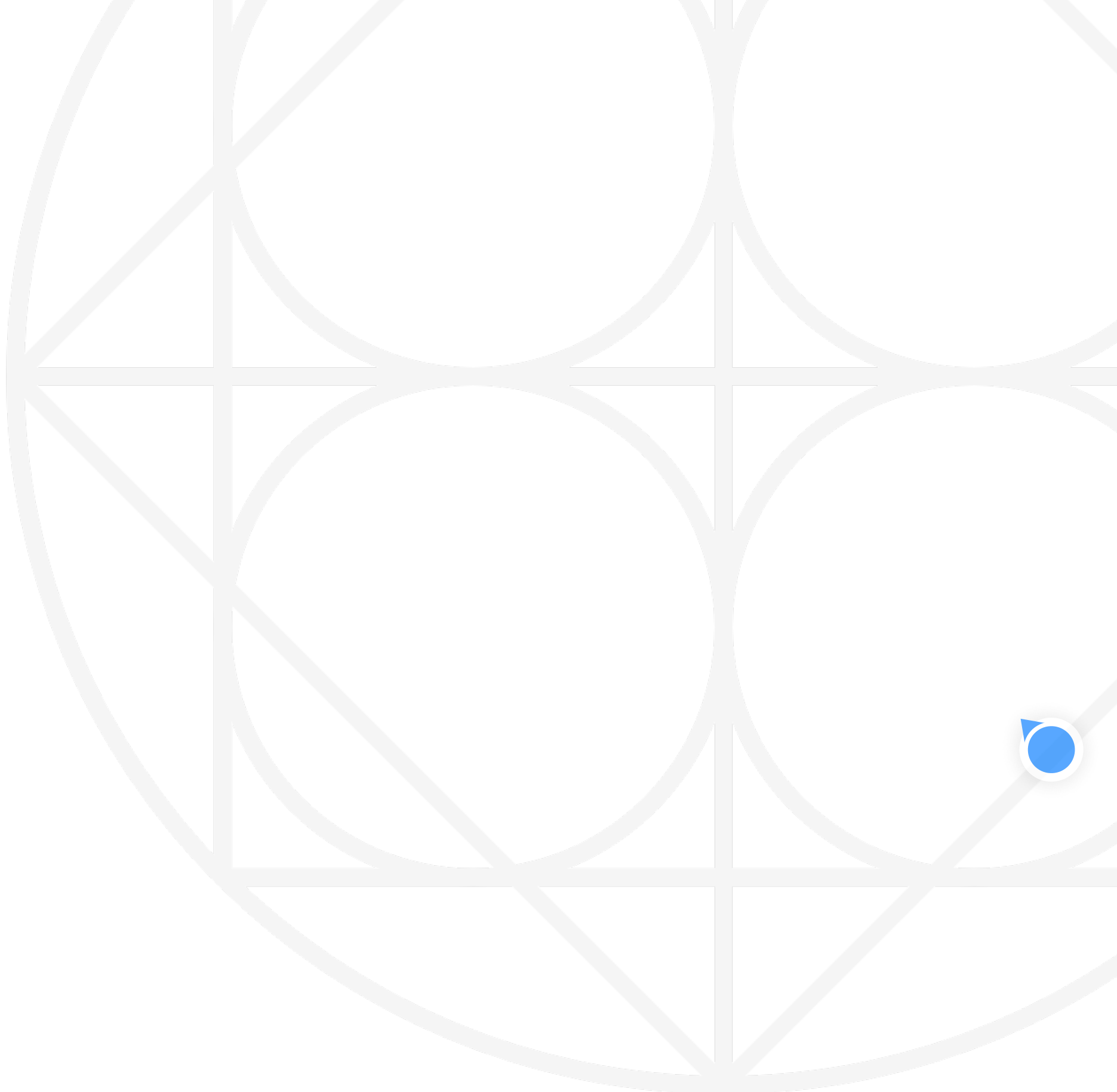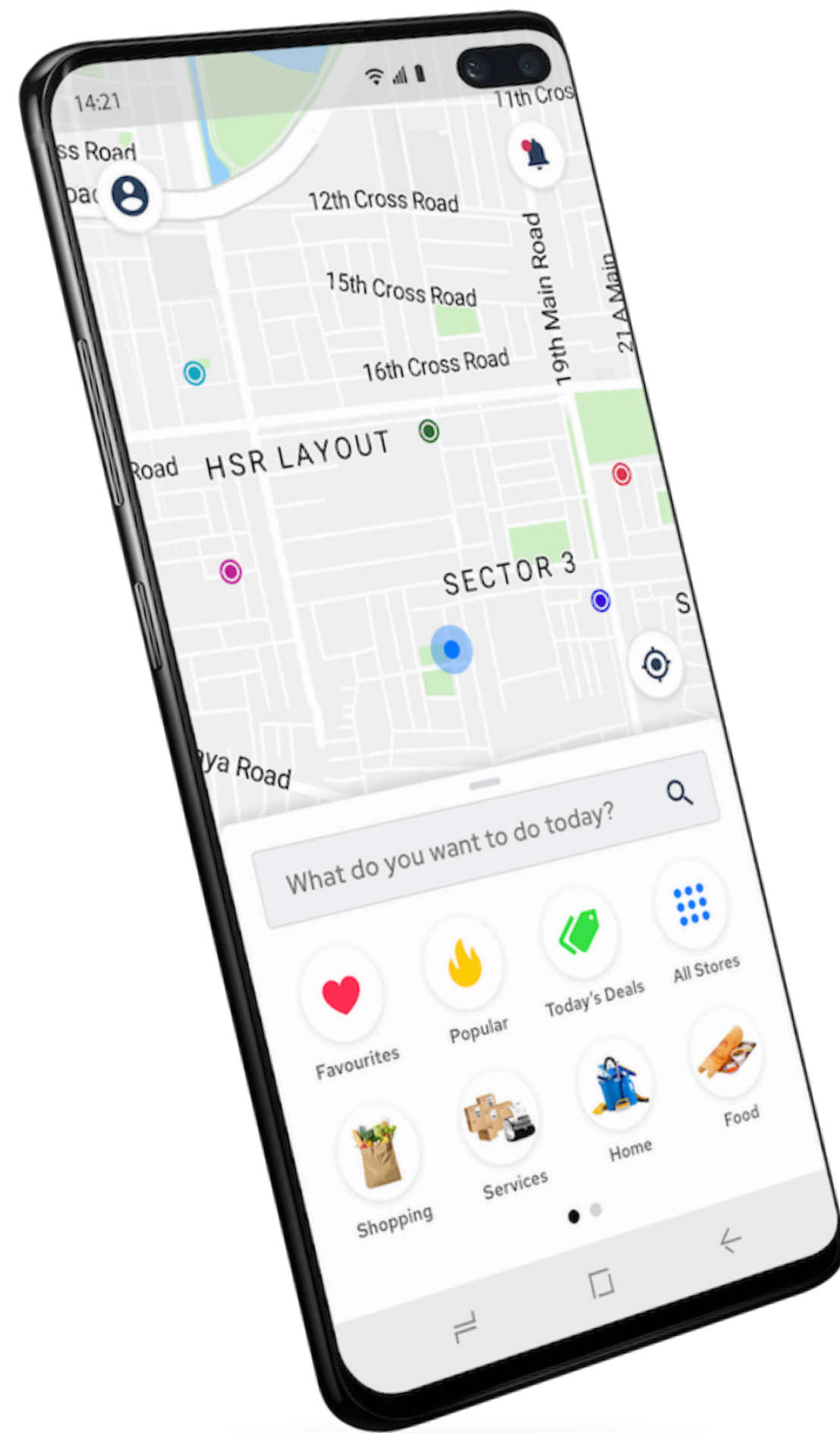# Openly

