

#startupindia



# talkfever

Sabke Liye Sab Kuchh

60000 Vendors Onboarded

6 Million Registered Users

Presence Since 2020

10+ Platform Verticals

# Redefining Social Network

**Vision:** To revolutionize the digital landscape by providing innovative solutions that empower individuals and businesses, foster economic opportunities, and promote inclusivity and collaboration.



**Mission:** To create a connected digital ecosystem where everyone has the opportunity to thrive, express themselves freely, and access the resources they need to succeed in the digital age.



Talkfever Social Media Limited is a pioneering digital ecosystem that integrates social media, e-commerce, professional networking, and digital advertising to address global challenges such as unemployment and economic disparities.

Our innovative partnership ecosystem empowers individuals, particularly small merchants and businesses, by providing job opportunities and facilitating business growth. With a focus on inclusivity and collaboration, we strive to bridge the digital divide and foster meaningful social connections.

Through initiatives like digital malls and local brand ambassador programs, we aim to empower communities and drive positive social impact. Our core belief in "Sabke Liye Sab Kuchh" reflects our commitment to enabling creativity, collaboration, and partnership for the betterment of all users.



# Problem Statement

## Limited Offline Sales

Many small sellers rely heavily on offline sales channels, limiting their digital growth potential. This restricts their ability to reach a broader audience and maximize profitability in the increasingly digital marketplace.

## Economic Inequity

Small businesses, particularly those in underserved communities, face barriers such as limited access to capital, markets, and skilled labor. This exacerbates economic disparities and hampers their ability to compete with larger enterprises.

## Digital Divide

Not everyone has equal access to technology or the internet, leading to disparities in digital literacy and access to online resources. This digital divide widens the gap between those who can leverage digital tools for success and those who cannot.

## Social Isolation

In the digital age, meaningful face-to-face interactions have been replaced by virtual connections, leading to feelings of loneliness and isolation. Many individuals struggle to establish genuine connections in the digital realm, impacting their mental well-being.

## Unemployment Problem

Job seekers, particularly young people, face challenges in finding suitable employment opportunities. Factors such as automation, globalization, and skills gaps contribute to high unemployment rates, especially among vulnerable populations.



# Proposed Solutions

## Unified Digital Ecosystem

Our platform integrates various digital activities, providing users with a seamless experience across social media, e-commerce, professional networking, and digital advertising. This simplifies their online interactions and enhances efficiency.

## Economic Empowerment

Through our partnership ecosystem and marketplace, we empower small businesses to expand their reach and increase profitability. By offering reserved margins and facilitating customer exchanges, we create opportunities for growth and success.



## Inclusivity

We prioritize inclusivity by offering user-friendly platforms and digital literacy resources. This ensures that individuals from all backgrounds can actively participate in the digital economy, reducing the disparities caused by the digital divide.

## Enhanced Social Connections

Our platform fosters meaningful social interactions through community engagement features and networking opportunities. By facilitating genuine connections, we aim to combat social isolation and promote well-being in the digital space.

## Job Creation

By leveraging our digital ecosystem, we create employment opportunities for job seekers, particularly youth. Through partnerships with businesses and organizations, we offer training, mentorship, and job placement services, addressing the unemployment problem and promoting economic growth.





# Unleashing Uniqueness: Our Product USPs

“Setting Ourselves Apart in a Crowded Market”



## Integrated Digital Ecosystem

Seamlessly integrates social media, e-commerce, networking, and advertising for a unified digital experience.



## Partnership Ecosystem

We provide a unique partnership ecosystem that empowers small businesses, freelancers, and entrepreneurs by offering reserved margins, facilitating customer exchanges, and fostering community collaboration for mutual growth.



## User-Friendly Interface

Our platform features a user-friendly interface designed to enhance user engagement and satisfaction, making it easy for individuals and businesses to navigate and utilize our diverse range of digital tools and services.



## Local Brand Ambassadors

We leverage local brand ambassadors to actively promote and support small businesses within their communities, helping them gain visibility, expand their customer base, and increase sales through personalized marketing efforts.



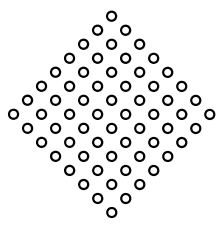
## Digital Mall Concept

Our innovative digital mall concept offers a virtual marketplace where users can discover a wide variety of products and services from diverse sellers, providing a convenient and centralized platform for online shopping and transactions.



