

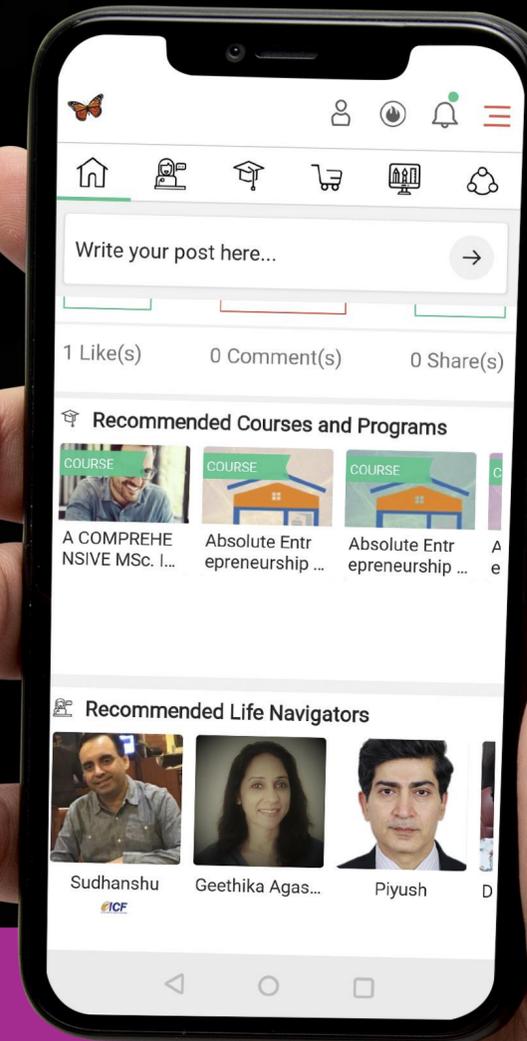


MeVero

Life 2.0

Turning Your Passion to Livelihood will Never be so Easy

INVESTOR PITCH DECK



The age old saying goes :

**Do the work you love,
& you will never work a
day in your life!**

-Marc Anthony



Hi! Meet BEN

20 yrs old

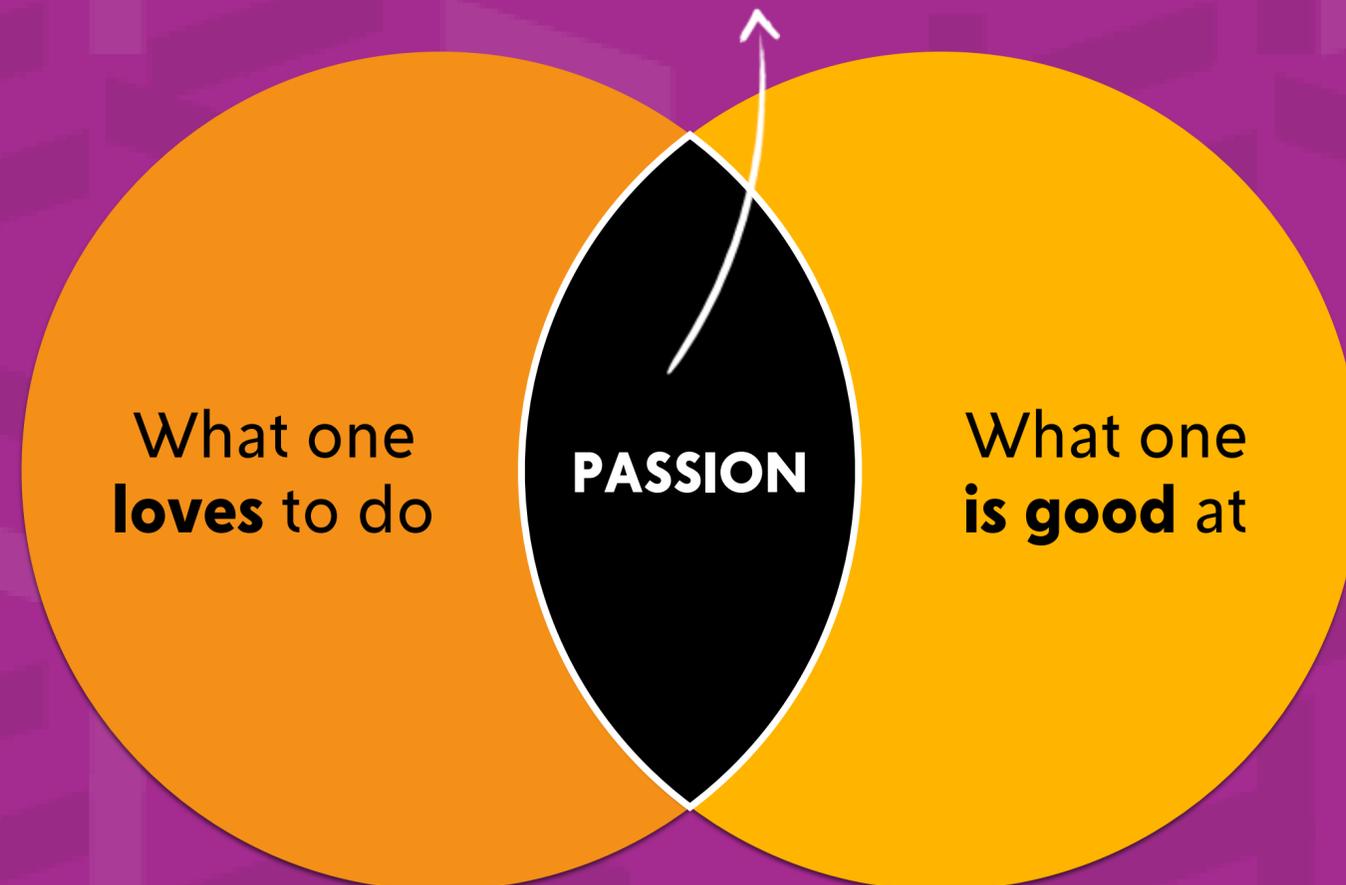
He's a really great student



But
His True Passion



Photography



Several factors prevent him from pursuing his passion...

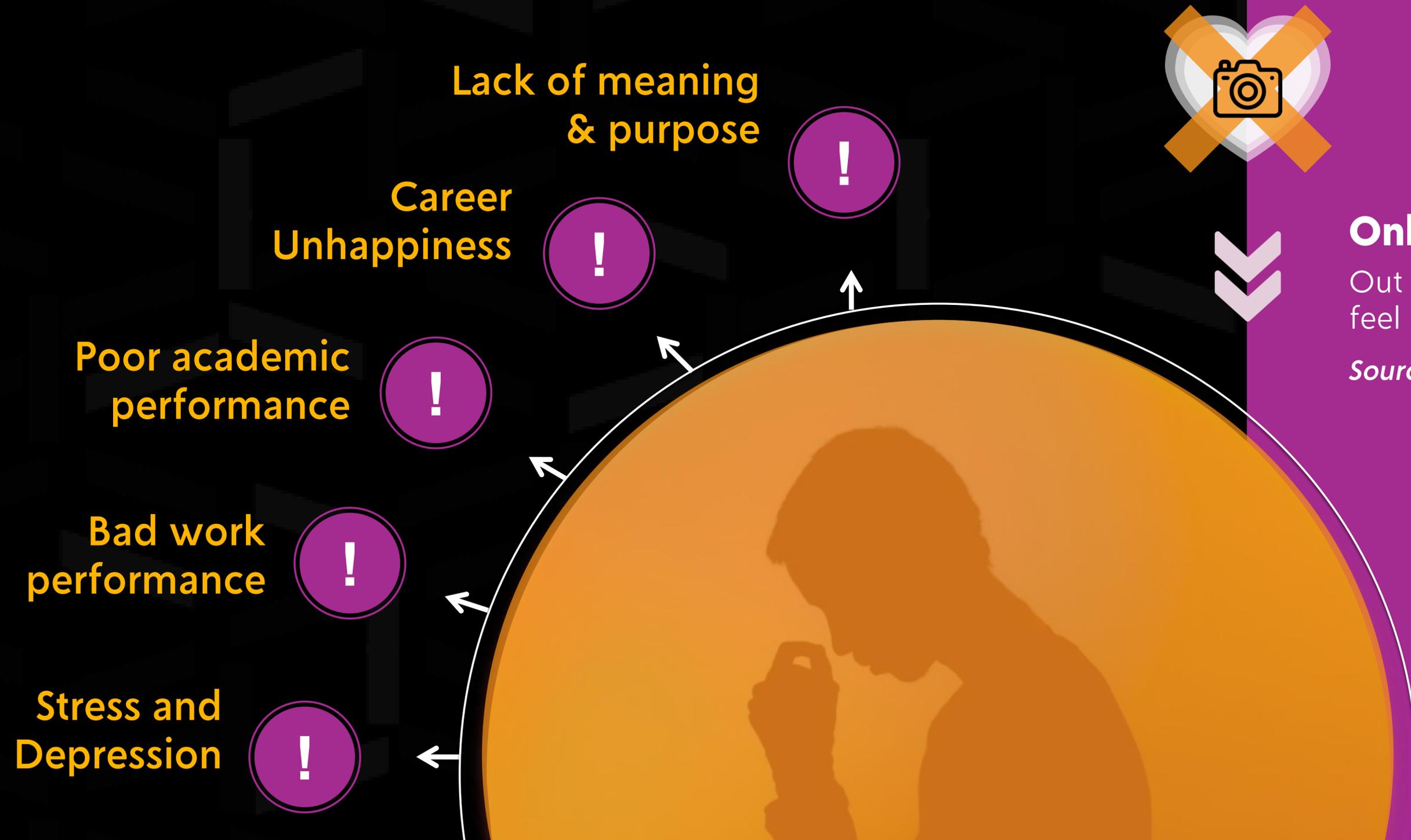


84%

Do not get to follow their passion into a career

Source : Study by Pitman Training and Censuswide

...which may push him on a path of regret



Only 15%

Out of 1 Billion full-time workers feel engaged with their work

Source : Global Poll by Gallup



We live in a world where
**self-education to follow your
passion is now a possibility...**

The tools required to find and follow your passion already **exist...**

INSPIRATION

Websites



Pinterest

Behance

LEARNING

Online Courses



coursera

Udemy

GUIDANCE

Career Guidance



Brain Checker

ThinkX

EXPERIENCE

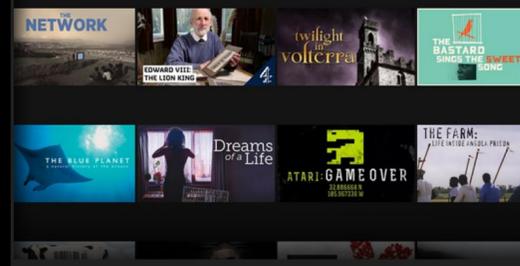
Gigs



upwork

Hubstaff Talent

Documentaries



NETFLIX

prime video

Talks & Seminar



You Tube

TEDx

Lifecoach



tw TRACEY WARD

TONY ROBBINS

Internships



INTERNSHALA

Letsintern.com

INSPIRATION

LEARNING

GUIDANCE

EXPERIENCE

Websites

Online Courses

Career Guidance

Gigs



Fragmented
solutions



Hassle of
managing
multiple platforms



Multiple
subscription costs

...BUT
**These tools aren't
organised**

This makes it hard
to pursue your passion consistently!

