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B-PLAN COMPETITION 2017

A National Level Business Plan Competition
Develop Expansion Plan For Droom Into C2C Space

COMPETITION BRIEF

ABOUT DROOM B-PLAN COMPETITION

Droom is India's first and only online marketplace for buying and selling new and used automobiles. At over 65% of the automobile transactions market share online, Droom is the largest auto portal in India. With B-Plan Competition, Droom provides the opportunity to the individuals with intelligent acumen to design a strategic solution for real life problems faced by Droom and the online automobile marketplace industry. B-Plan Competition would work as a propellant for young aspiring minds in their flights of professional careers.

PROBLEM STATEMENT

As part of MTV Dropout, the contestants were given a task concerning Droom's expansion into the C2C space. If you wanted to be part of Droom MTV Dropout and missed it, here's your chance to test yourself. Can you better the Dropout contestants?

Currently, the majority of Droom's business is B2C - auto dealers selling to consumers. The company's now giving a major push to build the C2C side of the business as well. With this offering, individual sellers will be able to list their vehicles on the platform which can then be purchased directly by individual buyers/consumers.

As compared to other C2C players in this space, Droom's offering will be strengthened by Full Circle Trust Score and Droom's unique ecosystem services - Orange Book Value for fair market value of used vehicles, Droom History for used vehicle history report, ECO for used vehicle health check, Droom Credit for auto financing, and Droom Discovery for research & buying tools. Also, Droom is focused on transactions as compared to the classifieds model taken by many players. This expansion will reinforce Droom's position as the trusted destination for serious buyers & sellers.

The participants need to submit a business plan for Droom to build up the C2C side of business. The submission should cover all aspects of a business plan, which should include:

1. Research (35% weightage)

- (a) Competitive Research
- (b) Consumer Research
- (c) Product Research

2. Proposed Plan (65% weightage)

- (a) Product Plan (i.e. features and functionality on website and app)
- (b) Advertising Plan (overall communication)
- (c) Customer Acquisition Plan (how to acquire C2C sellers/listings and buyers)
- (d) Partnership Plan (what kind of partnerships can help fuel C2C business)
- (e) Any other ideas and suggestions



PROCESS FLOW



ANNOUNCEMENT ON 20TH SEP'17

Download Droom B-plan competition brief



BRAINSTORM

Throw your best ideas to create a successful B-Plan for Droom and showcase in the best possible way



SUBMISSION BY 25TH OCT'17

Wrap it up! It's time to send in your incredible ideas.



WINNER DECLARATION ON 1ST NOV'17

Keep your fingers crossed!

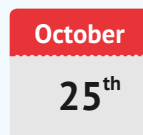
IMPORTANT DATES



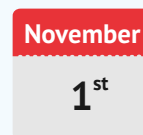
Droom B-Plan Competition launch



Call for entry



Last date for submission



Final result declaration

WHY PARTICIPATE



Winner

INR 1 lakh + mentorship session with Sandeep Aggarwal + Pre-Placement Interview



1st Runner up

INR 50K + Pre- Placement Interview



2nd Runner up

INR 25K + Pre-Placement Interview

All participants will receive an e-certificate and first 500 entries will win exclusive Droom merchandise.

PARTICIPATION GUIDELINES



1. Last date for submission of entries shall be 25th October, 2017 ("Submission Deadline")
2. Participants can make their entries in their individual capacities or as part of a team
3. The number of members in a team should not exceed three (3)
4. A Participant cannot be a part of more than one team
5. In case a Participant make an entry in their individual capacity, they are barred from making an entry as part of a team as well
6. Multiple entries from a single team are not allowed
7. Only Team Lead needs to enter his/her details at the time of submission



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GUIDELINES

1. The submission in the form of presentation (.ppt, .pptx, .pdf only) should not exceed 25 slides
2. Directions for submission entry
 - Upload the entries on droom.in/b-plan on or before the Submission Deadline
 - File Naming Convention – Team Name_Member 1 Full Name
 - No submissions beyond the stipulated time would be entertained
3. The analysis and calculations (Excel, SPSS, R files) included in the submission entry can be attached in a separate appendix
4. Plagiarism is strictly not acceptable. If short excerpts of copyrighted material are used, the original source and author must be cited
5. All entries made on or before the Submission Deadline will be presented before a jury appointed by Droom who will judge the entries
6. The decision taken by Droom's jury will be final and binding on all Participants and all Participants agree to waive their right to challenge such decision
7. The selection process may be revised and shall be as per Droom's discretion. The Participants or any third party shall have no right to question the process of selection
8. The participants must produce ID cards on request