We are a platform that empowers millions of offline retailers, traders, and workers to come online and join the digital era

Openly

What is the basic concept of Openly and how does it work?

Openly

Openly is a platform where businesses can create an online store for themselves by listing their products or services, and anyone who downloads the openly app is able to see the businesses around them and make purchases from the online store.

Local Commerce

We focus on enabling consumers to explore the businesses around them, thereby boosting local commerce and enabling small businesses to compete with large chains.

Storefronts

Online stores or 'storefronts' are **customisable interfaces** where businesses can list what they sell. A supermarket would list the goods it sells and allow users to purchase them, while a clinic would list the services that they provide and let users book appointments with them.

Storefronts

What are the benefits of the storefronts model?

1000+ of Functionalities

Storefronts offer many functionalities, like listing and selling of products, services, and more; along with secondary features such as chat, payments, and sharing.

Drag & Drop

We offer drag and drop level customisation, making it very easy and user friendly to customise a storefront.
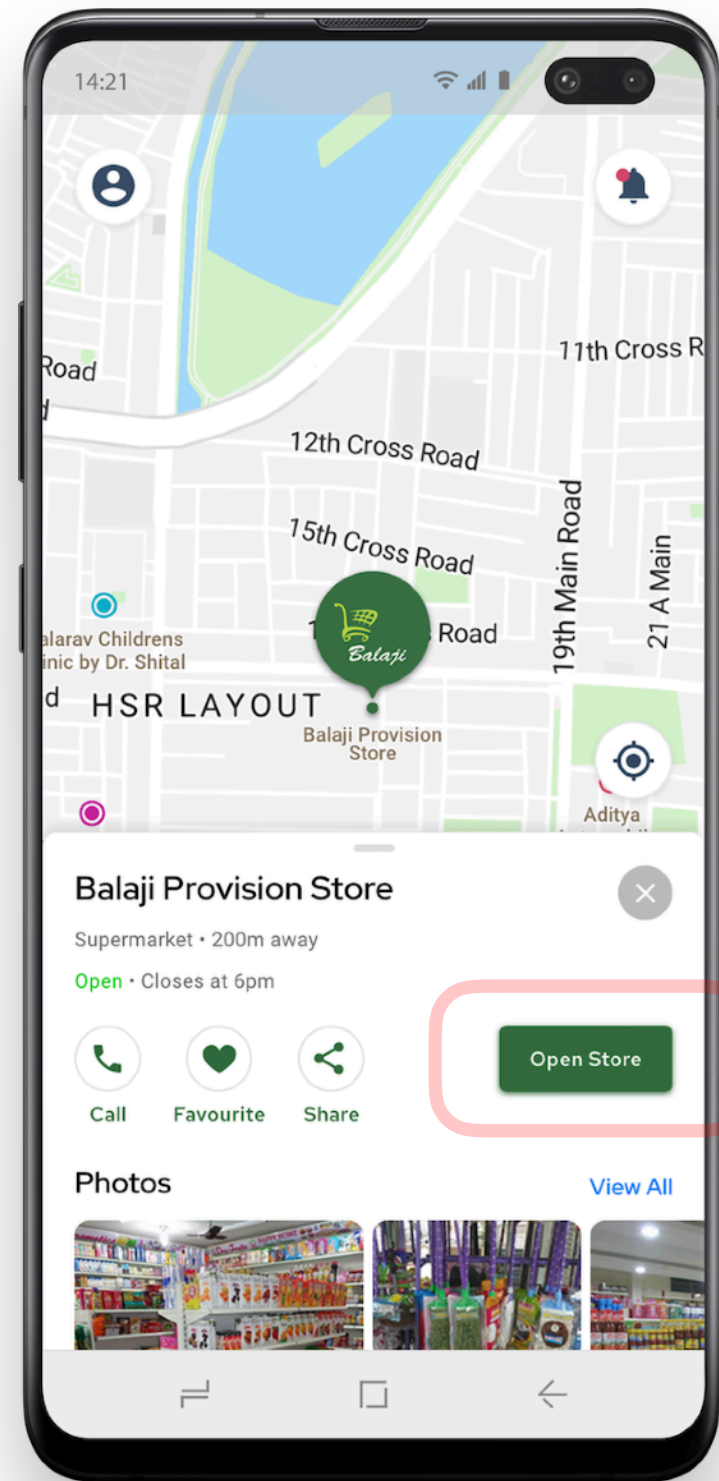
Retain Identity

