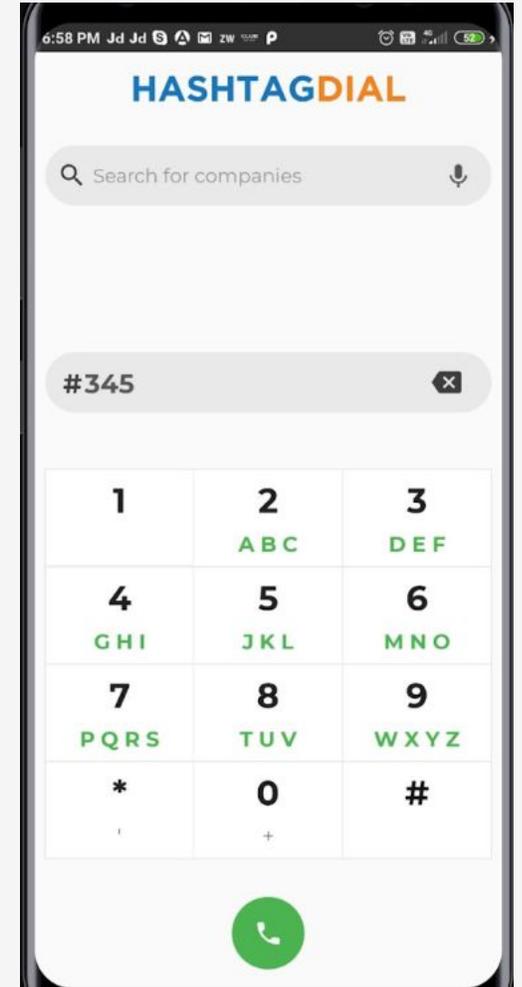# Hashtag Dial

## Apps on the fly!!!

# Problem Statement

❖ Businesses Large or Small Need an App

❖ Apps are required but need not be downloaded on the phone – Users do not like to have too many Apps on their Phones

❖ App Stores have become Grocery Stores of Apps

❖ Business Websites are cumbersome to Operate

❖ Many of the Small & Mid-Sized Businesses do not have a Web Presence, Landing Page or even an App
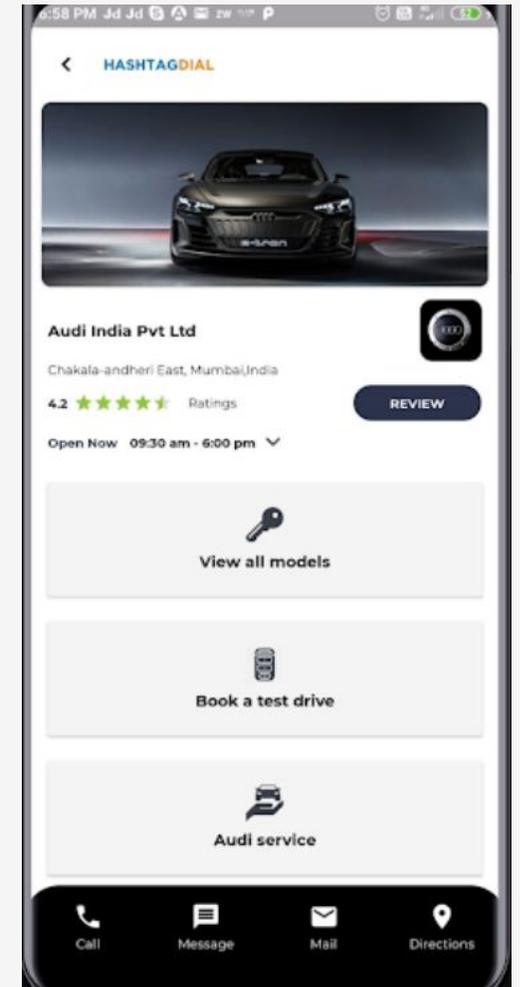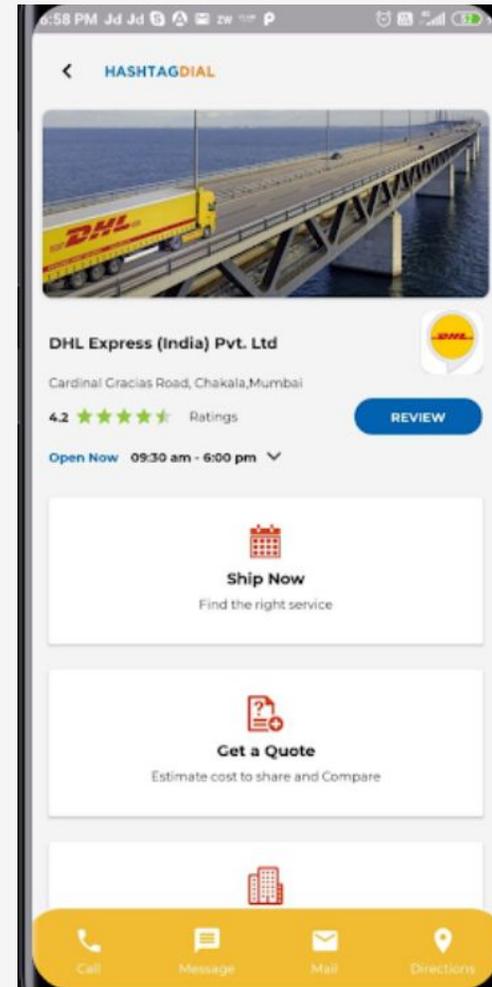
# Product

