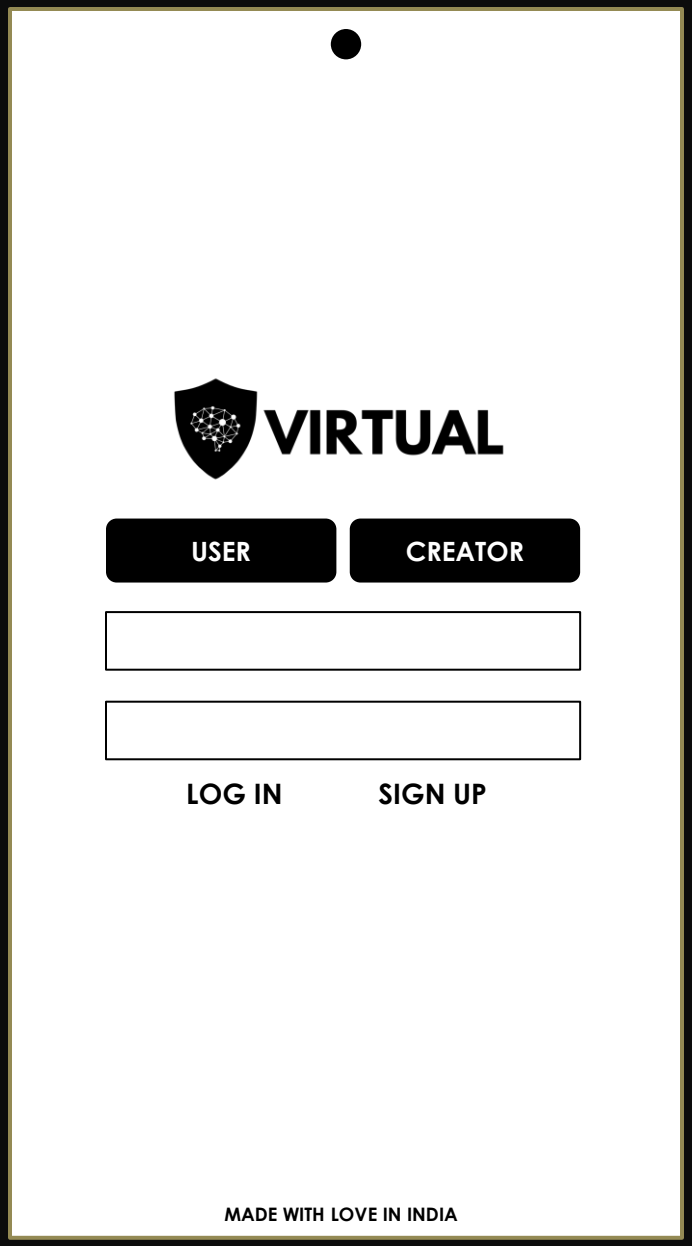


VIRTUAL

DIGITAL CREATORS' PLATFORM
CONNECT | CREATE | EARN

V'ID - DIGITAL CREATORS' PLATFORM | VAds - ONLINE AD AGENCY | VPay - PAYMENT GATEWAY

Winners don't do different things. They do things differently. - ***Shiv Khera***

TWEELABS

DIGITAL CREATORS

A content creator is basically someone who creates content and it can be anything. Content creators can also be called influencers if they can manage to have a major impact on their audience.

TEXT

ARTICLES & BLOG POSTS
GUIDES & REVIEWS
EBOOKS
CASE STUDIES
PRODUCT CONTENT
CAPTIONS
POLLS

PHOTOS

UGC PHOTOS
INFOGRAPHICS
MEMES
GIFS
QUOTES
ILLUSTRATIONS
CREATIVES

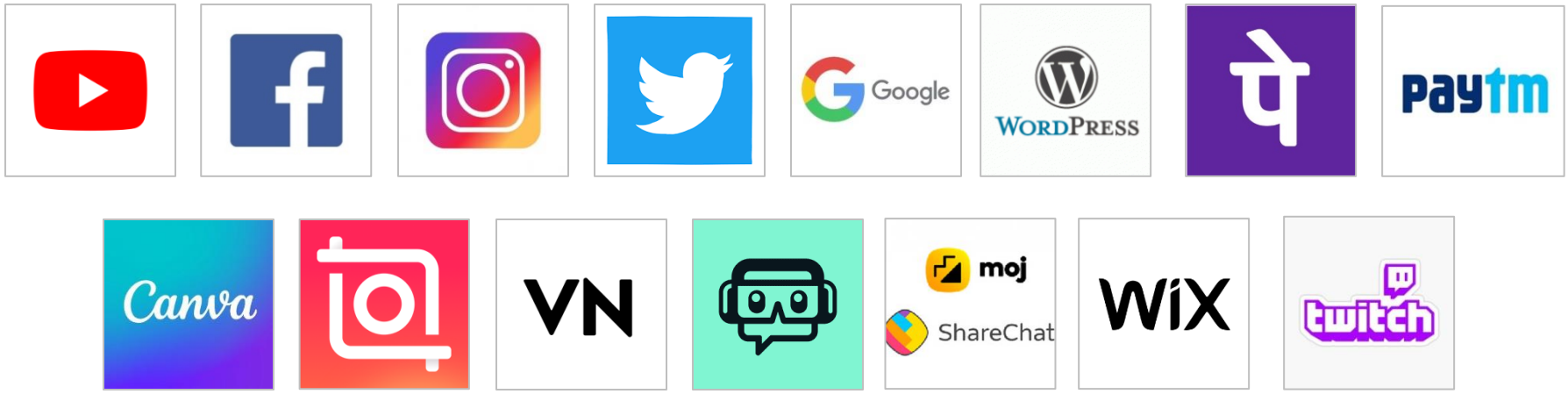
VIDEOS

TUTORIALS
REVIEWS
UNBOXING
VLOGS
BEHIND-THE-SCENES
INTERVIEWS
WEBINARS
PRESENTATIONS
USER-GENERATED CONTENT
CONTESTS/GIVEAWAYS
LIVESTREAMS
Q&ANS

INFLUENCERS	**PRODUCT SELLERS**
GAMERS / STREAMERS	**TEACHERS**
DEVELOPERS	**MEMERS**
ARTISTS SINGERS / DANCERS ETC.	**REVIEWERS**
GRAPHIC DESIGNERS	**PHOTOGRAPHERS**
WRITERS / POETS	**ASTROLOGERS**
SPEAKERS / PODCASTERS	**DIALOGUE WRITERS**
WEB CREATORS	**ARCHITECTS**
VLOGGERS / TRAVELLERS	**8109100838**

COMPETITION

VS



MASSIVE MARKET OPPORTUNITY (2024-2030)

Industry	Projected Market Size (2030, INR Cr)	Projected Market Size (2030, USD Bn)
Creator Economy	₹32,500 Cr	$3.93 B
Freelancing & Gig Economy	₹6,400 Cr	$0.775 B
E-Commerce & Drop shipping	₹26,00,000 Cr	$325 B
Cloud Gaming & Streaming	₹10,600 Cr	$1.317 B
AI & Digital Advertising	₹2,30,000 Cr	$28.36 B

AI-POWERED DIGITAL CREATOR ECOSYSTEM

CATEGORY	PROBLEM	SOLUTION	KEY BENEFITS
🎨 CONTENT CREATION & CUSTOMIZATION	Creators need multiple tools (Canva, InShot, Photoshop)	□ AI-Powered Content Studio – Built-in design, video editing, & smart templates	🔥 One platform for everything, no external tools needed
	No AI automation for content creation	□ AI Auto-Scheduling & SEO – Smart scheduling & hashtag suggestions	🚀 Increased reach, better engagement
	Limited customization options	□ Custom Interactive Elements – Buttons for Buy, Subscribe, Join, Donate, etc.	📈 Higher engagement & conversion rates
💰 AI-POWERED MONETIZATION & ADS	Low earnings from ads, limited monetization options	□ Multi-Source Revenue Model – Brand deals, subscriptions, ad slots, & product sales	💵 Multiple income streams beyond ads
	No transparency in brand collaborations	□ AI-Driven Brand Matchmaking – Smart sponsorships without middlemen	□ Direct revenue from trusted brands
	High ad costs for businesses	□ Dynamic Ad Pricing & Smart Placements – Ads integrated inside content	📢 Non-intrusive ads, better ROI

E-COMMERCE, SERVICES & LOGISTICS

CATEGORY	PROBLEM	SOLUTION	KEY BENEFITS
🛒 E-COMMERCE, LOGISTICS & DROP SHIPPING	Sellers need websites to sell products	🔹 Sell Directly via Social Posts – No website required	🚀 Instant e-commerce setup
	No product sourcing options	🔹 AI-Suggested Trending Products – Partnered supplier network for dropshipping	🛍️ Start selling with zero inventory
	No built-in logistics & shipping	🔹 Auto-Fulfillment & Smart Shipping Suggestions	🚚 Hassle-free logistics integration
PROFESSIONAL SERVICES MARKETPLACE (DOCTORS, SERVICE CENTERS, LAWYERS, ETC.)	No dedicated marketplace for professionals	🔹 Direct Appointment Booking & Video Consultation	📅 Easy booking, encrypted consultations
	High commission fees on UrbanClap, Practo, etc.	🔹 AI-Powered Client Matching – Smart recommendations for professionals	📈 Increased client reach
🚚 DELIVERY PARTNER MARKETPLACE (KIRANA)	Fixed shipping providers increase costs	🔹 Compare & Choose Delivery Partners – Multiple courier integrations (BlueDart, Delhivery, etc.)	$ Lower shipping costs, better flexibility
	No way for individuals to register as delivery partners	🔹 Independent Delivery Partner Listing – Verified users can earn as couriers	🛍️ Creates a gig economy for delivery