The most important aspect of customisable storefronts is that it lets a business retain its identity online, with its unique look and feel.
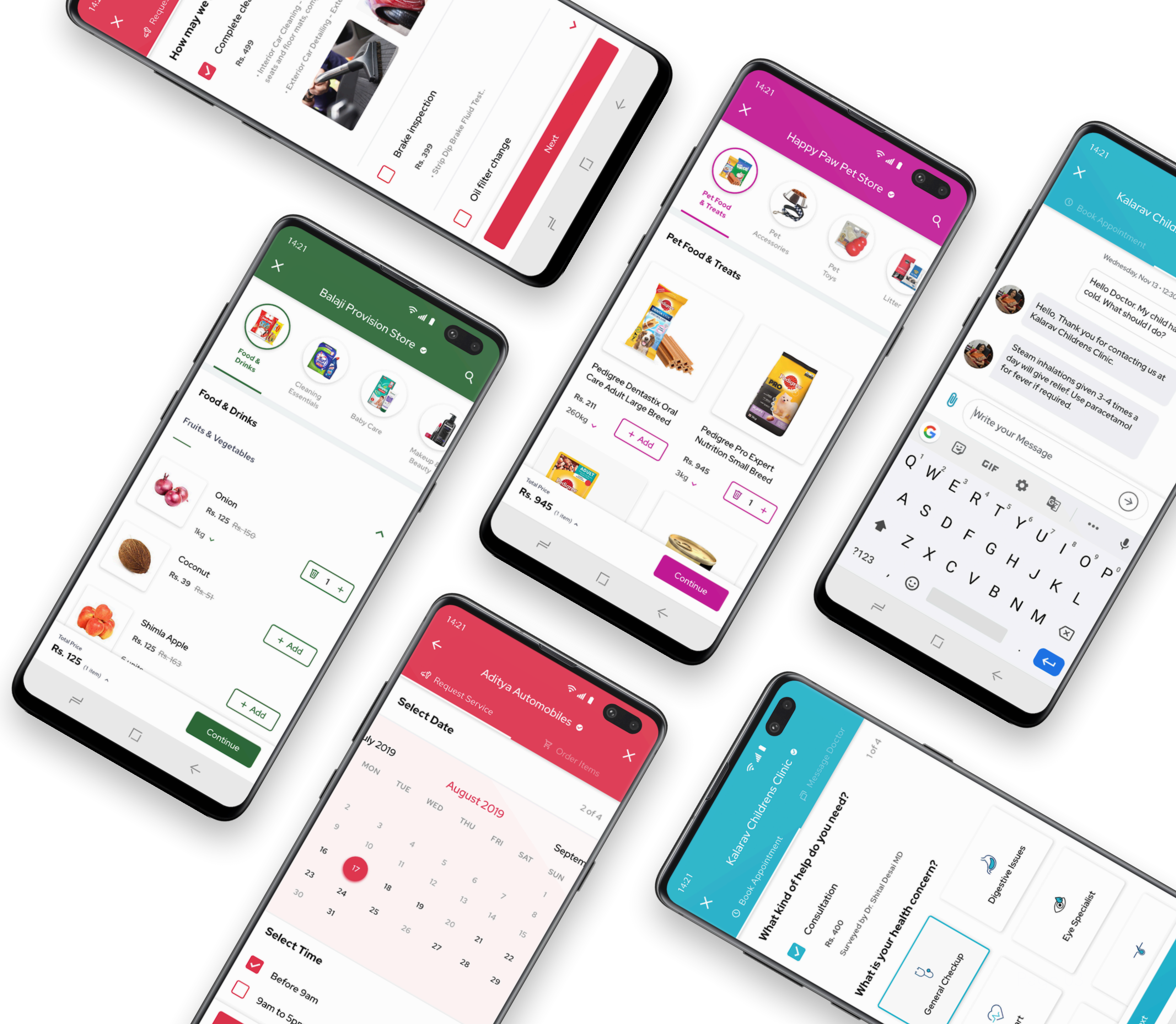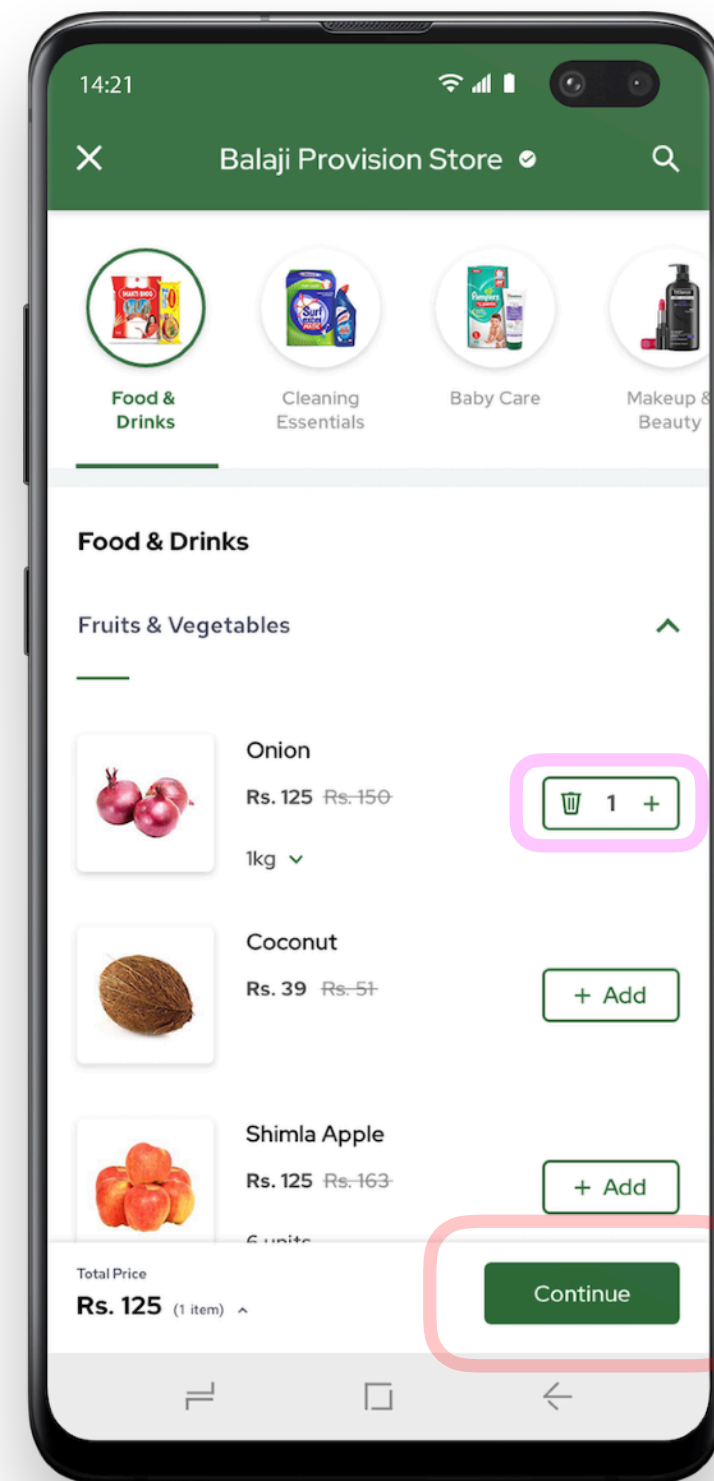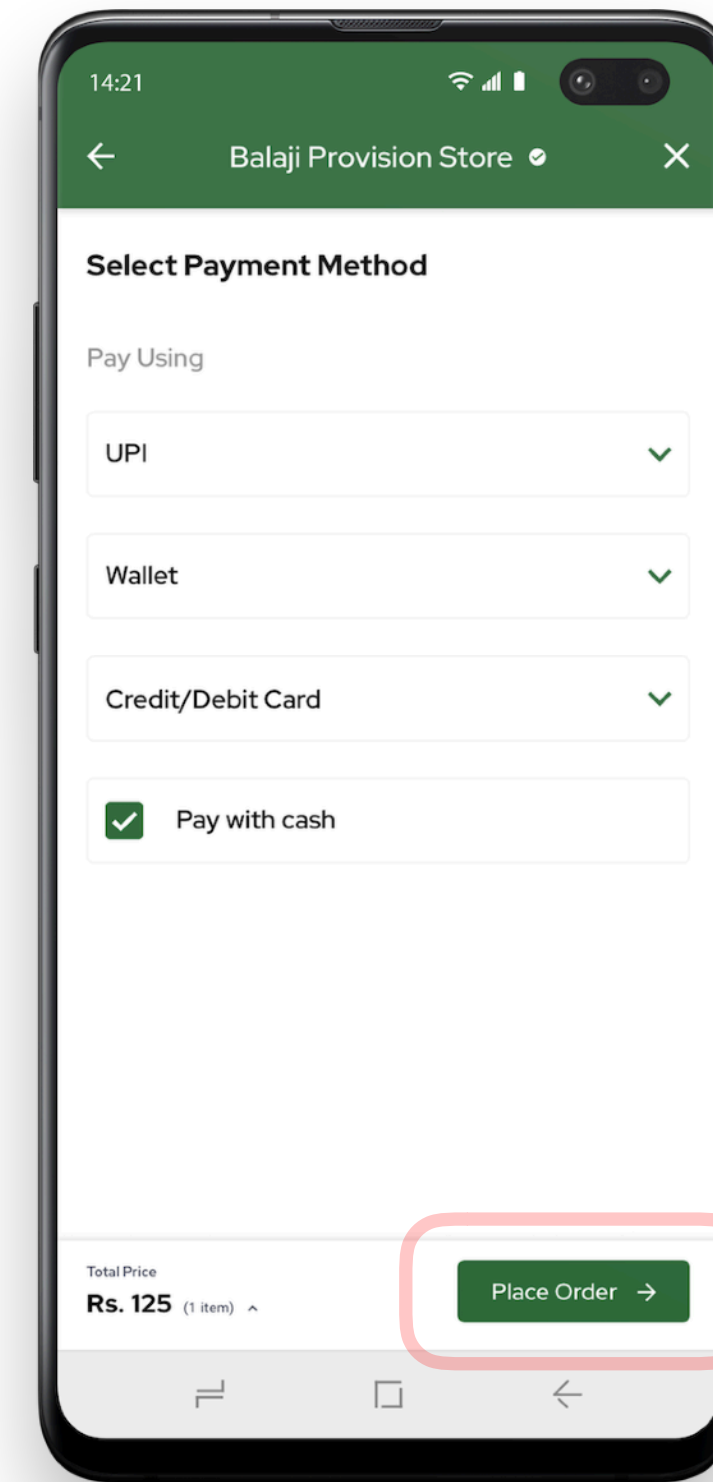
Consumer Journey

