

ISF INFORMATICA & ANALYTICA PVT. LTD.



MentorBox

Whitepaper

“Smart System for Smart Users”

2/25/2020

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Premises

- ✓ Online education & incubation with emerging technology support will have a widespread requirement in the coming days.
- ✓ MentorBox is targeted at Incubators, Accelerators, Start-ups, Corporates, Learning Groups & Team, etc.

Vision

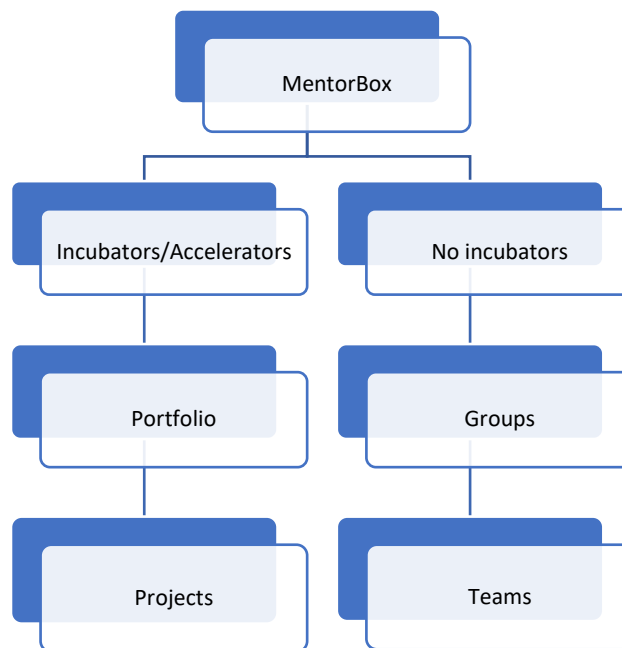
“Every tool that a start-up, incubator, accelerator, etc. requires for a hassle-free online mentorship on a single platform.”

Mission

- ✓ **A Tool for Everyone** - **MentorBox** allows users to get mentored as a company or as a learning group.
- ✓ A place for design thinking –
 - There is a huge amount of information created through NotesBuddy and it is refined by **MentorBox**.
 - The **MentorBox** ultimately produces a good amount of knowledge imparted by the mentor to the users.
- ✓ Leading to the creation of the **PitchDeck** - the users start reaping the benefits of the products by creating a well-defined pitch deck and fundraising from investors.

About

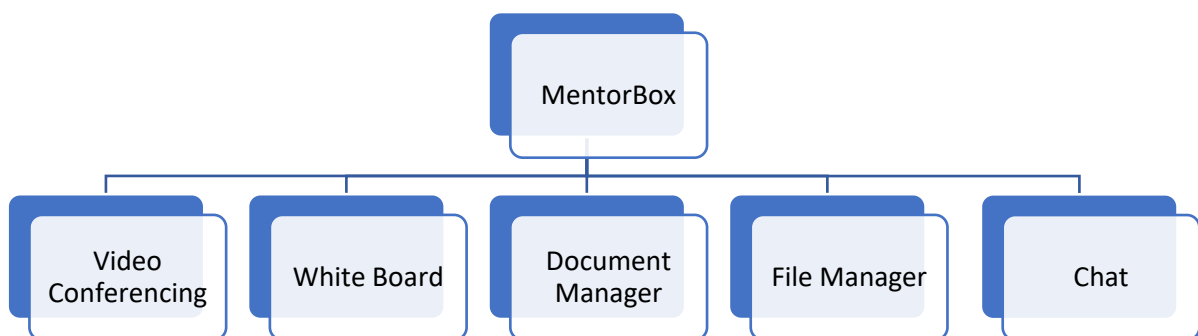
MentorBox is a shrewdly crafted application with a set of connected plugins that enable its users to get the mentoring process done at ease. All the plugins chosen to build the application has a direct co-relationship to each other's input to output respectively. The plugins associated with this application aims at seamless management of the mentoring process.



