Loud Shout

‘BE YOURSELF’

What is Loud Shout

India's first hyper local anonymous bulletin board

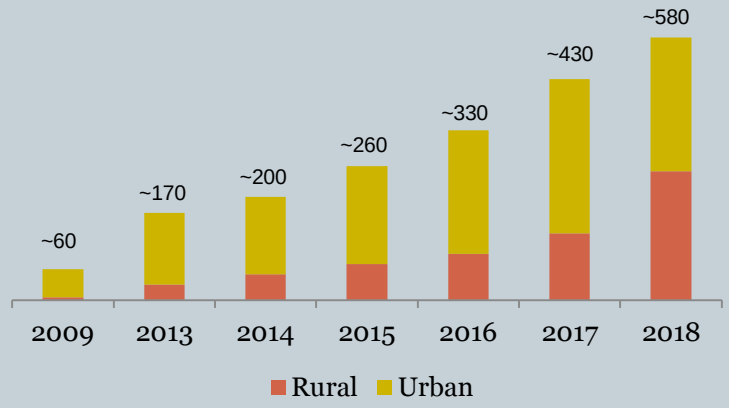
'Real conversations in virtual world'

Say what you want not what has to be heard

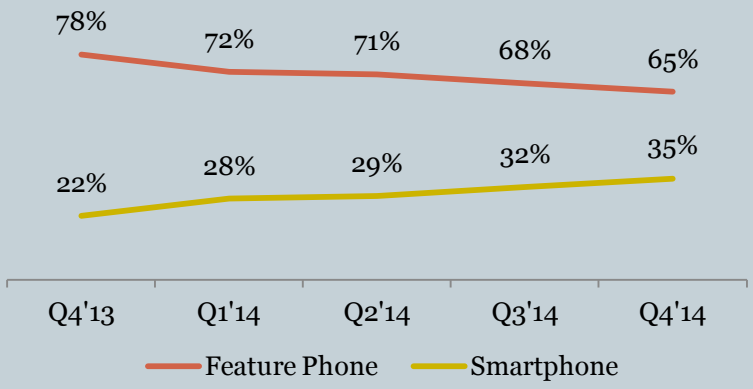
Why India

- Internet contributed 2.7% of GDP in 2013 ($60bn) and is expected to contribute 4.0% of GDP by 2020
- Third largest internet users in the world at 190m as of June 2014
- Estimated 500mn internet users by 2018
- Most of the growth driven by smartphones
- 20% internet penetration in India v China at 45%
- Proportion of mobile traffic at 40-60% is similar to China
- Smartphone penetration growth at 100% YoY

Internet population forecast



Smartphone v Feature phone market share India



Source: India@Digital Bharat BCG, India Internet, CITI

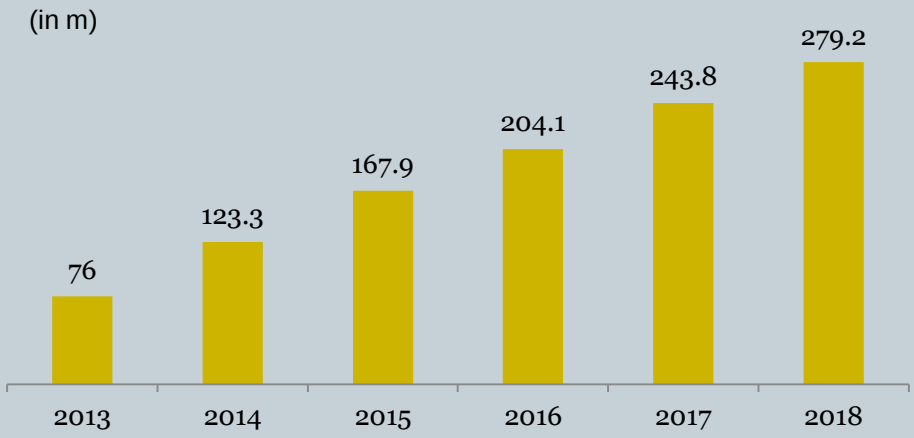
Internet profile going forward

	2013	2018
Older	60% under 25	54% over 25
Rural	29% rural	40-50% rural
Gender balances	2.6 men per women	1.9 men for every women among 18-24 years old
Mobile	60-70 % users	70-80 % users
Mobile	45% of users use vernacular content	62% print media vernacular in 2013 70-90% Indians do not speak English

