid Filtering
- ❑ Building relations with OTT platforms to Collect & Analyze Data
- ❑ Connect to social media to advertise our service
- ❑ Platform Support & Maintenance

KEY PARTNERS

- ❑ OTT Platforms
- ❑ Social Media

VALUE PROPOSITIONS

- ❑ Personalised recommendations
- ❑ Discussion Platform
- ❑ Suggestions Platform
- ❑ Short-films
- ❑ Regional content
- ❑ Trending news

CUSTOMER SEGMENTS

- ❑ Internet uses
- ❑ Internet users who are into movies or web series and updates regarding the same.

CUSTOMER RELATIONSHIPS

- ❑ Providing service for free of cost.
- ❑ Personalized Service
- ❑ Automated customer service

KEY RESOURCES

- ❑ Users
- ❑ Technical Experts

CHANNELS

- ❑ Direct to consumer channel (B2C)
- ❑ Reach customers through
 - Website
 - App

Customer support

- ❑ Email
- ❑ Social Media

COST STRUCTURE

- ❑ Start-up expenses
- ❑ Operating expenses

REVENUE STREAMS

- ❑ Through Ads
- ❑ Affiliate Marketing

THANK YOU !!

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