You Tube

TEDx

tw TRACEY WARD

TONY ROBBINS

INTERNSHALA
internships that matter

Letsintern.com

MEVERO

Powering Your Life 2.0

Empowering people to pursue & grow their true passions and turn it into Livelihood



Long Term Vision

MeVero will Create a Passion Economy to Enable People to Transform their Passion to Livelihood by Following these 5 Modules

Learning

- ✓ Learn to Overcome Barriers – Content gallery.
- ✓ Learn from Curated and personalized knowledge.
- ✓ Learn from peers following similar passion.

Coaching

- ✓ Coaching from Life Coaches.
- ✓ Coaching from Mentors and Subject Matter Experts.
- ✓ Coaching from Passion Influencers.

Working

- ✓ Activity space to collaborate with peers.
- ✓ Activity space to collaborate with mentors.

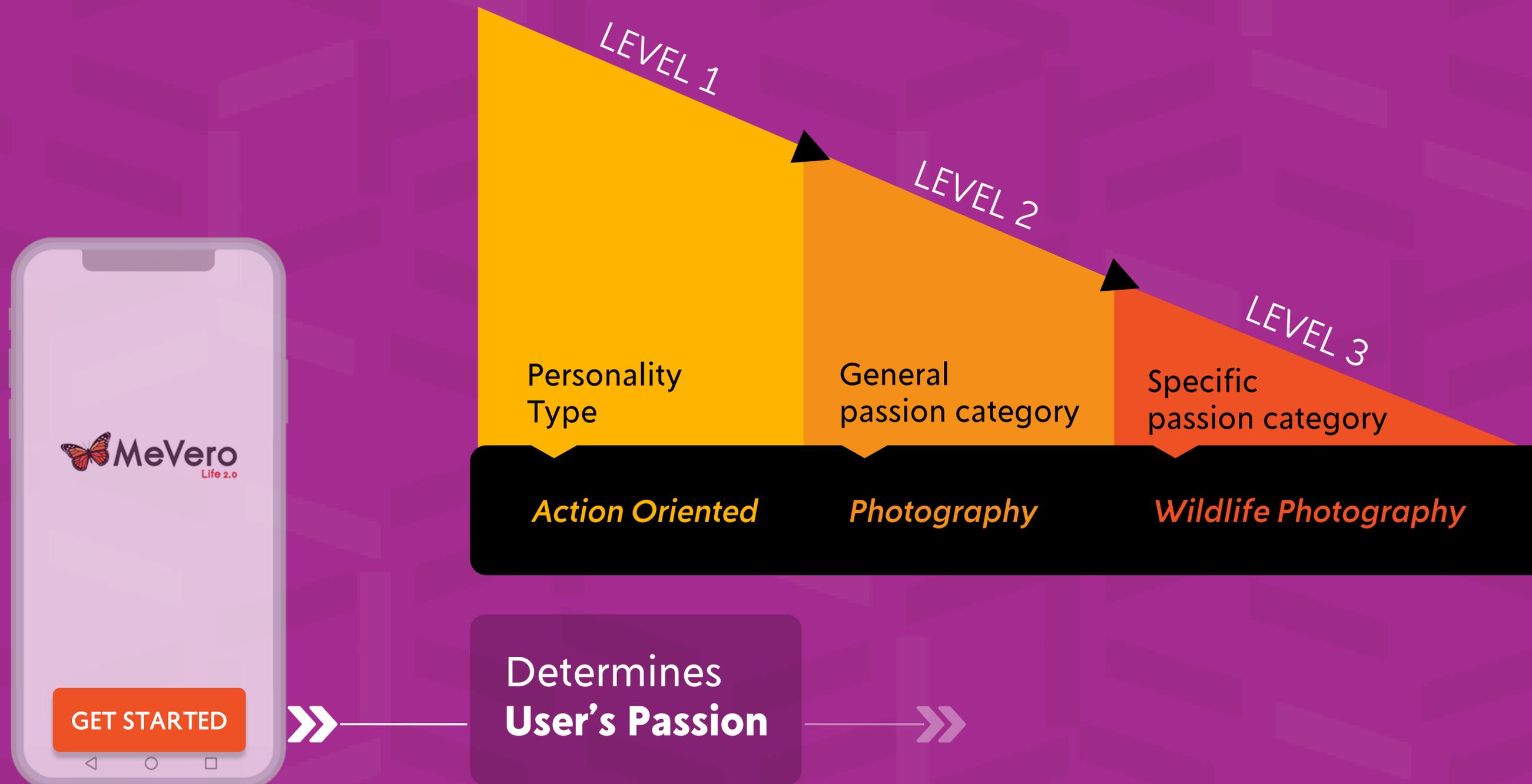
Earning

- ✓ Digital marketplace for Products & Services.
- ✓ Passion Scouts to identify and recruit talent based on passion.
- ✓ Self-serve platform to host Webinars, Live Shows.
- ✓ Career Services for students and first jobbers based on their passion.

Funding

- ✓ Digital Funding Network to fund passion projects.
- ✓ Crowdfunded Project Financing.
- ✓ Peer to Peer Lending platform.
- ✓ Equity Crowdfunding.
- ✓ Assistance in forming companies and registering the same.

Mevero defines passion categories of 3 levels for all users...

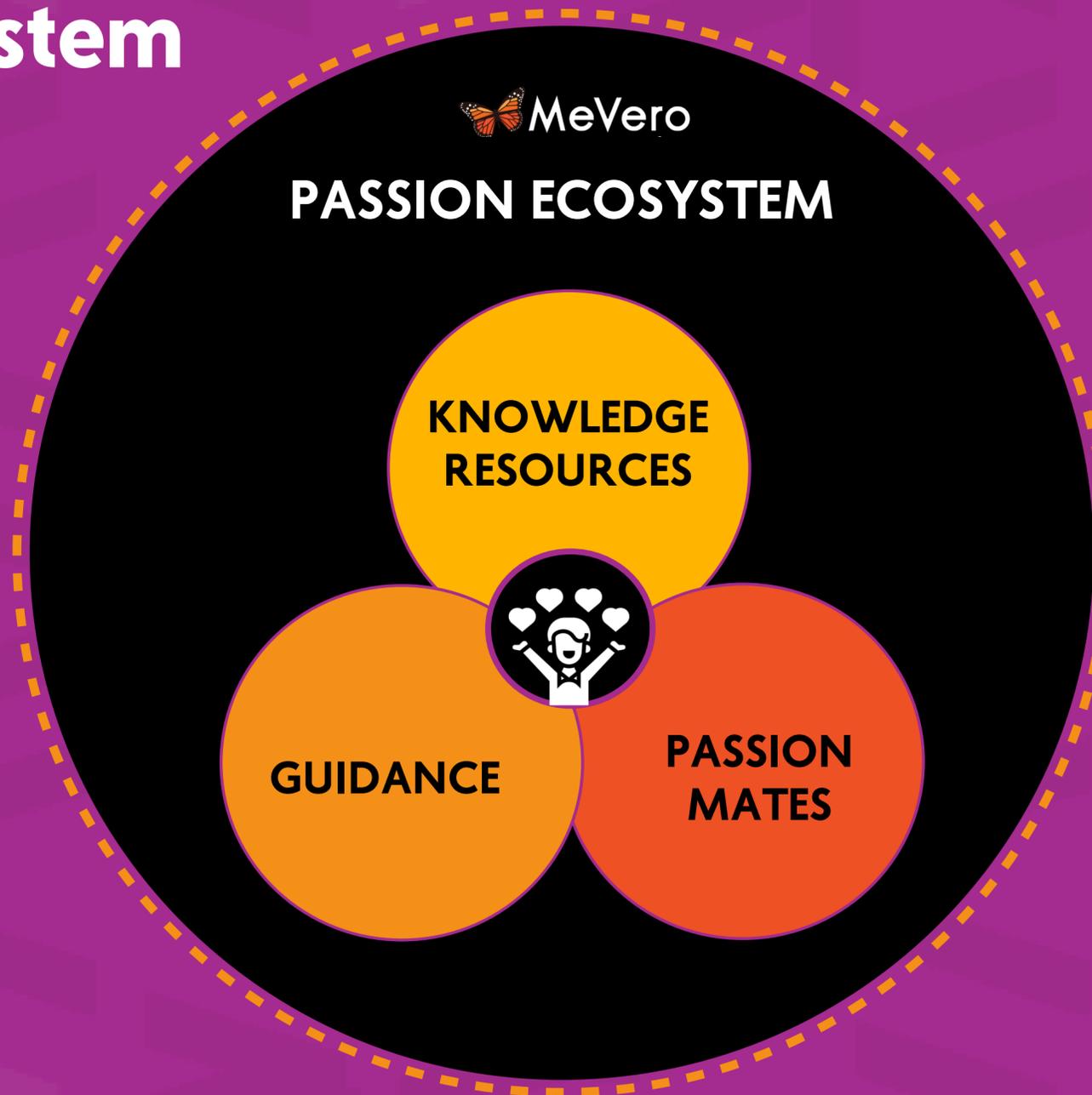


...and **creates a passion ecosystem**
for each user



Determines
User's Passion

Creates
A Passion Ecosystem





Providing Informative Resources And Opportunities

Offering a huge base of **intelligently curated & personalised knowledge** in ones area of passion