FREELANCING, GAMING & GROWTH

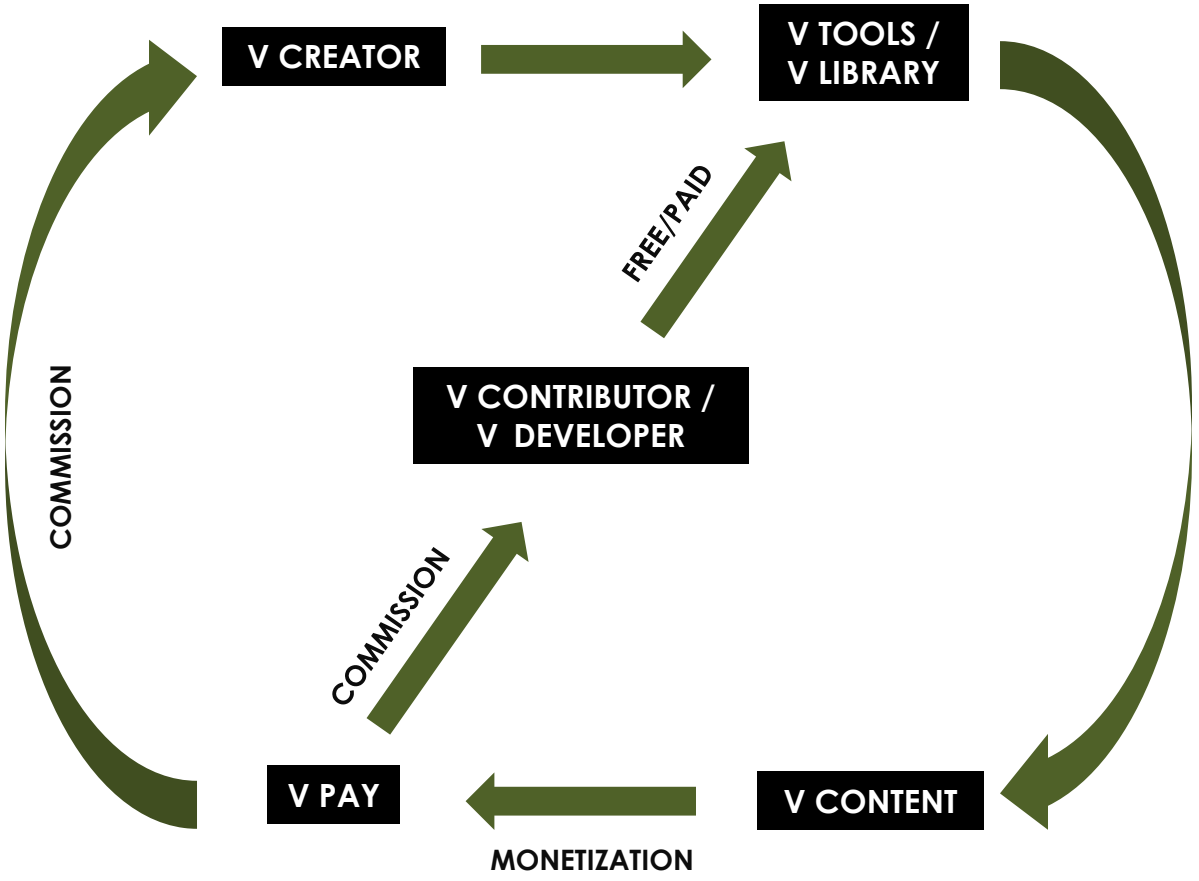
CATEGORY	PROBLEM	SOLUTION	KEY BENEFITS
🛠️ FREELANCING MARKETPLACE (FIVERR/UPWORK ALTERNATIVE)	High commission fees on freelancing platforms	Low Commission Model – Direct payments, no middlemen	💰 More earnings for freelancers
	New freelancers struggle to get visibility	AI-Based Job Matching & Verified Freelancer Badge	🔍 More job opportunities, verified profiles
🎮 CLOUD GAMING & AI-ASSISTED STREAMING	Expensive hardware needed for game streaming	Cloud Gaming Support – Play & stream without costly PCs	📹 Affordable streaming, no lag
	Lag & technical issues in live streaming	AI-Based Stream Optimization – Enhances video quality & reduces lag	🚀 High-quality streaming experience
	No in-game monetization options	In-Stream Donations & Virtual Store	💰 Gamers can earn directly from viewers
📊 ORGANIC METER & AI TRUST SCORE	Fake followers & bot engagement dominate platforms	AI-Driven Authenticity Score – Detects fake engagement & rewards real creators	🔥 Only genuine creators get exposure
	Brands struggle to find trustworthy influencers	Trust Score for Brand Deals	Ensures safe & profitable collaborations

WHY THIS PLATFORM WINS – FIRST-MOVER ADVANTAGE

GAME-CHANGER	WHY IT'S UNSTOPPABLE?
ALL-IN-ONE AI CREATOR HUB	No other platform integrates content, monetization, freelancing & commerce
AI-DRIVEN AUTOMATION	Eliminates fragmented, outdated tools—faster, smarter, more profitable
UNLIMITED REVENUE STREAMS	Creators earn beyond ads—brand deals, subscriptions, e-commerce, & services
VPAY DIGITAL WALLET	Earnings go to VPay Wallet, usable for recharges, ticket booking, bill payments
INSTANT BANK TRANSFERS	Remaining balance can be withdrawn directly to a bank account
VPAY TRANSACTION REVENUE	Platform earns commissions on transactions, processing fees & service charges

A self-sustaining digital economy—earn, spend, and grow effortlessly!

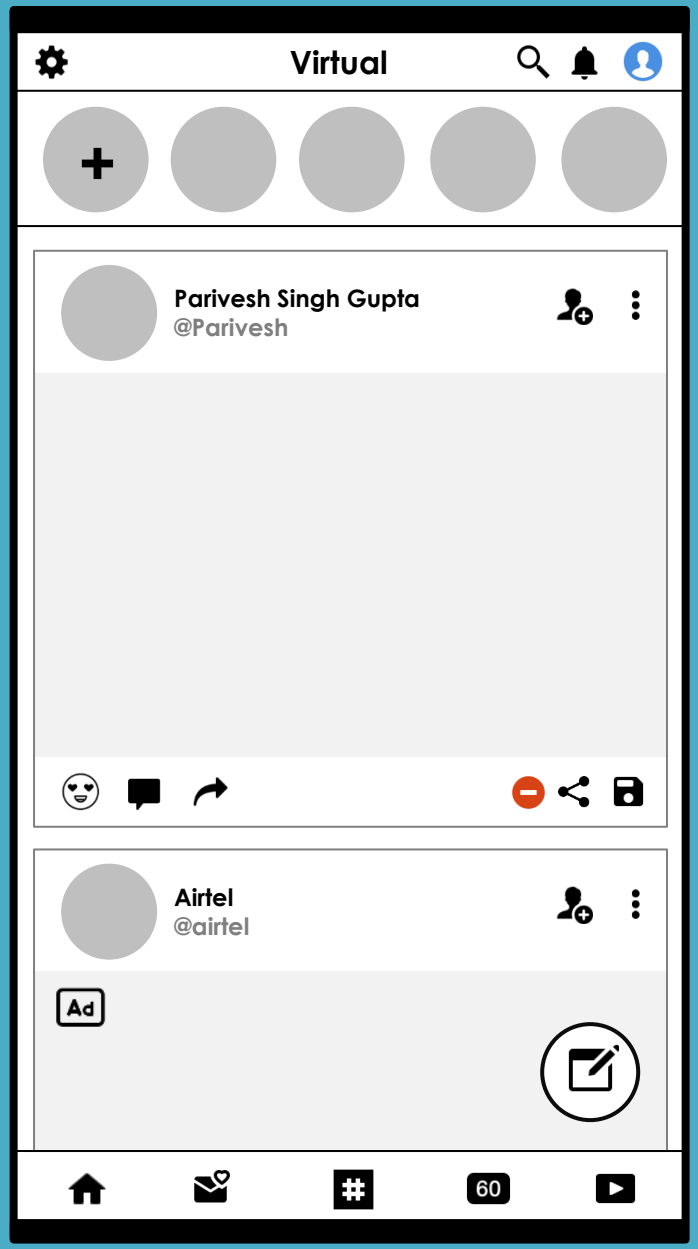
FLYWHEEL MODEL (SELF DRIVEN)



SOURCES OF INCOME

🚀 Multi-Stream Revenue Model – Scalable & Sustainable
🔥 A self-sustaining ecosystem monetizing every user interaction! 🚀

REVENUE STREAM	HOW IT WORKS?	WHY IT'S PROFITABLE?
💰 VPay Transaction Fees	Commission on transactions, transfers & payments via VPay	Generates recurring revenue with every transaction
📢 AI-Powered Ads & Brand Collaborations	AI-driven, non-intrusive ad placements & brand partnerships	Higher engagement & optimized ROI for advertisers
🛍️ E-Commerce & Dropshipping Fees	Commission on product sales, processing, & delivery	Continuous passive income from sales & shipments
📚 Virtual Library Elements Selling	Commission on paid access to premium content, assets & tools	Scalable revenue from digital products & subscriptions
👨‍💻 Freelancing & Service Fees	Small commission on freelancer earnings & service bookings	High-volume transactions from professionals
🎮 Gaming & Streaming Monetization	Revenue from in-app purchases, virtual gifting & premium content	Frequent micro transactions from engaged users
🔍 Premium Memberships & Subscriptions	Paid access to exclusive tools, visibility boosts & AI features	Predictable, recurring revenue from users
🚀 API & Developer Marketplace	Fees from API access, integrations, & developer tools	Expands monetization to enterprise & business clients