How does one use the openly app?

1

Find the store and open its storefront

2

Browse the storefront to see the items

3

Select payment option and place order
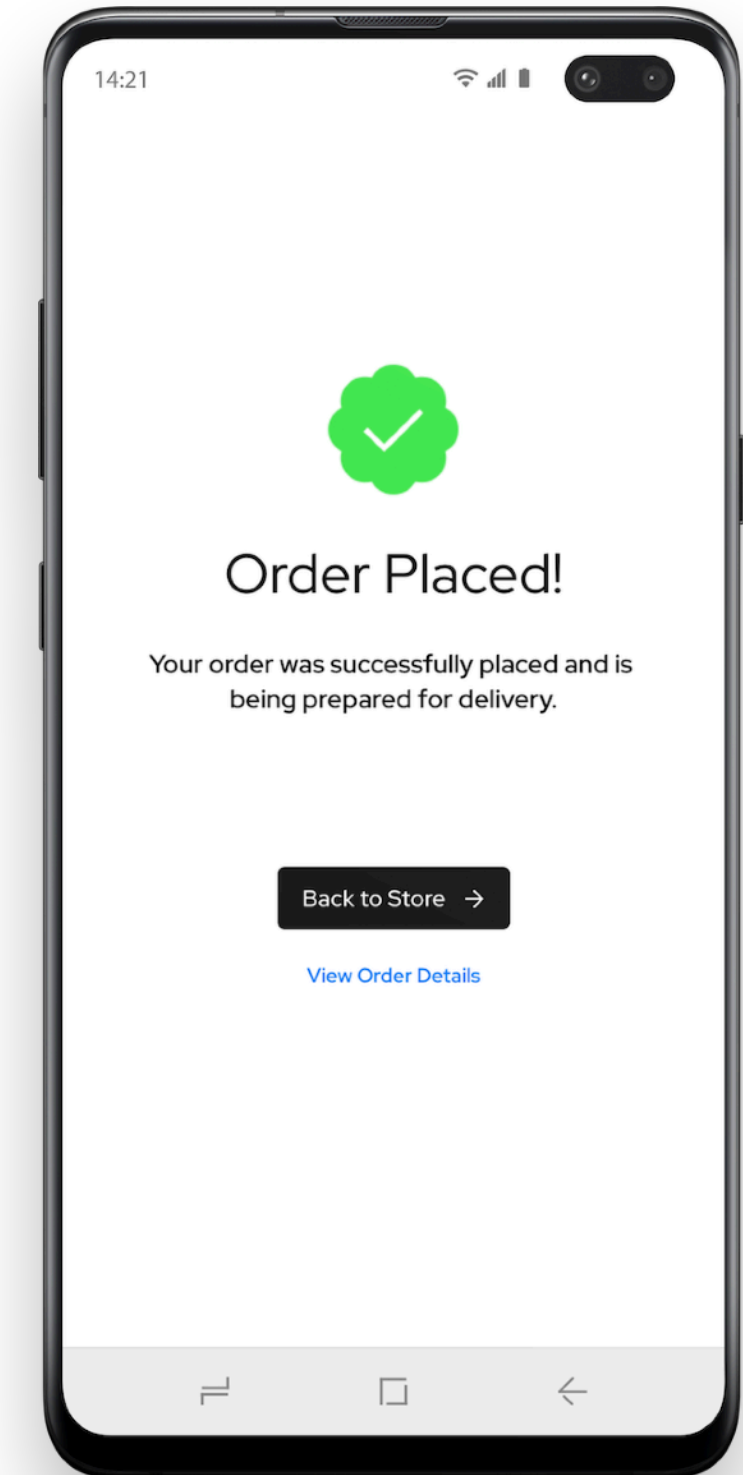
Your order is placed!

