



EK — Inch

seekhen shauk se

To bring a digital revolution in the construction industry, upskilling the unskilled workers and helping building material manufacturers reach , educate ,reward and hand hold them for the Qualitative good of the industry



Problem

- ❖ Absence of formal skilling
- ❖ Low labour productivity
- ❖ Absence of dedicated job portal
- ❖ No platform to train on new technologies/new products
- ❖ Absence of reach of product information to the last stakeholder-Construction worker



solution

- Joint Skilling Program on Ekinch App
- Product content in Short video format
- Preparing Digital log of watch time
- Showcasing their work Reels on App
 - Rewarding top performers
- Matchmaking Workers-Employers



Why us?

- Seasoned Professionals
- IIM Bangalore recognition
- District Magistrate Haridwar recognition
- Startup India Reconised
- Incubated at TIDES, IIT Roorkee,



why now ?

- Affordability of internet(as affordable as Gutka & Bidi)
- It is the new “Time Pass” for people
- More Internet users in Villages than in Cities
- Rural users' growth at 45% continues to outshine urban users' growth at 28% over 2019, *Source: Nielson*
- Govt. initiative like e-Shram portal and code on social security aids our business to penetrate into the market.
- Focus of Government on Digital India Mission through CSC
- India set to become second largest player in global construction equipment by 2030, *Source: Volvo*
- India has surpassed every nation in Digital Financial Transaction.
- India has taken a quantum leap in going digital in last six years

Founders

SANJAY PAL **(B.Arch, LLB)**

- IIT Roorkee 2004 Alumnus
- Worked with CBRI, ACC
- 18 years experience in Construction Industry
- Consulted for more than 5000 crore value projects
- Superspecialist in Hospital design & Hill Architecture
- High level competency in Building Construction, Planning, Quality Controls

AKANSHA TYAGI **(Ph. D. , MBA, B.Sc, LLB)**

- IIT Roorkee 2016 Alumnus
- Seasoned professional in the field of Management & Behavioral Science Research.
- Published research papers in A+ journal with 250+ citations.
- Worked with Associate Dean Corporate Interaction, IIT Roorkee for 2-years.
- Worked as Assistant Professor (HR/OB) for 1-year
- Received Letter of appreciation by BPRnD (Bureau of Police Research and Development) for research work on Policing

LAUNCH

- Ekinch app launched on 2nd June 2022
- 2.35 lakh organic users on boarded till 18th March 2023
- More than 80000 Monthly Active Users
- 13479 Hours of content watched on app
- Hospital Works, Wood Works and Electrical works best watched category
- More than 2000 contextual reels uploaded by the users on the app
- More than 1500 job posted by the users on app
- Maximum content watched between 7pm to 12pm



