Openly

Problem

Challenges faced by typical consumers and
local businesses in the current market scenario

Challenges of buying/booking online:

When buying FMCG from hyperlocal apps
(Dunzo, Swiggy) items of choice are not
available

When buying FMCG from central marketplaces
(Amazon, BB) quick deliveries are not available

When booking services from centralised
providers (UrbanClap) prices are too high

Challenges for coming online:

It is expensive for businesses to create their own
online sales channels, so listing on platforms is
the only alternative

Platforms put businesses and service providers
under exploitative terms and dilute the brand

Many offerings just don't have seller platforms or
marketplaces eg. laundry or car wash

Solution: Openly

We enable businesses to create online stores to sell products, provide services, and take bookings from the Openly app
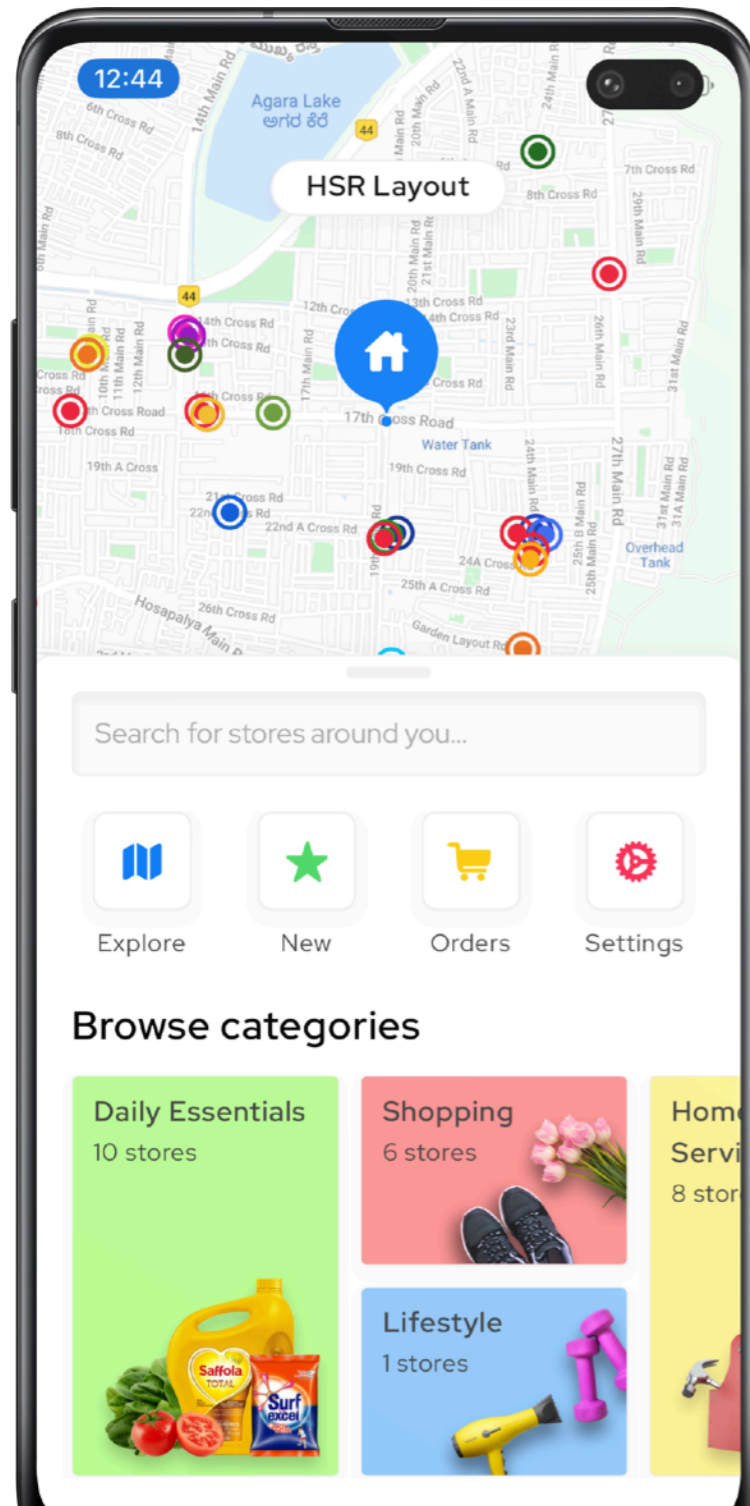
Hyperlocal focus

Openly's goal is to promote local businesses. We show nearby stores on a map, sorted by nearest first.