EVENTS



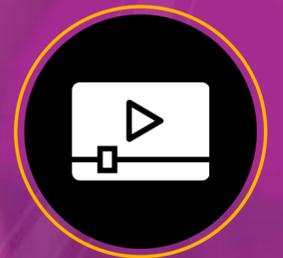
E-BOOKS



AUDIO

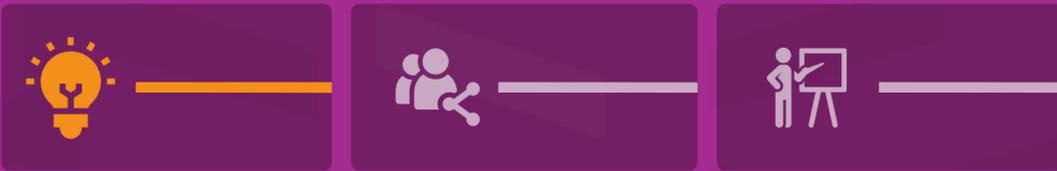


VIDEOS



ARTICLES

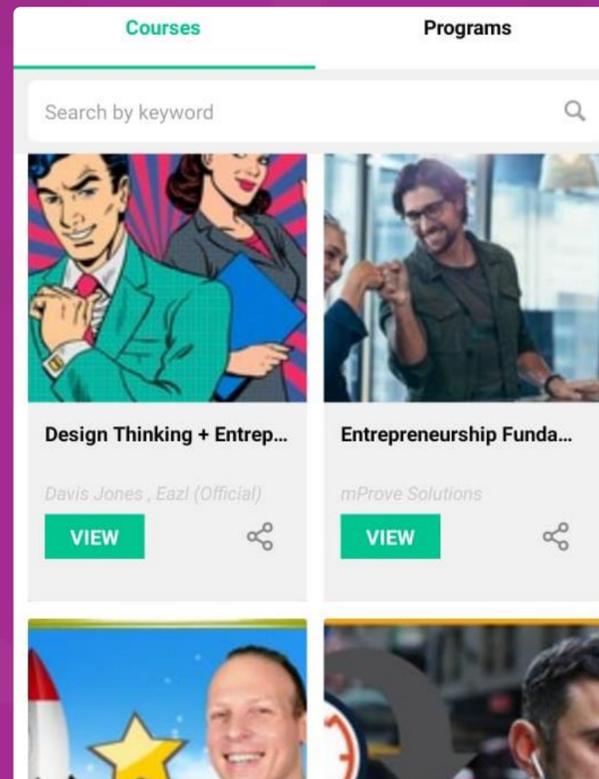




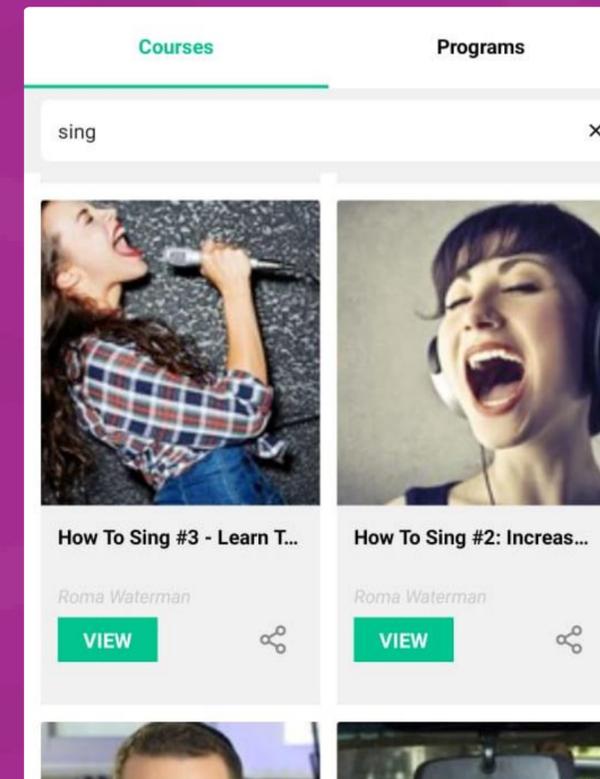
Offering Courses & Programs Across Diverse Passions

Offering a variety of courses
and programs relevant to
ones passion.

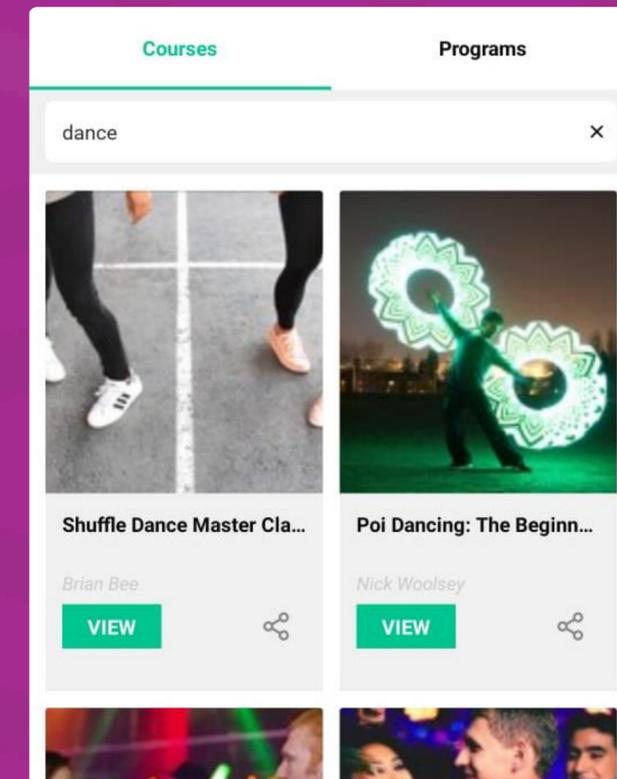
Powered by



Entrepreneurship



Music



Dance

& more...



Community of Passion-Mates

Globally connecting
mutually empowering
passion-mates

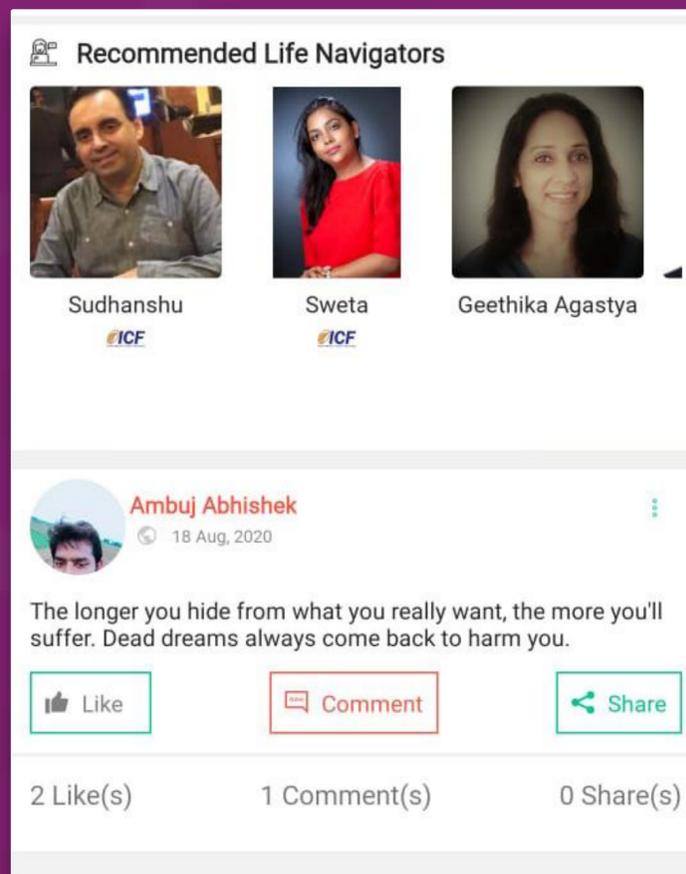




A Platform To Share Knowledge & Showcase Work Within Ones Community Of Passion-Mates