HOME

CHAT

TRENDS

60s - SHORT VIDEOS

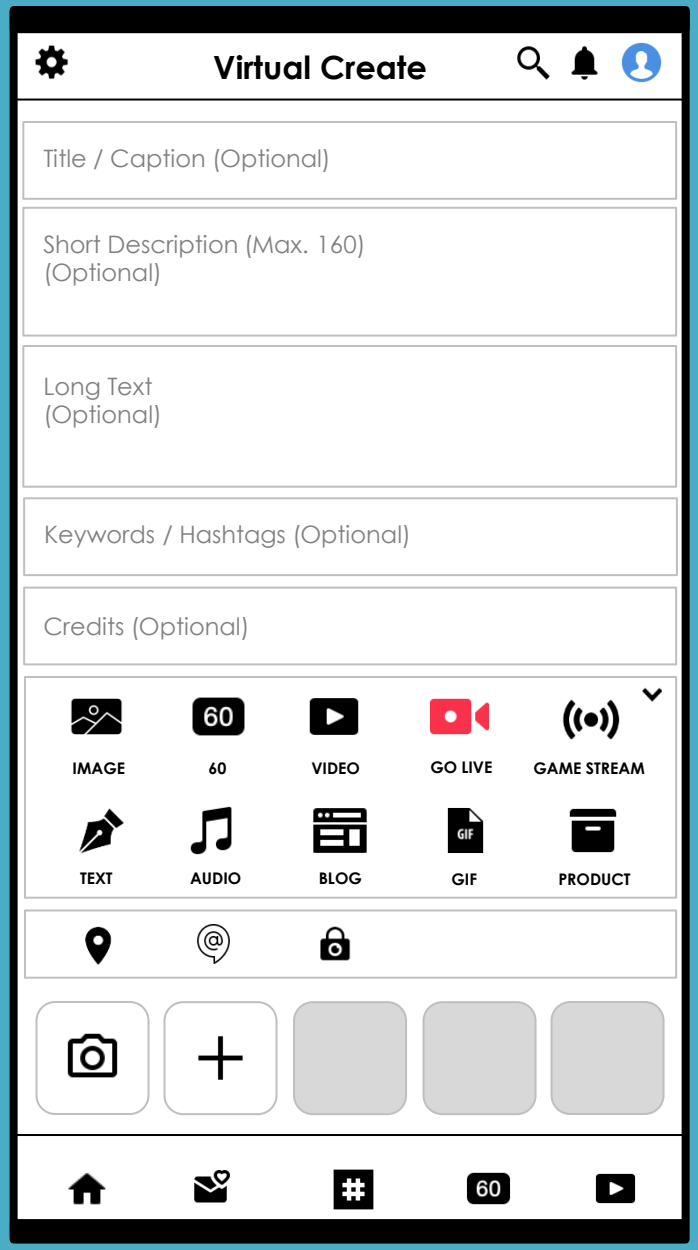
MONETIZED LONG VIDEOS

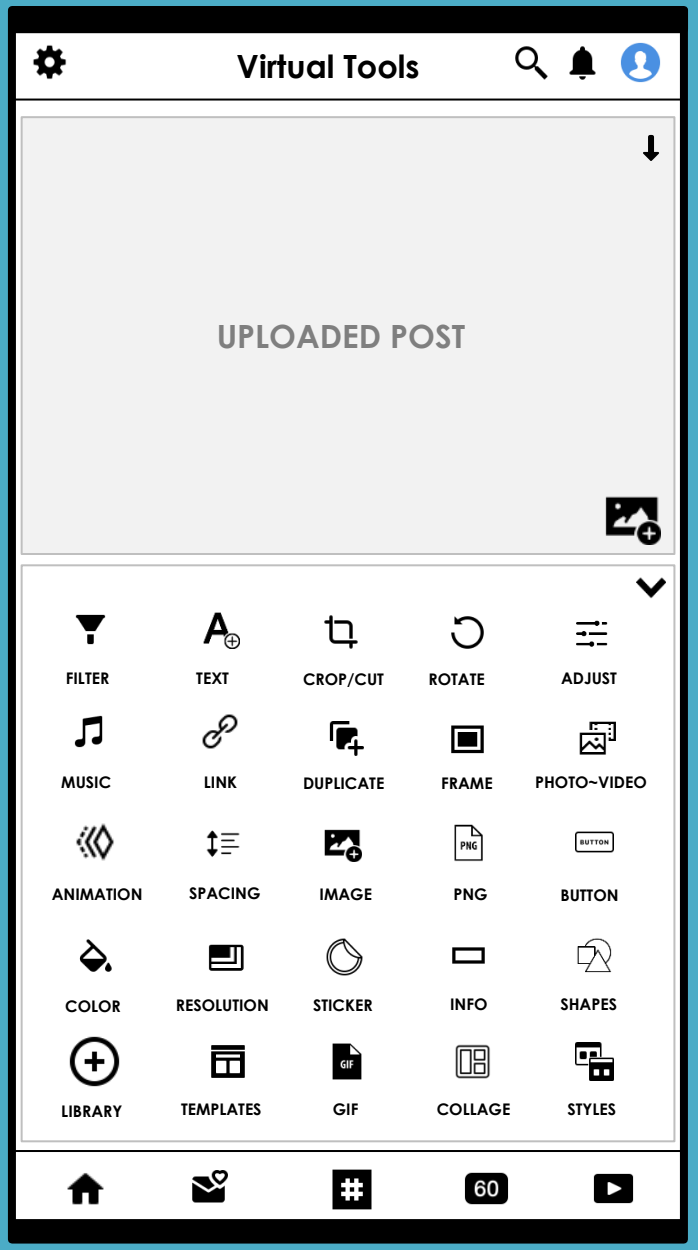
PROFILE

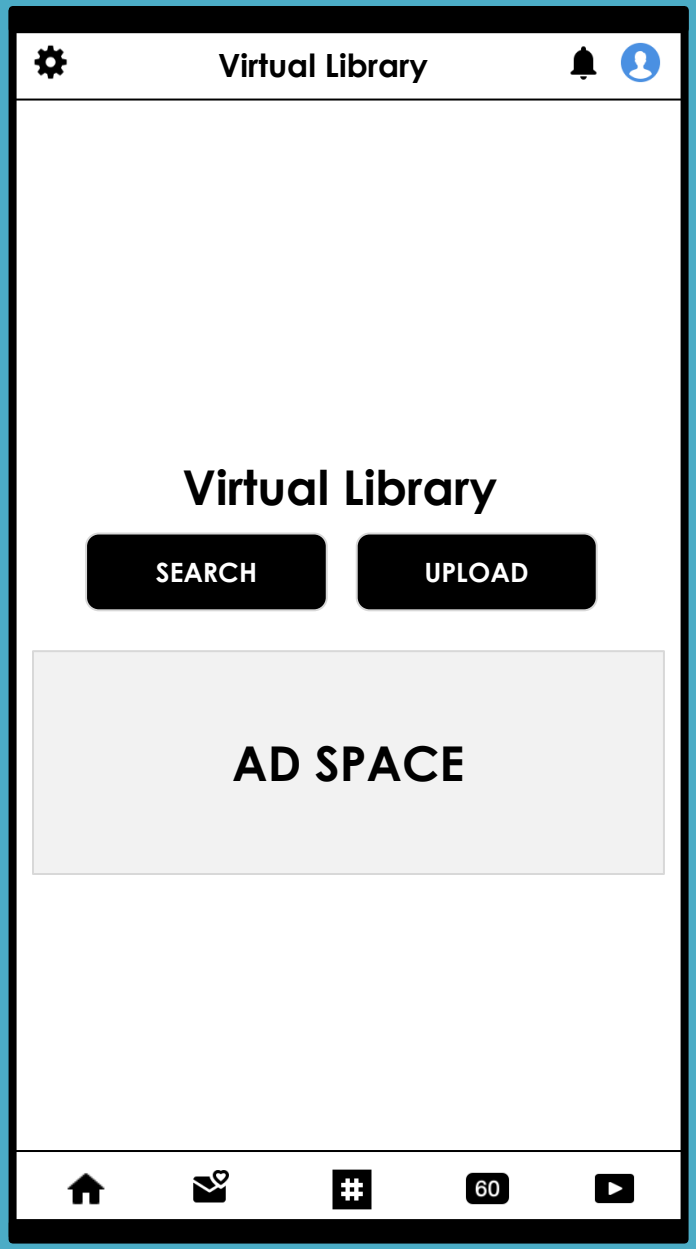
NOTIFICATION

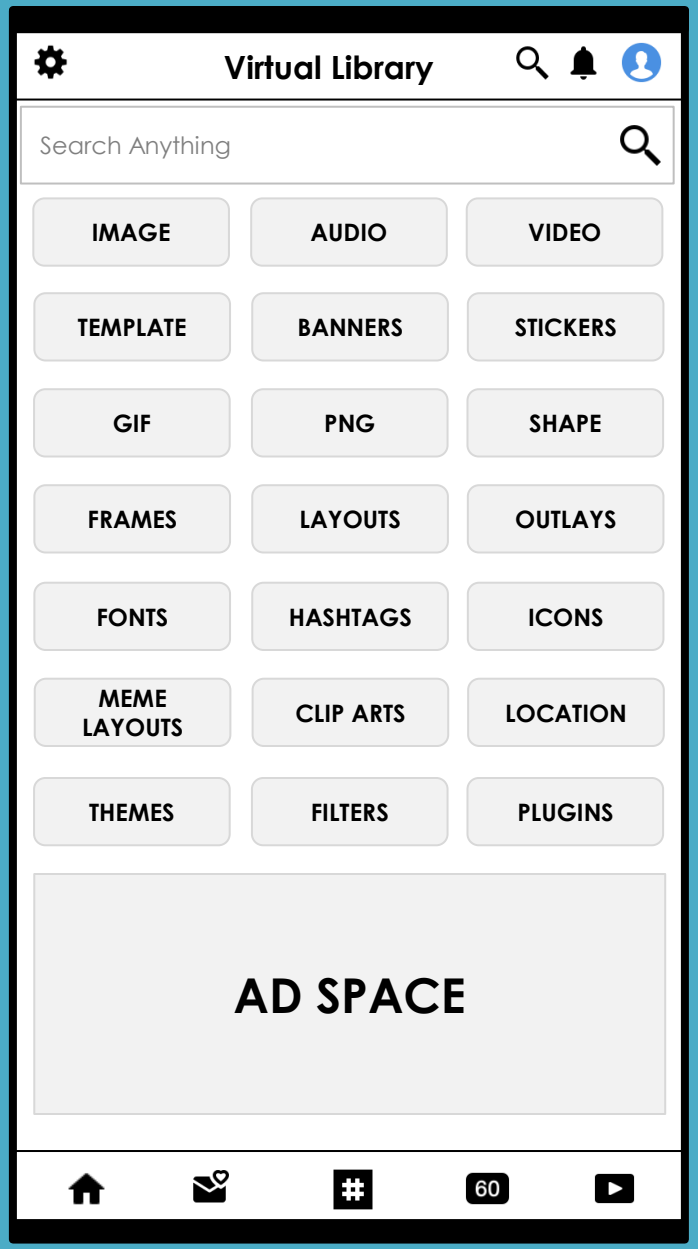
SETTINGS

TWEELABS


Virtual Create
Title / Caption (Optional)
Short Description (Max. 160)
(Optional)
Long Text
(Optional)
Keywords / Hashtags (Optional)
Credits (Optional)
IMAGE
60
VIDEO
GO LIVE
GAME STREAM
TEXT
AUDIO
BLOG
GIF
PRODUCT
60

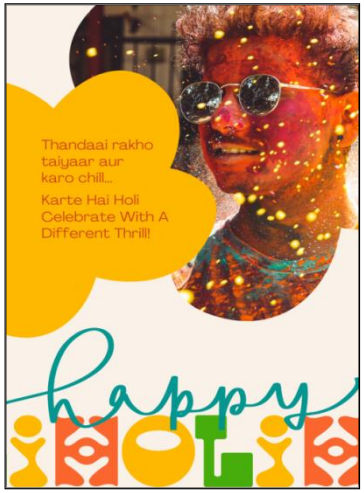

Virtual Tools
UPLOADED POST
FILTER
TEXT
CROP/CUT
ROTATE
ADJUST
MUSIC
LINK
DUPLICATE
FRAME
PHOTO~VIDEO
ANIMATION
SPACING
IMAGE
PNG
BUTTON
COLOR
RESOLUTION
STICKER
INFO
SHAPES
LIBRARY
TEMPLATES
GIF
COLLAGE
STYLES
60


Virtual Library
Virtual Library
SEARCH
UPLOAD
AD SPACE
60


Virtual Library
Search Anything
IMAGE
AUDIO
VIDEO
TEMPLATE
BANNERS
STICKERS
GIF
PNG
SHAPE
FRAMES
LAYOUTS
OUTLAYS
FONTS
HASHTAGS
ICONS
MEME LAYOUTS
CLIP ARTS
LOCATION
THEMES
FILTERS
PLUGINS
AD SPACE
60

EXAMPLES : CREATE A PROFESSIONAL CONTENT IN FEW MINUTES USING VIRTUAL TOOLS

OFFERS



FESTIVAL WISHES

MEME LAYOUT

GAME STREAMING OVERLAYS

DESIGNERS & DEVELOPERS AS DIGITAL CREATORS IN VIRTUAL LIBRARY

(MARKETABLE FREE/PAID & EDITABLE)