## How it works:

**1** Convert your Business into a Unique Coded Number

**2** Convert your Website/App into a Unique Coded Number

**3** The Number has to be easily memorable like DHL : 345

**4** The User has to just #Dial your Number

# Product

## How it works:

**1** Once the Number is #dialed the Business App is launched on the phone

**2** ·Once the Number is #dialed the Business Website is launched on the phone

**3** Business can also have lead forms, other forms of engagement via this

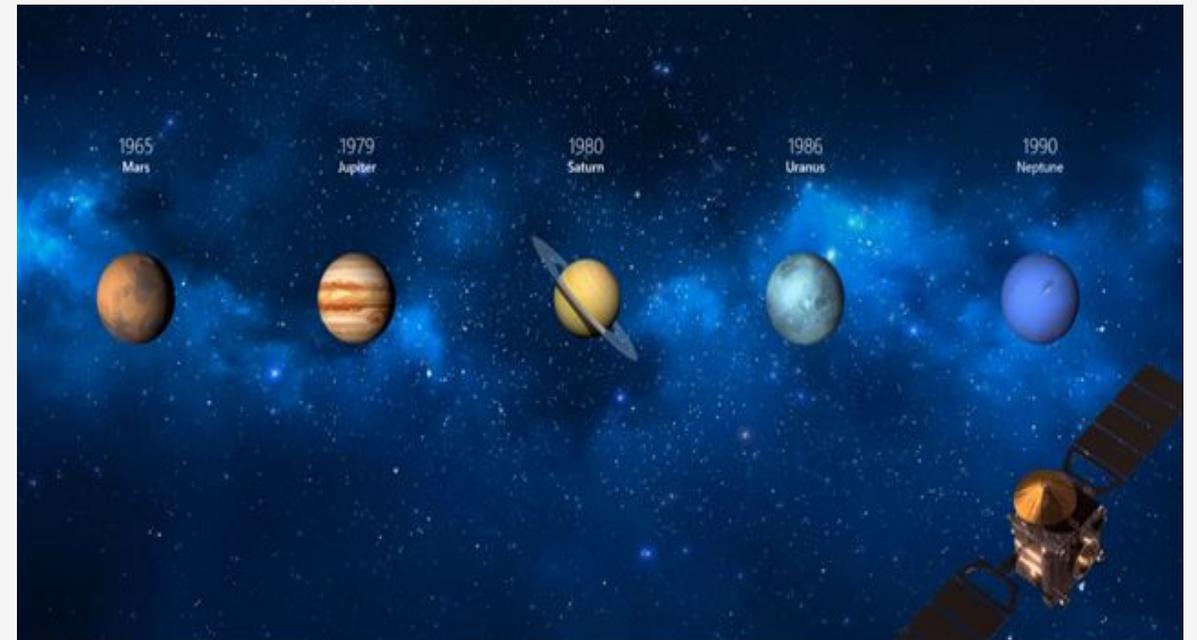**4** User interacts on this page like he would do on a regular App

