



EasyComm – The Secured Communication Portal



EasyComm – The “Secured Communication” Portal

ISF brings together features of two of its strong product namely, **Fortimates & MentorBox** into **EasyComm – The “Secured Communication” Portal**





Contents

- ☐ Vision & Mission
- ☐ Premises
 - ☐ Key Elements & Strategy
 - ☐ Security Challenges
 - ☐ 360 Degree Approach
 - ☐ Unique Selling Proposition
- ☐ Functionality
 - ☐ Secured Registration
 - ☐ User Access Rights
 - ☐ Dashboards
 - ☐ EasyComm Tools
 - ☐ Video Conferencing
 - ☐ White Board
 - ☐ Document & File Manager
 - ☐ Mailing System
 - ☐ Call Management System
- ☐ Technology Stack
- ☐ Road Map
- ☐ Go-To-Market Strategy
- ☐ Financial Strategy
 - ☐ Cost Projections
 - ☐ Pricing Strategy
 - ☐ Financial Projections
- ☐ Income Statement & Analysis
 - ☐ Net Present Value
 - ☐ Benefit Cost Ratio
 - ☐ Breakeven Analysis
- ☐ Competition Landscape
- ☐ Partnership & Synergy



Vision & Mission

Vision

“To create a fraud free environment that enables a healthy socio-economic growth of the world.”

Mission

Is to create our ***EasyComm*** as a revolutionary secured communication platform in the pursuit of eliminating all kinds of fraud.

Values

“Respect for Individuals.”



Leadership Team



Tapan Das
Founding Director



Amit Banerjee
Scientific Consultant



Vikas Naudiyal
Functional Consultant



Utpal Chakraborty
Technical Consultant



Team Members



Aiswarya Kodaskar
Web Developer



Shameem Ansari
Web Developer



Kamlavati Ravichandran
Social Media Executive



Ambika Mudliar
Social Media Executive



Anisha Jaichandran
HR & Admin





Video Conferencing Requirements

1. Should support all video resolutions and audio quality, should work in low and high network scenarios
2. Should be low on usage of power/ processor
3. Should not have any external hardware dependency
4. Should work on any device
5. Should have chat option during conference, even the multi people conference
6. Should have sign-in and non-sign-in options to join a conference
7. Can be browser and/or app based interface
8. Should have encrypted network communication
9. Should have audio/ video recording feature
10. Should have screen/file sharing capabilities
11. Should allow audio to close captioning during chat (multilingual)
12. Should have capabilities to host multiple concurrent conferences having multiple participants in each conference





Premises

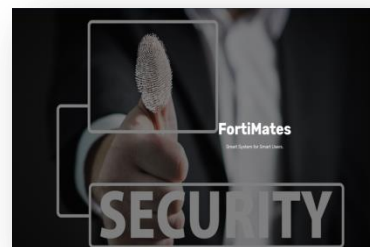
- To provide secured communication for various stakeholders
 - Colleges & Universities conducting education
 - Government departments conduction confidential meetings
 - Companies conducting review meetings & discussions





Key Elements & Strategy

- What we need is “Secured Communication”
 - Security
 - Communication
- Strategically we need
 - Security at User Access Levels
 - Security at Communication Levels





Security Challenges

- ✓ Online services are used to conduct fraudulent solicitations & transactions.
- ✓ Internet fraud can be committed In email, websites, chat rooms, Video conferencing, message board etc.
- ✓ Working and monetising from home creates digital void. Need to evolve into digital through online environment.
- ✓ Mail segregation and prioritization is a key issue in today's world where time is the essence of high productivity and performance.



360 Degree Approach

User Verification, KYC

- Smart KYC using AI
- Verify and Authorize
- Continuous Monitoring
- Update User Profile
- Authorize/ Un-Authorize
- Reporting

Secured Communication

- Secured Video Conferencing
- Secured Whiteboard
- Secured Document Management
- Secured Chat
- Secured Mailing

Smart Classification

- Get intent & Inference
- Get Topic & Sentiment
- Contextualize & Prioritize
- Differentiate Transactional & Non-Transactional

Dashboard, Auto-Responder

- Segregated & Summarized
- Prioritize
- Email Analytics & Metrics
- Visual Dashboard – Snapshot View
- NLG based Auto - Response