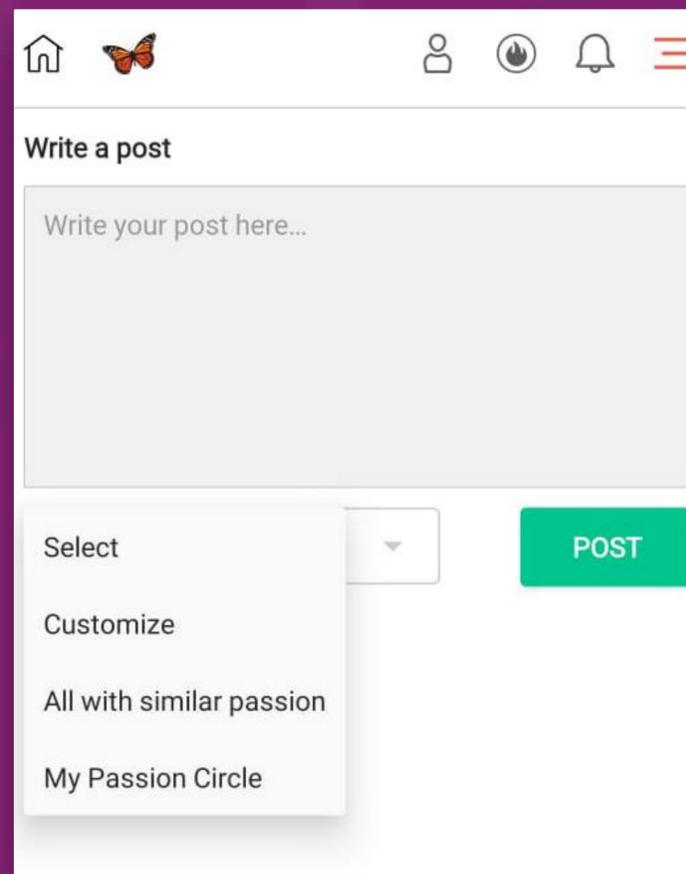
DISCOVER

Personalised feed related to one's passion



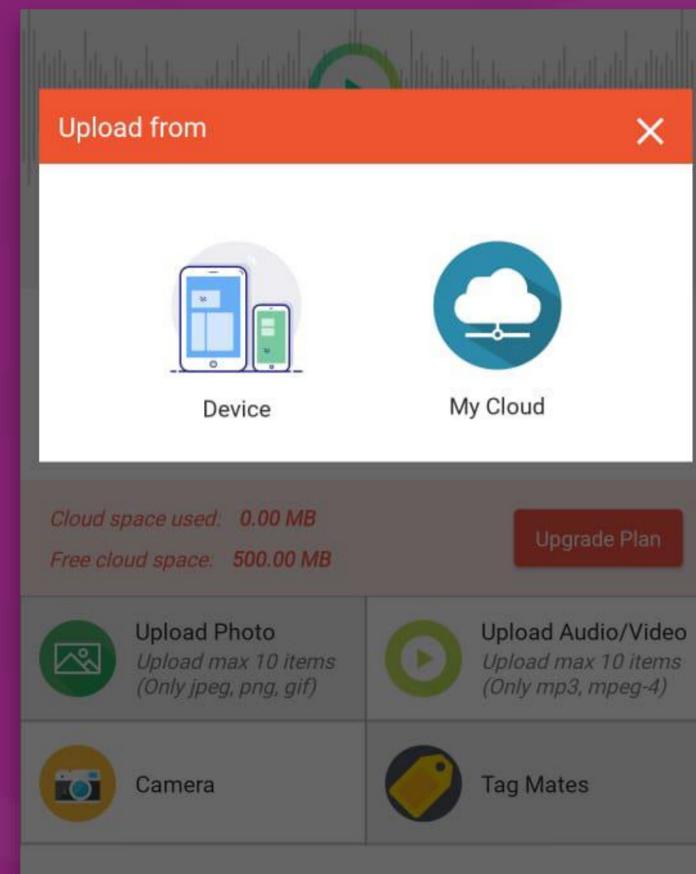
CREATE

Customise the content to be shared



SHARE

Upload and share with other passion mates





Expert guidance through the platform to help navigate through obstacles

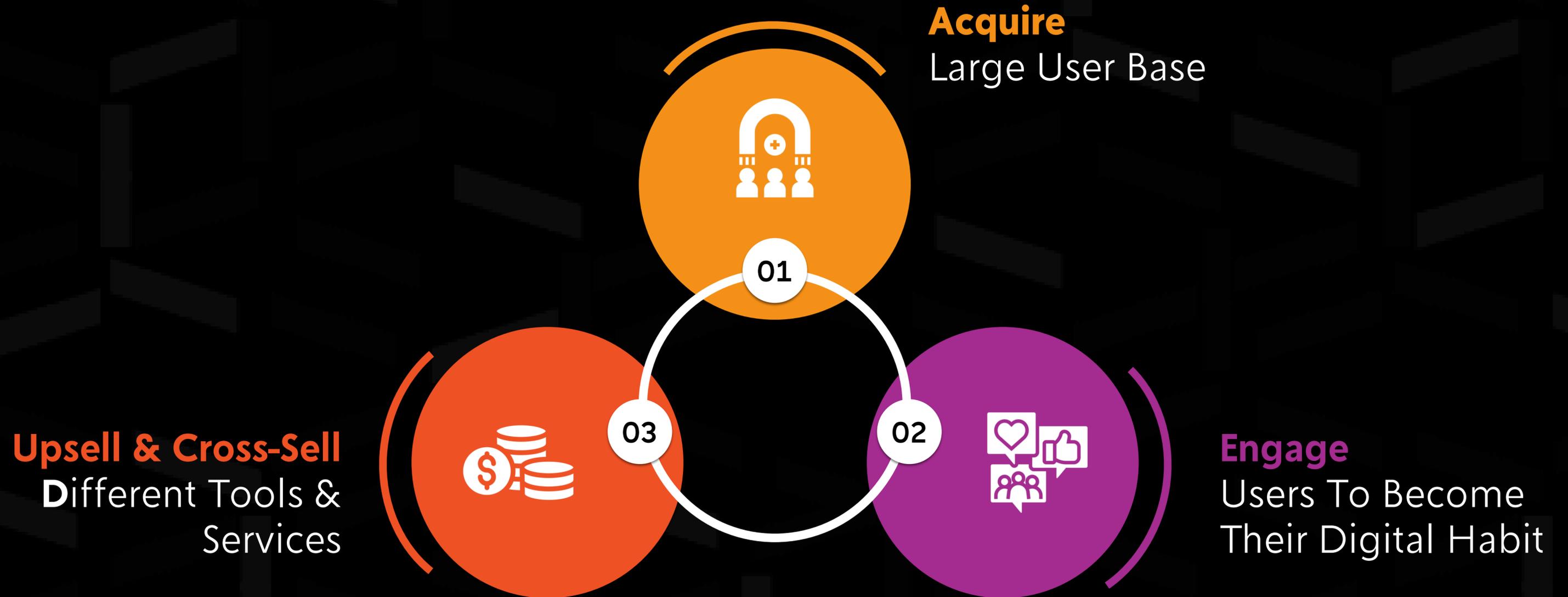
Mevero empowers users by providing **verified life coaches** and **career experts**



The screenshot displays a user interface for booking an appointment. On the left, a profile card for 'Sudhanshu Mishra' (ICF) shows a 5-star rating and a photo. On the right, a 'Book an Appointment' section offers two options: 'Text chat' for \$21/hr (₹ 1572 approx) and 'Audio Call' for \$24/hr (₹ 1796 approx). Below the screenshot, a four-step process is outlined:

- 1 Select Navigator
- 2 Select Your Slot
- 3 Make Payment
- 4 Start Session

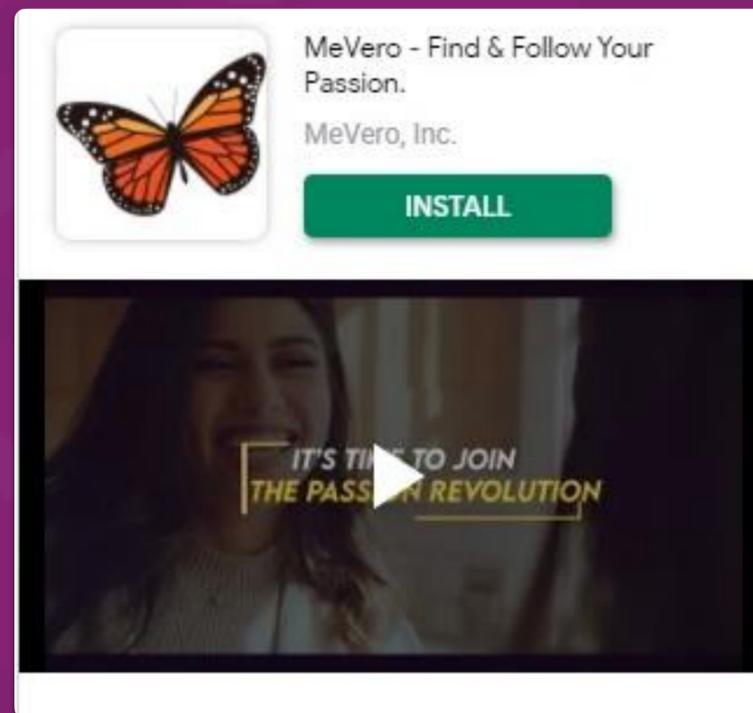
Master Plan



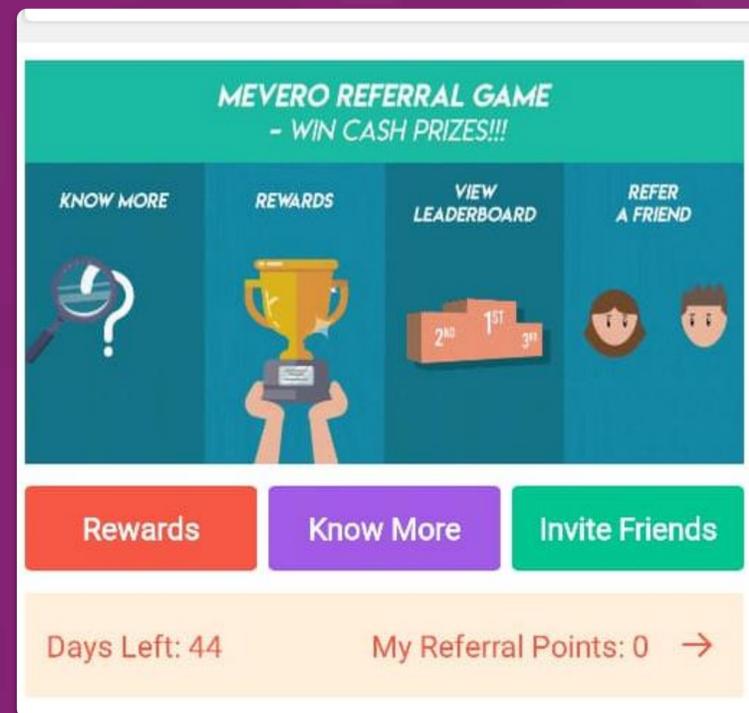


Fully digital & scalable acquisition strategy leading to a growing user base

ML- Optimised Google ads



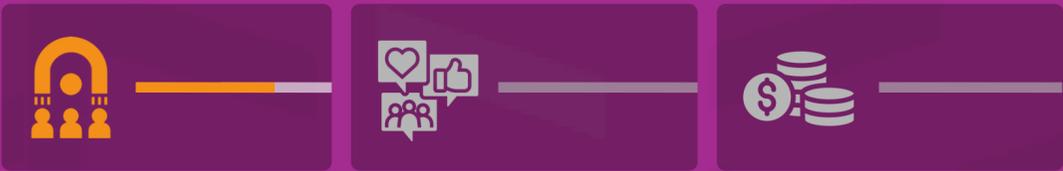
Gamified Referral Program



Low CAC
4 cents per user



**Highly Scalable
Acquisitions**



Engaging Campus Ambassadors to acquire users from college



65
No. Of Campus Ambassadors
September 2020

1000
No. Of Campus Ambassadors
September 2020



Poised to **expand user-base exponentially**

**146K
Users**



NOW



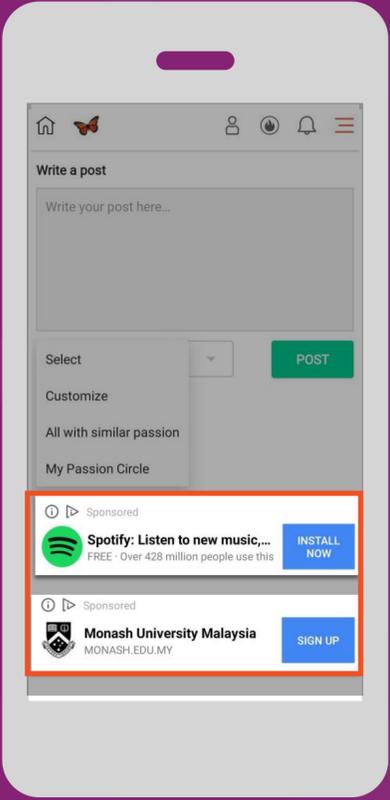
**1M
Users**

2021



Generating revenue through multiple streams

Advertisements



Service Subscriptions



Premium Subscriptions



Cloud Storage Subscriptions

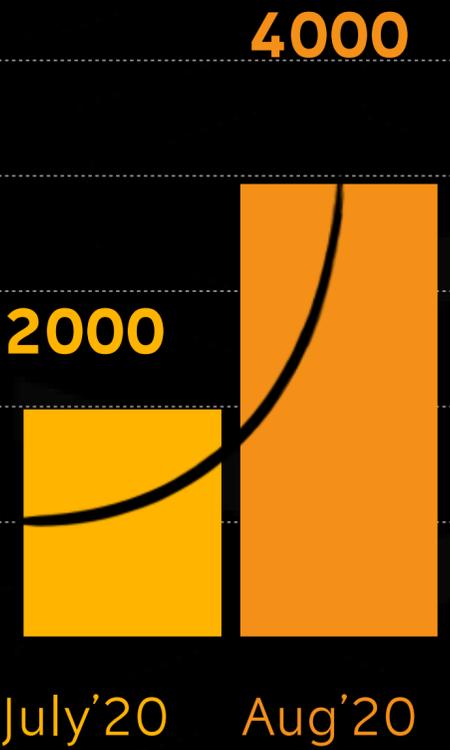


Commission On Life Navigation Session



Tool Package Subscriptions

Growing month on month (\$)



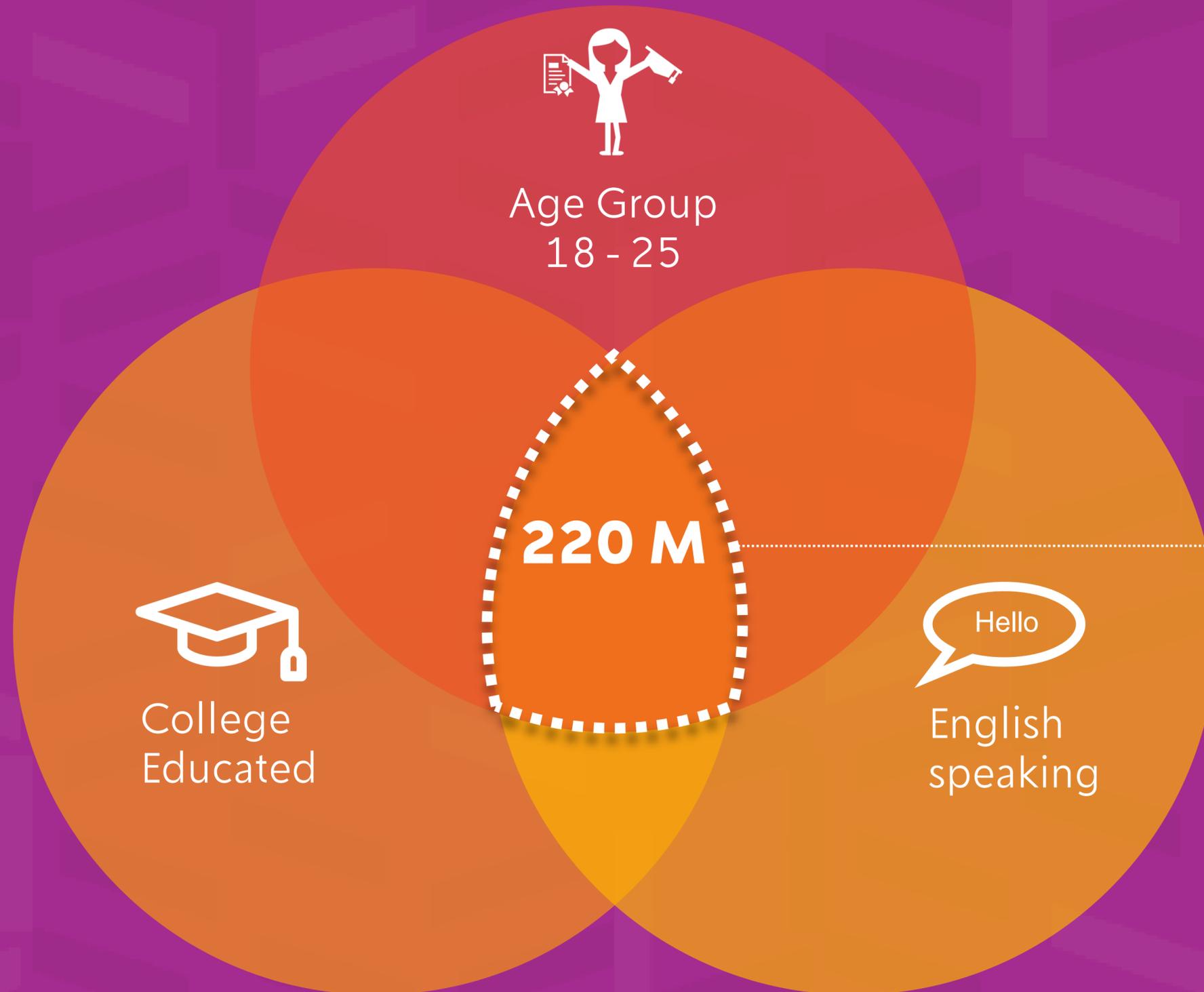
Projected Growth In Revenue (\$)



Why **Invest** in **Mevero**?

A large market opportunity

OUR TG



A large market to tap into!