LOGO TEMPLATES POSTERS TEMPLATES AUDIO VIDEO INVITATIONS

THUMBNAILS FLYERS PNG GIF MOBILE VIDEOS ANNOUNCEMENTS SYMBOLS

MEME LAYOUTS OFFERS TEMPLATES INFOGRAPHICS FESTIVAL POSTS FRAMES

CHANNEL ARTS OUTLAYS FONTS SHAPES BORDERS CARDS IMAGES

PRESENTATIONS ANIMATIONS BROCHURES PLANNERS LETTERS ARTS

GAMING TEMPLATES COMICS FONTS FRAMED ARTS CERTIFICATES EFFECTS

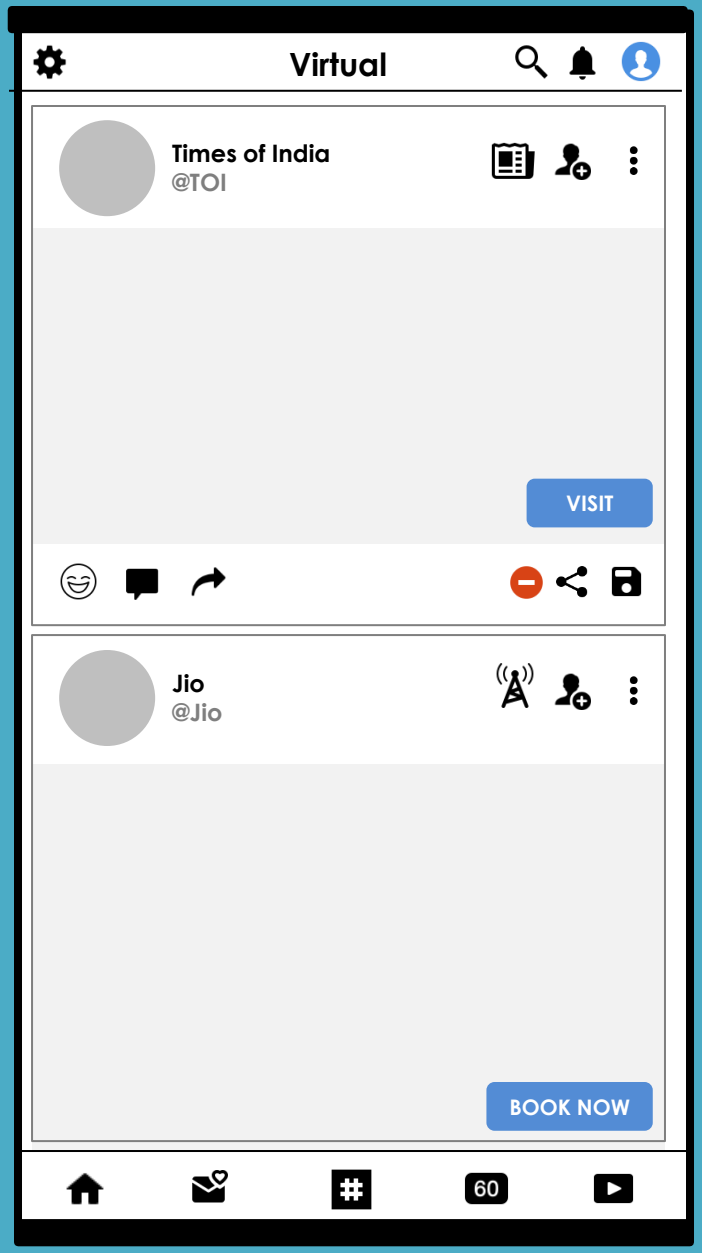
RESUMES GRAPHS LAYOUTS STICKERS MAGAZINE COVERS GRADIENTS

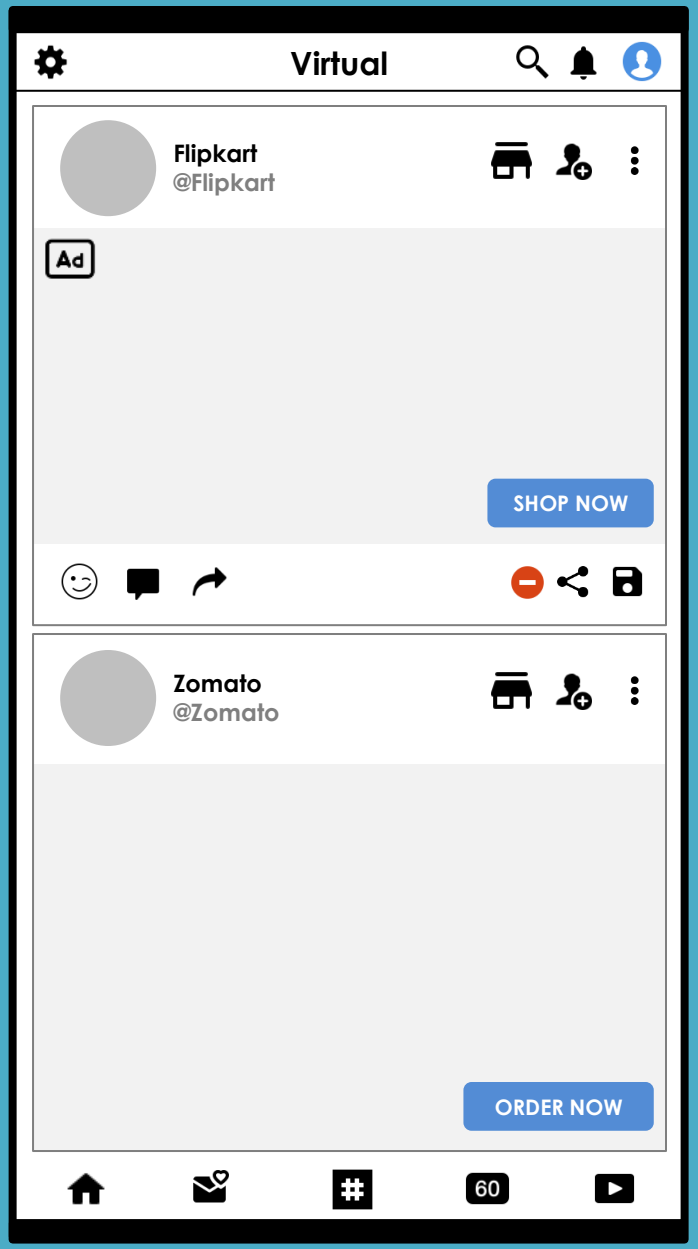
WORKSHEETS COLLAGES QUOTE TEMPLATES FRAMED ARTS MENUS TEXTURES