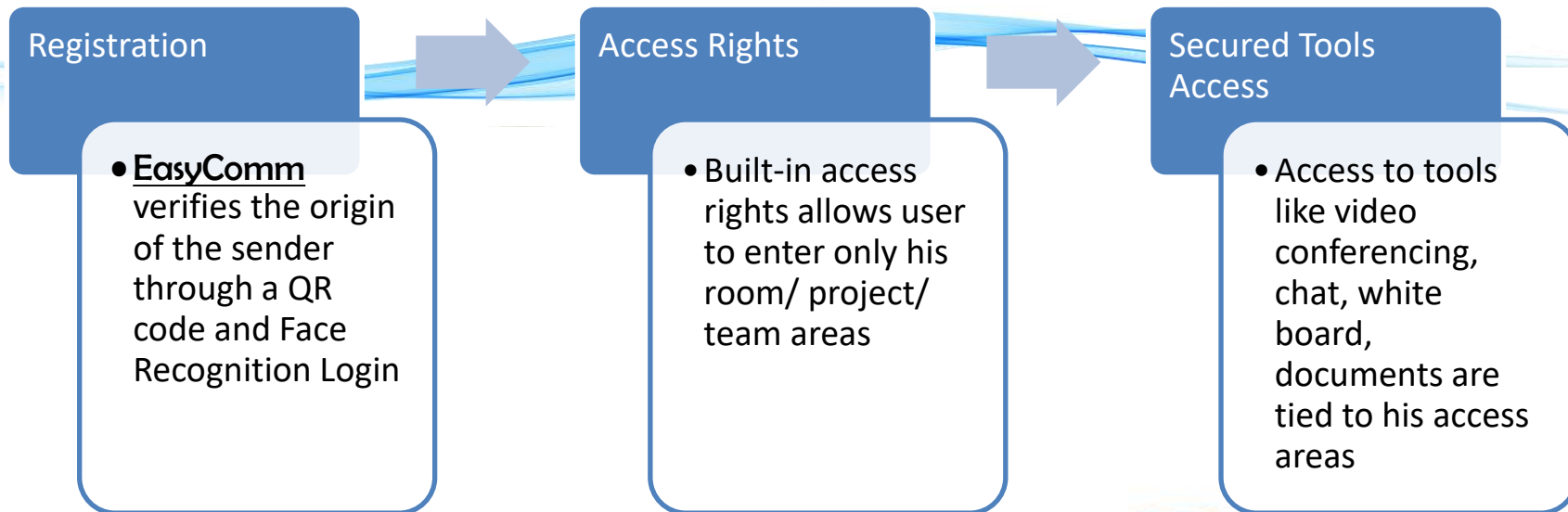
Unique Selling Proposition

- ✓ E-mail fraud elimination.
- ✓ Identity assertion.
- ✓ Secure communication.
- ✓ Portfolio & Group Management.
- ✓ Advanced communication tools.
 - ✓ Video Conferencing
 - ✓ White boarding
 - ✓ Document Management
 - ✓ File Management
 - ✓ Chat board
 - ✓ Mailbox
 - ✓ Call Management & Tracker
- ✓ Mail segregated & prioritization.