Business Model

MentorBox allows users to get mentored as a company or as a learning group.

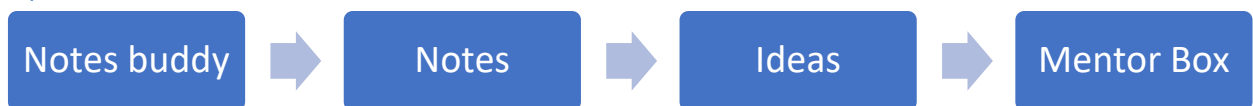
1. The Dashboard of **MentorBox** allows users to get mentored as a company or as a learning group. **MentorBox** is protected by a Secure Login which makes sure your data is only shared with people authorized by the admin.
2. **Whiteboard** is a plug-in that enables online team collaboration to be used for brainstorming, tutoring for education/ discussion, collaborate to share blueprints, strategic plans, system drawings in real time. The whiteboard can be saved as an image into a pdf file and can be shared across the team.
3. **Document Manager** allows the user to create different documents that are going to be consumed by the team/project. Each file gives information about its author when it was created and other file credentials.
4. **Video Conferencing** is a plug-in like any other video conferencing tool that enables people to the conference and creates a dedicated/ locked room with a flexible layout.
5. The **File Manager** allows the users of the team to organize the files created in the process to store it on the server so that it can be downloaded later on for reference or otherwise.



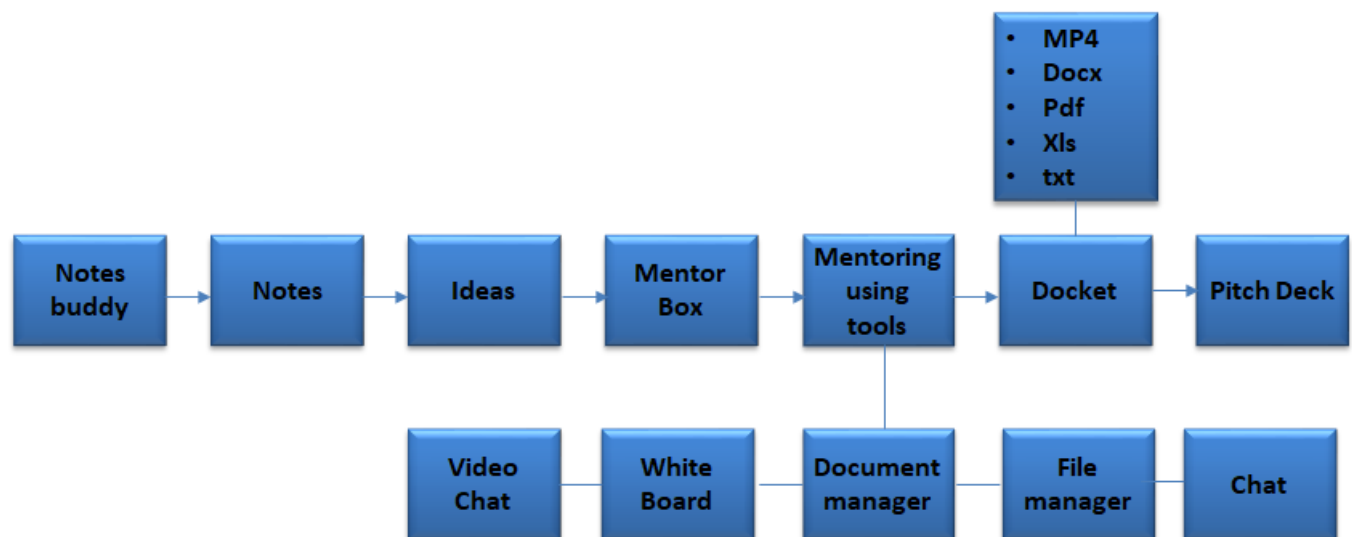
Methodology

1. Ideas are generated from the notes in the **NotesBuddy**, and taken as an input in the **MentorBox**.
2. Then the promoters are mentored by different mentors using several tools like:
 - ✓ Video conferencing
 - ✓ White Board
 - ✓ File Management
 - ✓ Document Management
3. Then a Docket is created as an output of the mentor box which can be of different formats like pdf, text file, mp4 or an xl sheet.
4. This is then passed on to the next tool which is Pitch Deck as an input.