## Inclusive Community Engagement

We prioritize inclusivity and community engagement by bridging the digital divide and providing resources and opportunities for underserved communities to participate fully in the digital age, fostering social connections and economic empowerment.

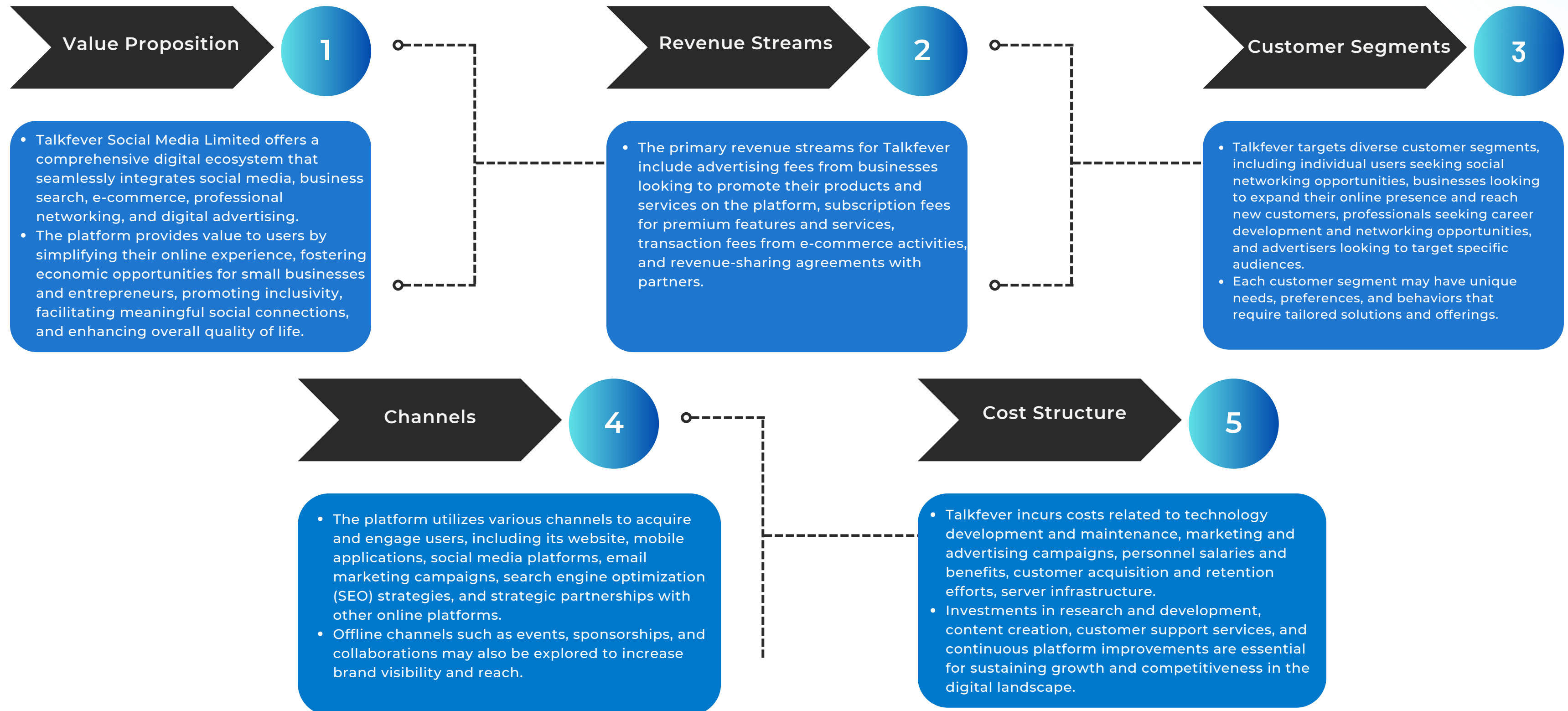


# TARGET MARKET

We cater to a diverse range of customers, from individual consumers to businesses across various sectors, offering them safe, sustainable, and superior tableware solutions to meet their specific needs and preferences



