

Automated sales and user acquisition on WhatsApp for businesses in India



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- **Shopify** on WhatsApp for D2C brands and SMBs
- \$3,000 MRR for March, \$8,000 for April (booked)
- **\$6B market opportunity** in India (30M SMB's * \$180/year)
- Global parallel: **Youzan (WeChat Store SaaS)** in China (\$50B)
- All founders are technology graduates from **IIT Madras**

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Highlights

- Growing at 25% WoW in MRR; \$8,000 in booked MRR since we launched in Jan '21
- Avg. 3X revenue growth in a quarter for our clients with 90% reduction in user acquisition cost
- Currently operating in India; \$6B total addressable market
- Partnerships with 25 DTC brands like 1mg, Auric, Biggro etc and booked onboarding 80 brands & 2000 SMBs in 6 weeks
- Founding team are graduates from IIT Madras. Mohit (CEO) worked as PM in a leading brand on their WhatsApp initiative

Our Team



Mohit Kumar CEO

Worked as PM at Kotak Bank on WhatsApp channel (Acquired ~1 Million users in 6 months on WhatsApp channel) (2017-2020)



Aditya Chintapalli COO

Worked in SaaS start-up helping D2C brands in Amazon commerce space (2018-20),



JP Morgan (2017-18)



Kirushanth Kumar CPO

Worked as PM at Kotak Bank on vernacular voice based AI initiatives (2018-2020)

SEE MORE

Pitch

BusinessOnBot

Youzan (WeChat SaaS) on WhatsApp

Businessonbot aims to help 30 million SMBs & brands in India acquire WhatsApp users and sell to them in their local language. We do this by offering WhatsApp storefront and attribution based marketing.

Backed by **Combinator**

www.businessonbot.com

Burger Shop

10:04am

Messages and calls are end-to-end encrypted. For more details, see our privacy policy.

Hello Kirushanth

👋 Welcome to Burger Shop

What do you want to eat today?

For example say

- I want chicken popcorn and burger
- Get me pasta and coke
- Regular non veg meal

Type a message



India is a country of 1.3 billion people, of which 490 million are already there on WhatsApp...

... but still no one has been able to help D2C brand or SMBs, effectively acquire users on WhatsApp

The Problem



- Businesses are **not able to**
- **directly interact** and create a **loyal user base**
- **save 25%+ margins** in aggregator commission
- **reach vernacular / digitally inactive users** in regional parts of India

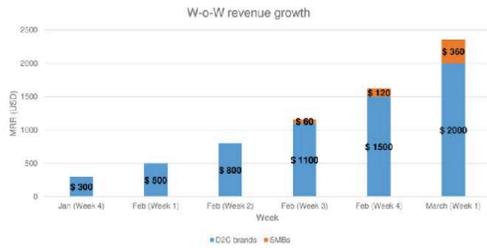
Using referral campaign on WhatsApp, businesses reduced **user acquisition cost to \$ 0.014**

More than **90%** reduction from current paid channel (**\$4**)

Case study : [WhatsApp referrals](#)

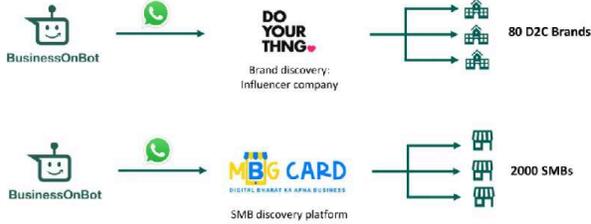
Growing at 25% W-o-W in MRR

- Launched in Jan-end & on-boarded **25 brands in 1 month**.
- **\$3,000 MRR** for March, **\$8,000** for April (booked).



\$ 8,000 in booked MRR

Strategic Partnerships with discovery platforms

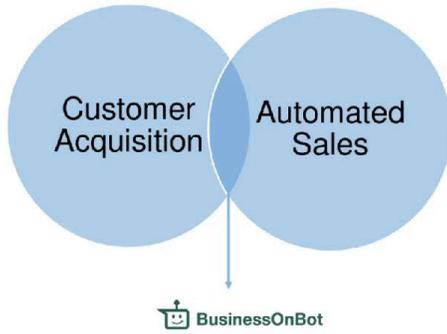


Insight : Voice AI is critical on WhatsApp

70% of vernacular users use voice on WhatsApp to consume services

Accuracy in transcription : **99%**

Case study : [Vernacular voice AI](#)



Competitive Advantage

- Matured vernacular **voice AI in low resource language** is needed to acquire regional users
Eg: Hindi, Tamil, Malayalam etc.
- Driving customer acquisition and sales by **understanding consumer behaviour**

Global Parallel : WeChat SaaS in China

\$ 7 billion
in transaction volume
via WeChat mini programs to
drive sales and user acquisition for businesses

Eg: Youzan and Weimob

Growth in orders on WhatsApp

A Healthcare brand

	Sessions	Interaction	Exit
Month 1	127	226	0.99%
Month 2	797	1509	0.62%
Month 3	1141	3521	0.82%

*E-commerce flow for Healthcare Products