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 Education: Post Graduate
 Occupation: Service
 Industry: Banking and Financial Services

Complete Address (For Communication)

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 City: Bengaluru
 Pincode: 560047
 Landline: -
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Organisation where employed / consulting / owned

Address: VSPV & CO (Agarwal Jetley & Co), No 8, 2nd Main, 9th cross, Indiranagar Ist stage
 State: Karnataka
 City:
 Pincode: 560038
 Landline: 080-25285898
 Mobile:

Designation: Audit assistant and finance associates

Industry focus of your idea/plan: Internet

Stage of Venture: Concept

Investment Required (Rs. in lakhs): 155 for first year

Define the benefit of your idea on your defined customer: It is project to provide daily newspaper to public in green form, means no hard paper. 1.Mobile version of full paper in multiple device like laptop/ e-book reader/ plum top/mobile phone/satellite TV reception add on service.2.save environment so everyone has a contribution to keep the world green. 3.Cost effective as it will not affect with the rising paper cost.4.Lifelong durability as electronic paper is saved in customer's online vault for life. 5.Responding to advertisement directly and buy products or apply for survice.

It is project to provide daily newspaper to public in green form,

Big Idea Summary:

means no hard paper, only electronic form. Green paper website will be hosting services for people to subscribe newspaper on daily , monthly basis as per their need. All newspaper will be provided for sale there on full length with ads as in physical paper in interactive form. Every user will have a personal online vault given where his /her newspaper will be saved automatically. The newspaper will look the same as physical paper, with all its promotional material, but in e-form.

SMARTNESS - values Proposition:

Idea is to sell newspaper in Green form and all newspaper from single place. So that people can purchase /read all newspaper from any where and with full functional mode with ads and promotions . Uniqueness: conveyance of mobility and access from anyplace by two person of family, life long durability, green mode so less costly, interactive so people can buy/ apply for service /jobs from the paper itself, can purchase paper from home only online, can be access from multiple device from Netbook to satellite tv add on service.

PASSION - Customer and Competition Analysis:

*Client? Anyone who read a newspaper. *Need? Paper cost is getting more. Environment is in danger. People already accustomed with e-book/ e-environment and space will be a problem in future homes for stocking at least important edition of newspapers. *Value addition: A life long stock of all edition of multiple paper in single online vault. *Competitors? No direct competitors as such. But individual paper companies already given a e-form in their site, but that is not full fledged paper and not a replacement of physical newspaper.

BIG IDEA - Financials:

Its a concept, so projected revenue is not calculated. But the revenue stream will be many. 1. Share from newspaper publisher, direct ad server. Investment required.

LEADERSHIP - Team:

No. Key management team not identified as it is still a concept need recognition. Qualification: 4 MBA with 5 year experience in media line, and 1 Marketing Guru with at least 10 year experience in publication line.

Dealership city name:

BANGALORE

Dealer name:

Bimal - Old airport road