# The Universe

Businesses have all kinds of Web Presence on the Internet

- Heavy Apps

- Light Apps

- Utility Apps

- Game Apps

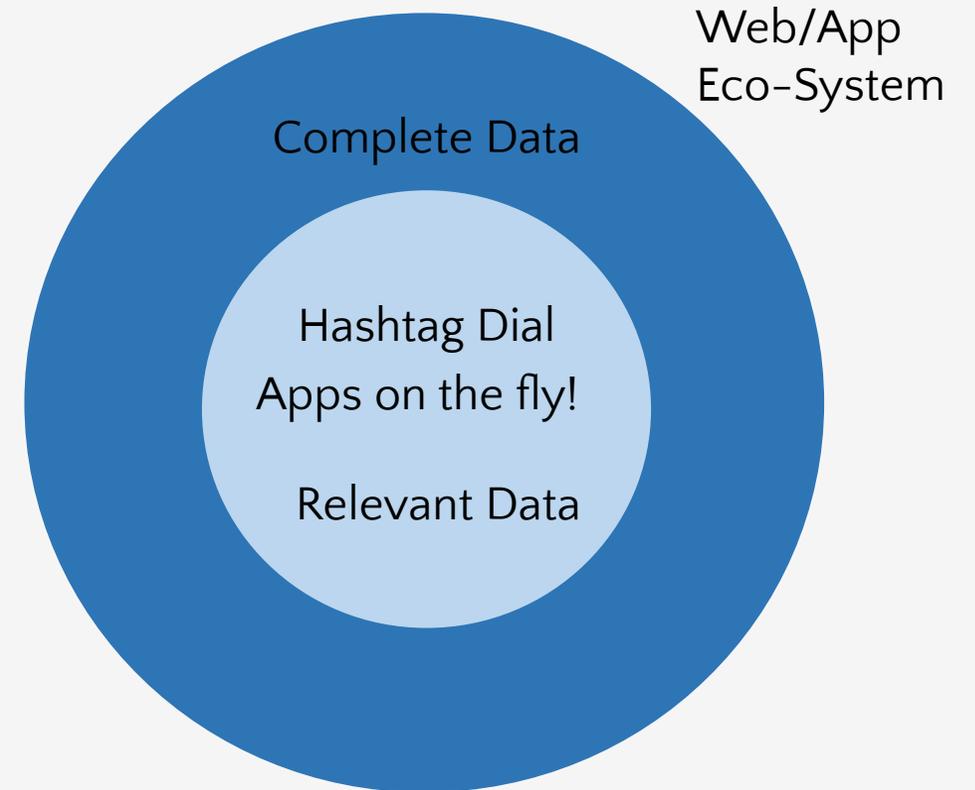- Infotainment Apps etc


- Websites

- Landing Pages



*Hashtag Dial serves as the Satellite App serving all!*

# How it Works

**1** You have the Apps & Websites with all their features & data available. Some of the small businesses do not have a web presence

**2** Hashtag Dial has a unique AI Algorithm that picks up the important features and creates a replica of it in a lighter form with relevant data

**3** The User dials the unique code on Hashtag Dial App and the Lightweight business app/website is launched on the fly in it. No need for downloading the business App/Website
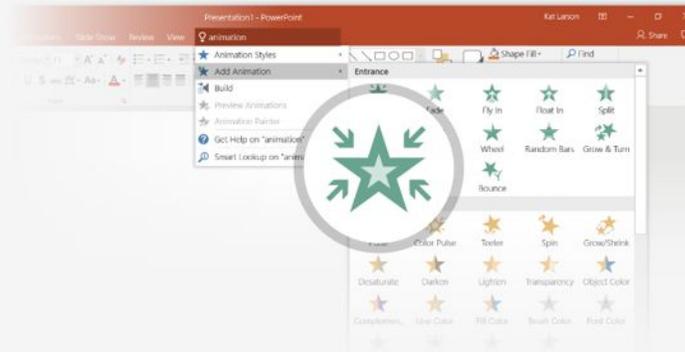
Web/App Eco-System

Complete Data

Hashtag Dial
Apps on the fly!