Sector agnostic

While most competitors in the hyperlocal space focus only on the 'FMCG Delivery' aspect, we are working on tools to bring **all kinds** of businesses online.

Pure platform

Openly does not do price control or make use of other exploitative practices. Its a very simple model where each store can come online to sell their products and services

Storefront Model

A 'storefront' is an online store. Each business has its own storefront on the Openly app This interface is where all the transactions take place, whether its buying products or booking services.
Storefronts are highly customisable and meant to represent the brand of the business that's coming online.

The openly app is basically a storefront browser…
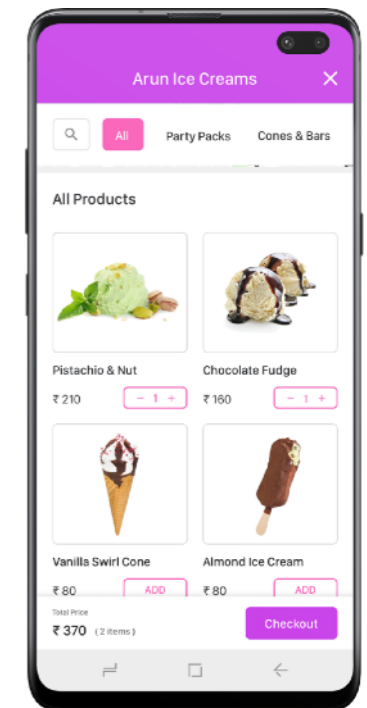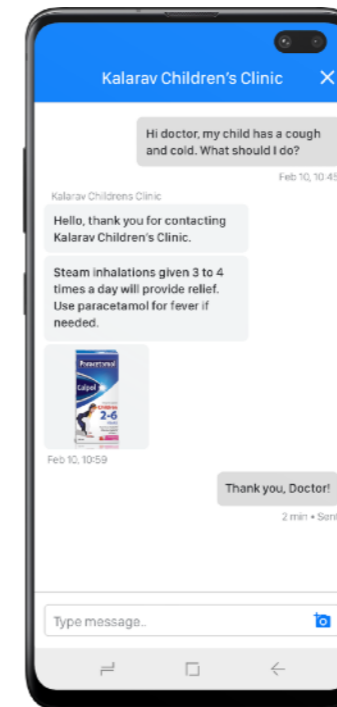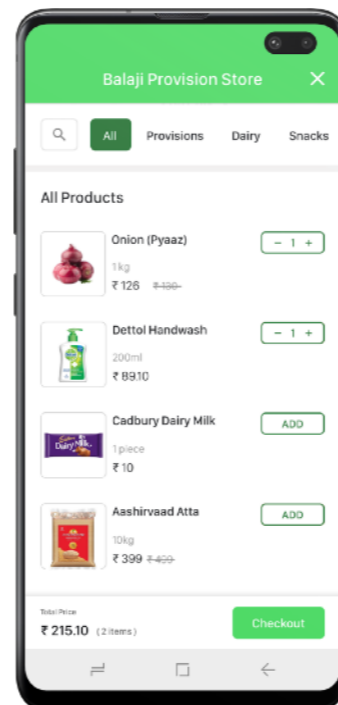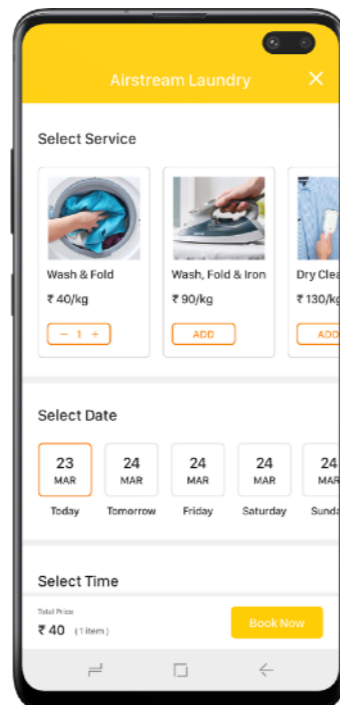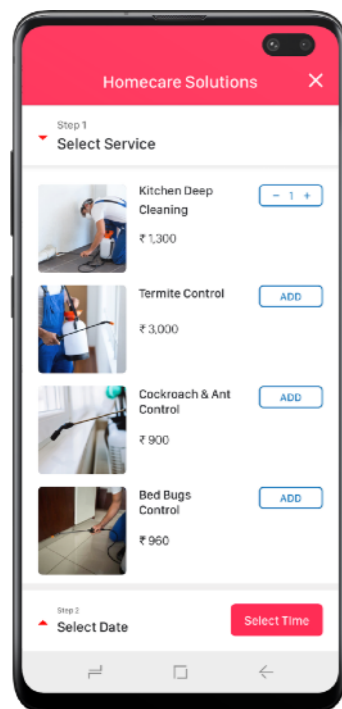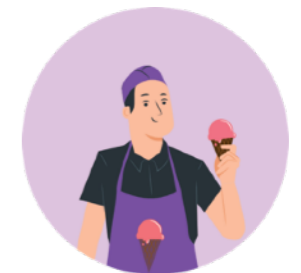
What's online on Openly