EVENTS ALBUM COVERS POLLS STICKERS QUESTIONNAIRES NAME ARTS

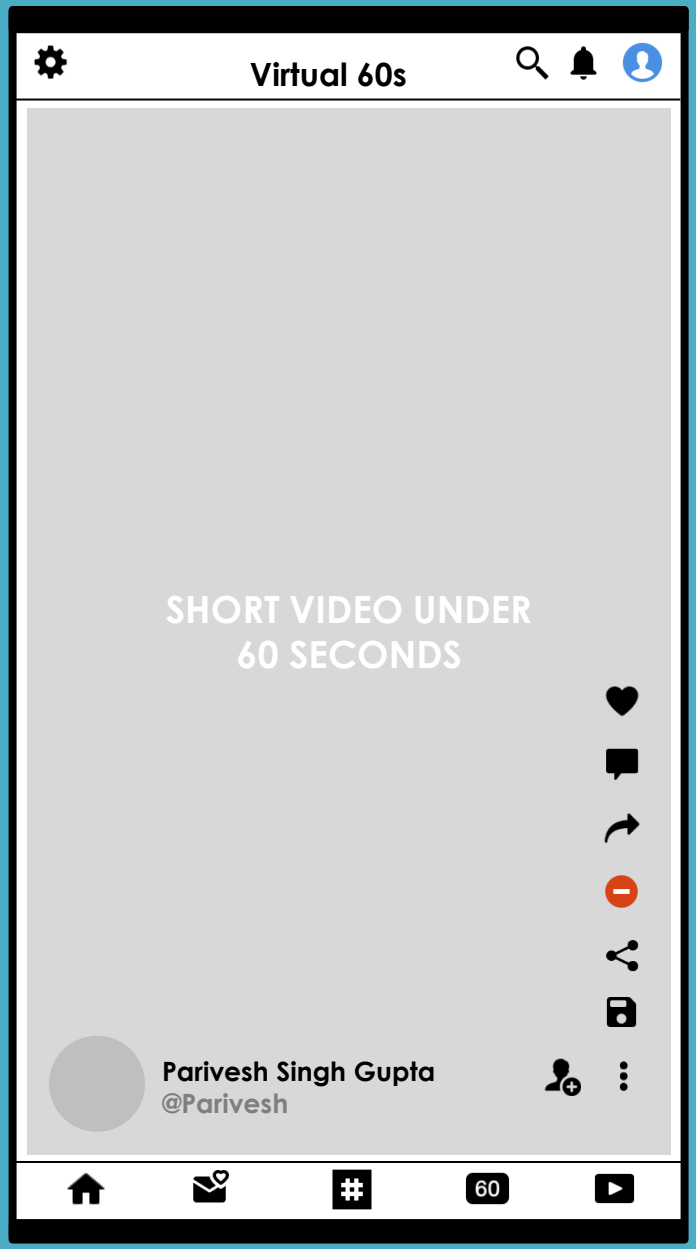
FILTERS HEADERS BUTTONS TRANSITIONS TABLES STORIES FILTERS

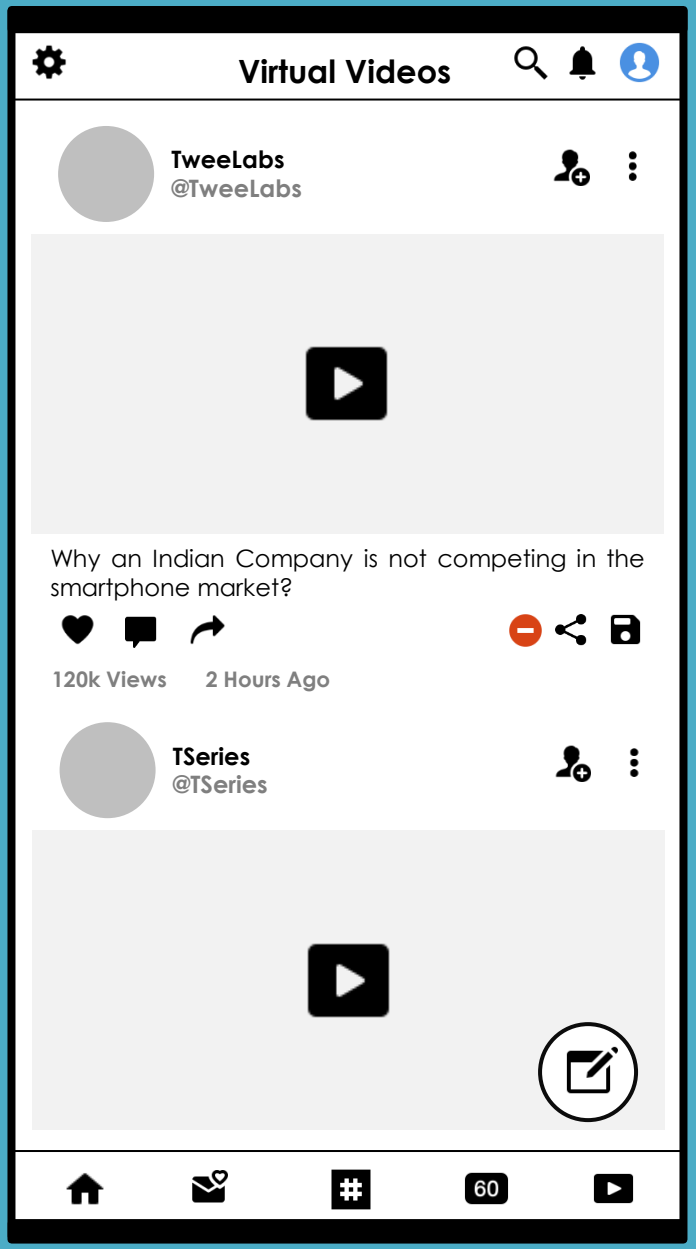
TYPES OF POSTS/ADS FOR VARIOUS CREATORS

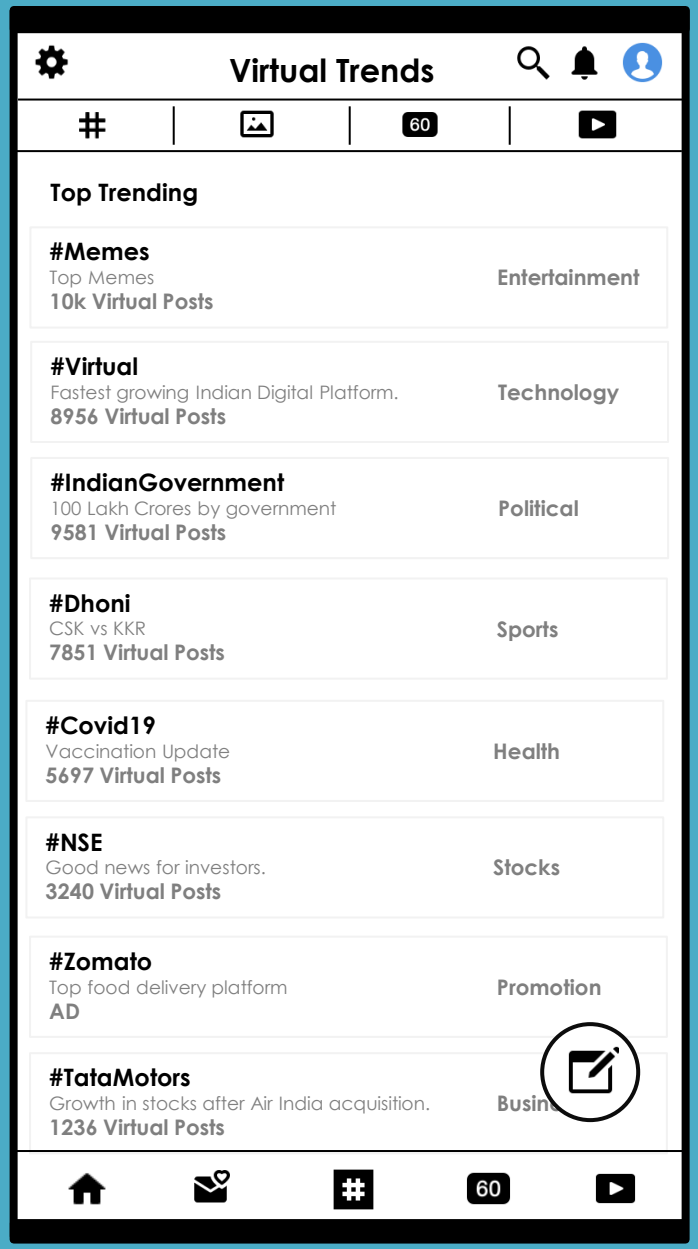




TWEELABS

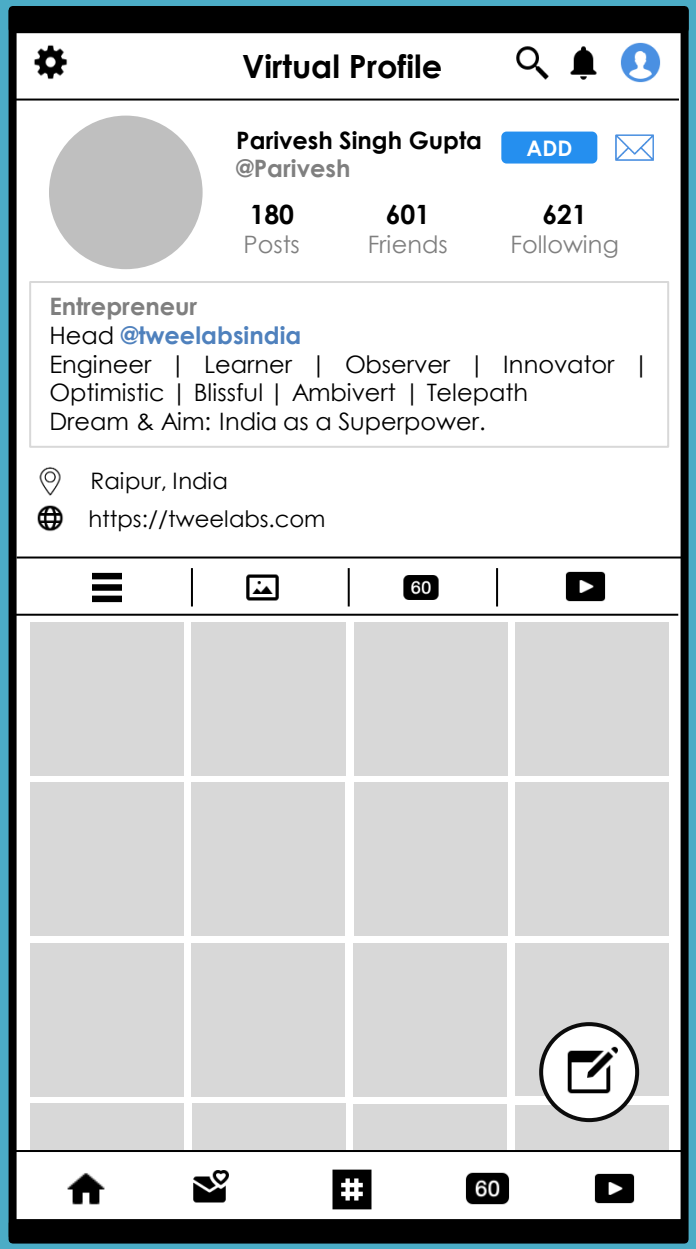

Virtual 60s
SHORT VIDEO UNDER
60 SECONDS
Parivesh Singh Gupta
@Parivesh
60


Virtual Videos
TweeLabs
@TweeLabs
Why an Indian Company is not competing in the smartphone market?
120k Views
2 Hours Ago
TSeries
@TSeries
60