Relevant Data

# USP

**The Business User can conveniently create a light weight app replica**

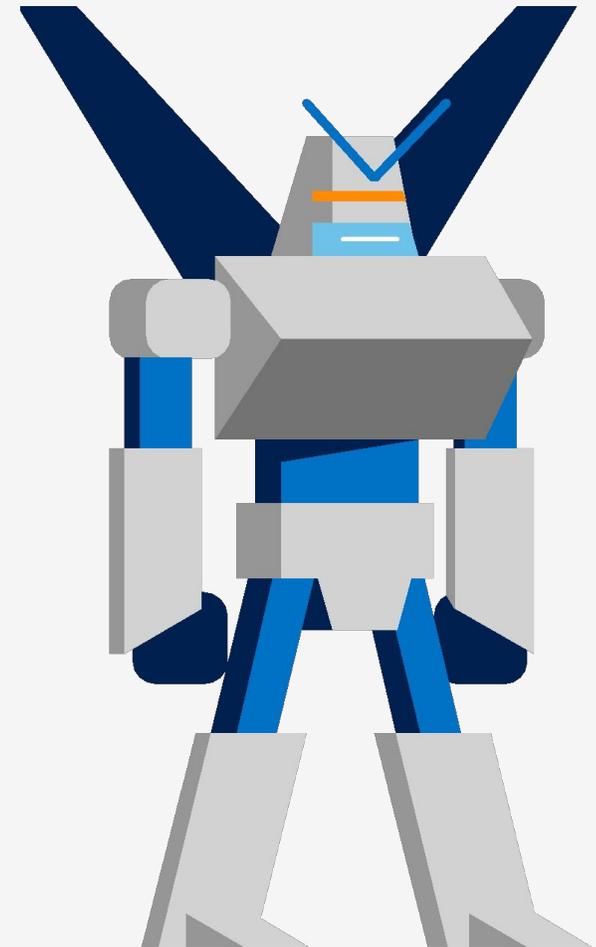**so that the end user can save memory and focus on getting their work done**

APP ROBOT

**Pictorially this is how it works:**

**1** The Business user is given a login whether he already has an App, Website or no Web Presence

**2** The Business user can fill in the details of the

💡 Tell me what you want to do...

category of business, details, what is required etc

**3** The Smart AI Algorithm picks up the parameters, logos etc from the form and intelligently creates a lighter app tagged with the unique Hashtag Dial code
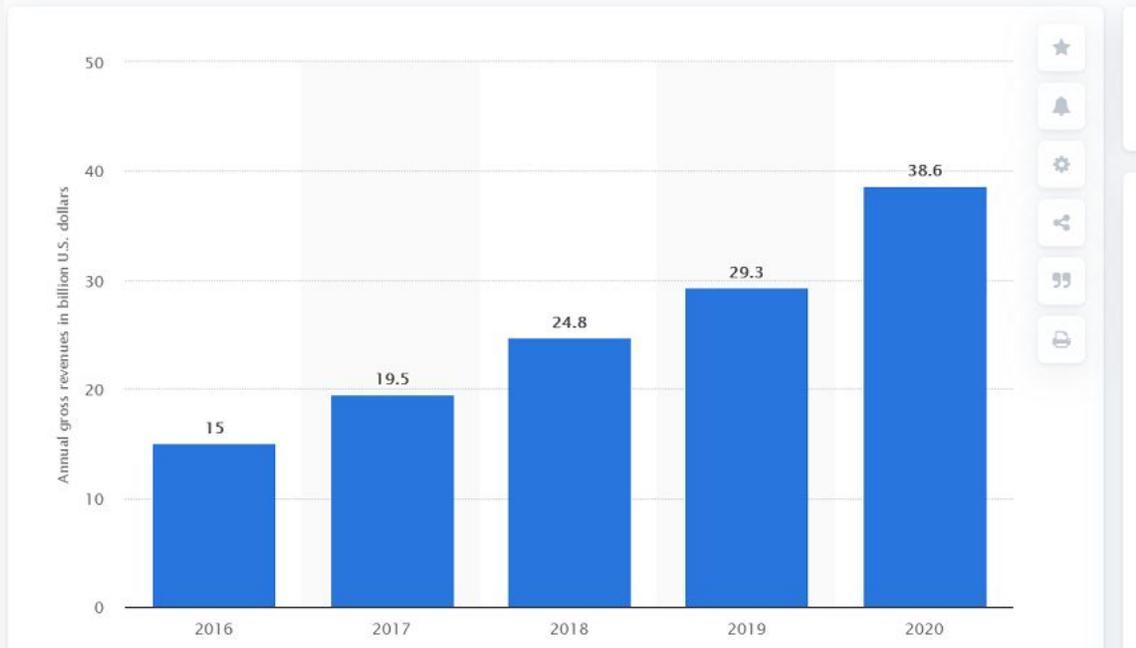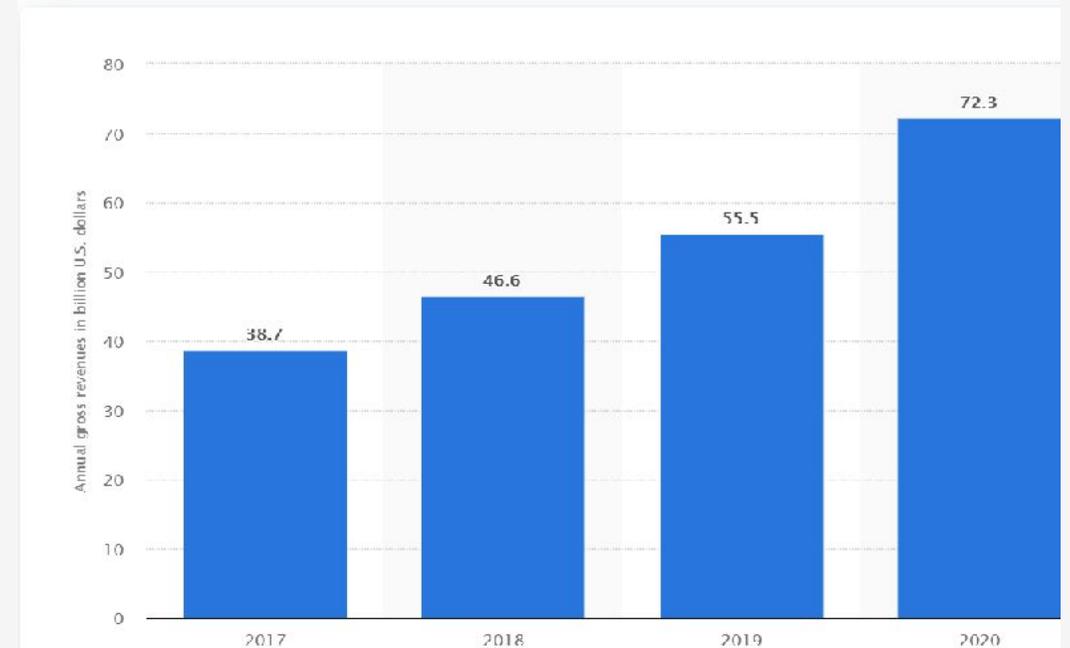
# Market Size



