EASEMYGROWTH

(Formerly known as Nowverifyit)



Helping FMCG Brands in rewarding & engaging retail customers

Credincios Tech Private Limited

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HTTPS://WWW.EASEMYGROWTH.COM/

EaseMyGrowth

CUSTOMER INCENTIVES ALREADY IN $150 BILLION INDIAN FMCG MARKET









Disclaimer: These examples are to show popularity of incentive programs. These are not our clients

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PROBLEMS WE SOLVE

(FOR INDIAN FMCG BRANDS MARKETING IN THE RETAIL ECOSYSTEM)



LACK OF CUSTOMER INSIGHTS

- High Data Acquisition Cost
- Current Data Collection Methods are Biased
- Insufficient Data from Tier 2,3 places
- Lack of knowledge of customer preferences, behaviors, and geography



NO PROPER CHANNEL TO RUN THE MARKETING CAMPAIGNS

- No digitized solution to run customer engagement campaigns
- No proper monitoring of the campaigns

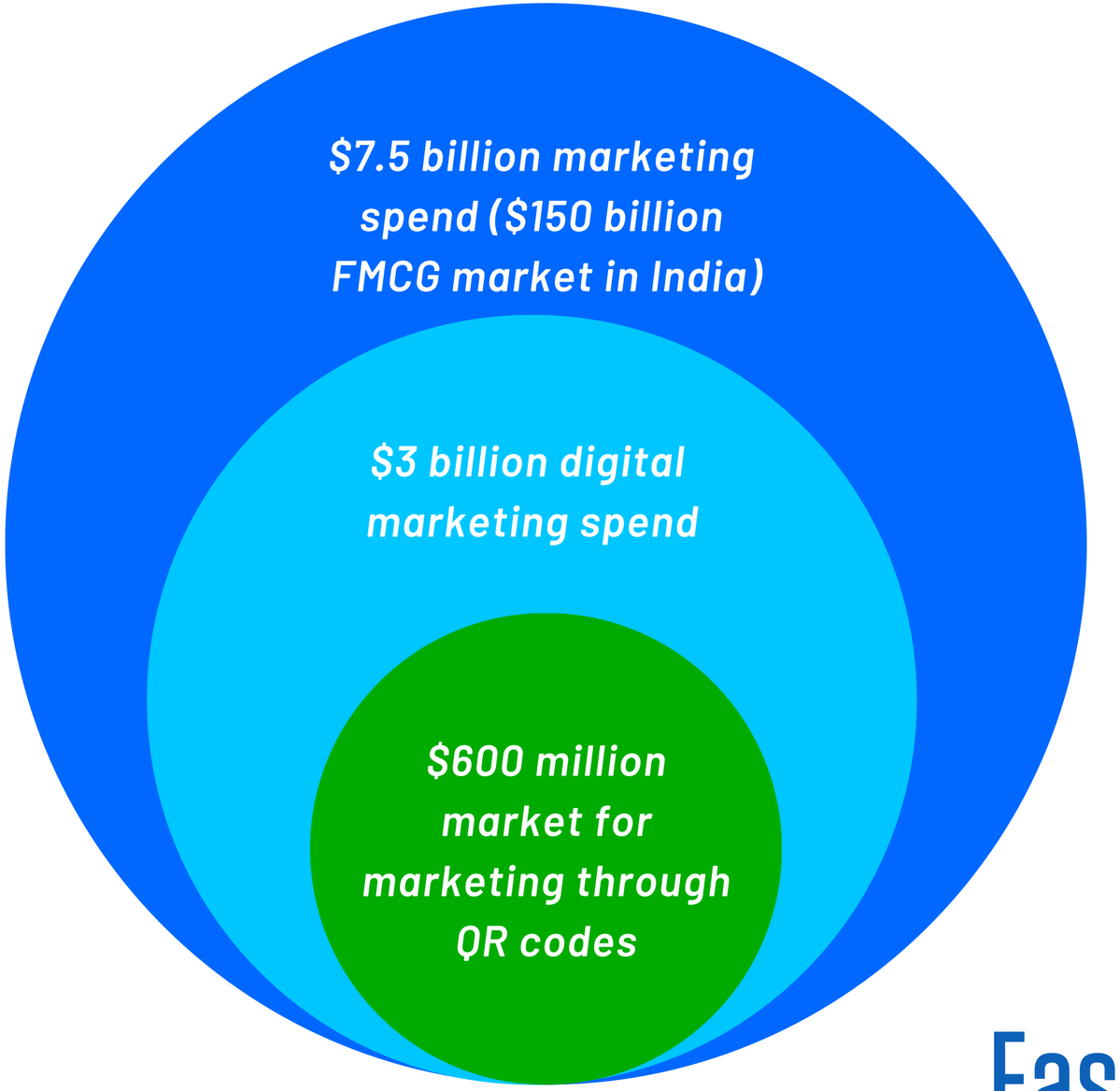


LIMITED CUSTOMER AWARENESS AND ENGAGEMENT

- Intense competition compelles the brands to spend a high amount on marketing
- Expensive Customer Retention

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TOTAL MARKET



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OUR SOLUTION

Integration

QR code stickers are pasted on products at the time of packaging or QR codes are printed on labels in client's facilities

Scan

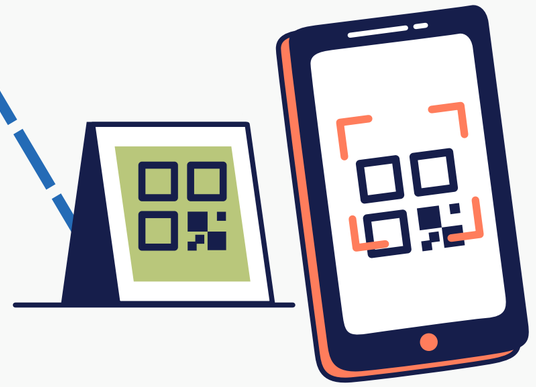
Customers scans the QR codes with their Smartphone using mobile camera and instantly receive rewards.

Insights

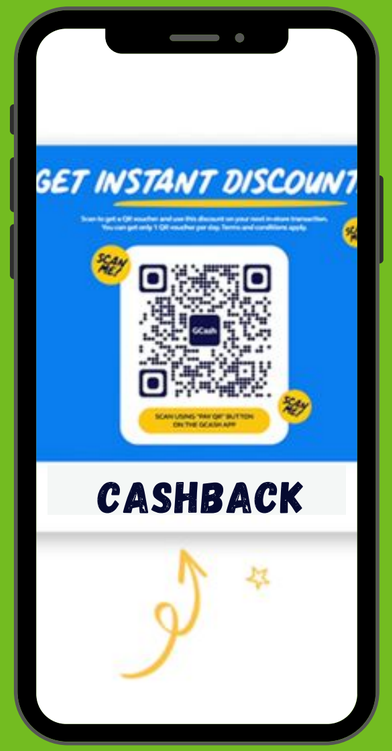
Over a period of time, we collect more data. It helps in generate more insights about buying patterns, heat maps, and consumer preferences

Connect

We create a strong connection between our clients and their customers. It helps in targeted marketing and customer feedback.