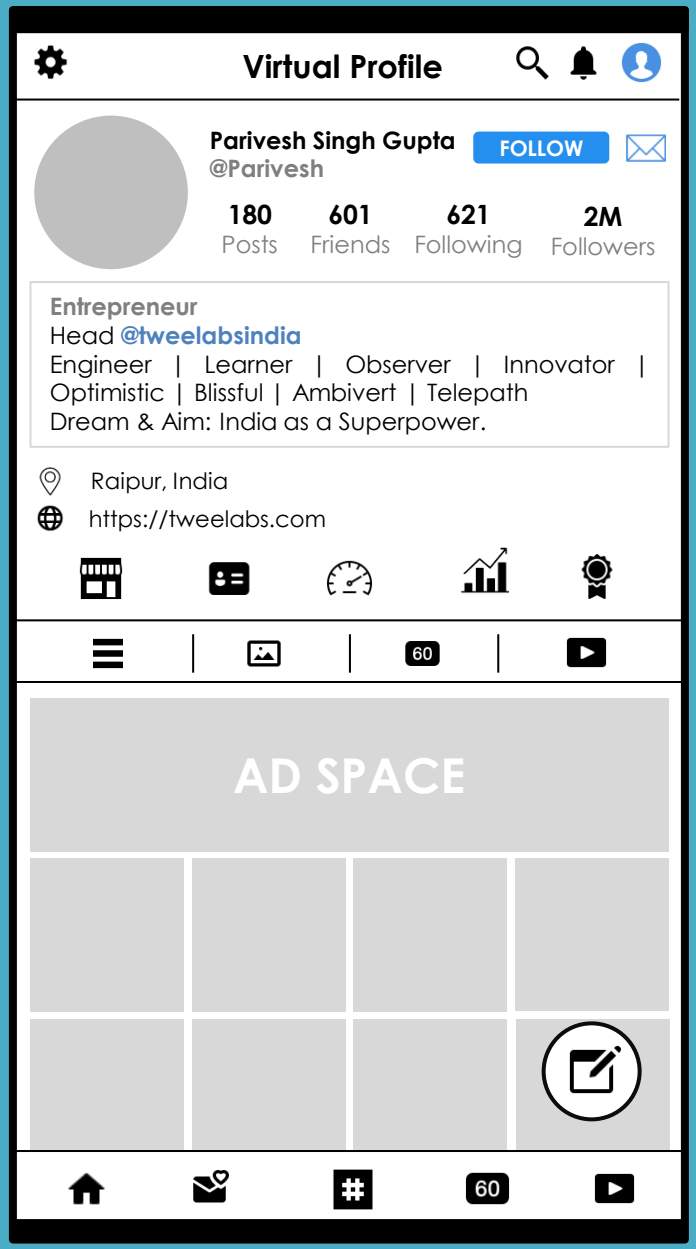


VIRTUAL TRENDS

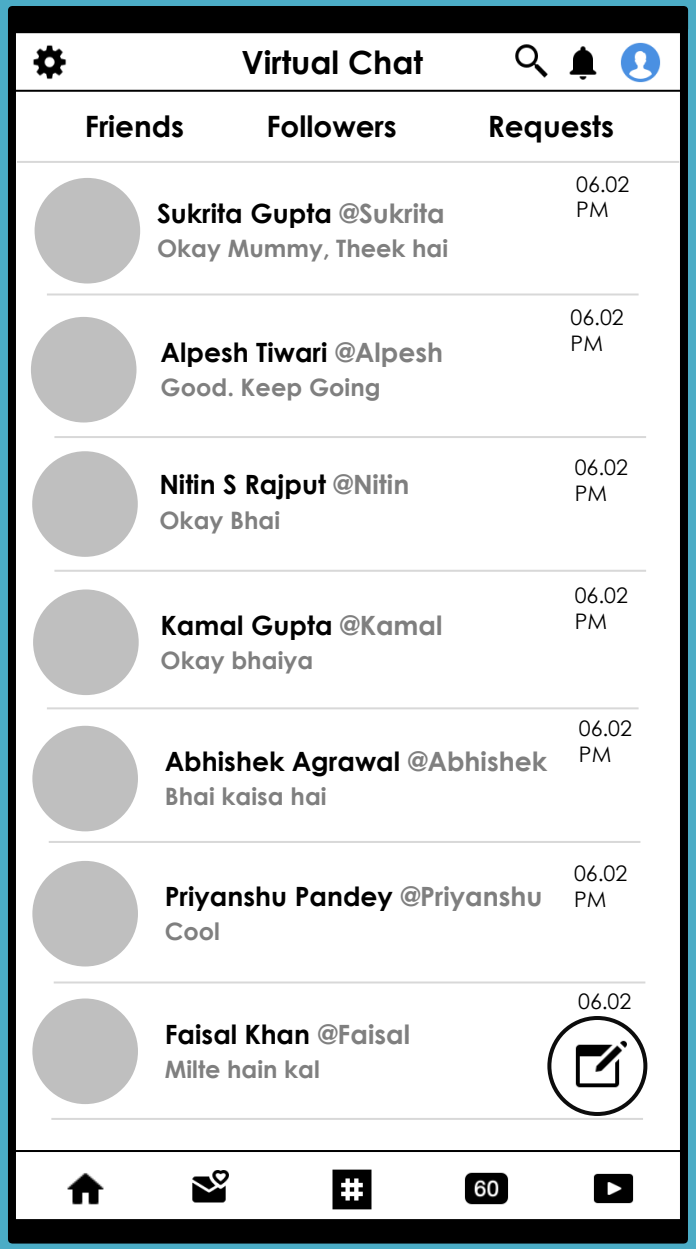
LATEST TRENDS, NEWS & STORIES IN VARIOUS CONTENT FORMATS



INDIVIDUAL

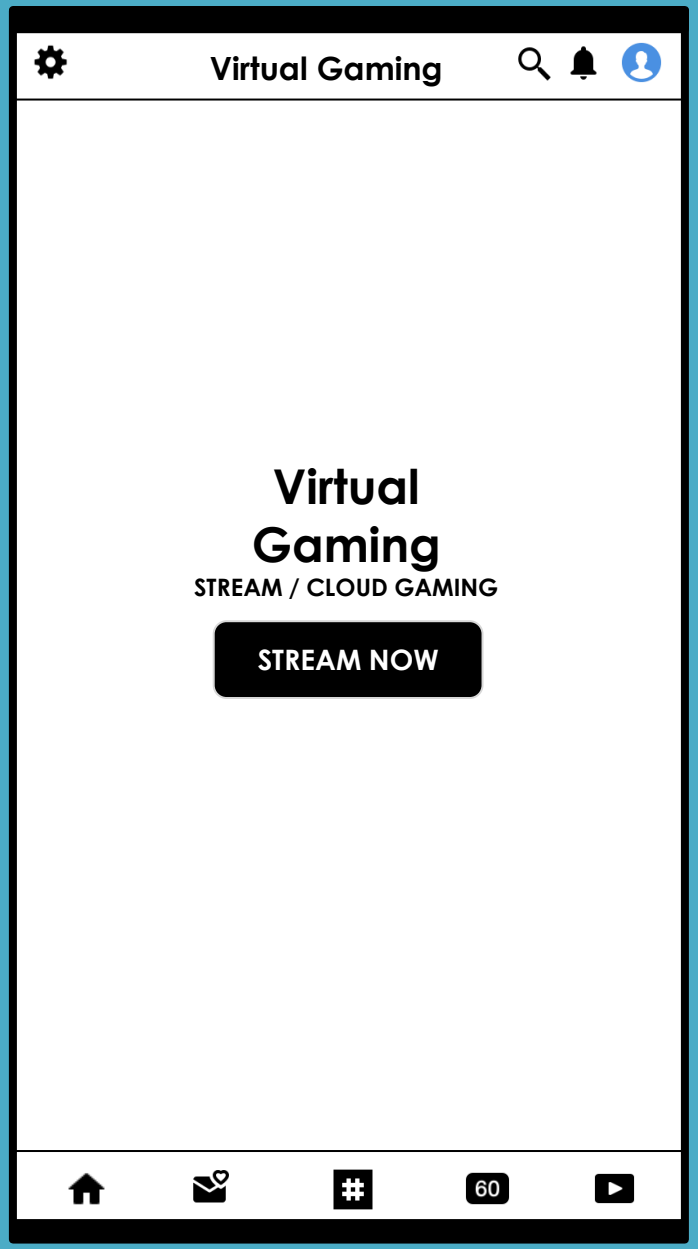


PROFESSIONAL



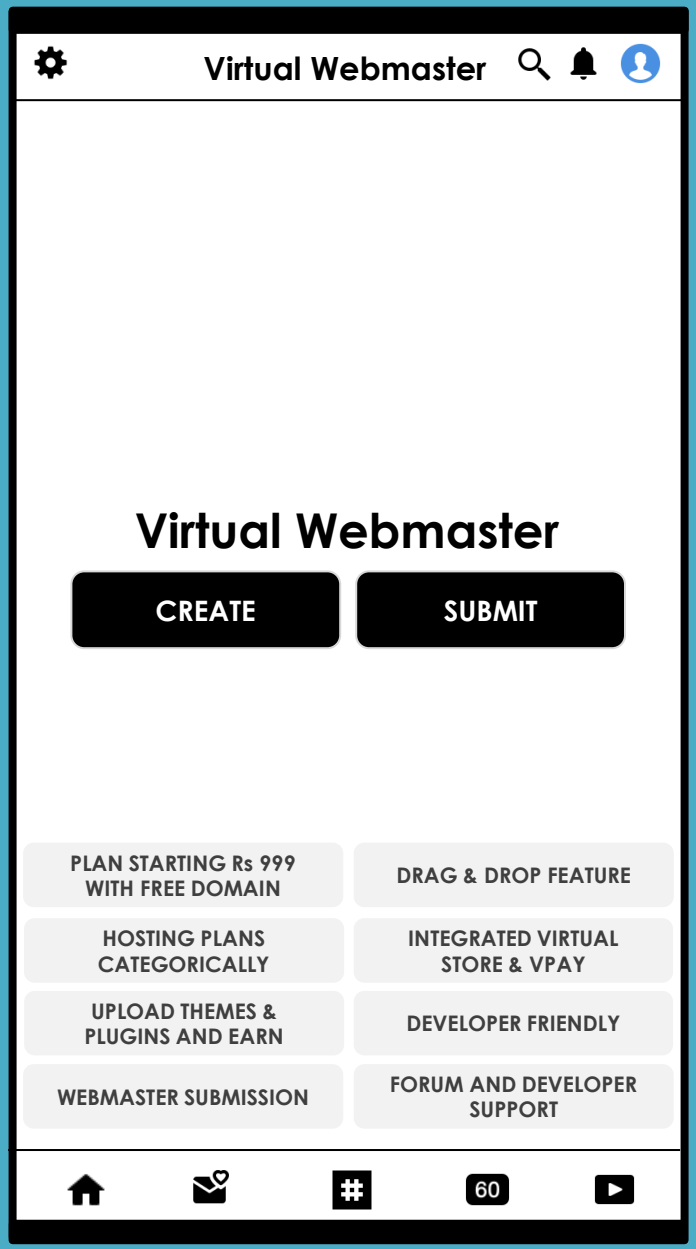
VIRTUAL CHAT

CHAT WITH YOUR FRIENDS & FOLLOWERS SEPARATELY



VIRTUAL GAMING