# BUSINESS MODEL





# OUR KEY COMPETITORS

Feature	Talkfever Social Media Limited	Facebook	Instagram	LinkedIn	Twitter
Primary Focus	Multi-platform: Social media, e-commerce, professional networking, digital advertising	Social media	Photo & video sharing	Professional networking	Microblogging
Target Audience	Individuals, businesses, and professionals	Individuals, businesses, and organizations	Individuals and businesses	Professionals and job seekers	Individuals and news organizations
Unique Selling Proposition (USP)	Unified ecosystem, economic empowerment for small businesses, inclusivity, enhanced social connections	Large user base, established platform	Visual content focus, strong influencer marketing	Professional networking and career opportunities	Real-time news and updates
Strengths	Integrated platform, diverse features, focus on economic empowerment	Largest social media platform, established brand recognition	Strong visual content focus, large user base	Professional network, career-oriented features	Real-time communication, news platform
Weaknesses	Newer platform, smaller user base compared to established competitors	Privacy concerns, data security issues	Limited content formats, focus on visuals	Lack of social commerce features	Limited character count, focus on short-form content
Opportunities	Grow user base, expand into new markets, leverage partnerships	Enhance data security, explore new revenue streams	Diversify content formats, expand e-commerce features	Attract new user segments, improve social features	Expand character limit, explore video and audio content

# Navigating Growth: Our Revenue Blueprint

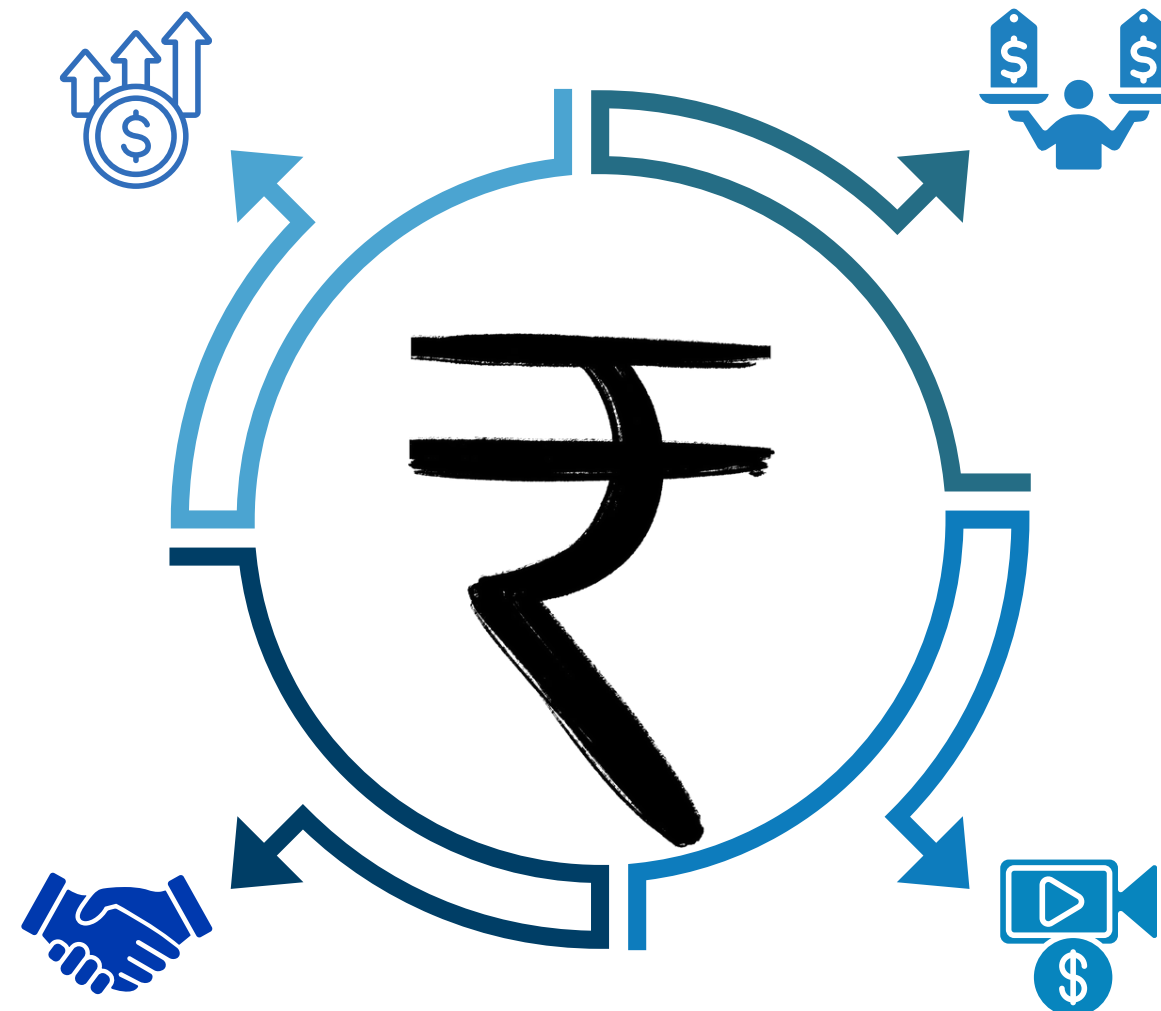
“Ensuring Sustainable Financial Success”

