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# Clarion Call 5.0

Your Registration No. - QZ125583TY

Application submitted on May 14, 2022

Application successfully updated.

## Start-up Name \*

AlumNetworks

## Country \*

India

## State \*

Odisha

## City/Town \*

Bhubaneswar

## Team contact details

### Name of Applicant \*

Chandra Shekhar Chitrata

### Email - id \*

ccshekhar@gmail.com

### Contact No. \*

9438820276

### Qualification \*

PGDM (XIMB)

### Designation \*

Founder

### Website

https://alumnetworks.com/

### Sector \*

Others

### Stage of the start-up \*

POC

### Business Structure \*

Not yet registered

### What is the problem that you are solving and how big is the market need for it? \*

Institutes/Alumni Associations are seeing decreasing traction with their alumni. Alumni are unable to fully leverage their value and are losing touch with their alma mater. Brands, especially of high value products/services, find it difficult to get the attention of their target audience. There is need for a solution that creates synergy between these three stakeholders that will help premier institutes/alumni associations as well as brands build bonds with alumni of these institutes thereby

Total word count: 142 words. Words left: 158

### What is your Solution? \*

AlumNetworks unlocks the value of Alumni Networks by integrating tightly targetted Brand Messaging within High Value Communications from Institutes to their Alumni, without compromising on either Privacy or Data Security. This is done by providing Institutes/Alumni Associations with Alumni Portals and resources to grow their alumni database, both in terms of numbers as well as quality. These alumni are then provided access to the portal, which allows them to not only connect with

Total word count: 138 words. Words left: 162

### Who is your Target Customer? \*

Primary Customers - Brands  
Secondary Customers - Alumni  
Tertiary Customers - Institutes/Alumni Networks

Total word count: 11 words. Words left: 289

### How does your Revenue Model look? \*

The primary revenue model is advertisement based, from companies offering premium products/services that now have the ability to attract their target audience in a clutter free medium, and pay only on results, thereby offering an ROI that is unmatched in the industry today.

Total word count: 140 words. Words left: 160

### Describe the uniqueness /Differentiator / innovative features of your solution \*

By bringing alumni from multiple premier institutes together under one platform without sacrificing privacy and with strict data security, we make them a highly attractive audience to marketers, thereby making it a win win for brands, alumni and their Institutes/Alumni Associations. Once the model is established and the IT backbone is in place, it can be easily scaled up across geographies.

Total word count: 61 words. Words left: 239

### What does your monthly/yearly traction look like under the following metrics : a. Revenue (FY 2020-2021) b. Revenue (FY 2021-2022) c. Customers (MoM Growth) d. EBIDTA Margin \*

As the startup is still at the POC stage, here are the projections for the next two years:

Revenue (FY 22-23): Rs.1.75 Crores (projected)  
Revenue (FY 23-24): Rs.15.67 Crores (projected)

Total word count: 63 words. Words left: 237

### Explain the Social Impact of your business, if any - Kindly quantify the same \*

While there is no direct social impact, it has been seen that alumni networks have provided huge support within their own alma mater during times of crisis, like during the first and second waves of the Covid 19 pandemic. Therefore it stands to reason that when they are aggregated through a common platform, there is a possibility that there could be an exponential increase in the benefits and support that could be provided during a crisis as well as during normal times.

Total word count: 82 words. Words left: 218