Input Process Flow



MentorBox Process Flow



Dashboards

The dashboard of Mentor Box allows users to get mentored as a company or as a learning group.

✓ **Dashboard by Portfolio**

Here the user can subscribe to the segment where the project is connected with like Information Technology, Emerging Technology, Financial Technology so on and so forth.

✓ **Dashboard by Group**

Here the group may be classified under Financial Markets, Finance, Marketing, IT Development and so on and so forth.

The files will be saved in MP4, DOCX, PDF, XLS, TXT, etc. which can be further carried to Pitch Deck.

MentorBox Tools

The tools used are:

1. Video Conferencing - One can then share their screen as well as chat during the video conference. Additional features of recording the conference are as well available.
2. White Board - One can collaborate to share blueprints, strategic plans, system drawings in real time.

Document Manager - The Document Manager allows the user to create different documents that are going to be consumed by the team/project.

3. File Manager - the File Manager allows the users of the team to organize the files created in the process to store.
4. Online Chat - allows users of the team to communicate via chat.

White Board

1. White Board enables online team collaboration to be used for brainstorming, tutoring for education/ discussion, collaborate to share blueprints, strategic plans, system drawings in real time.
2. The whiteboard can be saved as an image into a pdf file and can be shared across the team.
3. The whiteboard can have a live audio chat (Skype for example)

Video Conferencing

1. Video conferencing tool that enables multiple users to join the conference independent of their physical location, creating a dedicated/ locked room with a flexible layout.
2. One can then share their screen as well as chat during the video conference. Additional features of recording the conference are as well available

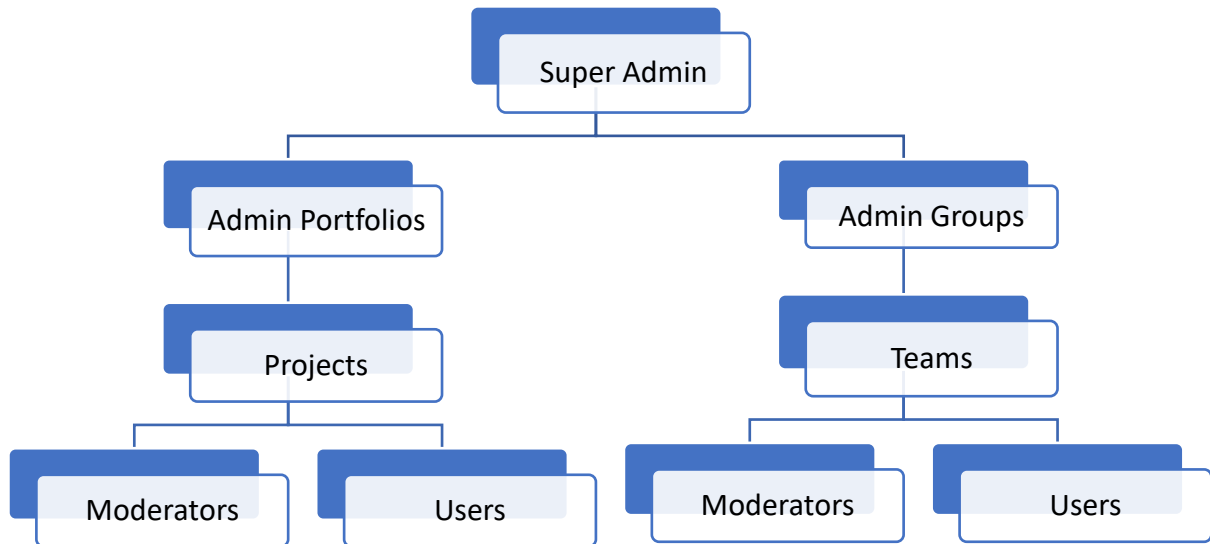
Document Manager

1. The Document Manager allows the user to create different documents that are going to be consumed by the team/project. Each file gives information about its author when it was created and other file credentials.