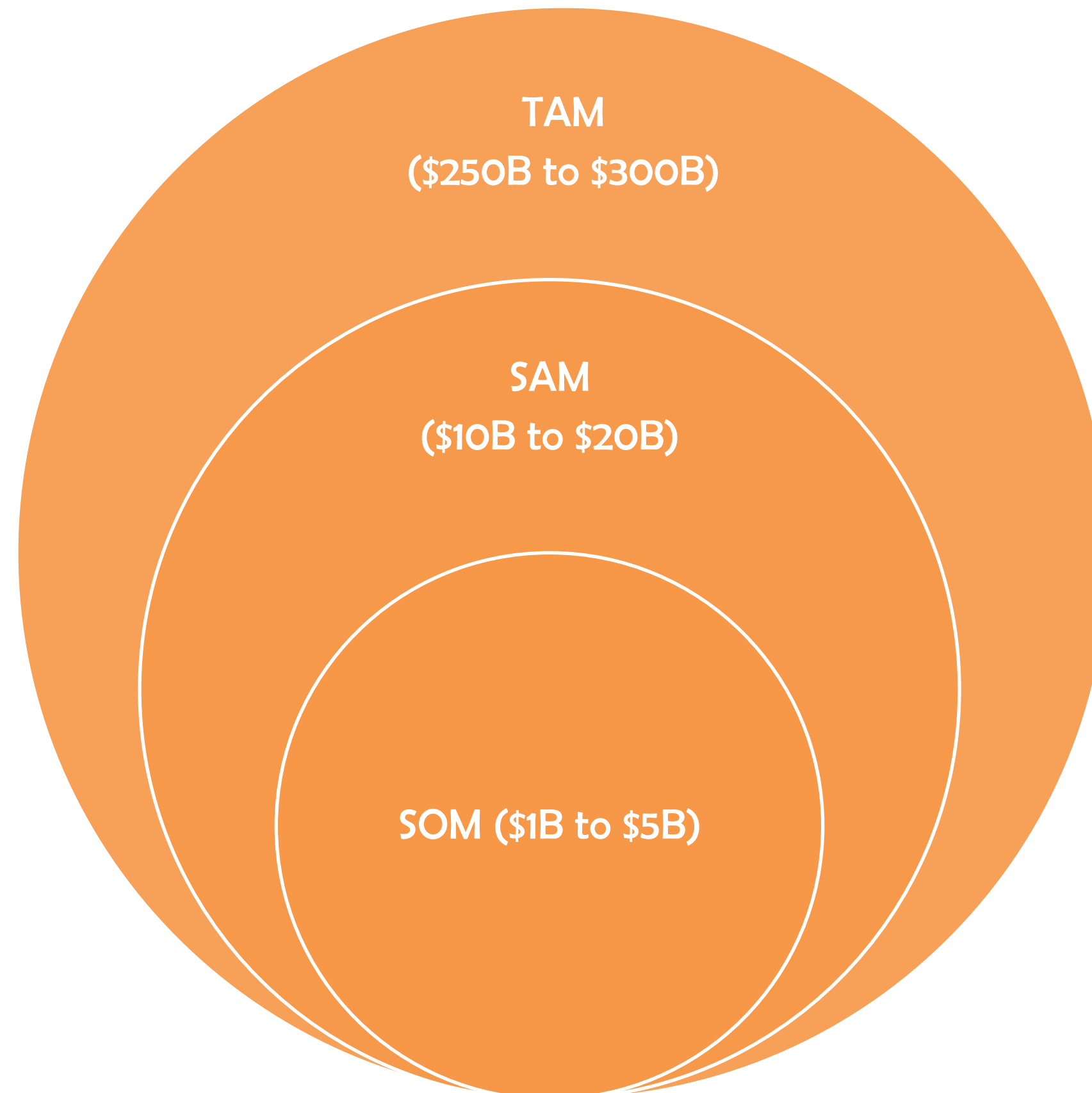
Business Model

Customer
Acquisition & Value
Addition in First
Year

Placement
Charges from
Second year

Product(Building Material)
Launch/Advertisement
charges from
Manufacturers

Target Market



Revenue

- Onboarded first client Ma Sharda Constructions Haridwar with Rs.2.0Lakh revenue
- Under process our second Client Sir Biotech Limited for providing access to labour at Lensdowne for 5 Star resort project.
- In discussion with Building Material manufacturers(Goldplus Glass, Prince Pipes, Voltas, Graph DoerBath Fittings, Jaquar Lighting) for launching Joint Skill development programme on Ekinch App(we will get platform fee from them)
- Corporate Signup program under discussion for advertisement on Ekinch App