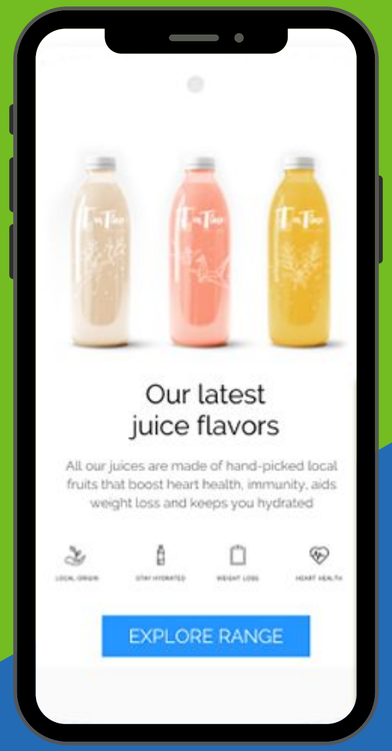


BASIC SERVICES



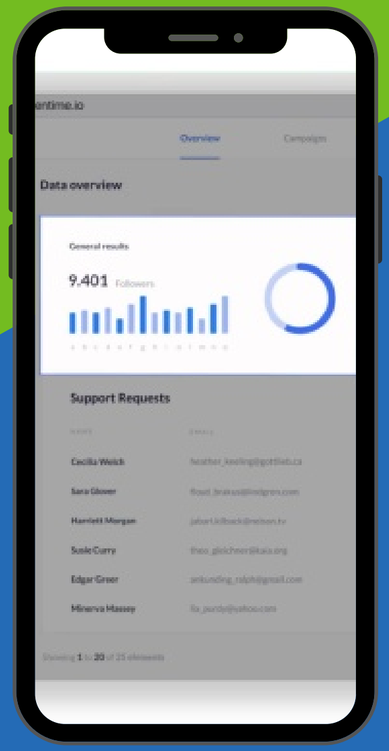
SMART REWARDS

Offer incentives (Cashback / coupons) to customers and Promote your business



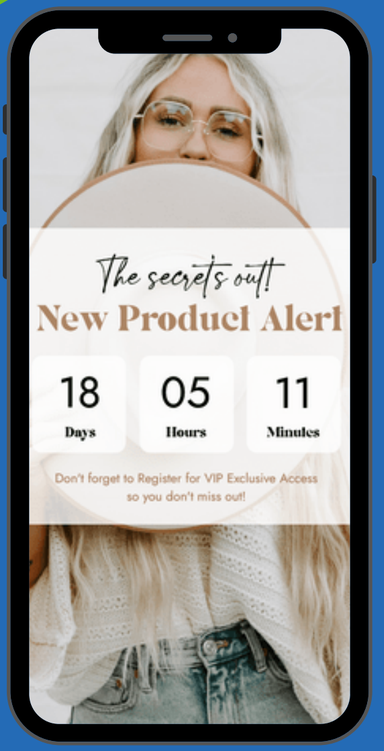
SMART SCAN

Show product USP using images, videos and AR in Vernacular languages



Smart Data

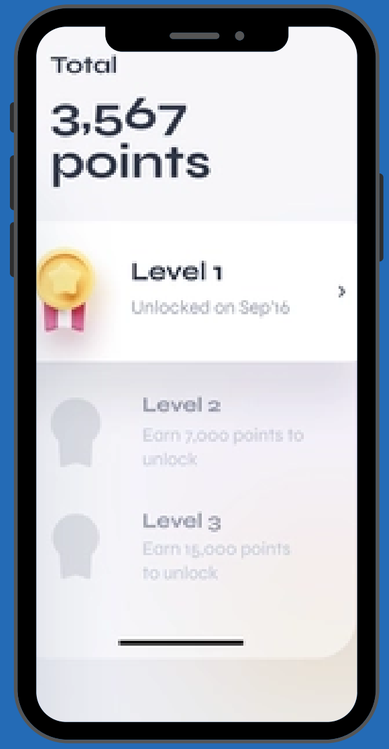
Collect customer data/review and determine best product to launch or how to improve existing product line



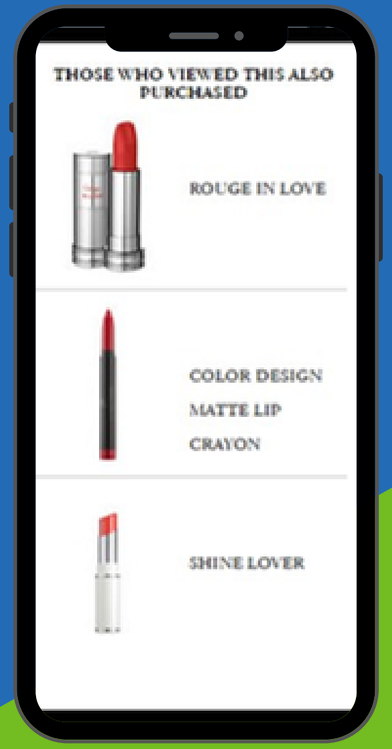
Smart Connect

Send notifications regarding new product launches, new surveys/campaigns via whatsapp, sms, email