## Diverse Revenue Streams

Utilize multiple revenue streams such as subscription models, advertising, transaction fees, and premium features to ensure stability and flexibility.

## Strategic Partnerships

Forge partnerships with complementary businesses or platforms to access new markets, expand customer reach, and unlock additional revenue opportunities



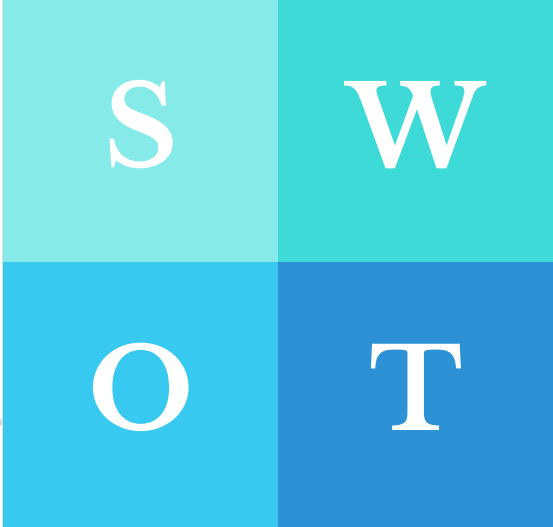
## Scalable Pricing Models

Implement tiered pricing structures or pay-per-use models to cater to varying customer needs and budgets, facilitating scalability without compromising profitability.

## Data Monetization

Leverage user data insights ethically to offer personalized services, targeted advertising, or premium analytics packages to businesses, creating additional revenue streams while enhancing user experiences.

# SWOT ANALYSIS

<b>Strengths</b> <ul style="list-style-type: none"><li>• Integrated social commerce platform; diverse user base.</li><li>• Advanced search and comparison tools; wide range of product listings.</li><li>• Focus on professional networking with industry-specific features.</li><li>• Cost-effective advertising solutions; innovative billing model.</li></ul>	 A central graphic consisting of a 2x2 grid of squares. The top-left square is light teal and contains the letter 'S'. The top-right square is a slightly darker teal and contains the letter 'W'. The bottom-left square is a bright blue and contains the letter 'O'. The bottom-right square is a darker blue and contains the letter 'T'. <div>S W O T</div>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• High competition from established social media platforms.</li><li>• Dependency on retailer partnerships for product variety.</li><li>• Building a user base in a market dominated by LinkedIn.</li><li>• Gaining trust in a market with established competitors.</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Growing interest in social commerce.</li><li>• Increasing consumer demand for efficient online shopping experiences.</li><li>• Rising demand for specialized professional networking platforms.</li><li>• Gaining trust in a market with established competitors.</li></ul>		<b>Threats</b> <ul style="list-style-type: none"><li>• Changes in consumer privacy laws affecting targeted advertising.</li><li>• Dominance of established e-commerce giants.</li><li>• Difficulty in differentiating from existing platforms.</li><li>• Rapid changes in digital advertising standards and privacy regulations.</li></ul>



# Market Size

## Social Media and Social Commerce (Talkfever):

- Market: Expected \$2 trillion by 2025, growing at 16% CAGR.
- Opportunity: Increasing e-commerce integration with social media.

## Online Marketplace (SarchBazar):

- Market: Projected \$4 trillion by 2025, 10% CAGR.
- Opportunity: Enhanced search tools drive user loyalty.

## Professional Networking (Airsonnet):

- Market: Valued \$8 billion in 2023, to grow \$15 billion by 2028 (13% CAGR).
- Opportunity: Rising demand for industry-specific networks.

## AdTech and Ad Exchange (Adbaazaar):

- Market: Global ad spend to exceed \$650 billion by 2025.
- Opportunity: SMEs seek cost-effective advertising solutions.