File Manager

2. The File Manager allows the users of the team to organize the files created in the process to store it on the server so that it can be downloaded later on for reference or otherwise.

User Access Rights



Feature list of MentorBox

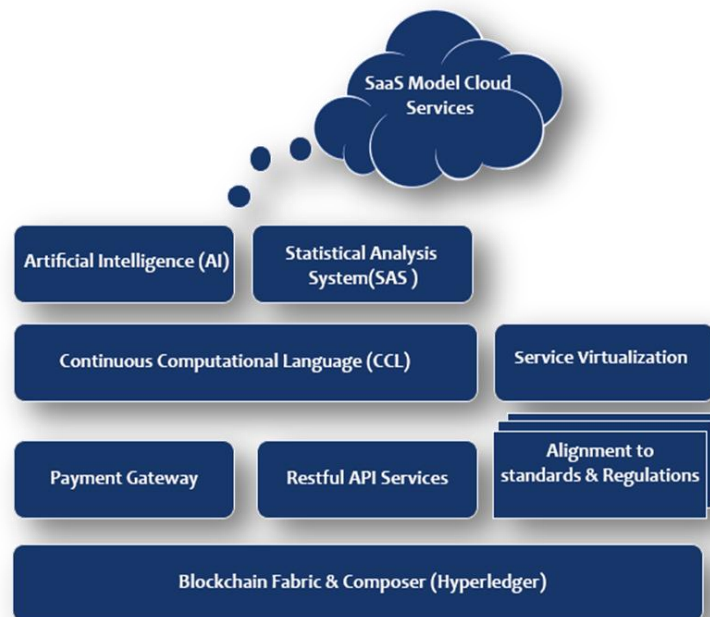
- ✓ **MentorBox** is a next inline product of NotesBuddy.
- ✓ **MentorBox** consists of a set of related and connected plugins.
- ✓ All the plugins chosen to build the application has a direct co-relationship to each other's input to output respectively.
- ✓ The plugins associated with this application aims at seamless management of the mentoring process.
- ✓ Ideas generated from Notes Buddy can be used in **MentorBox**.
- ✓ **MentorBox** has two features:
 - Incubation/Acceleration.
 - No Incubation.
- ✓ Incubation/Acceleration - Provides multiple portfolios for different projects such as College, Organization, and Accelerator. Every project will have Start date and End date.
- ✓ No Incubation- Consists of groups of members/teams which won't have a Start date and End date.
- ✓ Each portfolio or groups will be assigned an admin that is admin portfolio and admin group.
- ✓ Login-On clicking the "Login" button on the project card or the team card respectively, the user is directed towards the "User Dashboard".

Unique Selling Proposition

- ✓ All the plugins chosen to build the application has a direct co-relationship to each other input to output respectively.
- ✓ The plugins associated with this application aims at seamless management of the mentoring process.
- ✓ Ideas generated from Notes Buddy can be used in **MentorBox**.
- ✓ User's time will be saved by using **MentorBox** which provides the facility of Incubation.

Technology Stack

- ✓ Apache Server.
- ✓ SCSS, Angular & Node JS, Python.
- ✓ MySQL.
- ✓ SaaS Model Cloud Services.
- ✓ Permissioned Blockchain Fabric & Composer (Hyper ledger).
- ✓ API based services.
- ✓ Alignment to standards & regulations.
- ✓ AI API's.
- ✓ Statistical Analysis System (SAS).



Go-to-Market Strategy

MentorBox is targeted at Incubators, Accelerators, Start-ups, Corporates, Learning Groups & Team, etc.