Process Flow





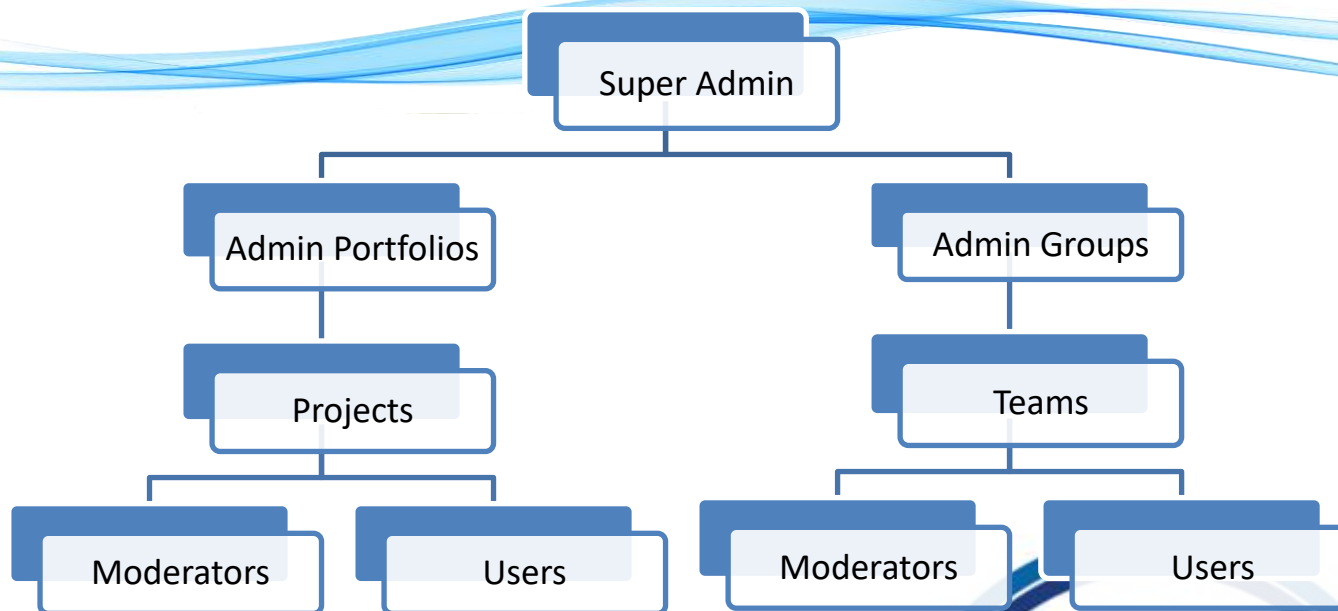
Secured Registration

- ✓ EasyComm verifies the origin of the sender through a QR code which display the sender's identity to the receiver. The receiver can know the sender's details as long as he is a registered and verified user. This creates a legally binding obligation.
- ✓ After registration on our web site (EasyComm) one can send a verified email from our site.
- ✓ The e-mail will include a face recognition, that can be flashed in order to receive information about the sender.
- ✓ The message will show the time and country of origin of the message that was sent from.
- ✓ In order to learn more about the sender, user must become a client.
- ✓ Once he becomes a client, he will immediately have access to the identity of the sender.





User Access Rights





Dashboards

The dashboard of EasyComm allows users to use it as a government 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.

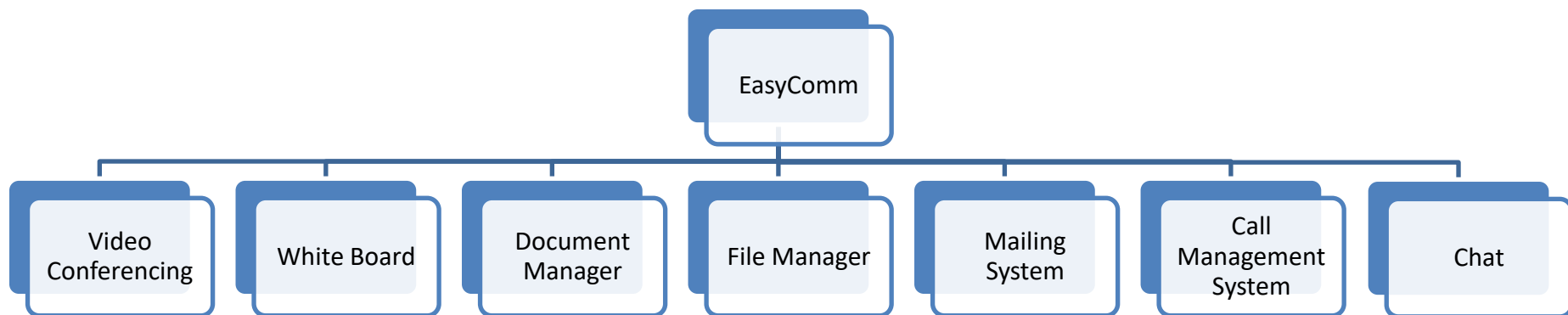
✓ **Dashboard by Group**

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 referred in other discussions.



EasyComm Tools





EasyComm 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.
3. **Document Manager** - The Document Manager allows the user to create different documents that are going to be consumed by the team/project.
4. **File Manager** - the File Manager allows the users of the team to organize the files created in the process to store.
5. **Mailing System** – allows user to segregate and prioritize his eMails as time is of the essence of high productivity and performance.
6. **Online Chat** - allows users of the team to communicate via chat.
7. **Call Manager** – allow user to manage the call made and track to closure of the associated activity.



Video Conferencing – Features - 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.

- ☐ Built on the **WebRTC** industry standard that is available on billions of devices
- ☐ **Archiving** - archive (or record) sessions, list archives that have been created, download and delete the recordings.
- ☐ **Text Chat** - basic text chat capabilities
- ☐ **Video** - Support all your video use-cases with 1:1 video, group video chat or large scale broadcast sessions.