# Market Analysis

## **TAM (Total Addressable Market):**

Broad TAM: As of January 2023, there are approximately 850 million internet users in India. This represents the broadest possible TAM for social media platforms.

## **2. Refined TAM:**

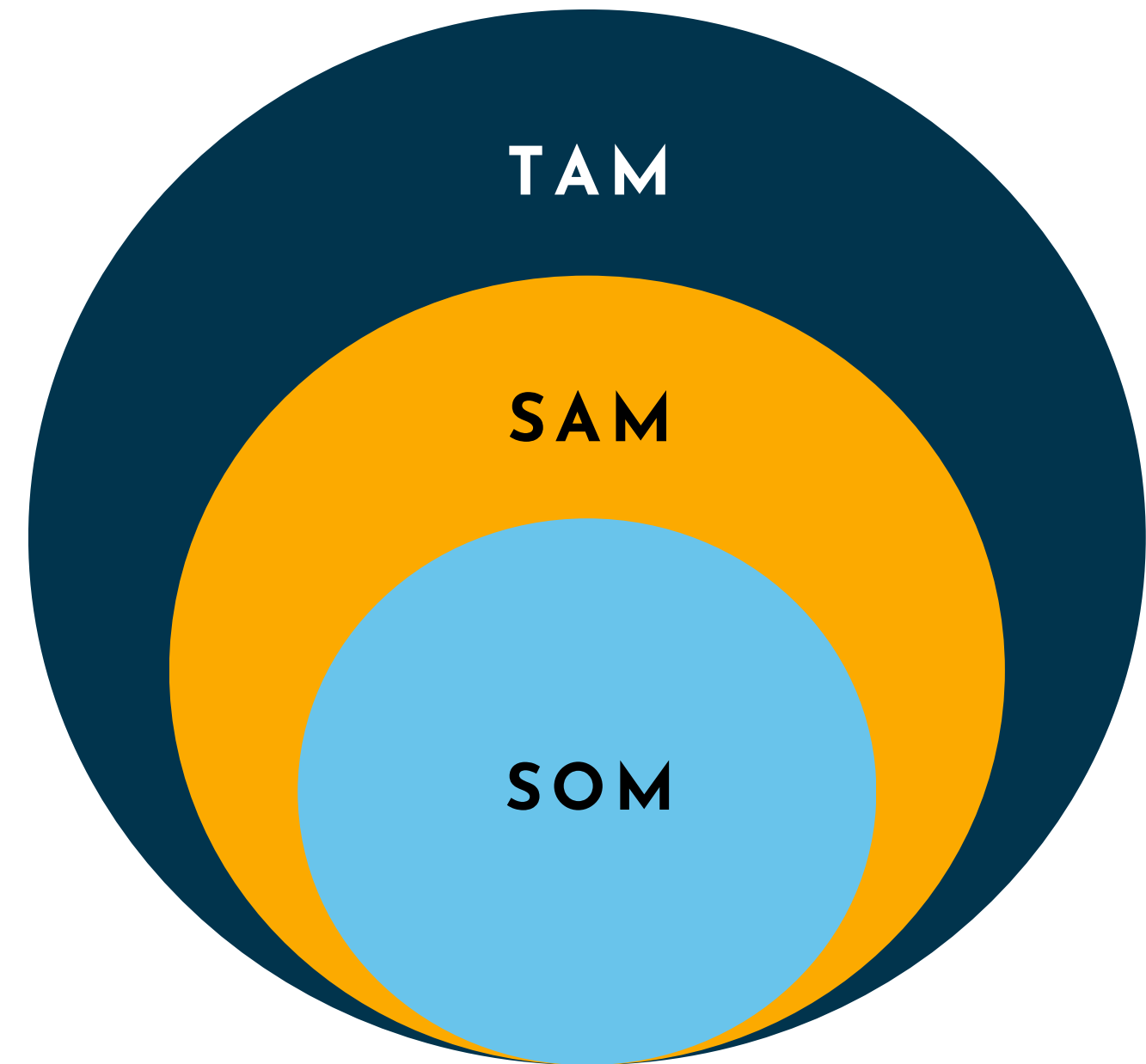
Our target users aged 18-54 in urban and semi-urban areas with smartphones (around 60% of India's internet users). This gives us a refined TAM of around 510 million.