Contact:

- Follow our Facebook page for more updates: <https://www.facebook.com/droom.in>
- Participating teams are requested to visit the website (droom.in/b-plan) for any updates about the competition
- For any queries email us on bplan@droom.in



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About Droom

Droom is India's first and only online marketplace for buying and selling new and used automobiles. At over 65% of the automobile transactions market share online, Droom is the largest auto portal in India. Droom is not only the largest online automobile platform in India but also the 4th largest E-commerce company in India in terms of GMV. The automobile platform is category, seller, price, condition, and geography agnostic.

Droom platform has four marketplace formats i.e. B2C, C2C, C2B and B2B, and three pricing formats - Fixed Price, Best Offer and Auction. The platform offers wide range of categories from bicycle to plane and all automobile services such as warranty, RSA, insurance and auto loan. Droom uses data science to build trust at scale with a US Patent technology called Full Circle Trust Score. Droom has also built the de-facto pricing standard for used vehicles in India - OBV, which has a US patent. Droom has built the entire ecosystem for India so that the transaction for used automobiles can take place with least degree of information asymmetry and morale hazard.

It has built tech and data science heavy tools to create the entire ecosystem around used automobiles, including OBV (Pricing Engine), Eco (121 Points Vehicle Inspection), History (20 Cr Vehicle History Records), Discovery (dozens Of Pre-Buying Tools) and Credit (India's first and only marketplace for used vehicles loans).

Droom is currently doing \$626 Mil+ in annualized GMV growing at the rate of 350% Y/Y, 185K+ auto dealers (Largest Auto Dealer Platform in India), presence in 500+ cities across India (Largest Hyper Local Marketplace), 31.3 Mil+ monthly visitors, nearly 6.3 Mil+ app downloads and 5.5 Mil+ Facebook community.

Droom has the best unit economics as compared to any other E-commerce platform in India. The company spends less than 5% of GMV to run marketing and the entire cost of the company is less than 4% of GMV in terms of the net burn. Droom is the only E-commerce platform which has successfully built the cost advantage and sophistication of the tech platforms with the strong data science layer, nobody else has been able to do it in India.

Droom is founded by Sandeep Aggarwal, who previously founded ShopClues at his house in California in Oct 2010, which became 5th Unicorn in India by January 2016. Droom is a Singapore Holding Company with its subsidiary in India and United States. Droom has so far raised close to \$65 million dollars in four rounds of funding. Droom is head quartered in Gurgaon, India with a team size of 270+.

185K+ B2C SELLERS	29.1K+ PRODUCTS	188K+ LISTINGS	₹9,665Cr+ LISTED GMV	5.5Mil+ FB COMMUNITY	6.3Mil+ APP DOWNLOADS
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Droom Categories

Car	Bike	Scooter	Bicycle	SuperBike	SuperCars	Vintage Scooter	Vintage cars	Ride On Vehicles
Planes	Auto Inspection	Helmet	Fun Rides & Rentals	RTO Services	Warranty	Roadside Assistance	Insurance	Auto Loan

Droom Offers 21st Century Automobile Buying & Selling Experience

MARKETPLACE

Marketplace Formats

C C B C B B C B

Pricing Format

BEST OFFER FIXED PRICE Auction

Buyer Protection **Rating & Review**

Pay 2% - 3% Online & 97% to 98% Offline

Full Circle Trust **droom assist** **Quick Sell**

ECOSYSTEM SERVICES

OBV
ORANGE BOOK VALUE
Resale ka MRP

eco
Doorstep Auto Inspection

droom History
Used Vehicle History Report

droom Discovery

droom Credit
21st Century Auto Financing

DEALS MERCHANDISING & PROMOTIONS

SCOOTER LOOTER SALE **SUNDAY AUTO MARKET**

DELHI AUTO FEST **GRAND SALE**

BikeMela **GET SET HELMET**

DEAL OF THE WEEK **India's Biggest CAR MELA**

HOOT TO SCOOT **CRAZY CAR CHASER**



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How Droom Works?