Individuals

- Social Media
- Google Ads
- Free Trial Period
- Email
- Word of Mouth

Corporates

- Events
- Tele-calling
- Free Trail Period
- Email
- Regional B2B Sales Team

INDIVIDUALS

Influencer & Content Marketing

Social Media

Google Ads

Free Trail Period

Email

World of Mouth

CORPORATES

Events

Telecalling

Free Trail Period

Email

Regional B2B Sales Teams

Competitive analysis

- ✓ Indiaaccelerator
- ✓ Chaturideas
- ✓ Businessmentoringsolution
- ✓ Tie Mumbai
- ✓ www.bplans.com
- ✓ Startup Yard
- ✓ MentorPitch
- ✓ Wadhwani Ventures
- ✓ MentorMe India

Partnership & Synergy

- ✓ **MentorBox** seeks partnership with global institutes, universities & collaborators to co-build the eco-system.
- ✓ Create jobs in the ecosystem.
- ✓ Build Communities.

Financial Strategy

✓ Revenue Stream

- Start-up On-boarding – A minimum on boarding charge for the platform
- Online Support – Charge per support in document creation
- Charges on any mentorship services provided by ISF's mentors.

✓ Source of Funds

- Seed Funding
- Grants
- Incubation by Accelerators
- Revenue YoY

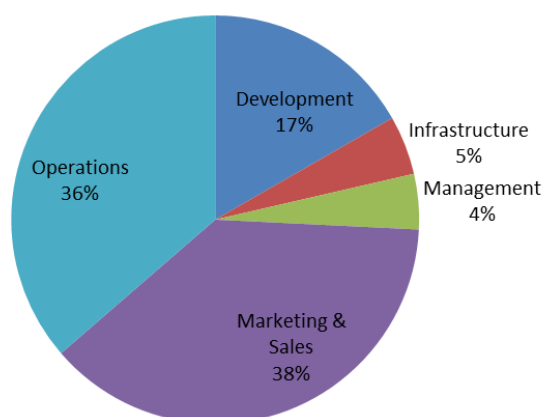
✓ Application of Funds

Funds required is **0.125 Million USD** for a year for

- ✓ Product Development & Testing
- ✓ Marketing, Business & Alliance Development
- ✓ Infrastructure, IP/R&D and Support
- ✓ In 2017, more than 3.7 billion people had at least one email account. By the end of 2021, the number of worldwide email users will exceed 4.1 billion. CAGR stands to be 27%.
- ✓ Our aim is to cover US, EU and India in the first year of our operation.
- ✓ A corporate potential in three territories combined is above 60 million companies. Each company is a potential target of MentorBox.
- ✓ We expect a market penetration of 1% the first year.

Row Labels	Sum of FY1
Development	15,30,952
Infrastructure	4,28,222
Management	4,01,190
Marketing & Sales	34,67,857
Operations	33,30,000
Grand Total	91,58,222