STREAM YOUR FAVORITE GAMES
IN ONE TAP ON VIRTUAL

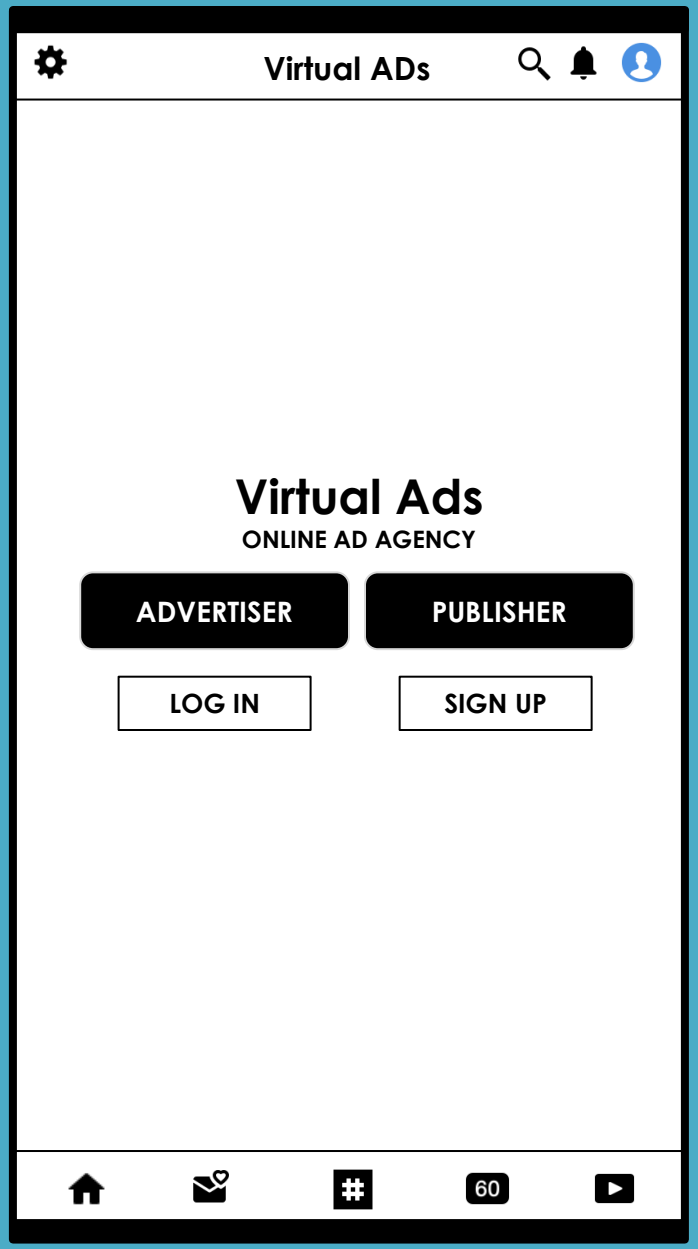


VIRTUAL WEBMASTER

CMS WEBSITE DEVELOPMENT

CREATE A WEBSITE INSTANTLY
OR
SUBMIT FOR INDEXING / MONETIZATION

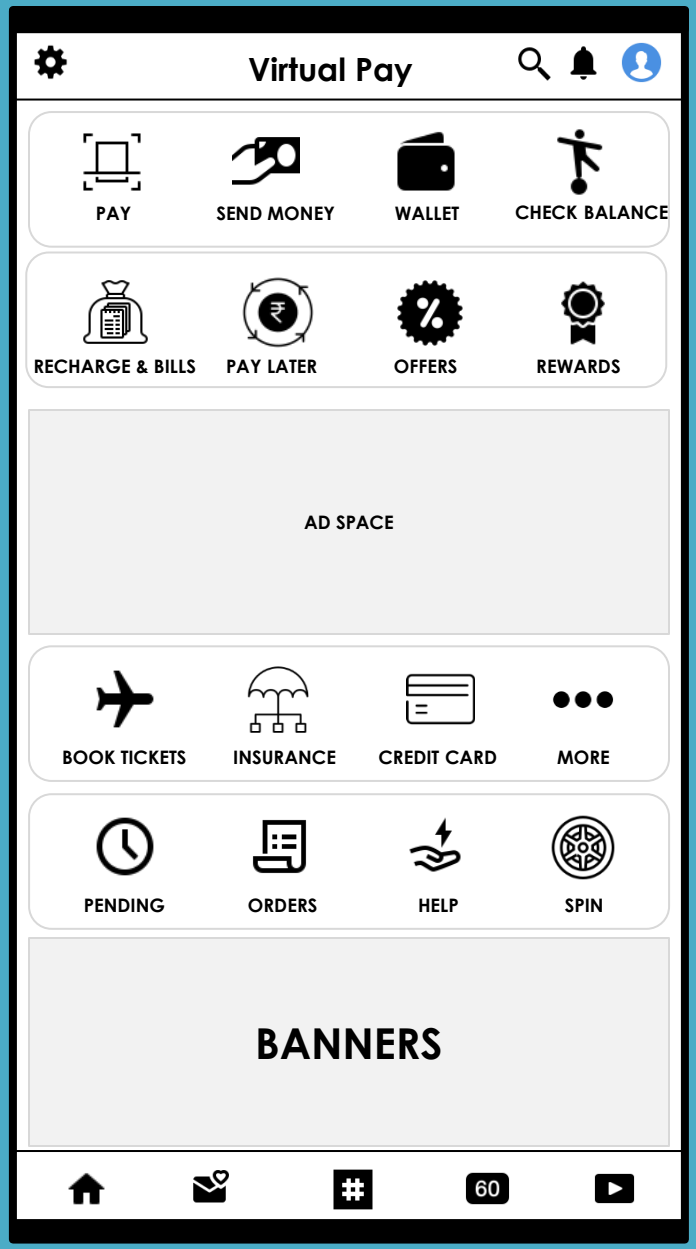
- SEARCH DOMAIN
- SELECT YOUR NICHE
- PICK HOSTING PLAN
- SELECT THEME
- FILL DESCRIPTIONS
- CREATE