A Global Company

146K TOTAL REGISTRATIONS

Country wise registrations

33.05% INDIA

58.13% ROW

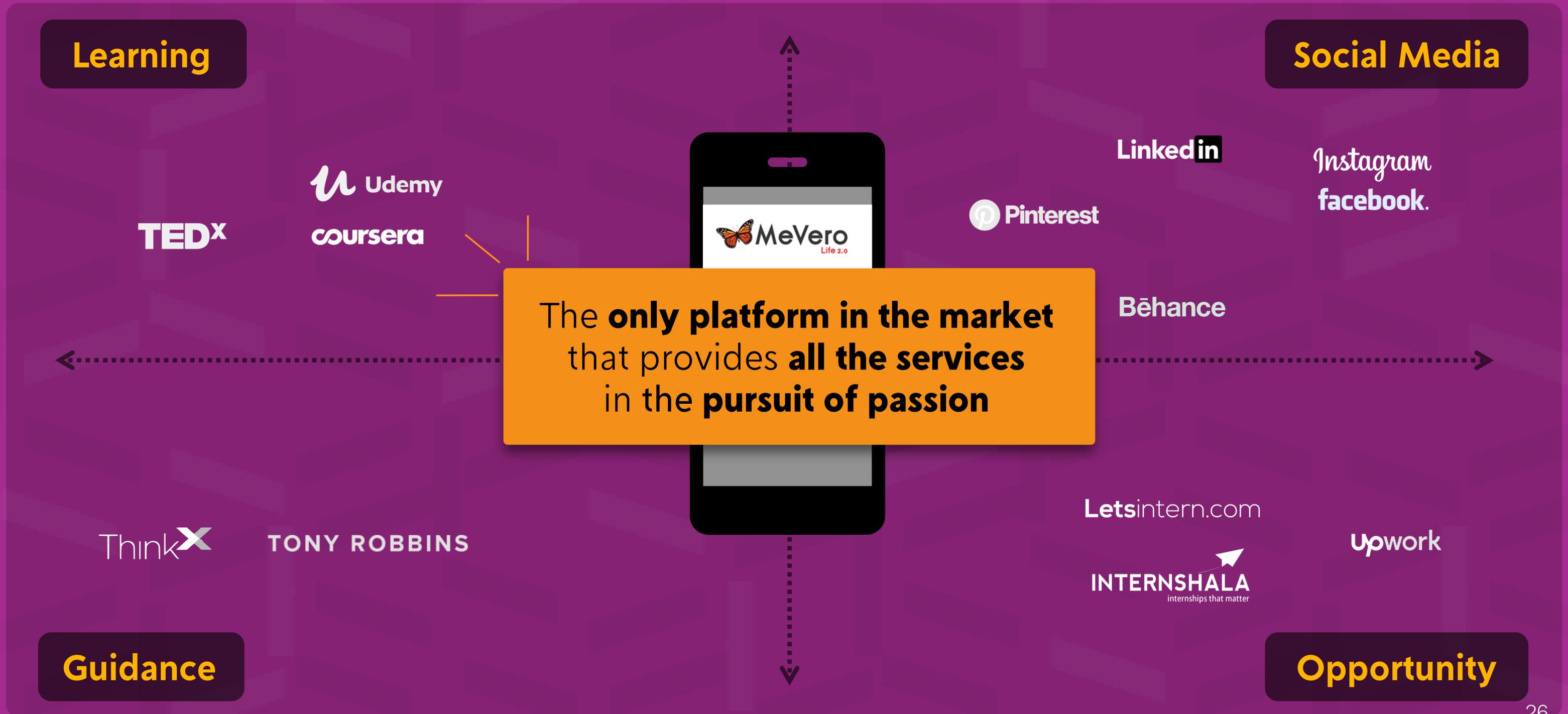
5.26% USA

1.39% UK

1.15% CANADA

1.02% AUSTRALIA

No direct competitor in the market



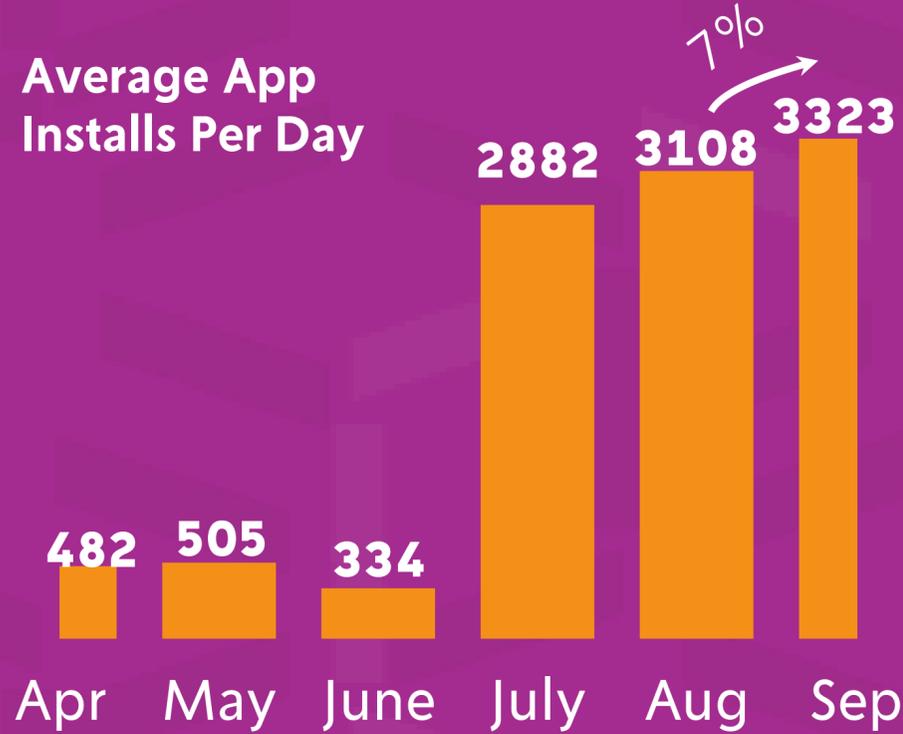
Acquisition Metrics

146K Total Registrations

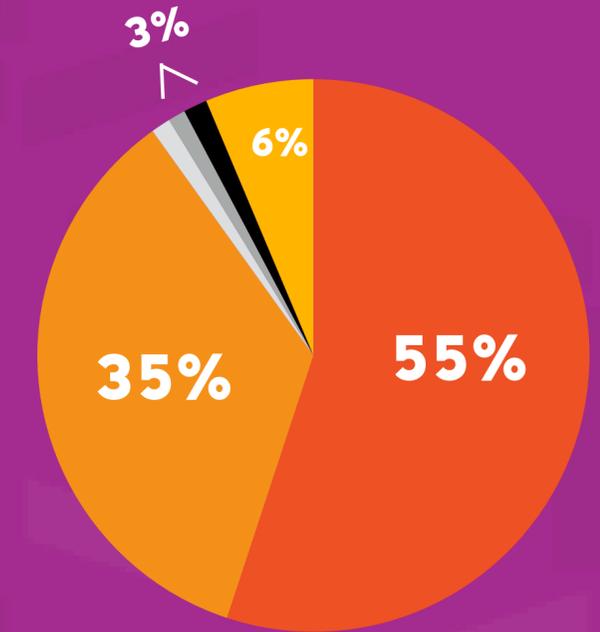
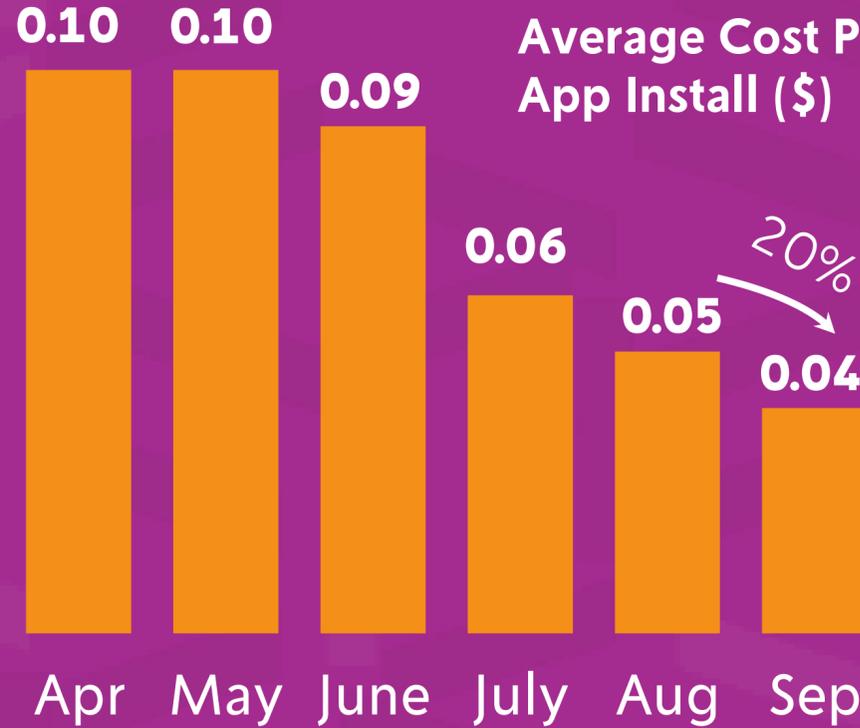
368K Total Downloads

Country Wise Registrations

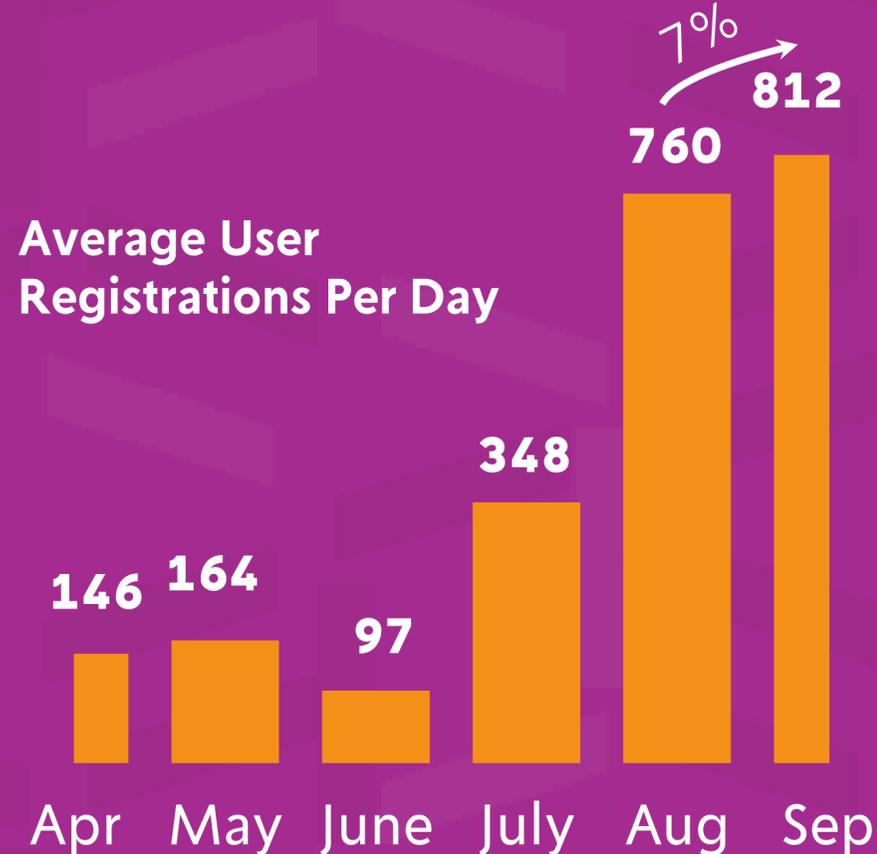
Average App Installs Per Day



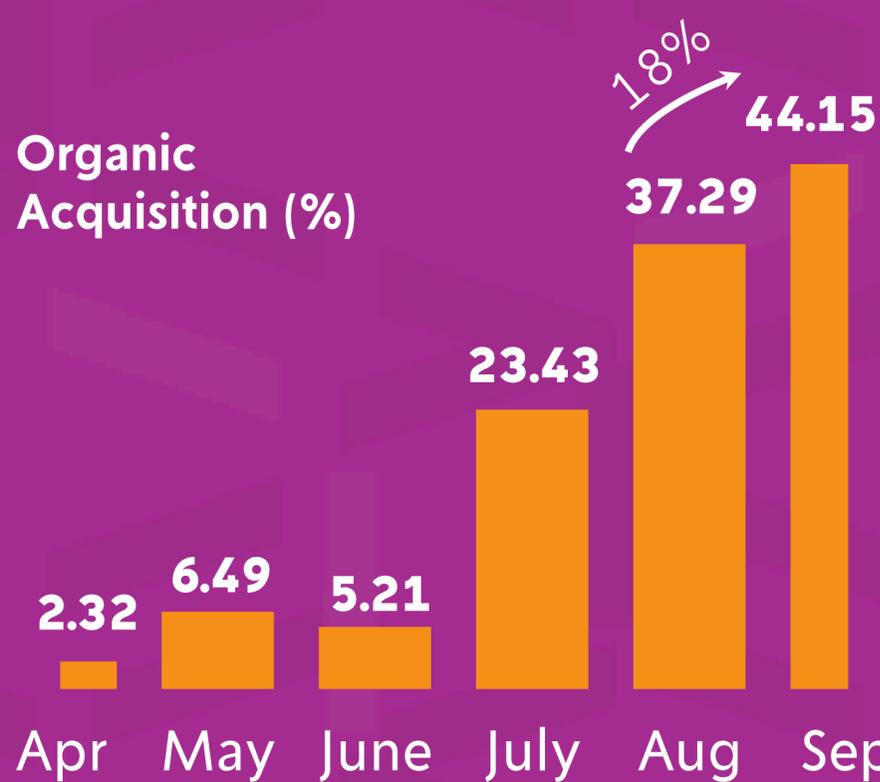
Average Cost Per App Install (\$)