Funds requirement →

MILESTONES

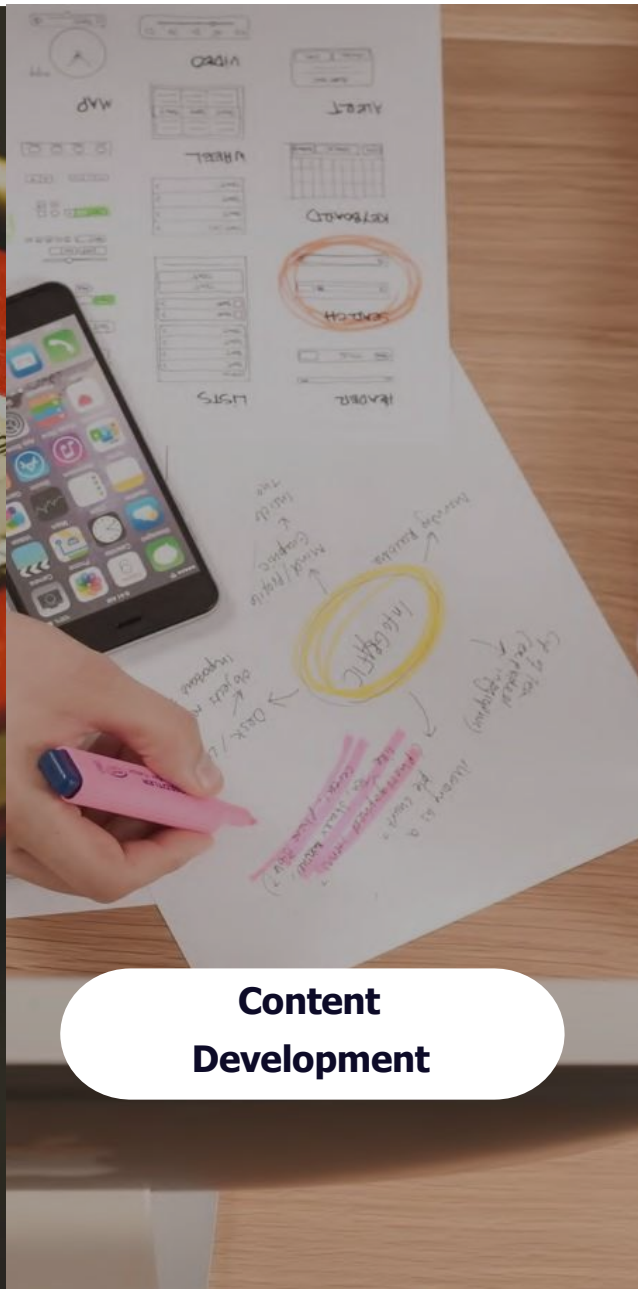
- On boarding 1 crore users in 3 years
- Approx \$2.0M revenue from second year
- Developing 500 plus onsite videos
- Partnering with more than 100 contractors/Large scale construction companies
- Partnering with more than 200 building material manufacturers



