

Life*in*lines.com

One life, a million Lil moments...

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LifeinLines Business: An online archive of one's life, encompassing voice, video and text, accepting inputs from web- site, email, messenger and mobile- SMS, MMS and Voice.

Purpose of this Business Plan document: This document summarizes the concept, business strategy and profitability potential of lifeinlines.com. The document is directed towards venture investors for funding.

The Product: LiL helps an individual put together an archive of his life using text, image, video and voice media. Something she would like to look back and smile at. It is about tracking one's life to create memories, take lessons by letting go of some things and holding on to some others. With multiple input channels as website, instant messengers, emails, SMS, GPRS application, voicemails and voice call recording, it becomes very simple to record LiL moments. Going beyond, LiL would help one track her personal goals, little plans and aspirations. With specially designed analysis tools, LiL would enable one to see her evolution as an individual in the personal and professional life. Essentially, it would enable an improved understanding of oneself, towards a better life.

Multiple privacy options would enable a user to keep her special moments to herself or share with a close group of friends.

The Market: LiL is for anyone using the internet and interested in archiving his life. First user segment would be college students and young professionals - people getting into their first relationships, first jobs, and first cars- as they would want to capture these moments. The secondary segment would be professionals who would want to track the adventurous moments of their life or to just vent out their feelings. A young mom could use LiL to maintain an account for her newborn daughter and gift it to her when she's eight years old. A celebrity or a corporate stalwart could write her live autobiography, learning, experiences and moments.

Our market focus is India and the current projections are limited to this market only. Global plans would be considered after 2 years of operations in India.

Assuming Power Users (>10hr/week) to be 50% of Active users (once a month access), the primary market (age 16-35) in terms of present and potential users is explained in the table below. The growth rate for 2006-2008 is 50%, followed by 40% for next two years and 30% then on, based on the Internet In India 2006 report by IMRB (Indian Market Research Bureau)

(In Millions)	2006	2007	2008	2009	2010	2011	2012
No. of Active Users	21	31.5	47.25	66.15	92.61	120.39	156.51
Growth Rate of Active Internet Users	50%	50%	50%	40%	40%	30%	30%
No. of Target Users (Age: 16 - 35 yrs)	5.25	7.87	11.81	16.53	23.15	30.09	39.12

The Business Strategy: The product concept is unique in its positioning and combines the features of several upcoming products globally. The feature comparison of products closest in nature to LiL is as below

Feature Comparison with similar Products globally									
		LiL	Blogs	Twitter	Jaiku	Tumblr	Pinger	Jott	Xakasha
Input Mechanism	Web	✓	✓	✓	✓	✓			✓
	SMS	✓		✓	✓				
	Instant Messenger	✓		✓	✓				
	MMS	✓							
	Voice Calls	✓					✓	✓	
	GPRS	✓	✓	✓	✓		✓		
	Email	✓	✓	✓					
Media Formats	Text	✓	✓	✓	✓	✓		✓	✓
	Image	✓	✓			✓			✓
	Video	✓	✓			✓			✓
	Voice	✓					✓	✓	

LiL stands to gain strongly from early mover advantage in India where most of the products are yet to be promoted aggressively. In a space with low entry barriers aggressive marketing is essential to acquire

users since the competitors are likely to follow the trail soon. Customer engagement & intimacy with recorded content, which is almost un-portable, would ensure user retention and loyalty.

Frequent and innovative feature enhancements would maintain user interest and keep the competitors guessing.

Marketing strategy would include multi-point interaction and engagement with the target group via online and outdoor contests, promotion and sponsored events at high schools, colleges, shopping malls as well as during community festivals like Holi, Diwali etc. These efforts will be backed by massive public relations activities to build a credible brand.

The Management Team

1. **Ankur Gattani** is a B. Tech in Engineering Physics from IIT Bombay, India's premier technology institute and currently a second year student at IIM Calcutta, again India's premier business school. As a freelance consultant, he's advised companies in the web 2.0, social media and e-learning space on business development. He brings strong analytical ability and skills in marketing and business strategy to the startup.
2. **Deepak Dabas** is a B.Tech in Information Technology from Govt. Main Campus, GGS Indraprastha University. He has worked for over two years in the telecom/IT domain and is well conversant with latest technology and applications. Currently a second year student at IIM Calcutta, he also has expertise in the areas of finance and business strategy.
3. **Riju Raj Shrivastava** has done his B.Tech in Chemical Technology from IIT Bombay and is currently a second year student at IIM Calcutta. He has good problem solving skills and is well conversant with web technologies.
4. The implementation of the initial phase is outsourced to a reputed firm. The advisors to the business include **Mr. Deepak Daftari**, a senior internet entrepreneur with interests in e-learning

and head hunting for IT companies. A widely networked person, he provides access to key people in the technology space.

Financial Projections:

Marketing costs would be the major components of cost due to central role of marketing in acquiring customers as discussed earlier. The Human Resource costs would constitute the second highest head in costs. The HR costs are less when compared to other global markets. However, the salary of the all employees has been set at very competitive rates to arrive at the projected figures. Most of the revenue would come from online clickable advertisement based on 5% click through rate with 30 impressions/user/month. The average price per click has been taken as 40 cents, based on Indian market rates. The discounting rate used for NPV calculations is 35%. The Financial projections are summarized in table below

Projections(in USD)					
	2008	2009	2010	2011	2012
Registered UserBase (million)	0.24	0.50	0.93	1.50	2.35
Revenues	\$ 2,240,831	\$4,857,064	\$9,233,217	\$ 15,003,978	\$23,406,205
Total HR Costs	\$ 82,500	\$ 235,500	\$ 377,950	\$ 494,268	\$ 664,528
Administration Expenses	\$ 25,653	\$ 33,328	\$ 38,402	\$ 40,211	\$ 52,196
Marketing	\$ 400,000	\$ 368,828	\$ 503,852	\$ 621,978	\$ 804,224
Total Costs	\$ 508,153	\$ 637,655	\$ 920,203	\$ 1,156,456	\$ 1,520,948
Profit	\$ 1,732,679	\$4,219,409	\$8,313,014	\$ 13,847,521	\$21,885,257
Profit After Tax	\$ 1,126,241	\$2,742,616	\$5,403,459	\$ 9,000,889	\$14,225,417
NPV	\$ 10,417,652				

Expectations from Venture Capitalists: We seek 500,000 USD funding for the business. We have already made investments from our savings to the tune of 25,000 USD. After the initial funding the business will be self sustaining and show exponential growth. In return we would be willing to negotiate 20% of company's equity.