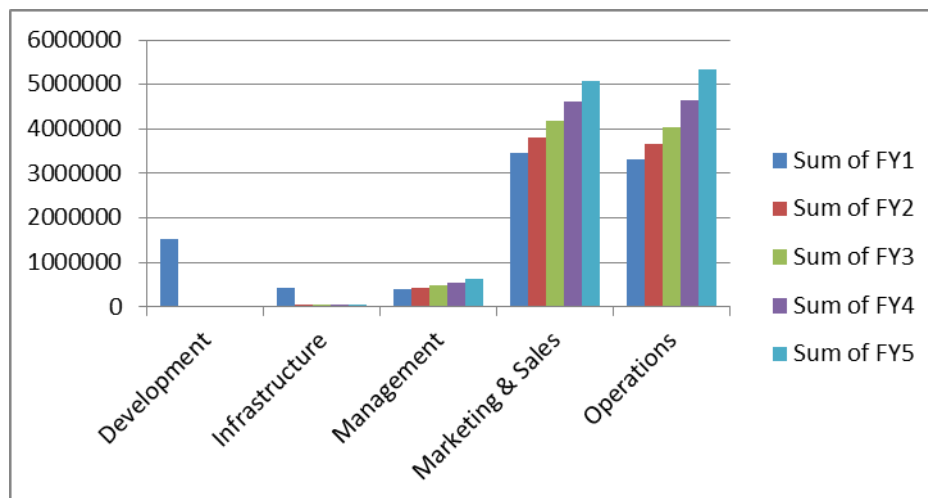
Cost Breakdown - MentorBox



Cost Projections

The first five years cost projections are as below:-

Row Labels	Sum of FY1	Sum of FY2	Sum of FY3	Sum of FY4	Sum of FY5
Development	15,30,952	-	-	-	-
Infrastructure	4,28,222	42,822	47,104	54,170	62,296
Management	4,01,190	4,41,310	4,85,440	5,58,257	6,41,995
Marketing & Sales	34,67,857	38,14,643	41,96,107	46,15,718	50,77,290
Operations	33,30,000	36,63,000	40,29,300	46,33,695	53,28,749
Grand Total	91,58,222	79,61,775	87,57,952	98,61,840	1,11,10,330



Pricing Strategy

Sr. No.	Product ID	Product Name	Website	Pricing Model				
3	ES02	MentorBox	www.mentorbox.net.in	Subscription				

MentorBox Pricing									
Sr. No.	Plan	Period	Deal Type	No. Of. Users	Amount (USD)	Per User Cost (USD)	Amount (INR)	Per User Cost (INR)	
1	Basic	Yearly	Best Deal	4	20.00	5.00	1,451	363	
2	Standard	Yearly	Ideal Deal	15	100.00	6.67	7,253	484	
3	Gold	Yearly	Effective Deal	25	150.00	6.00	10,880	435	
4	Platinum	Yearly	Premium Deal	50	175.00	3.50	12,693	254	

Basic	Standard	Gold	Platinum
Yearly 20 \$ Best Deal 4 users subscription license for a period of 1 year.	Yearly 100 \$ Ideal Deal 50 user subscription license for a period of 1 year.	Yearly 150 \$ Effective Deal 75 user subscription license for a period of 1 year.	Yearly 175 \$ Premium Deal 100 user subscription license for a period of 1 year.
Purchase	Purchase	Purchase	Purchase

Financial Projections

India

As we target to do first business in India we have deep dived into the numbers in the most conservative model as below

Note	All figures in INR	1 USD		74	Qty %	100%	100%	75%	50%			
					Price %	10%	15%	15%	20%			
				Fee %	Base Price/ Amount Raised	FY1	FY2	FY3	FY4	FY5	Total (INR)	Total (INR Crores)
Product ID	Product Name	Deal Type	Quantity	-	78	156	312	546	819			
ES02	MentorBox	Best Deal	Price	1,480	1,15,440	2,30,880	4,61,760	8,08,080	12,12,120	28,28,280		
			Quantity	-	78	156	312	546	819			
		Ideal Deal	Price	7,400	5,77,200	11,54,400	23,08,800	40,40,400	60,60,600	1,41,41,400		
			Quantity	-	78	156	312	546	819			
		Effective Deal	Price	11,100	8,65,800	17,31,600	34,63,200	60,60,600	90,90,900	2,12,12,100		
			Quantity	-	78	156	312	546	819			
		Premium Deal	Price	12,950	10,10,100	20,20,200	40,40,400	70,70,700	1,06,06,050	2,47,47,450		
					25,68,540	51,37,080	1,02,74,160	1,79,79,780	2,69,69,670	6,29,29,230	6.29	
					0.26	0.51	1.03	1.80	2.70	6.29		