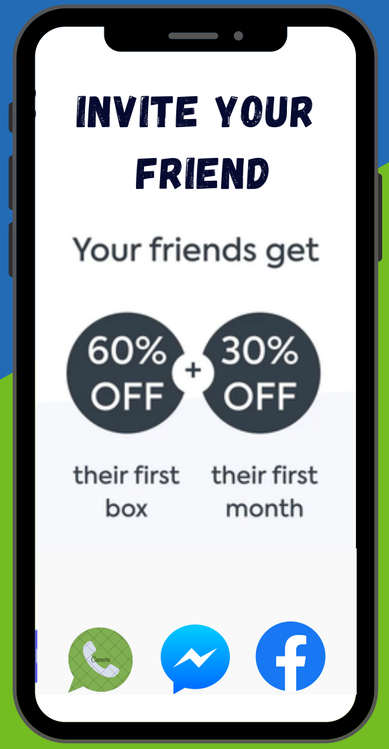
ADVANCE SERVICES



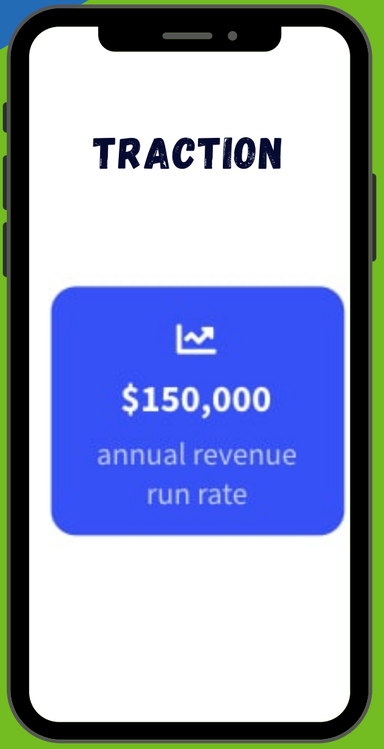
Boost Repeat Purchase through reward points



Upsell other products to existing customers



Increase customer base through referral program



Ad revenue for customer traction and cross-brand promotion (non-competing)

COMPETITOR FEATURES COMPARISON

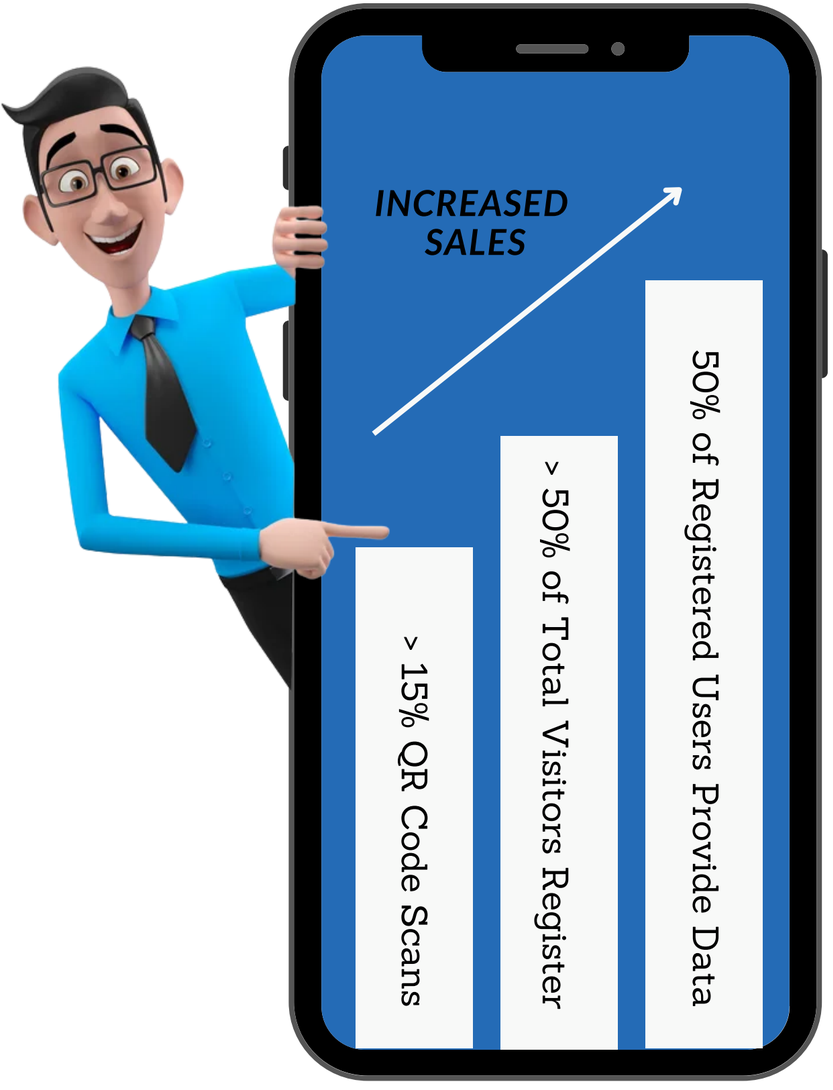
No company in the market offers similar services with simplicity and completeness as EaseMyGrowth.