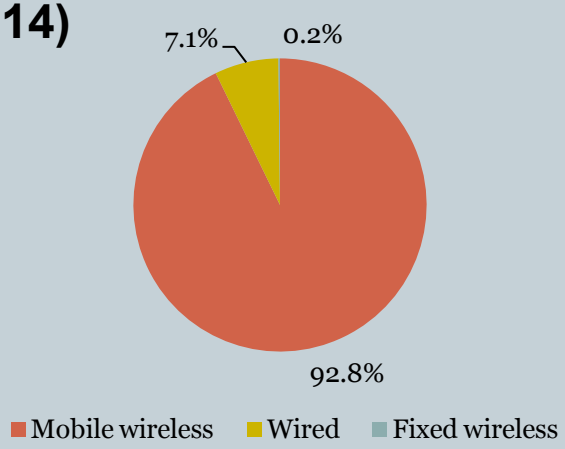
Source: India@Digital Bharat BCG

India in numbers

Smartphone users growth in India



Internet subscription breakdown (Dec'14)

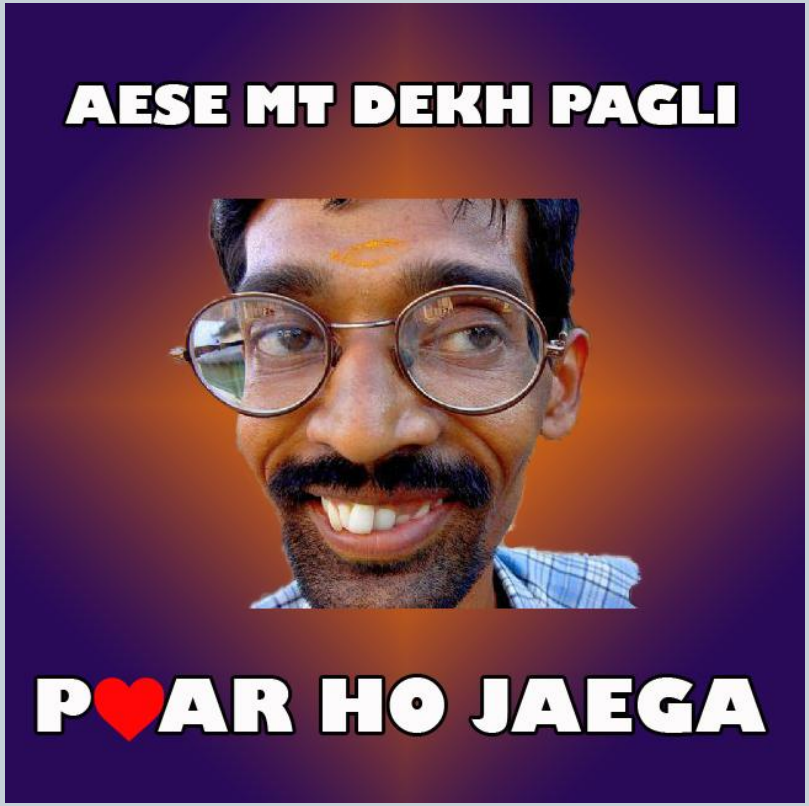


- By 2019 India to have 651m smartphones as per study by Cisco
- 590.3 million (47 per cent of India's population) mobile users in 2014, up 18 per cent from 500 million (40 per cent of India's population) in 2013
- Projected 895.6 million (67 per cent of India's population) mobile users by 2019, up from 590.3 million in 2014, a CAGR of 8.7 per cent
- 48% of Indian smartphone users were between the age 18-25 in 2012 as per Nielsen

Source: http://trak.in/tags/business/2014/12/23/smartphone-users-india-global-growth-chart/
http://articles.economictimes.indiatimes.com/2015-02-03/news/58751662_1_networking-index-mobile-users-population
http://www.digit.in/mobile-phones/nielsen-survey-50-of-smartphone-users-in-india-are-under-the-age-of-25-13454.html