Business Journey

How can Openly be a game-changer for small local businesses?

Local Reach

Having a storefront gives small businesses a local reach like no other platform offers today. Small businesses will be able to promote their store and engage with their exact target audience based on proximity.

Advanced Tools

Other SaaS tools like CRM, AI Analytics, and inventory management are value-adds which move them towards digitalisation.

Upcoming tools like a full PoS and B2B marketplace to source goods are in the pipeline.
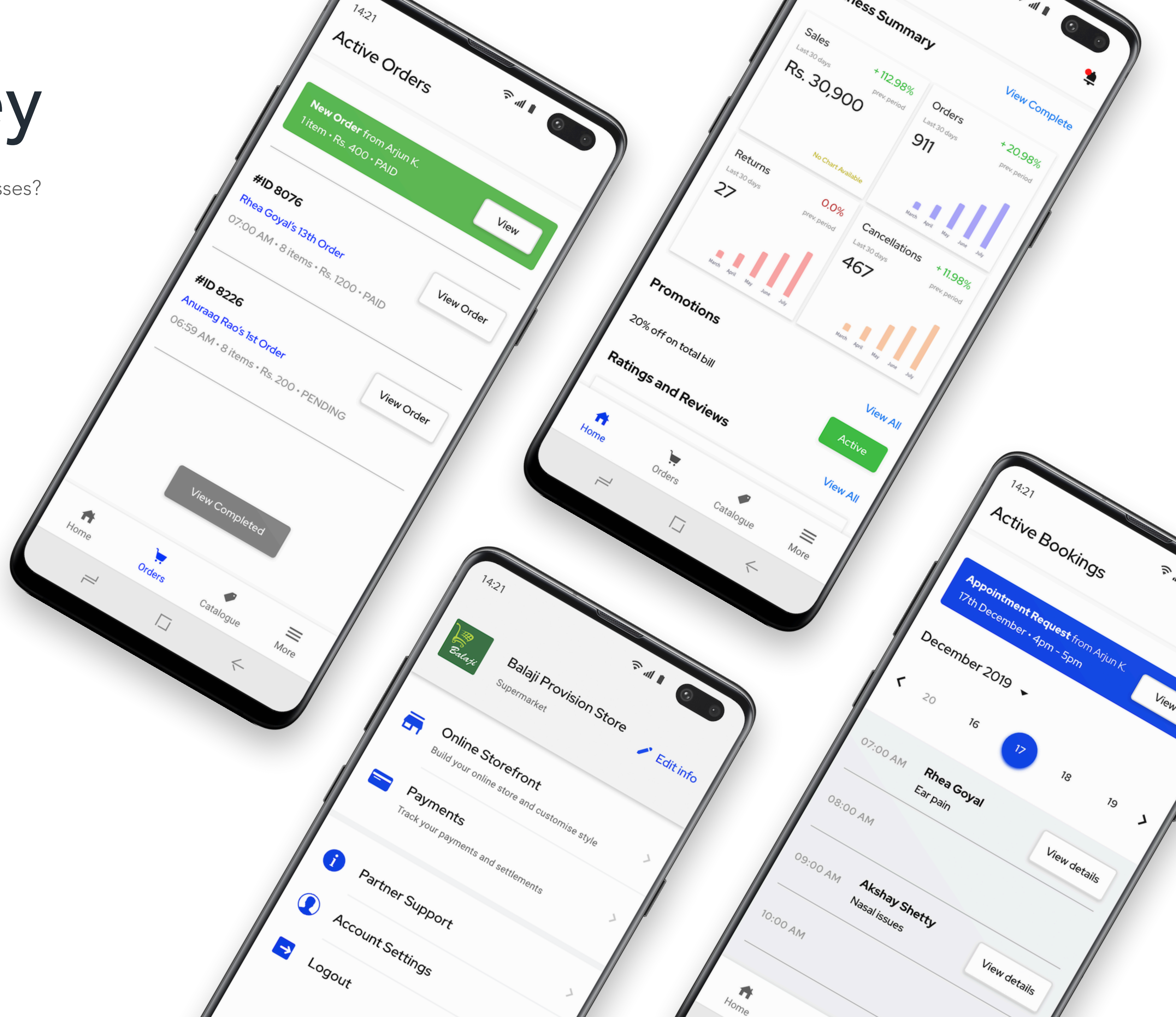
Target Businesses

What kind of business can you find on Openly?

Retail Stores

- Hardware stores
- Hobby shops
- Pet stores
- Flower Shops
- Pharmacies
- Cosmetics
- Grocery stores
- Meat shops

Home Services

- Electricians
- Plumbers
- Carpenters
- Laundry
- Babysitters
- Pest control
- Housekeeping
- Water tanker

Businesses

- Contractors
- Locksmiths
- Gymnasiums
- Salon & Parlours
- Vehicle servicing
- Movers packers
- General clinics
- Local ISPs

Professionals

- Home cooks
- Tailors (& alteration)
- Travel agents
- Veterinary doctors
- Personal trainers
- Legal & Finance
- Event Planners
- Consultants

Community & Social

- Online stores of home entrepreneurs
- Buy pre-owned goods from people around
- Community notice boards / interaction
- Platform for all sorts of C2C business