6.29 INR Crores is around 853335.46 USD

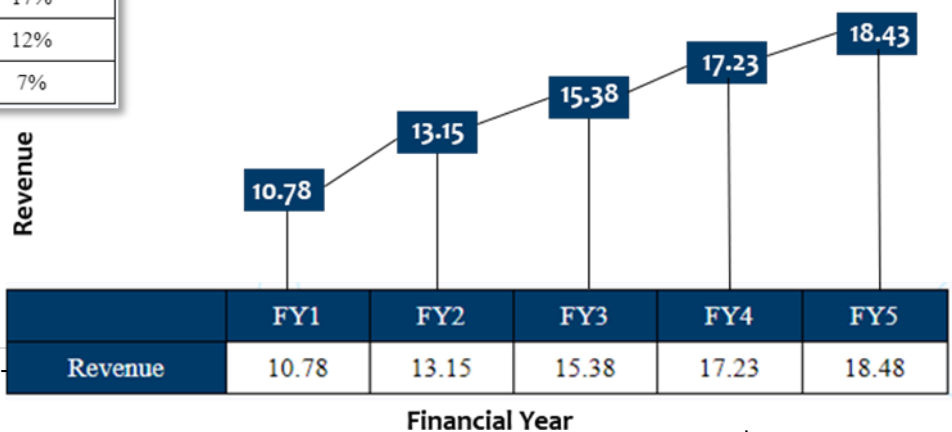
World-wide

Considering only corporate business (B2B) with 1 user licence, no B2C considered.

1. All figures in Million USD.
2. International plan – 19 [local currency] per year or 1.5 [local currency] per month

Geo	Corporate	Market Penetration of 1 %	Revenue (Local Currency)	Revenue (Million USD)
US	3,00,00,000	3,00,000	57,00,000	5.70
Europe	2,00,00,000	2,00,000	38,00,000	4.37
India	1,00,00,000	1,00,000	5,00,00,000	0.70
	6,00,00,000	6,00,000		10.78

Year	Revenue	CAGR
FY1	10.78	27%
FY2	13.15	22%
FY3	15.38	17%
FY4	17.23	12%
FY5	18.48	7%



Income Statement & Analysis

Sr. No.	Product ID	Product Name	Head	FY1	FY2	FY3	FY4	FY5	Total
3	ES02	MentorBox	Revenue	0.26	0.51	1.03	1.80	2.70	6.29
			Cost	0.92	0.80	0.88	0.99	1.11	4.69
				-0.66	-0.28	0.15	0.81	1.59	1.61

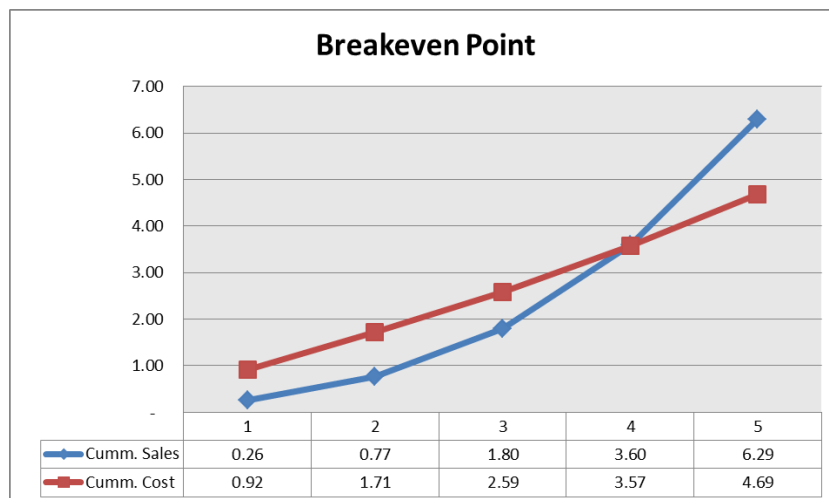
Net Present Value & Benefit Cost Ratio

	Cost of Capital	11.00%						
	Inflation	10.00%						
				Present Value				
Year	Phase	Cash Inflow	Cash Out Flow	Net Cash flow	PVCF	PVCI	PVCO	
1	Investment Period (includes CAPEX)	0.26	0.92	(0.66)	-0.59		(0.59)	
2	Investment Period	0.51	0.80	(0.28)	-0.23		(0.23)	
3	Repayment Period	1.03	0.88	0.15	0.11	0.11		
4	Repayment Period	1.80	0.99	0.81	0.53	0.53		
5	Repayment Period	2.70	1.11	1.59	0.94	0.94		
	Total	6.29	4.69	1.61	0.76	1.59	0.82	