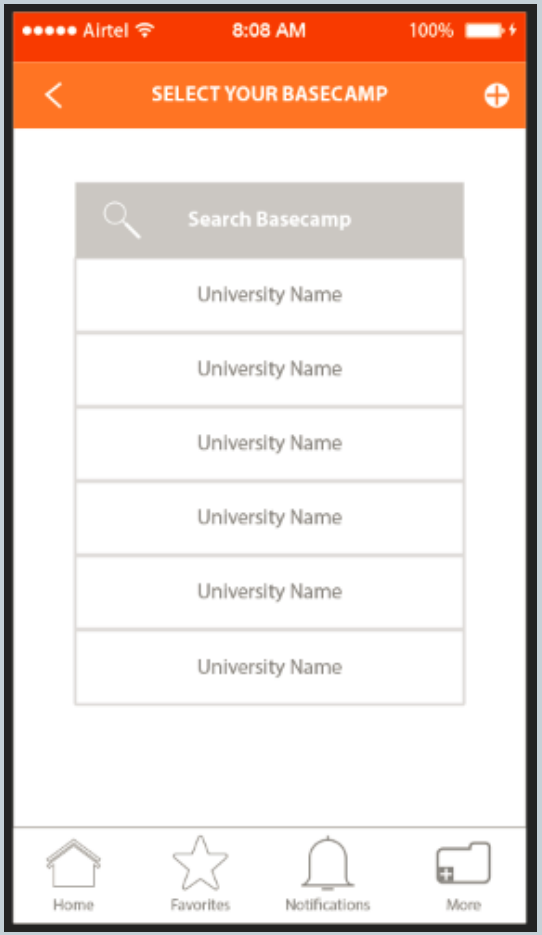
Loud Shout

- India's first hyper local live bulletin board
- Allows users to communicate within communities within 180 character
- Protects identity: Be anonymous and say what you want without being judged
- Flexibility to choose basecamps
- Option to post locally (within 5 KM radius) or in basecamps
- Option to favorite and sharing for posts you like
- Features such as upvote/downvote , flagging to curate content
- Peek in others basecamps to know what is happening
- Unlock cool avtars and earn karma points to keep the platform cool



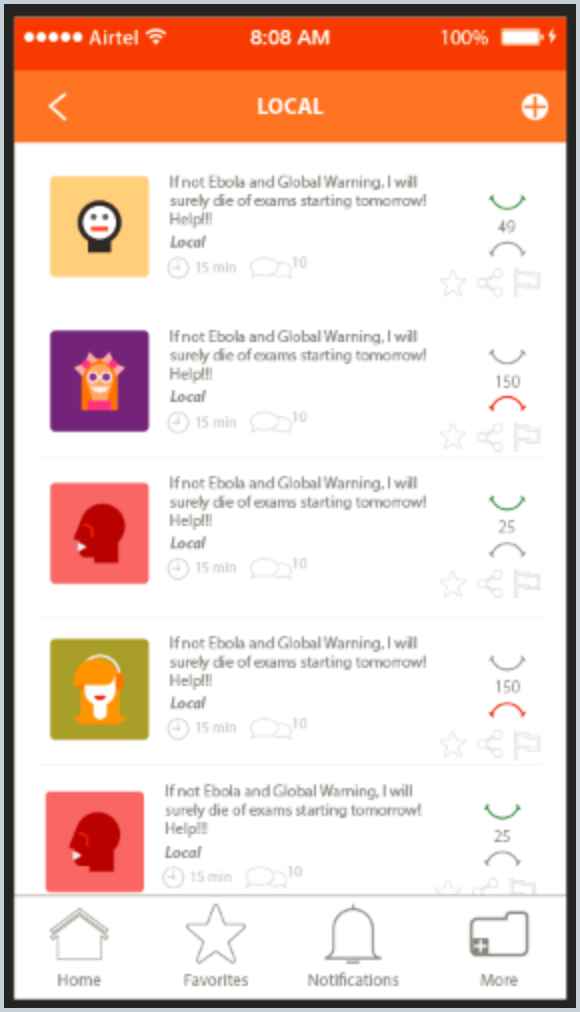
Loud Shout features: Basecamp

- First time users can select their basecamp
- Basecamps currently are campuses (educational, office)
- Once selected user can change basecamp only two months later
- Tell the world about your cool campus stories
- Start connecting and share your campus secrets