Others

- Modern retail outlets
- Online payments portal
- Business chat

Target Consumers

Groups	Students		Young Professionals		Adults		Families	
Profile	College students have to start taking care of themselves. This includes organising food, and visiting the salon or gym		Newly employed demographic are always looking for new products and experiences. Because they don't have financial obligations, they are able to spend very freely		As people become independent adults, they start to take on more responsibilities, and need to access more businesses and service to cater to their growing needs.		By the time a household has evolved into a family, their needs get more streamlined and grow along with the size and members in the house.	
Sub-group	Male	Female	Male	Female	Male	Female	Male	Female
Spending	Low	Medium	Highest	High	Highest	High	Medium	Low
Value Prop.	• Gyms • Vehicle care • Hobby shops	• Salon & Spa • Parlours • Stationery • Pharmacy	• Cleaning • Laundry • Vehicle care • Home cooks	• Technicians • Pharmacy • Parlours	• Technicians • Pest control • Sell 2nd hand • Contractors	• Pet stores • Meat shops • Professionals • Tailors (& alt)	• Hobby shops • Sell 2nd hand • Professionals	• Teachers • Babysitters • Home Entrepreneurship • Community
Targeting	**Low**	**Medium**	**High**	**High**	**High**	**Medium**	**Medium**	**High**

Market Scenario

The current market scenario is extremely favourable for Openly

Robust Demand
Retail space demand growing at 81% to 8 million soft in 2018

Innovation in Forecasting
Easy credit enables consumers to go for durable products.

Advantage INDIA

Policy Support
Introduction of GST as a form of single unified tax system

Increasing Investments
Cumulative FDI inflow into retail from 2000 to 2018 stood at USD 1.6B
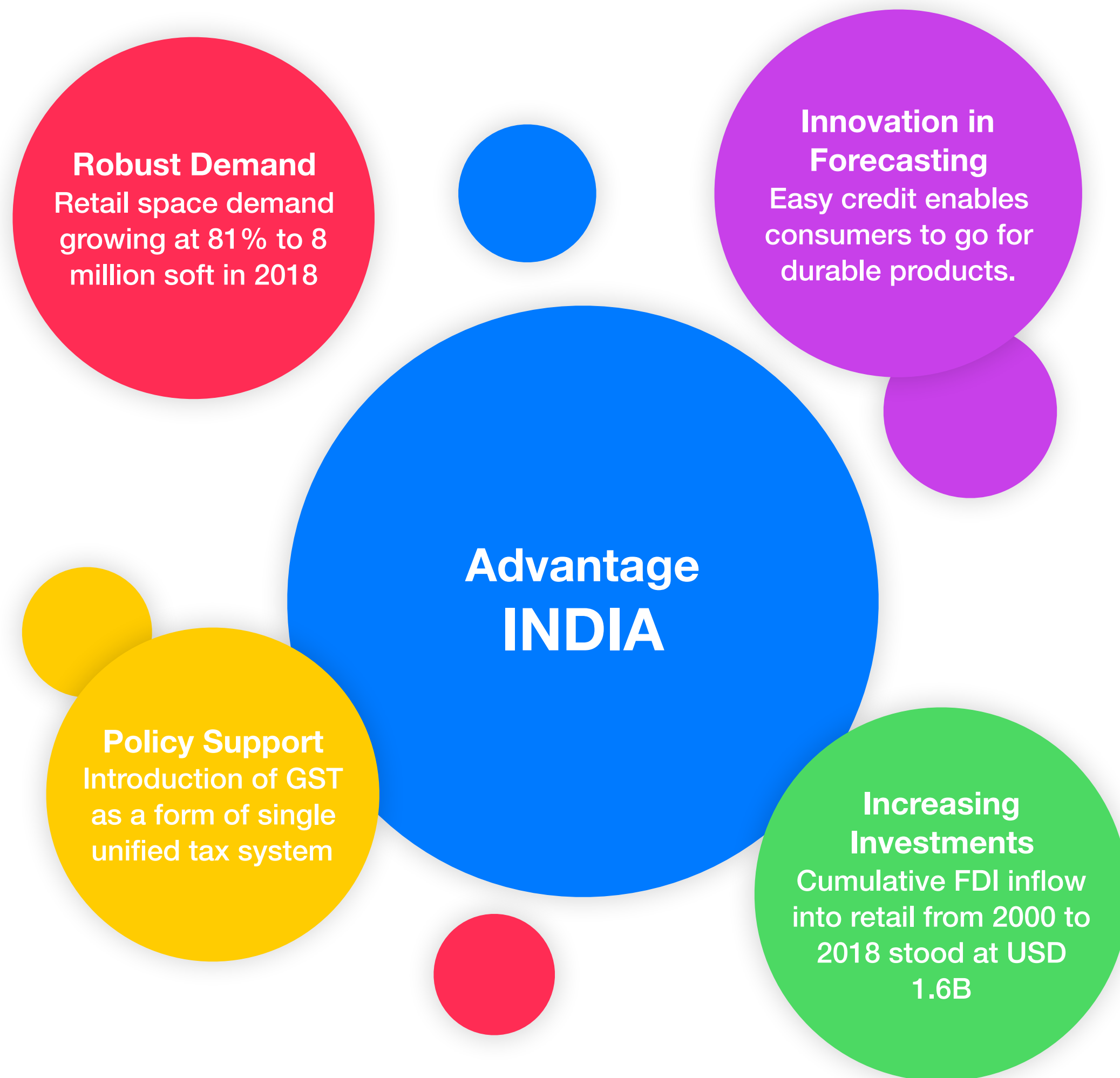
Consumption

The Indian retail industry is undergoing a boom as consumption expenditure is expected to reach USD 3.6T by 2020, up from USD 1.8T in 2017. Currently, retail accounts for 10% of the country's GDP and employs 8% of the population. Openly platform presents a huge opportunity to the offline retailer across the country.