Sector agnostic lineup of products and services

Essentials examples

- Supermarkets
- Vegetables shops
- Meat store
- Pet store
- Pharmacy
- etc.

Retail example

- Flower shop
- Hardware store
- Stationery shop
- Gift shop
- Home decor
- etc.

Home Services

- Electricians
- Plumbers
- Contractors
- Cleaners
- Pest Control
- etc.

Local Services

- Vehicle Servicing
- Laundromat
- General clinics
- Garbage Disposal
- Spa & Salons
- etc.

Professionals

- CAs
- Home Tutors
- Tailors
- Locksmiths
- Doctors
- etc.

Others

- Daily newspaper
- Water tanker
- etc.

User Value Proposition

Here are the reasons users will buy/book on Openly

Availability Advantage

On other hyperlocal FMCG deliver apps, stores typically have 300-400 products listed. So while you will get soap and milk, you will not get the particular brand or variant. Meanwhile on Openly, a typical FMCG store has 3000+ item listings, almost 10x more. So users can find the exact variant they want!

Pricing Advantage

Booking services like electrician/plumber on apps results in a visitation charge of Rs.200+, on top of which convenience fees of up to Rs.100 gets applied, and user ends up booking for Rs.300. On Openly, your local service provider visits for Rs.50, and that same job can get finished within Rs.100.

Lineup Advantage

Many products and services today are simply not available on platforms/marketplaces. Like on demand laundry or car washes. First party apps do exist, but those do not offer multiple options and quick turnaround times. Openly brings online all kinds of local businesses and services, so users will always find multiple options for niche offerings like on-demand photocopies and prints etc.

TRUST factor

On Openly, you are always booking your local guy. You may have passed his shop many times or even bought from him before. A personal relationship gets built when you book your local provider on Openly. That brings in a trust factor like no other platform can bring today.

Partner Value Proposition

Here is why partners choose Openly over competitors

Brand Building

A business on Openly can build its brand by having good consumer interaction, or giving exclusive offers, or directly responding to feedback on the App amount other options and customisations

Freedom

Businesses can run their operations with relative freedom, with several options for deliveries, full control over inventories, setting own policies, etc.

Instant Payouts

A business can take payouts instantly after completing an order on Openly. Compared to 2 week payout cycles on other platforms today.

Better Commissions

We are able to undercut competitors and offer the best commission rates

Traction

Openly has started operations in HSR Layout, Bengaluru
The following represents traction from Sep 15th to Oct15th