 Search & find vehicle



1



Pay 2-3% Token Amount*
online via Droom
(Fully Refundable)

2



Visit seller & check vehicle

3



Pay remaining*
97-98% to seller

4



Drive your
vehicle home

5

* depending upon category



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Droom Offers 21st Century Automobile Buying & Selling Experience

Marketplace

Marketplace Formats



Pricing Format



Buyer Protection



Rating & Review

Pay 2% - 3% Online & 97% - 98% Offline



Full Circle Trust



Ecosystem Services



Deals Merchandising & Promotions



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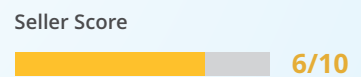
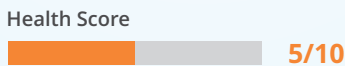
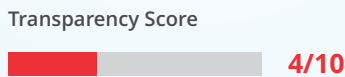
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Droom Full Circle Trust Score



Droom Full Circle Trust Score is based on Droom's proprietary technologies and algorithms that take into account trust factors that are important while buying used automobiles, such as auto inspection, warranty, verified seller, attractiveness of pricing to buyer, and level of disclosures by the sellers.



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QuickSell



Sell Fast at Best Price

SOURCE & SELL VEHICLES QUICKLY!

With QuickSell, auto dealers can source vehicles quickly and earn more money, while individuals can sell their vehicles in 48 hours with 10-second pricing.

WHAT IS QUICKSELL



SOURCE & SELL ANY VEHICLE



REAL TIME TECHNOLOGY ENABLED TRANSACTIONS



REGULAR INVENTORY OF INSPECTED VEHICLES

• 48 Hour Sale Promise

• Free Doorstep Inspection

• Hassle Free Experience

WHY QUICKSELL



Earn up to 3x more



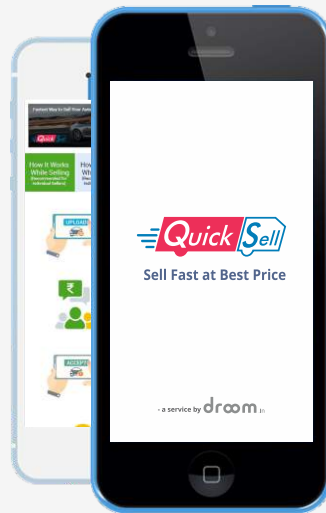
Regular sourcing channel



Pricing in 10 seconds



Close deal in 48 hours



HOW QUICKSELL WORKS



Create Quick Listings



Get Offers From Dealer



Accept an Offer



Receive Payment



Handover Keys



Sell Fast at Best Price

- a service by **droom**.in



droom.in/quicksell

 1800 407 070707



droom assist

Like something at Droom but not sure of seller details, vehicle condition, pricing etc.? Reach out to automobile experts at Droom Assist team for buying assistance. Or confused at what price to sell your vehicle and how quickly you can sell? Reach out to automobile experts at Droom Assist for selling assistance.