USP - HIGHER TRACTION, RANGE OF INCENTIVES, SERVICES, and AI in DATA ANALYSIS

MOAT - Customer data, Range of services and integrations, Expertise in getting max traction

	Neurotags	Uniqolabel	O4S	Beconstac	Letsverify	EMG
No App Required	✓	✗	✗	✓	✗	✓
Customer data collection	✓	✓	✓	✓	✓	✓
Customer incentivizaton	✓	✗	✗	✗	✓	✓
AR, Panormic and AI Tech	✗	✗	✗	✗	✗	✓
Anti-counterfeit, SC analytics	✓	✓	✓	✗	✓	✗
Online channel	✗	✗	✗	✓	✗	✓

PMF- CURRENT TRACTION



DEV TRADING COMPANY
Since 2003

CLENSTA

SAPPHIRE

WANG Ramen

myPAPERCLIP

JUST ORGANIK
a walk to healthy future

o'buddy's
happy snacking

budds buddy

ProMeat
LIKE MEAT JUST BETTER

ORGANIC WELLNESS

LISSY MOCO
Italian Luxury

Total Registrations 100k

Working with 22 FMCG companies in India

Last financial year Revenue INR 10 Lacs

PRODUCT - ROADMAP

1

July 2023
Google Looker Dashboard, Admin panel new design

2

Oct 2023
Launching Advance Services, Uploading case studies

3

Dec 2023
Infosec and compliance certificate, Gamifying the cashback winning

4

March 2024
GDPR compliance Data centers in respective locations, Shorter domain for cloud deployments

5

June 2024
Whatsapp integration for cohort engagement, on premise deployment

6

Sept 2024
Integration with Shopify, Website revamp for inbound sales

Product roadmap for next 15 months

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BUSINESS ROADMAP-
3 FRONT STRATEGY

Indian SMEs through offline sales

- Offered given to a full-time expert resource
- 2 interns
- 50 lacs business
- 20 companies

Digital offereing to India and various geography

- Digita marketing
- 2 interns
- 10 lacs of business

Expansion in UK and EU market

- Hiring a full-time local sales director
- 50,000 pounds
- GDPR compliance and launch pad for other market in EU