Method	Terminology	Value	Interpretation
PVCF	Present Value Cost	0.76	
NPV	Net Present Value	1.29	Positive - So Go ahead project
PVIC	Present Value Cash Inflow	1.59	
PVCO	Present Value Cash Outflow	0.82	
BCR	Benefit Cost Ratio	1.93	More than 1, so Go ahead project

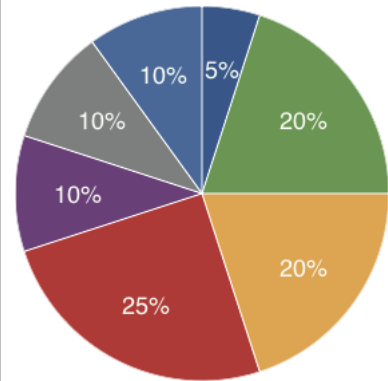
Breakeven Analysis

Year	Turnover	Expenses	GOP	Overhead s	CAPEX	Expense + Overhead	Total Cost	Depr.	Tax	PAT	ROI	Profitabilit y	Cumm. Sales	Cumm. Cost	Net Cashflow
1	0.26	0.49	(0.23)	0.39	0.04	0.87	0.92	-	-	-0.66	-71.95%	-256.55%	0.26	0.92	(0.66)
2	0.51	0.37	0.15	0.43	0.00	0.79	0.80	-	-	-0.28	-35.48%	-54.99%	0.77	1.71	(0.94)
3	1.03	0.40	0.62	0.47	0.00	0.87	0.88	-	-	0.15	17.31%	14.76%	1.80	2.59	(0.79)
4	1.80	0.46	1.33	0.52	0.01	0.98	0.99	-	-	0.81	82.32%	45.15%	3.60	3.57	0.02
5	2.70	0.53	2.16	0.57	0.01	1.10	1.11	-	-	1.59	142.74%	58.80%	6.29	4.69	1.61
	6.29	2.25	4.04	2.37	0.06		4.69	-	-	1.61	26.99%	15.93%			



Tokenomics Chart

Support Team (locked in for 24 months)	5,000,000	5%
Bounty	20,000,000	20%
Staking Rewards	20,000,000	20%
Reserves (are stored on MentorBox cold wallet)	25,000,000	25%
Future development (will be stored on MentorBox cold wallet)	10,000,000	10%
Private sale	10,000,000	10%
IEO Sale (only live on exchange)	10,000,000	10%
Total	100,000,000	100%



Contract type. ERC-20 Token

Total Supply. 100 MILLION

Staking facility provided by the lyfcoin staking platform.

MentorBox coin will be exclusively available from the 10th December onwards, from the Lyfcoin staking platform and Kryptex exchange.

Roadmap

- ✓ May 2019 - Conceptualization
- ✓ Jun 2019 -Email ID – Address Verification (α version) & Testing
- ✓ July 2019 - (β version) & Testing
- ✓ Aug 2019 -Version 1 is live.
- ✓ Sep 2019 - Email ID – Document Verification (Passport, Govt ID)
- ✓ Oct 2019 - Version 2 goes live.
- ✓ Nov 2019 - Email ID - Face & Fingerprint Verification
- ✓ Dec 2019 - Email ID – Consent Verification
- ✓ Jan 2020 - Version 3 goes Live.
- ✓ Apr 2020 – Call tracking & Management Goes Live
- ✓ May 2020 - Mobile App – Android, IOS
- ✓ Jun 2020 - Mobile App & IOS Testing , Go Live

Research



Product of