Any
vehicle



Any
Condition



Any
Budget




Fair Prices
Guaranteed



VIP Services
Guaranteed



 www.droom.in/assist

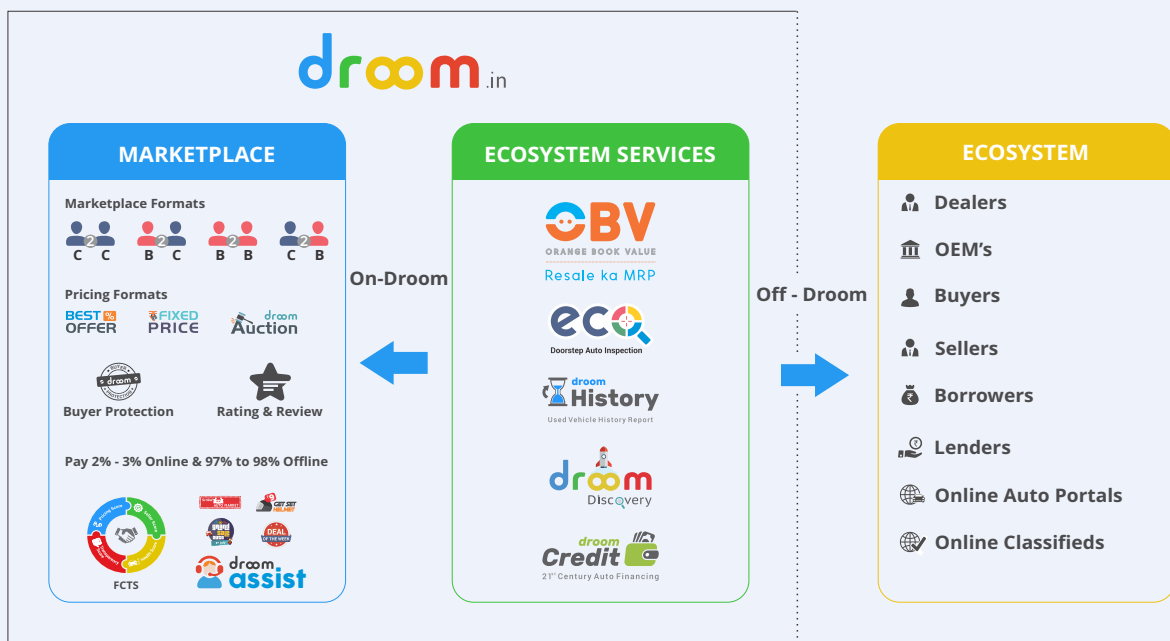
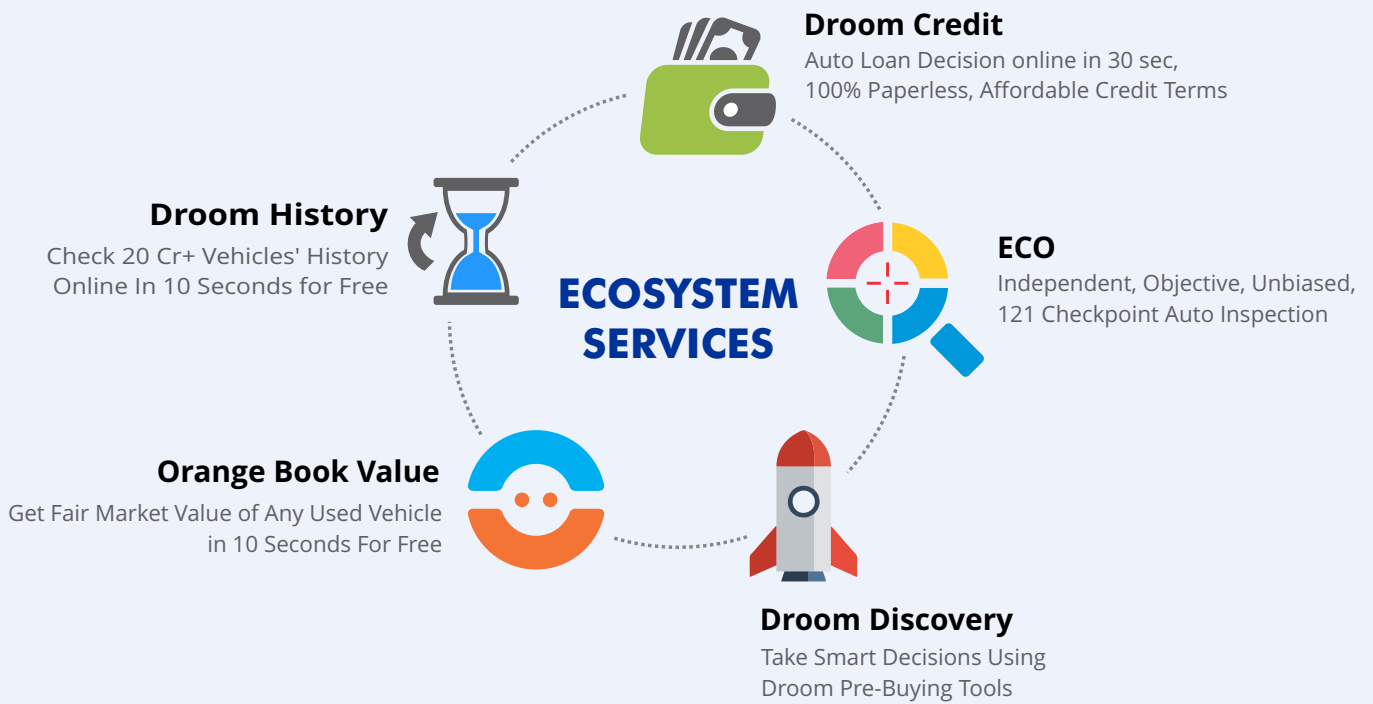
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ECOSYSTEM SERVICES

Droom is India's first and largest marketplace for used automobiles (everything from bicycles to planes). With the experience gained from over 50,000 transactions, in 2016 – 2017 period, Droom has sufficient use cases on what the buyers and sellers are expecting from a marketplace alike. Hence, in addition to being a marketplace, Droom has introduced an entire ecosystem around automobiles which revolves around pricing, trust and standardisation using algorithm, data science, machine learning and artificial intelligence. These ecosystem services ensure marketplace best practices and removes any form of uncertainty or information asymmetry around a used automobile transaction, protecting the interests of a buyer and seller at the same time.