REVENUE MODEL

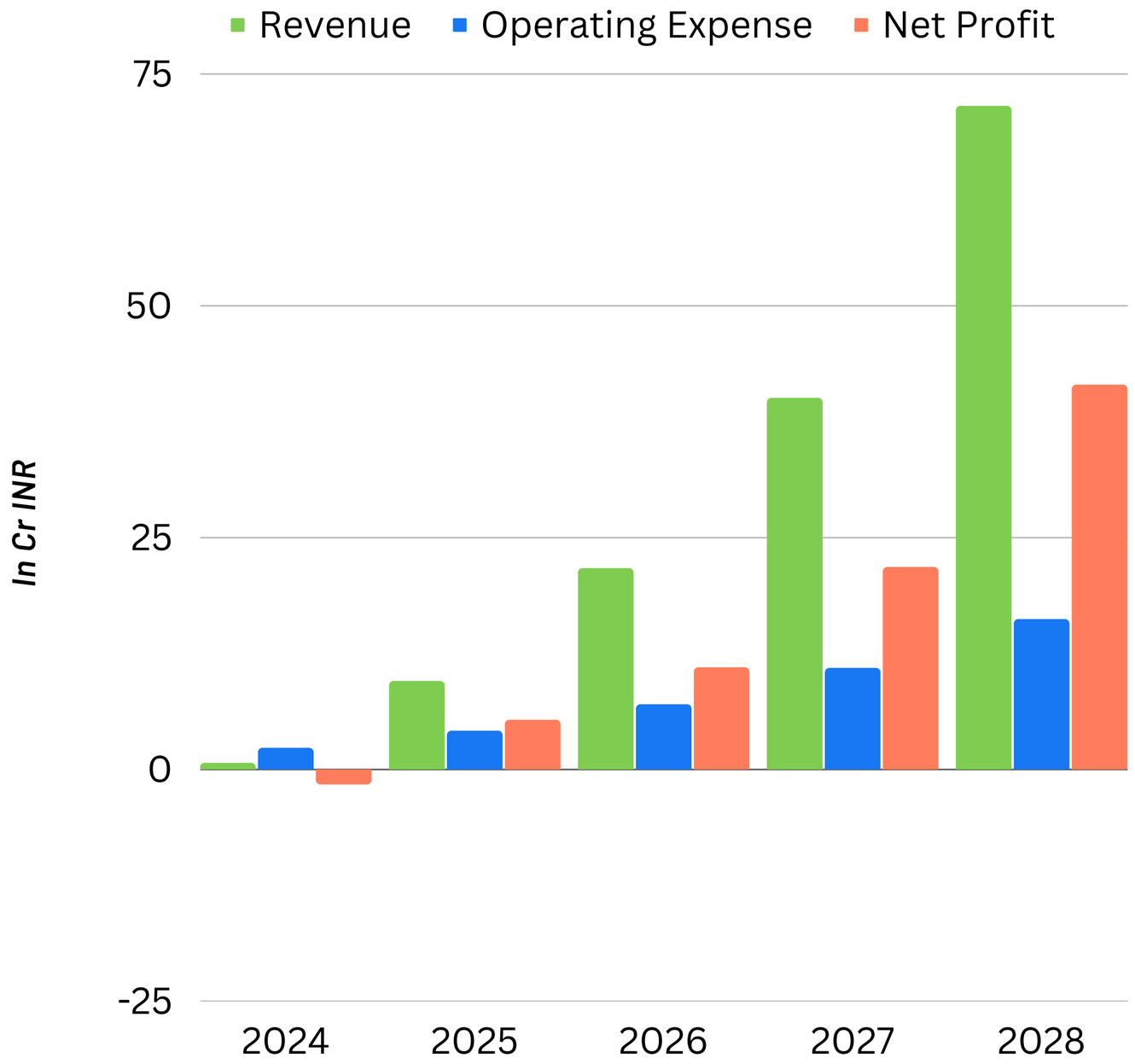
1

Fixed amount on basic services based on volume

2

Advance services based on conversion or sales

PROJECTED FINANCIALS

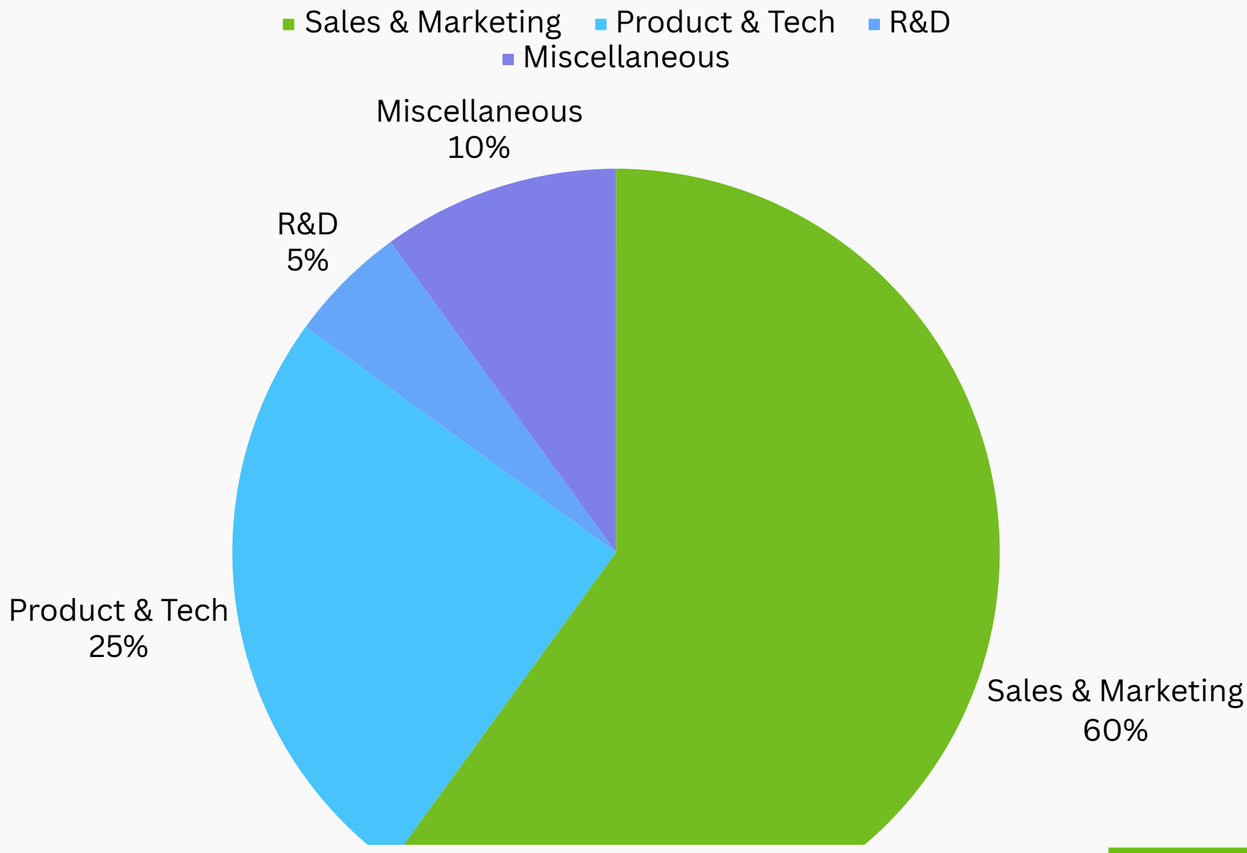


CAPITAL REQUIRED TO SCALE

- *Capital Required: $100,000*
  - *(1st year operating expense for 10x growth as per financial projection*
  - *To realise Product and Business Roadmap*

- *Seed Capital Raised*
  - *INR 47.8 Lacs From Startup India, i-Start (Raj. Govt) and STPI, ESC India and IIM Calcutta*
  - *Incubated by STPI, ESC India, IIM Calcutta, Wadhwani Foundation, IIT Startups, IStart (Raj)*

DISTRIBUTION OF FUNDS



Cap Table

Sharda Parihar: 92%

Sandeep Parihar: 5%

Marwari Catalyst Jodhpur: 3%

ABOUT US - EXPERIENCED AND TALENTED TEAM



SANDEEP PARIHAR

Founder & CEO

- *IIT Roorkee Alumnus*
- *MBA, IE Business school, Spain*
- *Delivered solution to fortune 500 companies*
- *Experienced technology manager and Entrepreneur*



Shailendra Solanki

VP Sales & Markeing (India)

- *Expert in selling software to enterprises*
- *7 years of experience*
- *Deep network in FMCG space in India*
- *Ex Pepup sales*

INVEST IN US

EASEMYGROWTH

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