## **3. SAM (Serviceable Addressable Market):**

Further segmenting based on specific interests and social media usage habits is crucial. We target young professionals (25-34) interested in e-commerce and professional networking (estimated 60 million users).

## **4. SOM (Serviceable Obtainable Market):**

Capturing a significant share of this market is challenging. A 5-10% market share within our SAM is a reasonable starting point, considering competition and platform adoption rates. This translates to 6 million users as our SOM.



# AIM TO SCALE-UP

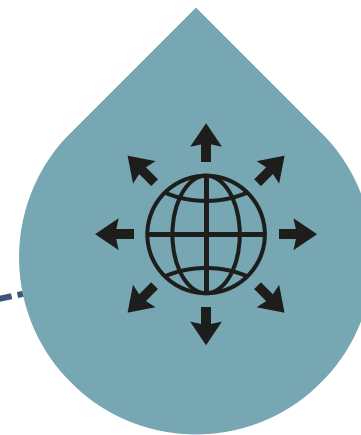
## Expansion of User Base:

The primary aim is to scale up the user base by implementing targeted marketing campaigns, user acquisition strategies, and enhanced user engagement initiatives.



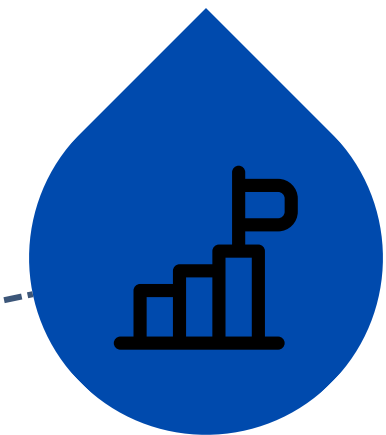
## Geographic Expansion

Talkfever aims to expand its geographical footprint by entering new markets and regions, both domestically and internationally.



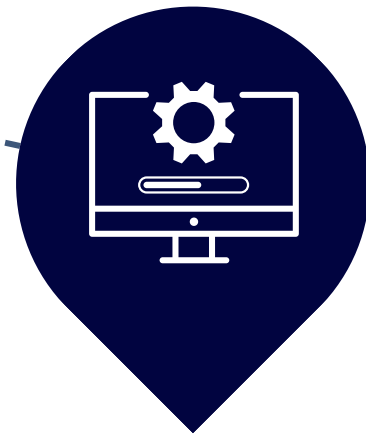
## Diversification of Services

The company intends to scale up by diversifying its services and offerings to cater to evolving user needs and preferences.



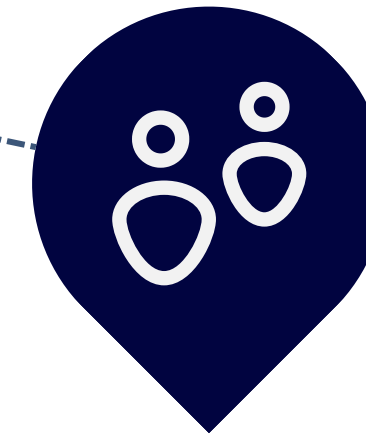
## Infrastructure and Technology Upgrades

Talkfever aims to scale up its infrastructure and technology capabilities to support increased user traffic, data processing requirements, and platform scalability.