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ORANGE BOOK VALUE



GET FAIR MARKET VALUE OF ANY USED VEHICLE IN 10 SEC FOR FREE !

Orange Book Value (OBV) is India's first & only algorithmic pricing engine to find the fair market value of any used automobile. OBV is a US Patent pending tool built on Droom's proprietary technology & algorithms, and advanced American data science discipline.

WHY ORANGE BOOK VALUE



Independent
With robust technology and innovation, OBV is not dependent on any obsolete historical data to give a fair price of any used vehicle.



Data Driven

Fair price of a vehicle is calculated on real time data science approach.



Unbiased

Know an unbiased and fair market value of any used vehicle.

A benchmark price for used vehicles to rely on

HOW OBV WORKS



SELECT PURPOSE
BUY / SELL



SELECT CATEGORY
CAR, BIKE, SCOOTER, BICYCLE,
PLANE



SELECT PARAMETERS
MAKE, MODEL, YEAR, TRIM,
KMS DRIVEN & CONDITION



GET OBV
FAIR MARKET VALUE
OF THE VEHICLE

OBV AVAILABILITY



Website



Mobile App
(iOS & Android)



Java Script
Widget



OBV Printed
Book



Enterprise

OBV KEY HIGHLIGHTS

Pricing For

Car, Bike, Scooter, Bicycle, Plane



140 Mn+

Pricing Queries Since 1st Jan'16



15,000+ Sellers

Relying On OBV



Most Advanced

Algorithmic Pricing Engine



Free OBV Basic Report

Download, Email and Print



US Patent Pending

Advanced American Data Science



150+ Makes & 5000+ Models

Pricing Records



150,000+ Transactions

As OBV Analysis Datapoints



OBV Premium Report

More Details About the vehicle



Vehicle Condition Meter

To Evaluate vehicle condition



(Fair, Good, Very Good, Excellent)

Advance Evaluation

More Precise Pricing



Enterprise

API Integration, Bulk Queries etc





ECO

Doorstep Auto Inspection



Scientific



Comprehensive



Unbiased

ECO is India's most advanced, independent, objective and unbiased auto inspection and verification service provider. Inspection is performed using ECO's proprietary methodology with **121 checkpoints** by Eco certified technician professionals.

Anyone can be an ECO Technician, if he can

- ✓ Fix an automobile for a living
- ✓ Do field service in a 20-30 km radius in a day
- ✓ Read and write in English
- ✓ Afford a smartphone

Benefits for Technician

- ✓ Get trained for free through ECO tutorials
- ✓ Earn 2-3x money on monthly basis
- ✓ Be your own boss while you perform inspection at your own convenience

While Buying

1. Get independent, objective, unbiased, scientific & comprehensive auto inspection
2. Avoid negative surprises like tampered odometer, fake documents, etc
3. Get repair estimates for faulty parts
4. No need to deal with unknown service providers

While Selling

1. Offer independent, objective, unbiased, scientific & comprehensive auto inspection
2. Improve vehicle listing attractiveness
3. Sell your vehicle faster
4. Realize optimal price of the vehicle



Droom History



CHECK ANY VEHICLE'S HISTORY ONLINE

Droom History is India's largest national repository for vehicle history that offers used vehicle history report for nearly 20 Crores of the total 22 Crores registered vehicles in India. Droom History report provides overall information about a vehicle's background, covering up to 42 different history records in 10 seconds for free.

WHAT IS DROOM HISTORY



India's Most Comprehensive Vehicle History Check



Provides 20Cr+ Vehicles'



Built using Droom's Proprietary Technology

WHY DROOM HISTORY

- ✓ Check authenticity of the vehicle information provided by the seller
- ✓ Check if the vehicle is blacklisted
- ✓ Check number of times the vehicle has been resold
- ✓ Check how old the vehicle is
- ✓ Check vehicle fitness certificate validity
- ✓ Check loan history of the vehicle

20CR+

Vehicles Data in Droom's Database

1000+

RTO's Data in Droom's Database

60L

Vehicle's Real-Time Updated Data

42+

Unique Parameters of a Vehicle

Information Available about All Kinds of Private and Commercial Vehicles !