Video Conferencing – Features - 2

- ☐ **Screen sharing** - Share screens and content between session participants. One can then share their screen as well as chat during the video conference. Additional features of recording the conference are as well available
- ☐ **Voice** - Video sessions can be video and voice, voice-only or mixed.
- ☐ **SIP interconnect** - Enable WebRTC and telephony interoperability.
- ☐ **Messaging** - Easily send data and chat messages between all participants in a video session.
- ☐ **Audio detection** - Dynamically control app layout and display based on audio activity.
- ☐ **Video stream customization** - customize audio/video streams on mobile devices, including effects, filters, AR/VR





White Board

- ❑ 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.
- ❑ The whiteboard can be saved as an image into a pdf file and can be shared across the team.
- ❑ The whiteboard can have a live audio chat (Skype for example)





Document Manager

- ❑ 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.
- ❑ 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.





Mailing System

- ❑ Automated and Secure Email Solution - Email Analytics – Prioritization, Extraction, Auto-Answering with NLG
- ❑ Support Team managing large number of emails is always challenging
- ❑ Using ML/DL techniques emails can be segregated, summarized, getting inference out of those emails
- ❑ Significant opportunities of time & cost saving, increasing operational efficiency
- ❑ Do sentiment analysis to see +VE and –VE sentiments out of the huge number of emails
- ❑ Contextualize and Prioritize emails – Items need escalation and immediate attention
- ❑ Differentiate transactional and non-transactional emails
- ❑ Create visual dashboard and metrics to get a snapshot view
- ❑ Auto reply Templated emails using NLG capabilities





Technology Stack

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





Roadmap

Jun 2020 –
POC Web
Development

Jul 2020 -
Version 1 is live.

Jul - Aug - Sep 2020
– MVP Web
Development

Oct 2020 - Version
2 goes live.

Nov 2020 –
Android & iOS
App Development
& Testing



Go-to-Market Strategy

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

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



Financial Strategy

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



Financial Strategy

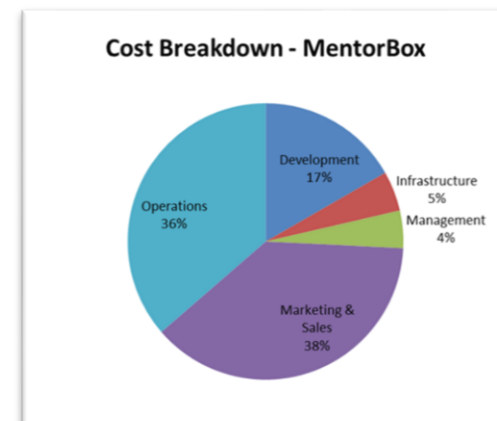
- **Revenue Stream**
 - Start-up On-boarding – A minimum on boarding charge for the platform
 - Online Support – Charge per support in document creation
 - Charges on any training services provided by ISF's personal.

- **Source of Funds**
 - Seed Funding
 - Grants
 - Incubation by Accelerators
 - Revenue YoY

- **Application of Funds**

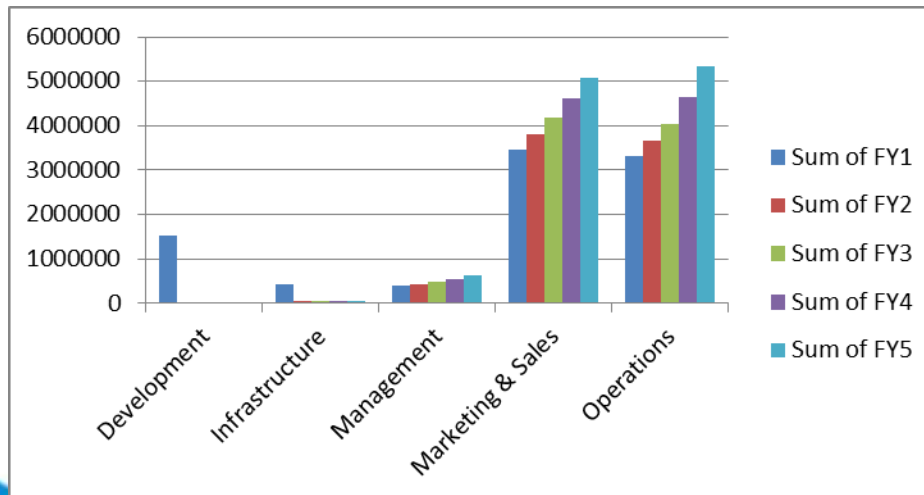
Funds required is **0.125 Million USD** for a year for

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 Projections

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	ES06	EasyComm	www.mentorbox.net.in	Subscription