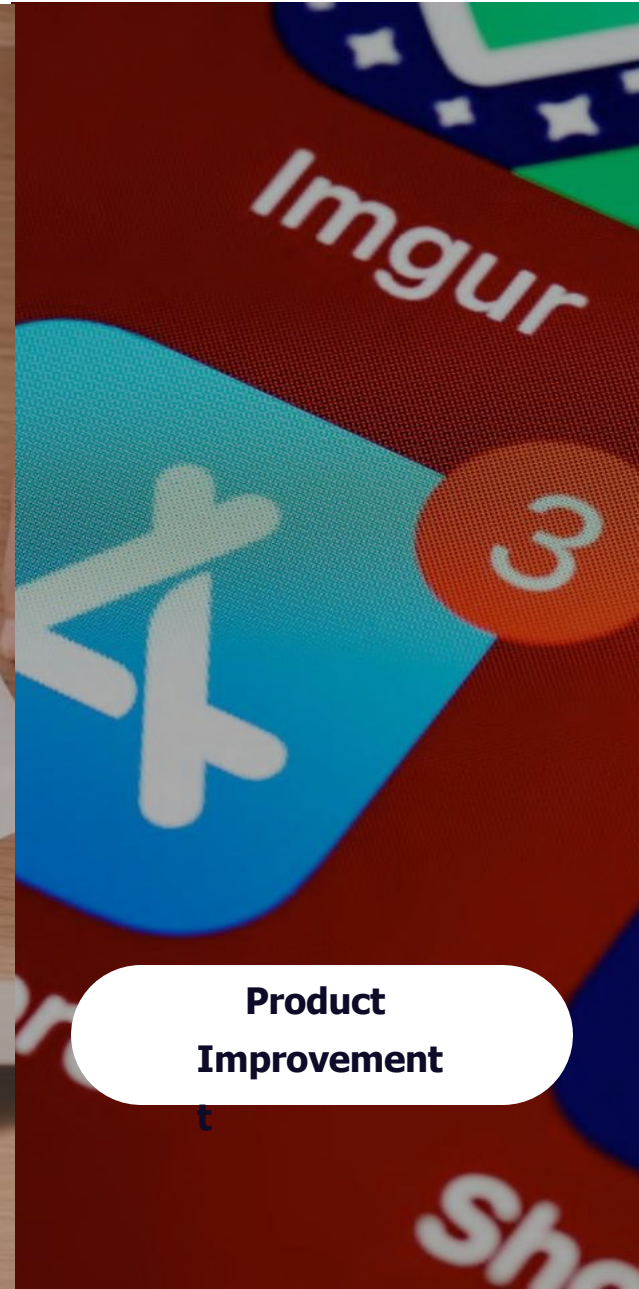
Marketing



Incentives



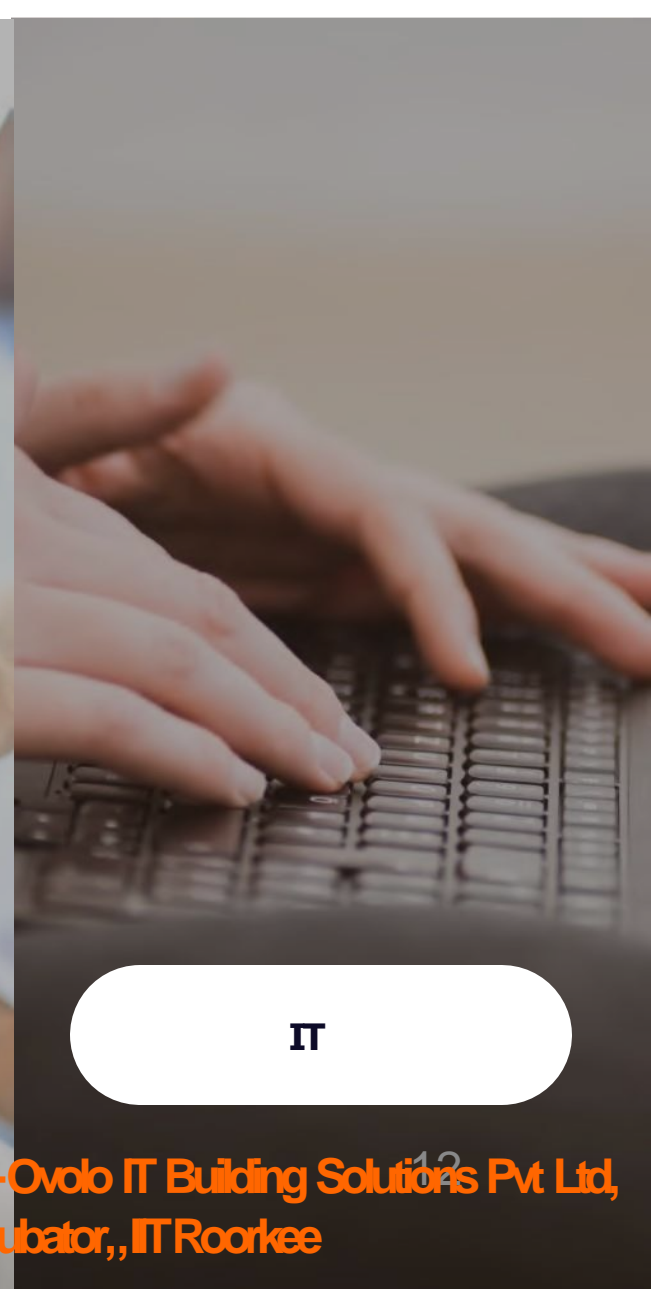
Content
Development



Product
Improvement



Hiring



IT

Competitors



Apna - 2019

Professional networking and jobs platform that helps blue and gray-collar workers find communities and land jobs.

- Pre revenue startup has seen 125X growth
- 5mn + job openings on portal
- 150,000 SMBs and enterprise recruiters on the platform
- 16 mn users on the platform
- Aims to touch 2.3bn people worldwide
- Raised 193.5 mn till date



Bandhu - 2020

Offers new work assignments, enabling construction contractors to find new jobs and find workers for their projects.

- Just Rojgar India Pvt Ltd -2009
- Betterplace - 2015
- Workindia - 2015
- Quickr Jobs - 2015
- Good Worker (Pravasi Rojgar) - 2021
- Waah Jobs - 2014



Thank you