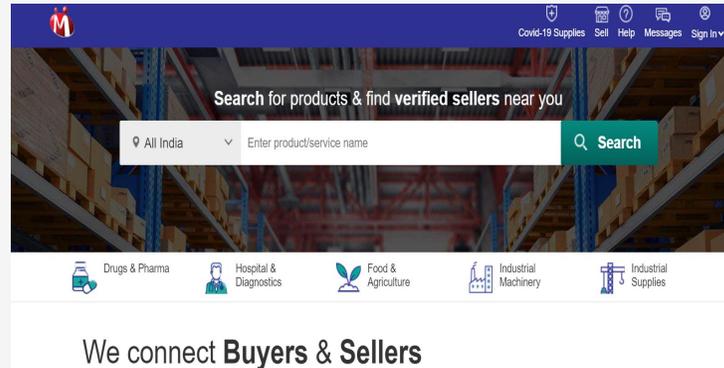Source: www.statista.com

# Competitors

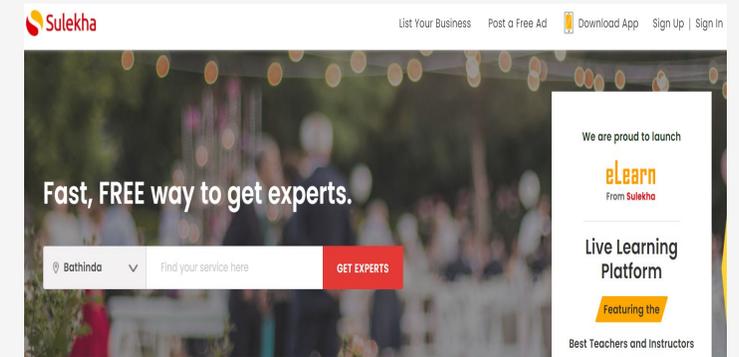No Direct Competition

In Direct Competition:



**1** JustDial



**2** IndiaMart



**3** Sulekha

# Business Model

Businesses/Users both have something

**Premium Hashtag Dial Numbers** → Brands can have premium Hashtag Dial Numbers

**Branding/Lead Generation** → Brands can have Branding/Sales/Lead Gen Campaigns on the platform

**Wallet/Loyalty Program for Users** → Users could have Wallets/Loyalty Points Programs to transact on Hashtag Dial