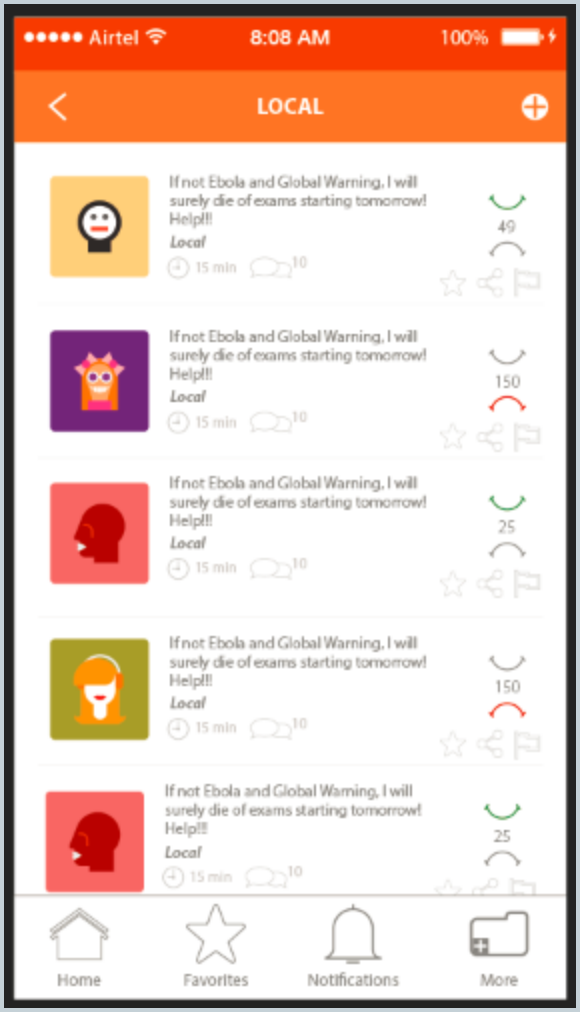
Loud Shout features: Local

- GPS based allowing to post locally within 5 KM radius
- All you have to say about local grocer, doctor, restaurant, local politician or even your own security guard of the building
- Gather valuable feedbacks
- Don’t shy community needs you



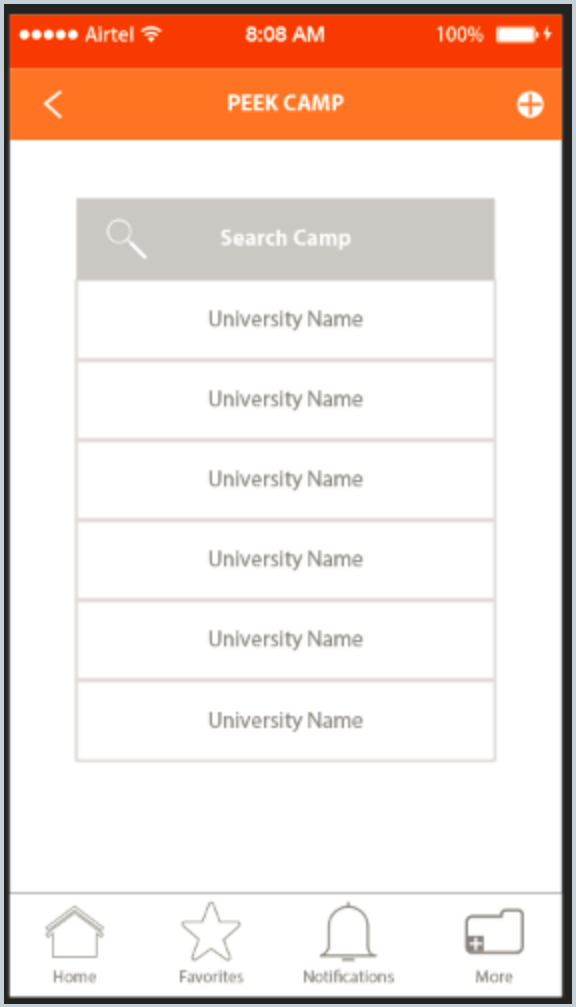
Loud Shout features: Choose

- Features such as upvote / downvote providing option to users to curate content
- Flagging option to check inappropriate content
- Karma points for every activity to help keep this platform cool
- Cool avtars for power users to showoff in the community