VIRTUAL ADS & MONETIZATION

ADVERTISE YOUR CONTENT
OR
MONETIZE YOUR CONTENT

CREATE AN AD OR PROMOTION IN FEW STEPS



VIRTUAL PAY

POWERFUL PAYMENT PLATFORM

SWOT ANALYSIS

STRENGTH	WEAKNESS	OPPORTUNITY	THREAT
POWERFUL PLATFORM	IDEATION STAGE	TO ELIMINATE MONOPOLY	CHALLENGING PROCESS
KNOWLEDGE & ROBUST BUSINESS MODEL	DEVELOPER TEAM	ERA OF DIGITAL CREATORS	COMPETITION
NEW FEATURES & INTER CONNECTED	LEGAL (LICENSES/PATENTS) ENTRY BARRIER	GLOBAL EXPANSION	CYBERSECURITY & DATA PRIVACY
AI & TECH INTEGRATION	FUND	STARTUP INVESTMENT CULTURE	CUSTOMER RETENTION CHALLENGES-

The number of active Internet users in India is expected to increase by 45% in the next five years and touch 1.2* billion by 2030 from around 900 million in 2025.

HOW WE ARE DIFFERENT

FEATURES	VIRTUAL	FACEBOOK	INSTAGRAM	YOUTUBE	TAKATAK	TWITTER
KID MODE	✔	✖	✖	✔	✖	✖
COMMENT BUTTON ON VIDEO PLAYER	✔	✖	✖	✔	✖	✖
CUSTOMIZABLE POST BUTTON	✔	✖	✖	✖	✖	✖
RIGHT SWIPE CUSTOMIZATION	✔	✖	✔	✖	✖	✖
WORDPRESS PLUGIN	✔	✖	✖	✖	✖	✖
SWAP BUTTON FROM FOLLOW TO FRIEND	✔	✖	✖	✖	✖	✖
MULTIPLE DELIVERY NETWORKS INTEGRATED FOR SELLERS	✔	✖	✖	✖	✖	✖
SCREENSHOT DISABLE FEATURE	✔	✖	✖	✖	✖	✖
DEVELOPER FRIENDLY PLATFORM	✔	✔	✖	✖	✖	✔
PROPERLY INTEGRATED PAYMENT SERVICE	✔	✖	✖	✔	✖	✖
AUTO POST TO OTHER SOCIAL HANDLES	✔	✖	∂	✖	✖	✖
AUDIO MODE IN LONG VIDEO	✔	✖	✖	✔	✖	✖

HOW WE ARE DIFFERENT

FEATURES	VIRTUAL	FACEBOOK	INSTAGRAM	YOUTUBE	TAKATAK	TWITTER
MONETIZATION & EARNING	✔	✖	✖	✔	✖	✖
USER ADVERTISEMENT SPACE	✔	✖	✖	✖	✖	✖
CREATOR TOOLS	✔	✖	✖	∂	✖	✖
SEPARATE DASHBOARDS	✔	✖	✖	✔	✖	✖
TEMPLATES & LAYOUTS	✔	∂	✖	✖	✖	✖
NICHE CATEGORY OPTION	✔	✖	✖	✖	✖	✖
QUICK CUSTOMER SUPPORT	✔	✖	✖	∂	✖	✖
DISLIKE OPTION & AUTO REVIEW	✔	✖	✔	∂	✖	✔
SORT BY VIEWS/DATE ETC.	✔	✖	✖	∂	✖	✖
REACTION/COMMENT ON STORIES	✔	✖	✔	✖	✖	✖
WORKING LINK ON POST CAPTION	✔	✔	✖	✔	✔	✔
GEEK/NERD DATA	✔	✖	✖	✔	✖	✖

∂ - YES BUT NOT UPTO THE MARK

TWEELABS

KEY POINTS

Category	Key Features & Benefits
Versatile Creator Platform	Supports all types of digital creators with essential tools.
Integrated Digital Tools	Includes templates, layouts, editing features, and customization options.
Unique Advertisement Spaces	Monetization for creators & brands with AI-driven ad placements.
Optimized, Bug-Free Services	Ensures smooth performance, minimal glitches, and reliability.
Content Monetization & Selling	Direct selling of posts, themes, plugins, GIFs, graphics, icons, etc.
Dedicated Search Engine	A built-in, efficient content discovery system.
Business Profiles & Listings	Profiles double as business directories for better visibility.
Gamification & Engagement	Features like FFOD (Favorite Follower of the Day) for interaction.
Secure Login & Multi-Plugin Support	Virtual login and seamless third-party integrations.
Themed Marketplaces	Upload and sell marketable themes, layouts, plugins, and assets.
Forums & 24x7 Support	Dedicated help desk and user community for assistance.
AI-Driven Recommendations	Personalized content suggestions based on user behavior.

TEAM STRUCTURE (40 EMPLOYEES)

DEPARTMENT	EMPLOYEE COUNT	JUSTIFICATION
App, Web & Software Development	10	Core developers for platform development.
Server & DevOps Team	3	Manages cloud, security, and scaling.
UI/UX Team	3	Focus on intuitive user experience & design.
Designers/Developers	5	Frontend/backend development & creative assets.
Admin, Finance & Accounts	3	Business management, operations, and financial oversight.
QA & Ethical Hackers (Testing Team)	4	Security testing & bug fixing.
Human Resource (HR)	2	Hiring & workforce management.
Data Scientists (AI/ML)	3	AI-based recommendations, ad optimization, and analytics.
Non-Technical Support & Moderation	4	Customer support, operations, content moderation.
Interns	As Required	Flexible hiring for scaling up.

FUNDING REQUIRED

FUNDING STAGE	AMOUNT RAISED (INR ₹)	EQUITY DILUTION	ESTIMATED VALUATION	PURPOSE	TIMELINE
Seed Round (Prototype to Scaling)	₹7Cr - ₹12Cr	10% - 15%	₹40Cr - ₹70Cr	Early hiring, office costs, prototype development, MVP build, UI/UX, beta testing, cloud infrastructure, AI feature development, server expansion, marketing & initial user acquisition.	0-18 months
Series A (Full Launch & Growth)	₹25Cr - ₹50Cr	15% - 18%	₹150Cr - ₹300Cr	Business expansion, partnerships, influencer marketing, ad system integration.	18-24 months
Series B (Global Expansion)	₹75Cr - ₹150Cr	20% - 25%	₹500Cr - ₹1000Cr	International scaling, enterprise integrations, and large-scale advertising.	24-30 months

TARGETED TOTAL USERS = 50 LAKHS UPTO SERIES B

TARGETED ACTIVE USERS = 20-50% OF TOTAL USERS

CUSTOMER ACQUISITION COST = Rs 300-500

BURN RATE IS INITIALLY HIGH WHICH WILL DECREASE GRADUALLY WITH THE COURSE OF TIME

AGGRESSIVE MARKETING STRATEGY

STRATEGY	EXECUTION PLAN	WHY IT WORKS?
Short, Effective & Creative Ads	Unique ad concepts focusing on engagement & virality.	Saves budget while maximizing impact.
Influencer & Digital Creator Marketing	Collaborate with YouTubers, Techubers, Social Influencers, & Digital Creators.	Leverages existing audiences for organic reach.
Exclusive Invitations to Key Figures	Onboard Content Creators, Celebrities, Politicians, Developers, & Designers.	Builds credibility and attracts mass audiences.
Paid Promotions on Social & Mass Media	Facebook, Instagram, Twitter, LinkedIn, Electronic & Print Media.	Multi-platform exposure for brand awareness.
Hype & Moment Marketing	Leverage trending topics, memes, and viral moments.	Engages audiences with real-time relevance.
Tech Expert Testimonials & Magazine Features	Reviews & endorsements from top tech experts, plus coverage in tech magazines.	Builds trust & authority in the market.
Technical Literacy-Based Ads	Custom ads based on audience knowledge & interests.	Higher conversion with tailored messaging.
SEO, Paid Blog Articles & Backlink Marketing	Sponsored blogs, guest posts & backlinking on tech platforms.	Improves search rankings & credibility.
App-Based Promotions (CRED, PhonePe, Paytm, etc.)	Partner with popular financial & utility apps for integrated ads.	Reaches a highly engaged digital audience.
Grand Digital Platform Launch	High-profile event, live-streamed & covered across media.	Creates buzz & maximum visibility.