EasyComm Pricing

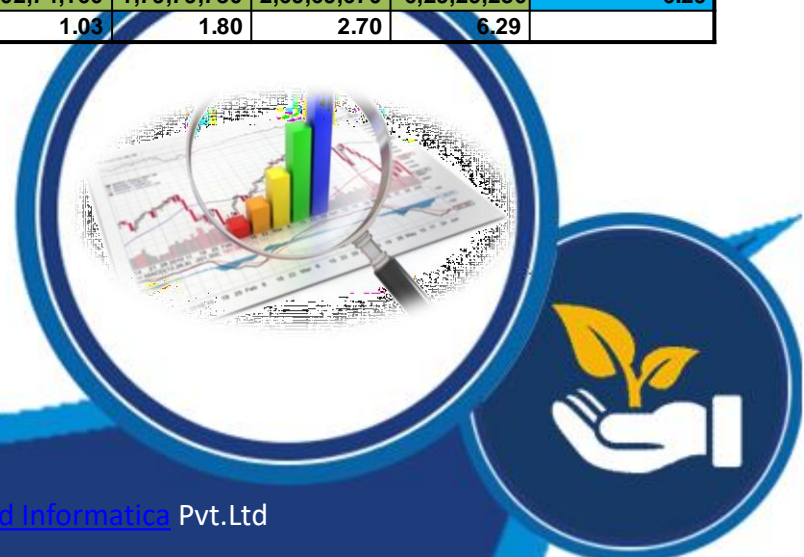
Sr. No.	Plan	Period	Deal Type	No. Of. Users	Amount (USD)	Per User Cost (USD)	Amount (INR)	Per User Cost (INR)
1	Basic	Yearly	Best Deal	4	20.00	5.00	1,451	363
2	Standard	Yearly	Ideal Deal	15	100.00	6.67	7,253	484
3	Gold	Yearly	Effective Deal	25	150.00	6.00	10,880	435
4	Platinum	Yearly	Premium Deal	50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

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



Financial Projections

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		
ES06	EasyComm	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	



Income Statement & Analysis

Sr. No.	Product ID	Product Name	Head	FY1	FY2	FY3	FY4	FY5	Total
3	ES06	EasyComm	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

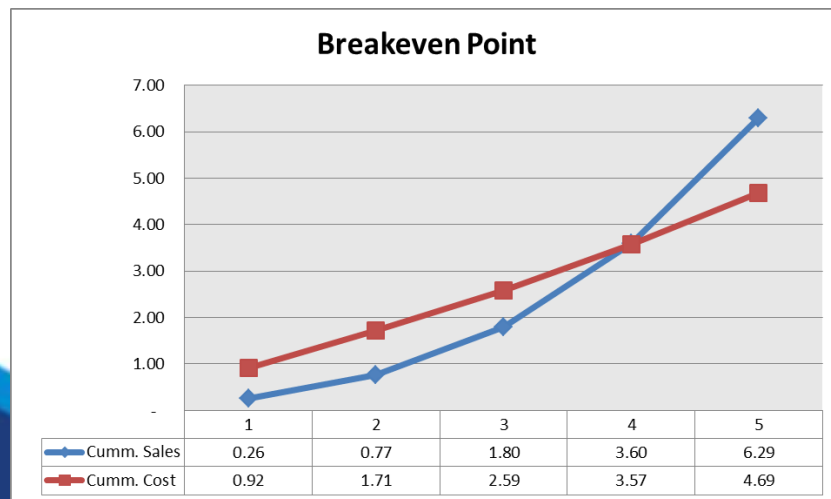
	Cost of Capital	11.00%					
	Inflation	10.00%					
				Present Value			
Year	Phase	Cash Inflow	Cash Out Flow	Net Cash flow	PVCF	PVCI	PVCO
1	Investment Period (includes CAPEX)	0.26	0.92	(0.66)	-0.59		(0.59)
2	Investment Period	0.51	0.80	(0.28)	-0.23		(0.23)
3	Repayment Period	1.03	0.88	0.15	0.11	0.11	
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	Overheads	CAPEX	Expense + Overhead	Total Cost	Depr.	Tax	PAT	ROI	Profitability	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%			





Competition Landscape

- Zoom
- Skype
- Google Duo
- Google Meetings
- Google Hangouts



Partnership & Synergy

- ✓ **EasyComm** seeks partnership with global institutes, universities & collaborators to co-build the eco-system.
- ✓ Believes in using interns & college pass outs helping the dream of **“Skill India”** and **“Make In India”**.
- ✓ Create jobs in the ecosystem.
- ✓ Build Communities.



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