Retail Segment Size

The retail segment is project to grow from USD 672B in 2017 to USD 1.2T in 2021. Online sales are forecasted at 31% YoY growth and reached USD 32.7B in 2018. Our online retail market is one of the fastest growing in the world due to robust investments and increase in the number of internet users.

Road Ahead

E-commerce is expanding and changing customer attitudes, hitting a market size of USD 53B in 2018. As retailers leverage online commerce, it will enable them to reach consumers in tier-2 and tier-3 cities due to lower need for investing into real estate.

By 2021, traditional retail will hold a 75% share, while organised retail would be at 18%, and e-commerce coming in at 7% of the total retail market.

Revenue Model

Several monetisation opportunities exist in this platform…

1.

Convenience Fees

Every transaction on Openly will attract a small 'convenience' fee which will be borne by the consumer side, thereby not cutting into the retailers margins.

2.

Subscription Fees & SaaS

Setting up a storefront on the platform is completely free for businesses, but there are several features available on a subscription basis which can enhance the experience of their customers or help them get insights into their business.

3.

Advertising & Others

The platform presents several other opportunities to monetise, especially in the case of allowing businesses to create paid promotions and advertise themselves to consumers around them through the platform.
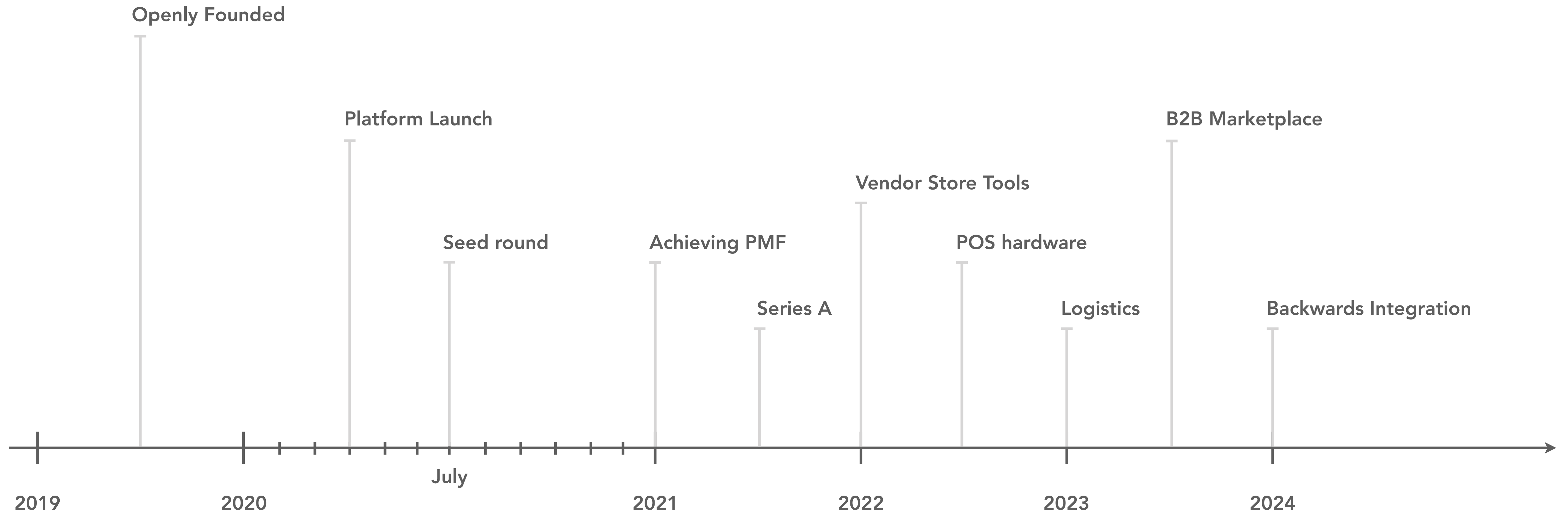
Quarterly Revenue by Q6 USD 850k

Roadmap

What we want to do in the future

Openly Founded

Platform Launch

B2B Marketplace

Vendor Store Tools

Seed round

Achieving PMF

POS hardware

Series A

Logistics

Backwards Integration

July

2019   2020   2021   2022   2023   2024

Team

The people who will make it possible

Tanishk Sharma

Tanishk has been in the startup field ever since graduating from high school, 5 years ago. He is pursuing his passion of building great products with Openly as CEO of the venture.

Ravi Mukundan

Ravi is a master of setting up operational structures and brings his expertise of user on-boarding to Openly. He is experienced with everything sales and leads the team at Openly in his capacity as a COO.

Sanjana Agarwal

Sanjana is behind everything related to design at Openly. Her multidisciplinary approach makes sure she isn't held back by the conventions as she's always pushing what's possible with good design.

Anuraag Rao

Anuraag joined the team as a web developer but soon grew into managing the entire technology stack. He's a great programmer and always finds the most efficient ways of solving problems.

The new generation platform is here.

Connect with us on:

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