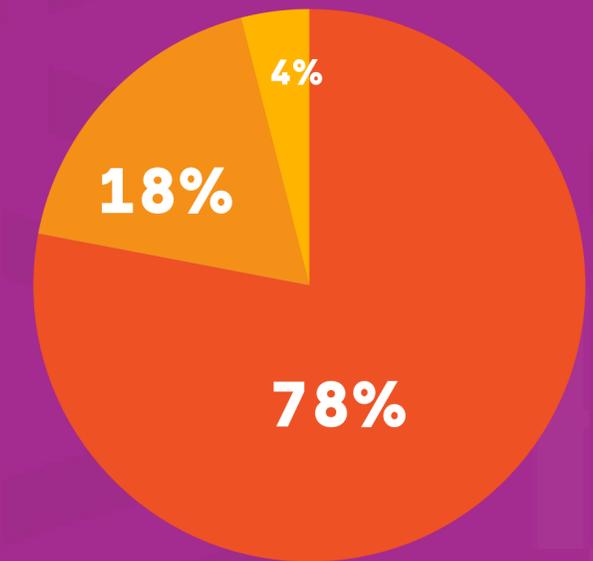
Average User Registrations Per Day



Organic Acquisition (%)



Age Bracket Wise Split Of Registered Users



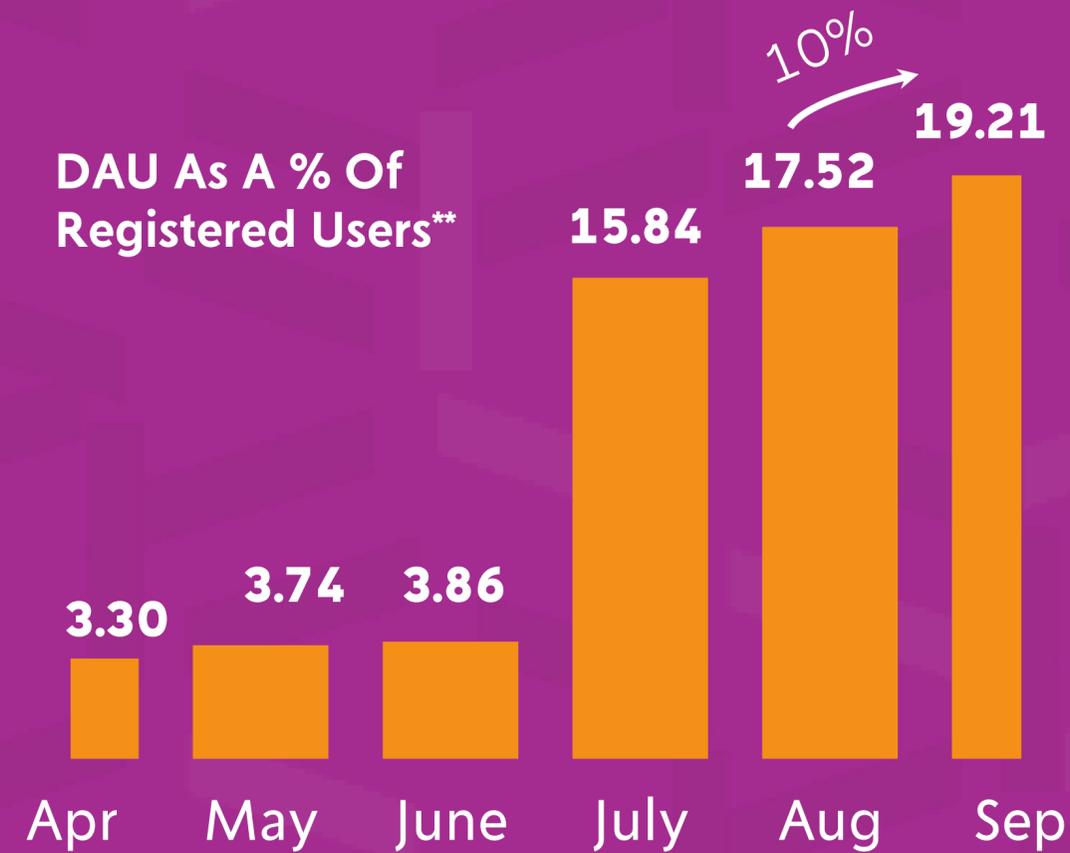
18 - 25 years 26 - 35 years 36+ years 27

Retention Metrics

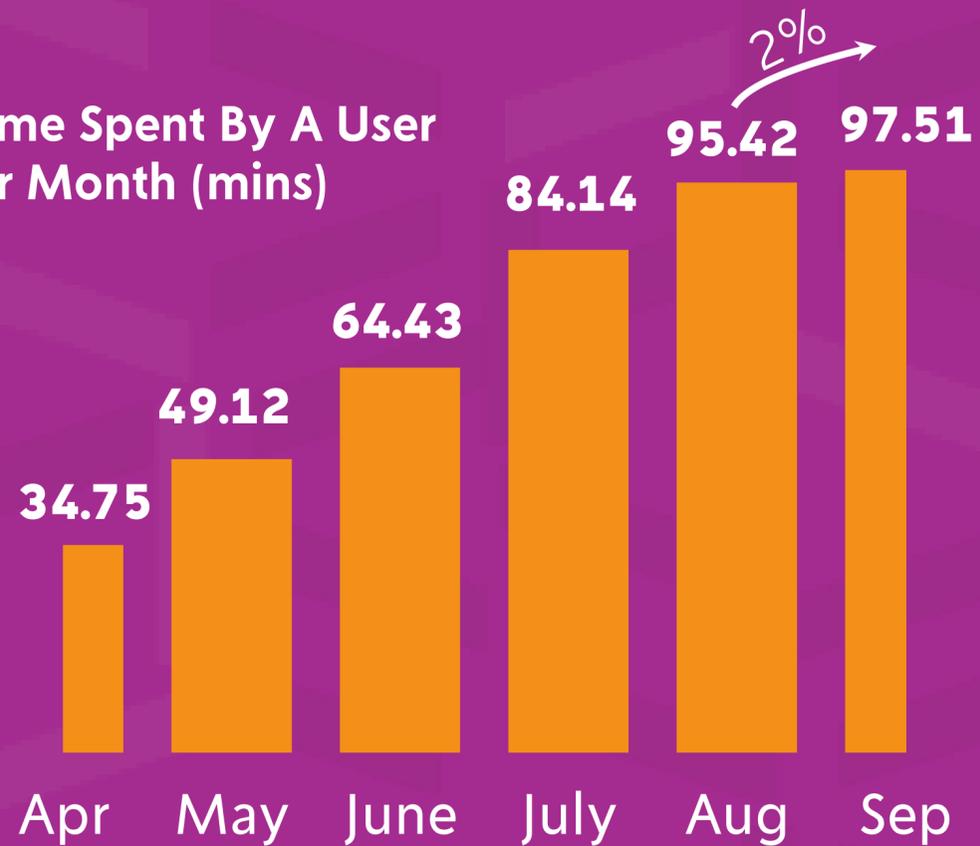
Average No. Of Visits
By A User Per Month



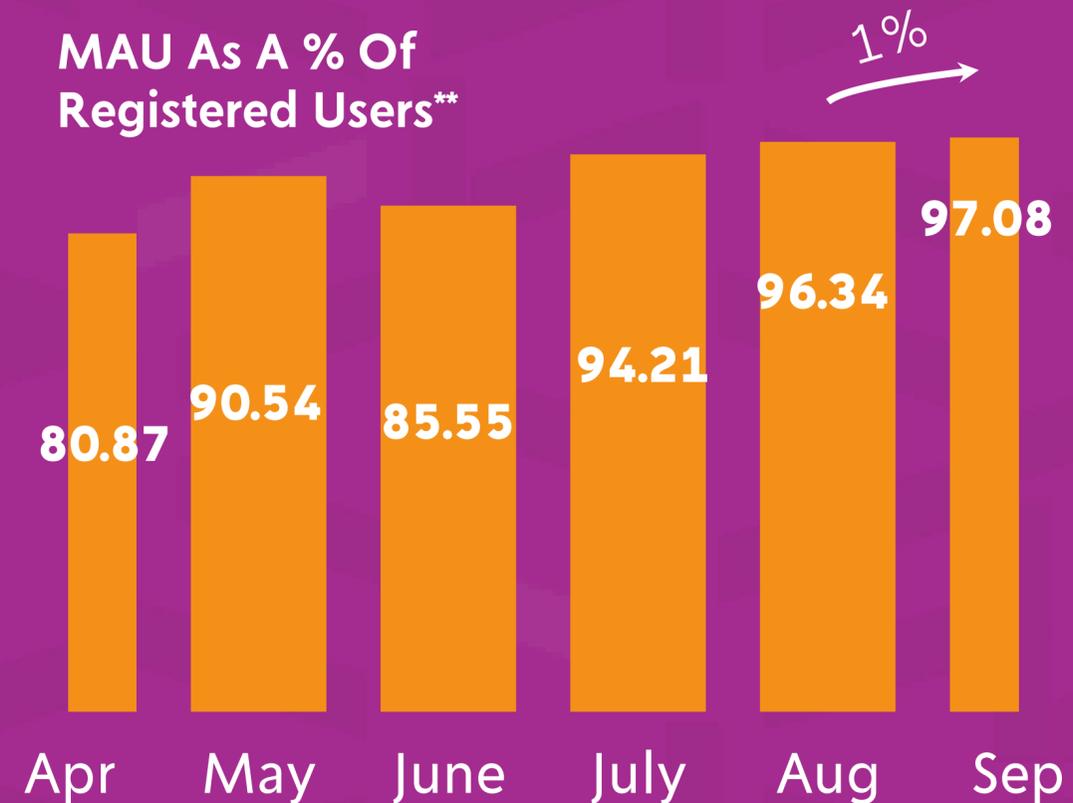
DAU As A % Of
Registered Users**



Average Time Spent By A User
On App Per Month (mins)