HOW DROOM HISTORY WORKS



Enter Vehicle Registration No.



Fetch Droom History Report



Download & Share



- a service by **droom**.in



droomhistory.com

Dozens Of Buying Tools



Droom Discovery offers pre-buying research tools such as – which vehicle is good for me, which vehicle has higher resale value, which vehicle has lower maintenance cost, or which vehicle I can afford based on my income etc. Take smart decisions using Droom Discovery Tools.



Vehicle Research



On Road Price



Vehicle Compare



Top 10 Automobiles



Total Cost of Ownership



Expert Reviews



Auto News



EMI Calculator



Affordability Calculator



Emergency Pocket Guide



Buying Used Vs New



Pricing Research



Fuel Efficiency Calculator



Buy by Budget



Driving School



Rating and Reviews



Brochure & Videos



Vehicle Maintenance



Do It Yourself



Car Buying Glossary



Buyer's Guide



Droom Credit



AUTO LOAN DECISION ONLINE IN 30 SEC, 100% PAPERLESS, AFFORDABLE CREDIT TERMS

Droom Credit is India's first marketplace that offers loan decision in 30 seconds for used automobiles. Droom Credit is instantaneous, paperless and data driven way to get auto loans at affordable credit terms. Droom Credit gives freedom to apply for loan anytime, anywhere using any device 24x7. Since Droom Credit is a marketplace with multiple lenders competing for the same business, the borrower can get favorable credit terms that are not easy to find or possible in traditional system.

WHAT IS DROOM CREDIT



Loan Approval
in 30 Sec



Proprietary Credit
Risk Engine



End to End Loan
Automation



Paperless
& e-Signature



Unbeatable
Loan Terms

WHY DROOM CREDIT

- ✓ Approval in 30 Seconds
- ✓ Paperless Process
- ✓ Affordable Credit Terms
- ✓ Automated Loan Lifecycle Management
- ✓ Data Science Algorithm Based Approval
- ✓ Digital Signature
- ✓ Digital Lockers

HOW DROOM CREDIT WORKS

Step 1



Apply for
Droom Credit

Step 2



Find Yes/ No
in Under 30 Seconds

Step 3



Upload
Required Documents

Step 4



Get Your
Loan Disbursed
(No Physical Signature or Docs)



- a service by **droom**.in



droomcredit.com

About Founder & CEO

Sandeep is the founder of two marketplaces in India - Droom, India's first automobile marketplace and ShopClues, India's first and largest managed marketplace.

Sandeep has successfully managed to build ShopClues as one of the top 5 Unicorns in Consumer Internet in India. Having worked in Silicon Valley and Seattle for about 12 years prior to ShopClues & Droom, Sandeep has rich experience in the global Internet and E-commerce industry.

In April 2014, Sandeep started Droom, an online transactional marketplace for buying and selling of used and new automobiles. Droom is a completely disruptive business which has created an unparalleled trust and pricing advantage for buyers.

Prior to Droom in October 2010, Sandeep founded ShopClues.com at his house in California and moved to India in August 2011 to launch the brand as India's first managed marketplace to empower 15Mn SME sellers in various unstructured categories such as fashion, household, electronic and many more.

Sandeep is one of the masters in MTV Dropout, a reality TV show on entrepreneurship. He has an MBA from Washington University in St. Louis and holds a US patent.



Sandeep Aggarwal

Founder & CEO, droom.in



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About Rishab Malik

With over 10 years of experience in Strategy, Finance and Entrepreneurship in the US, UK, India and Singapore, Rishab is passionate about consumer technologies and has been a founder, investor and mentor to several technology startups in S.E. Asia and India.

Prior to Droom, he served as the Operating Partner and a founding team member of GSF India - India's largest and most successful technology accelerator program for early stage startups. At GSF, he has successfully managed a portfolio of 11 startups and was responsible for deal flow. He has worked closely on portfolios such as product, business development, hiring, and fundraising strategies.

Rishab holds a Bachelor's degree in Economics and Business from The University of Texas at Austin and a Master's in Business Administration from INSEAD. His other interests include teaching Corporate Finance and Business Planning at a local business school and is an avid golfer and bridge player.

Rishab Malik

Co-founder & SVP Business Development, Droom



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