User Acquisition

Combination of digital and print has acquired 600+ new customers in this time period
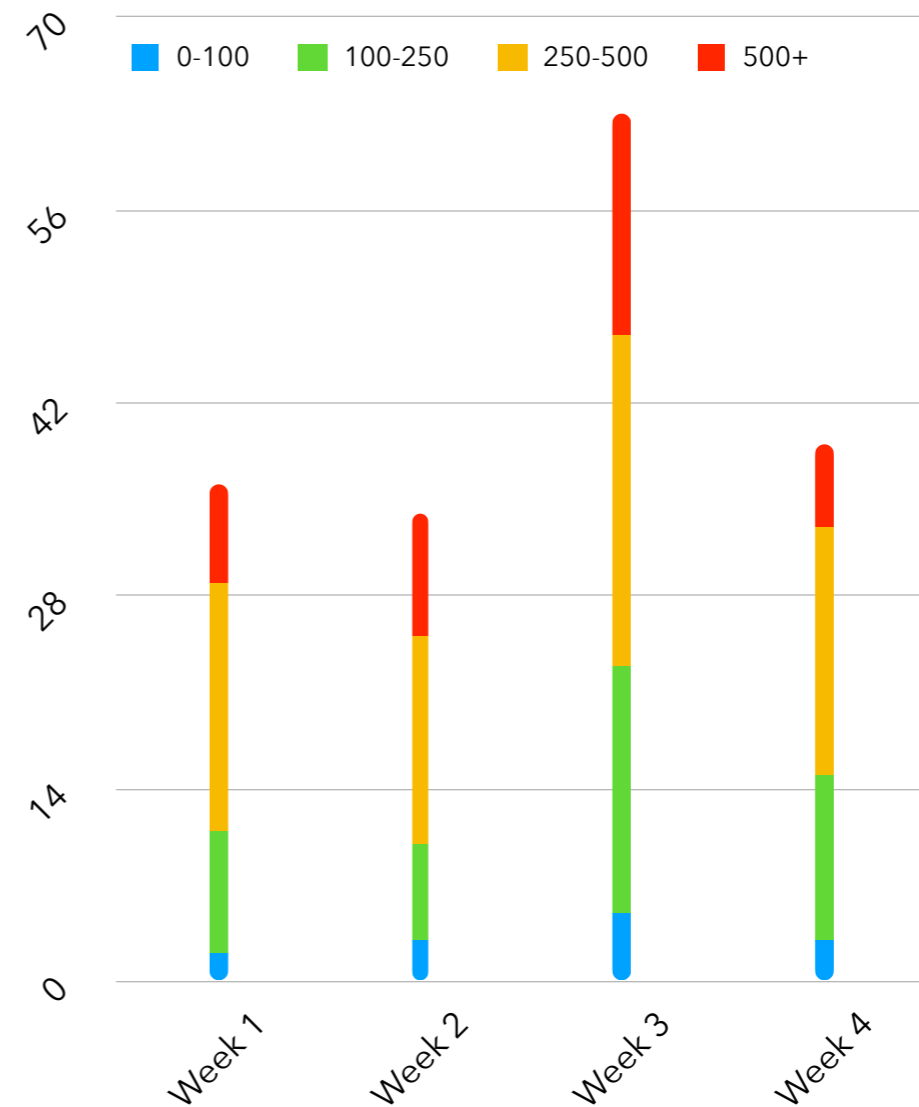
Vendor Acquisition

In Aug-Sep Openly has acquired 45 stores across categories and made them live on the app.

Orders

In this period 150+ orders were placed with the price distribution shown on right

Other Metrics

- FMCG was the most popular category with average billing of ~Rs.450
- Second most popular category was laundry

Legend: 0-100, 100-250, 250-500, 500+ (stacked bar chart for Week 1, Week 2, Week 3, Week 4; y-axis 0 to 70)

Revenue Model

We monetise on both sides

User Monetisation

We collect a direct fee from the user on each order placed on the platform. This fee varies across different categories and order values. eg. ₹5 on grocery, ₹30 on services

Business Monetisation

We collect a commission based on percentage order value from the business on each order. This fees varies across categories, and can be custom set. eg. 2% on retail, 10% on services

Other Notes

Inaugural offer for partners is 6 months of zero commission, so we are currently not generating any revenue from them
The fees we collect from users is put back into retention by means of guaranteed winnings on scratch cards which are earned on every single order.
TLDR: currently everything is free

Team & Mentors

The people who will make it all possible

Tanishk Sharma (Mgmt)

Skills: Tech, Design, Finance
Experience: Serial entrepreneur

Anuraag Rao (Tech)
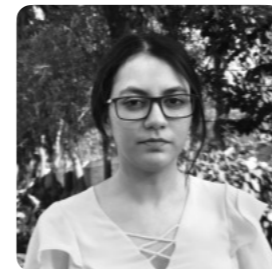
Skills: Fullstack, DevOps
Experience: LTI

Rishabh Adhana (Ops)

Skills: Processes, Management
Experience: HP Key Accounts

Sanjana Agarwal (Prod)

Skills: Marketing, Design, UX
Experience: Panorbit

ST

Sundeep Teki (Mentor)

AI, Angel Investor,
ex-Swiggy, ex-Amazon

Thank you

For Further Discussion

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The
hub for
everything
around
you