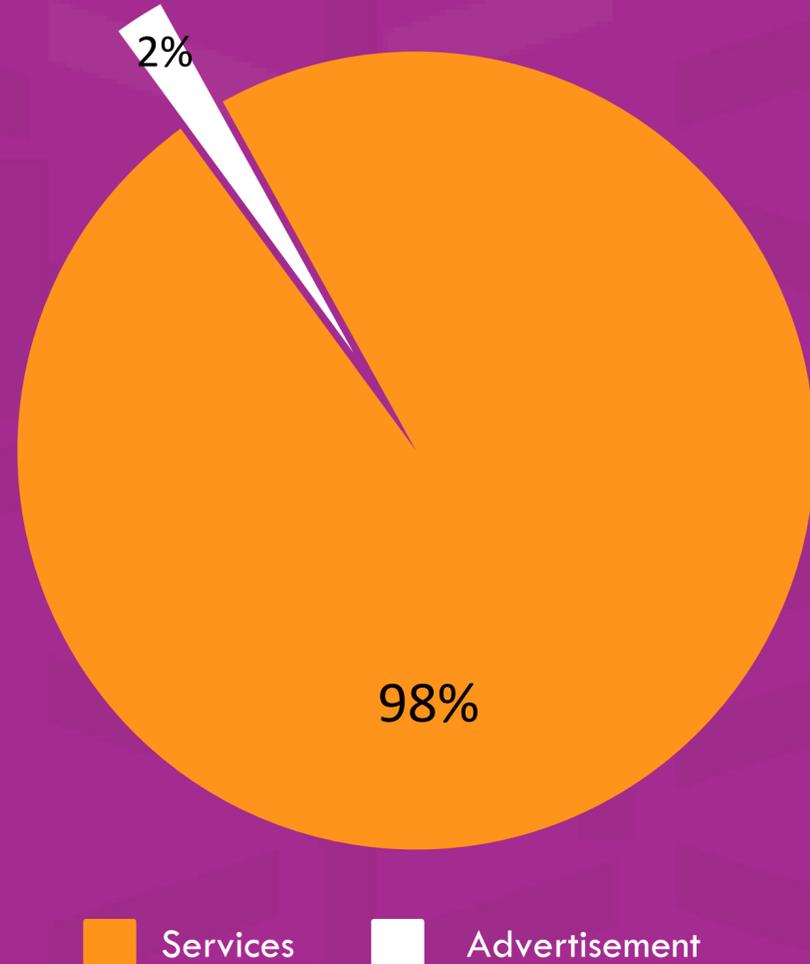
MAU As A % Of
Registered Users**



***For a month % is calculated of 3 months' total registrations including that month

Revenue Metrics

Revenue Break-up for first 12 days of September 2020



Total Revenue for first 12 days of September 2020 - **\$3606**

Total Revenue for August 2020 - **\$3988**

Total Revenue for July 2020 - **\$2019**

Projected Growth In Revenue (\$)

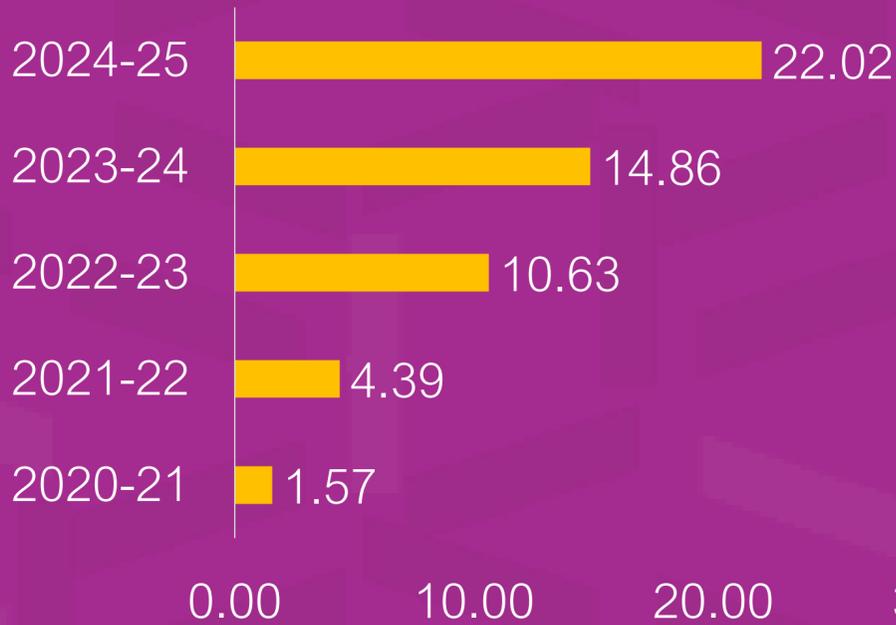


5 Year Business Projections

CAC [Customer Acquisition Cost] (USD)



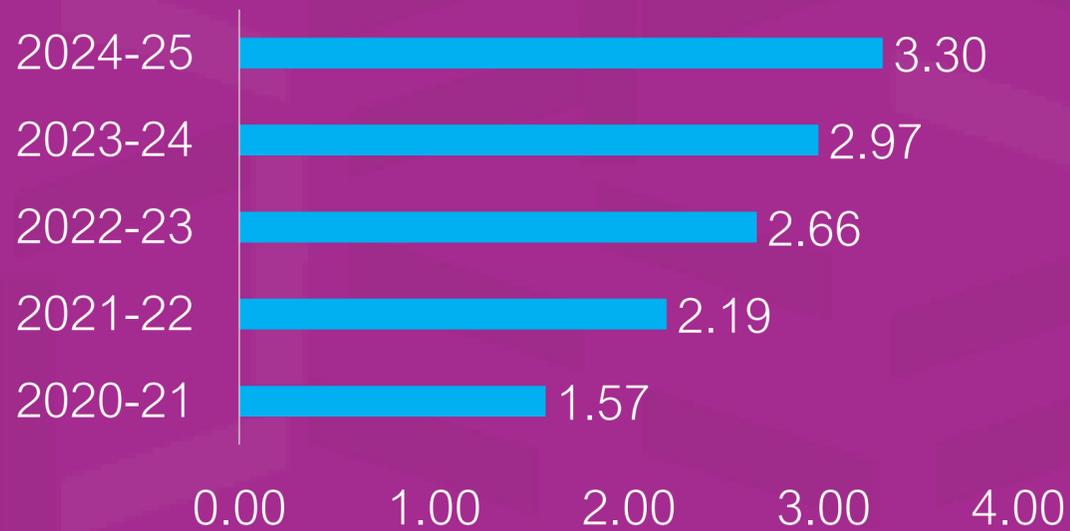
REVENUE (USD Million)



EBIDTA (USD Million)



CLTV [Customer Life Time value] (USD)



NUMBER OF USERS (Million)



MEVERO In The News

EXPRESS COMPUTER

MeVero Inc is a digital platform that enables Pursuit of any Passion by offering a social community of people similar passion and personalized curated knowledge in the area.



INVENTIVA

Promising a 15 Minute of Happiness in the daily life

WELCOME TO THE NEW WORLD ORDER

ONE WHICH IS DRIVEN SIMPLY BY PASSION. NO POLITICS AND NO ECONOMICS AT ALL.

MeVero is your one-stop-shop for the pursuit of passion. The app brings to the table a wide array of online features like Life Navigation sessions, Online Creative Tool packages, Cloud Storage, Passion buddy Veda, Fireside Messenger and much more. We at MeVero are constantly in pursuit to bring like-minded people together in this world, a global village.



EducationTIMES

Global digital platform MeVero that offers nearly 19 groups in various fields



Entrepreneur

MeVero Inc, a global digital platform of applications and tools for the effective pursuit of passion conducted a baseline survey with 750 adults from San Francisco, New York, London, Mumbai, and Bengaluru each.

Kaushik Banerjee
Co-Founder and CEO of MeVero Inc

May 15, 2020 5 min read

Opinions expressed by *Entrepreneur* contributors are their own.

APP REVIEWS

Talio Rayon
★★★★★ 19 May 2020
It's quite good enough for all who are searching their passion..

MeVero, Inc, 20 May 2020
Dear Talio, Thank you for the 3-star rating. Your kind words will surely motivate us to make the app more useful and interesting for all users. Regards team MeVero.

Desiree Baptiste
★★★★★ 30 April 2020
Really liked the concept of the app. It was pretty accurate in finding my passion and it was fun connecting with like minded people. I would recommend checking out their blog discussion page called musings that has a lot of activities to keep you busy during this quarantine period.

MeVero, Inc, 30 April 2020
Thank you for the 5-star rating. This will surely motivate us for our future. Regards Team MeVero.

Gulreen
★★★★★ 9 July 2020
Really like the concept of this app, it helps you to connect with people of same interest and show their work without any algorithm.

MeVero, Inc, 10 July 2020
Dear Gulreen, Thank you for your valuable feedback. We will try to keep improving our app to serve our users better. Regards Team MeVero.

Helping People Find Their Passion!

MEET THE TEAM



Aritra Sarkar | Founder and Chief Philosopher

<http://linkedin.com/in/aritra-sarkar-277a6913>

- Writer, philosopher, technologist
- Has written 15 books on the barriers to the pursuit of passions
- He is also a skilled marketer who led his former company's integrated marketing division to national award-winning glory



Kaushik Banerjee | Co-Founder and CEO

<http://linkedin.com/in/kaushhik-banerjee-7bb4b48b>

- Mechanical Engineer and an alumnus of IIM Lucknow
- 26 years of sales & marketing experience across FMCG, Telecom, Media, FMCD and Building Materials
- Set up the digital business for one of India's largest media companies



Dipankar Ganguly | Co-Founder and CTO

<http://linkedin.com/in/dipankar-ganguly-a2666b4>

- 25+ years of global IT experience having served in different technology leadership roles at companies such as iGate, Tata Unisys, etc.
- Has served as the CTO of TORANUMANA, a San Diego-based cryptography and security firm, where he was instrumental in founding one of India's first vernacular audiobook company

Raising \$1 Million

2020

Seed Fund

\$1 M

TO ACQUIRE

1 Million

Users

AND REACH

\$ 100,000

Monthly
Revenue

ANTICIPATED USE OF FUNDS