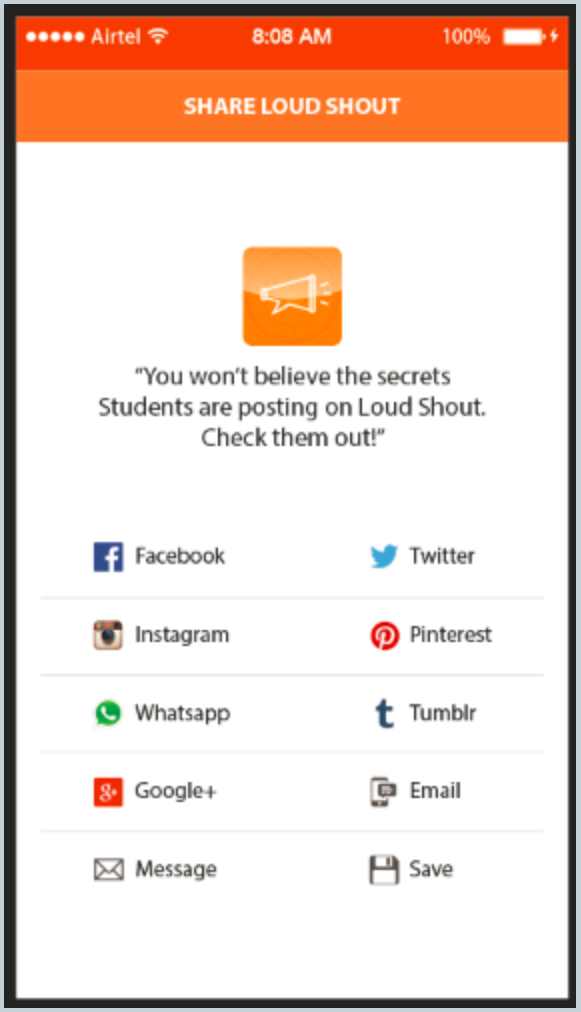
Loud Shout features: Peek

- Peek in other campuses to see what the conversation is about
- Know inside secrets about them
- Get relevant inputs about events in those campuses
- Never miss on any activity



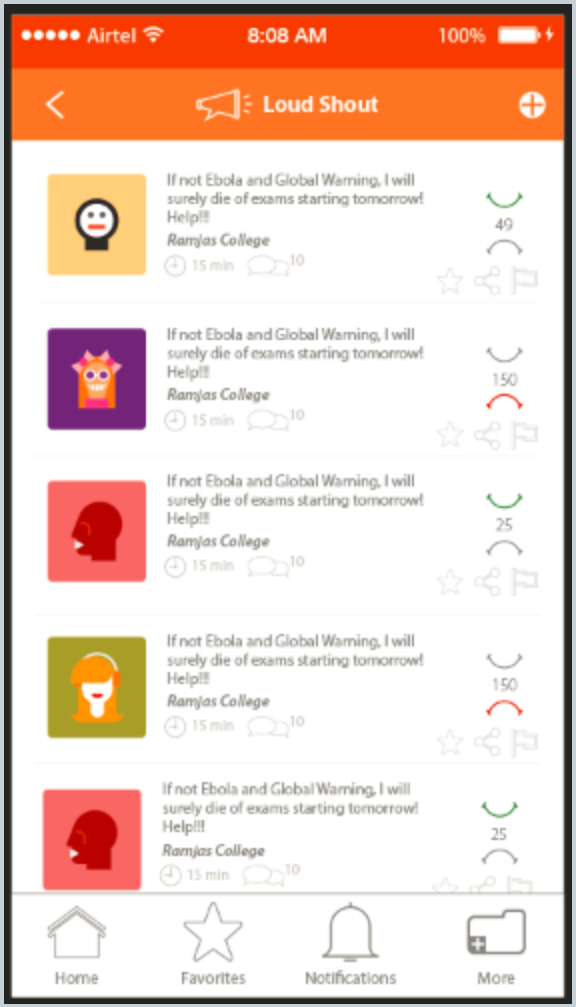
Loud Shout features: Share

- Share your favorite posts with your friends
- Share the app with your friends to help the community grow
- Start **SHOUTING**



Loud Shout features: Karma points

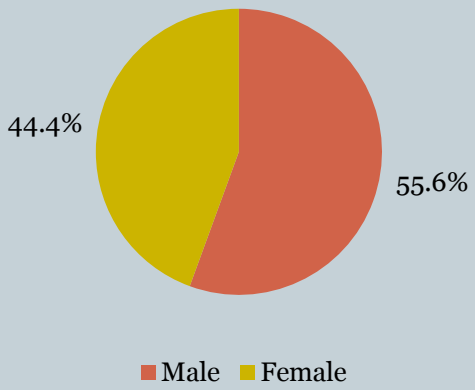
- For every post user gets a unique avtar which helps in conversations
- Avtar to change for different posts by same user to protect identity
- Good karma always pay
- Be active and be a power user
- Unlock cool avtars and get the cool kid tag on the app



Marketing strategy

- Target youth population of India
  - 18-25 year old campus students
  - Campus ambassadors
  - Focusing on organic growth for first three months
  - Below the line activities
- Big office campuses
- Target of 150 college campus and 200 overall in first three months
- More than 100,000 download in first three months
- Big events after first three months
- More than 1,000,000 downloads in first six months

Total no. of university enrollments in 2011



Total of 28.5m students

- 14m adult of age 18-23 according to census 2011
- Every third person in an Indian city today is between 15 and 32
- Median age in India is 27
- 22.5m students 79% of total students are attending undergraduate programme

Source: All India Survey on Hgher Education 2011-12 provisional

Future product roadmap

Version 2

- Meme generator
- Video upload
- Vernacular language
- User generated polls
- Change of basecamps
- Different channels

Version 3

- Tagging option to search
- More basecamp categories
- New set of Avtars
- Detailed notifications
- Anonymous reviews