## Strategic Partnerships and Alliances

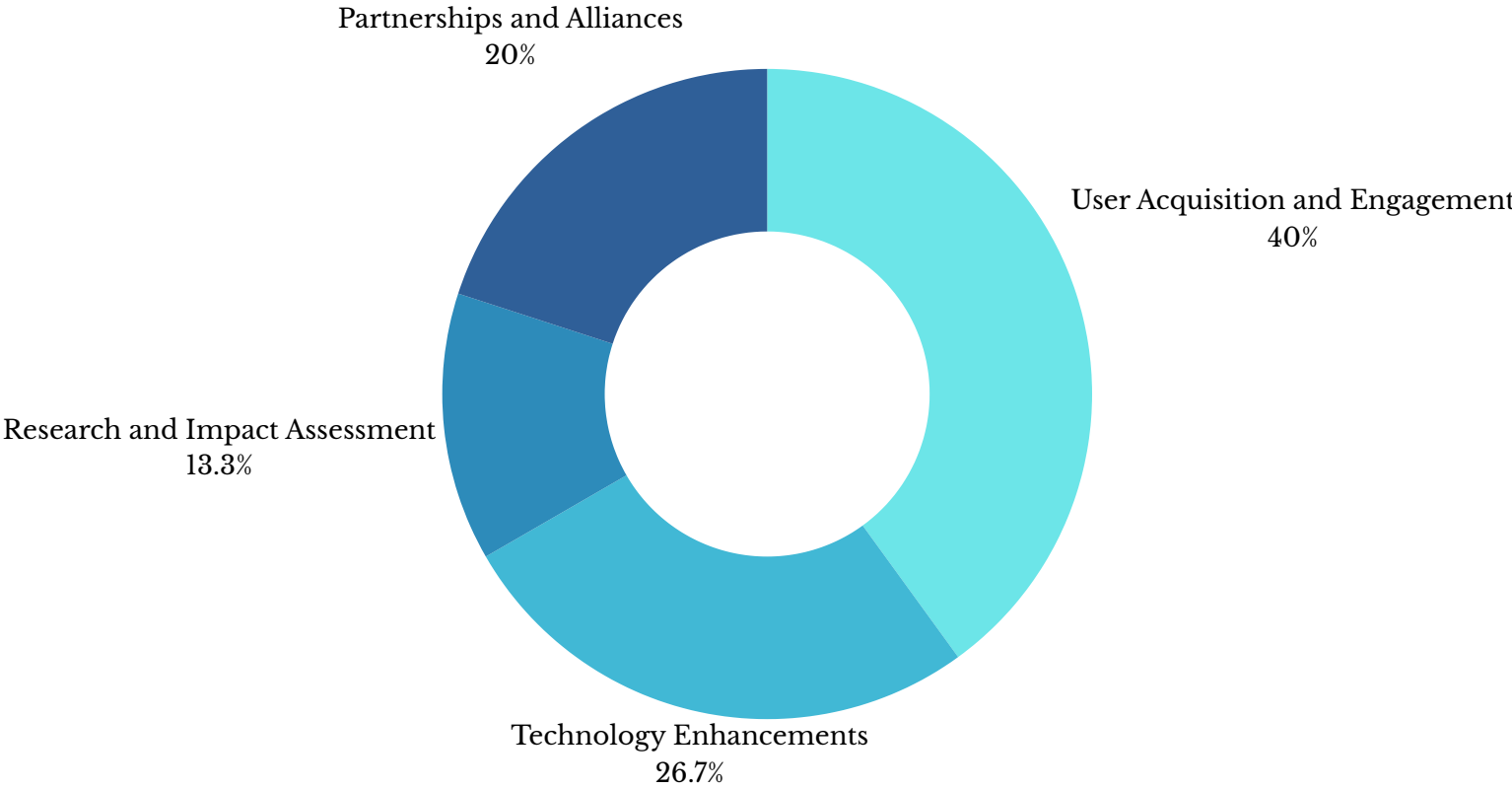
To facilitate rapid scaling, Talkfever plans to establish strategic partnerships and alliances with key industry players, technology providers, content creators, and businesses.





# FUND ASK

Activity	Allocation	Description
User Acquisition and Engagement	\$600,000	This funding will drive marketing campaigns and outreach initiatives to attract and engage a broader user base, essential for scaling our innovation and maximizing its impact.
Technology Enhancements	\$400,000	Investment in technology will facilitate the development of advanced features, improve platform performance, and ensure scalability to accommodate increased user traffic.
Research and Impact Assessment	\$200,000	These funds will support rigorous data collection, analysis, and reporting to assess the innovation's impact, providing valuable insights to inform strategic decision-making.
Partnerships and Alliances	\$300,000	Building strategic partnerships and alliances is critical for expanding our reach and leveraging additional resources. This funding will enable us to establish and nurture such collaborations, contributing to our scaling efforts.



# OUR TEAM

**Director  
(Founder & CEO)**

**Shivram Verma**

With extensive experience in social media and technology, Shivram leads with data-driven strategies and full-time commitment.



**Director  
(Administration)**

**Preeti Singh**

With 28 years of administrative expertise and a double Masters Ph.D., Dr. Preeti ensures smooth project execution and fosters productive relationships.



**Director  
(Tech Projects)**

**D'Selva Kumar**

Former Co-Founder of "Just Dial," D'Selva leads technology projects, ensuring technical success and scalability.



**Co-founder  
(Operations)**

**Preeti Gupta**

With 18 years of corporate experience, Preeti specializes in operational planning and global expansion strategies.



# Contact Us



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