hnAir
ve*hn*icate *AI* for *Roads*

A social media network that not only connects entities virtually, but physically as well- social media expressed differently!

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The Team

Sai Siddharth

Co-Founder & CEO (45% equity)

As the CEO, Sai defines the company's vision and strategy, oversees financial performance, manages day-to-day operations, and builds relationships with key stakeholders.

With an opptimistic outlook and a strong desire to forge connections, he brings strong leadership, strategic thinking, and a deep understanding of the market.

Mythrayi
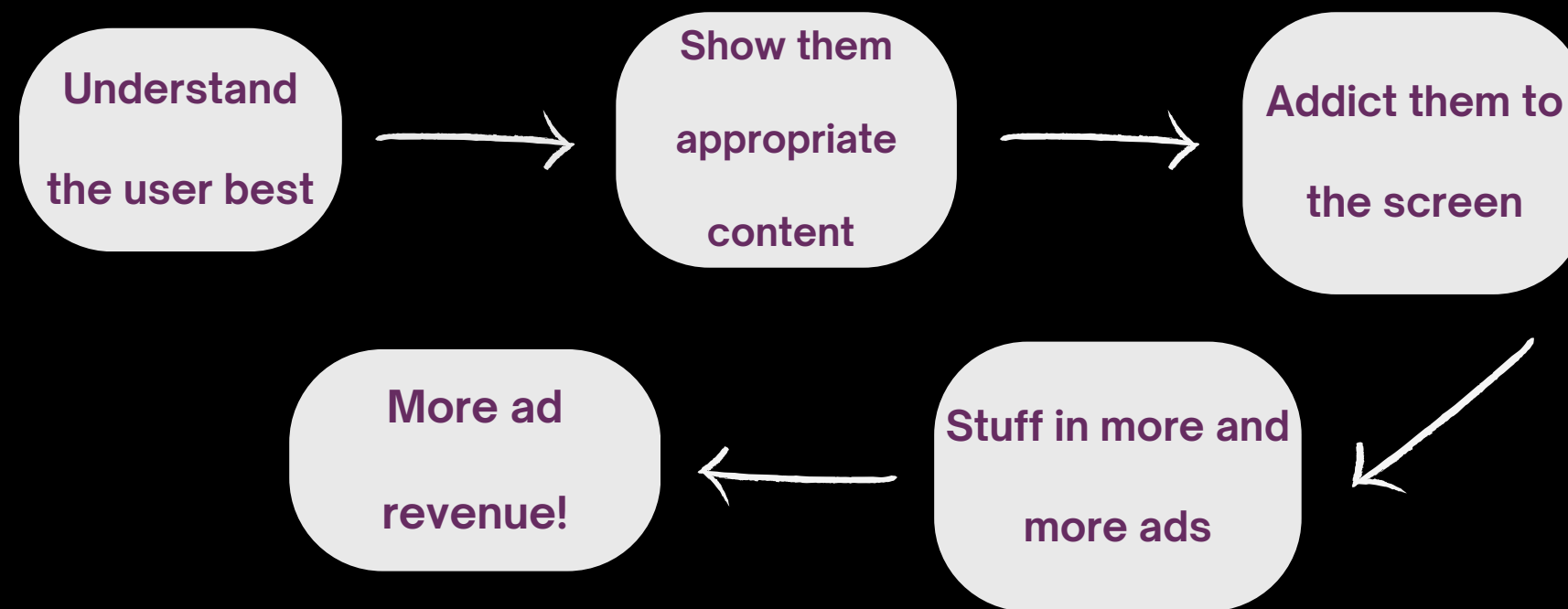
Co-Founder & Chief Advisor (40% equity)

As the Chief Advisor, Mythrayi provides strategic guidance, offers expert advice on business decisions, and supports the executive team .

With her critical thinking and logical approach, she brings invaluable insights and a unique perspective that enables efficient decision-making.

The Issue

Corporates have **compromised** users' **mental** and at extremes, **physical health** in the name of social media. Their primary motive is to:

Understand the user best → Show them appropriate content → Addict them to the screen

Stuff in more and more ads → More ad revenue!

Corporates or "**comprom**-ates"!?

vehnicate understands that the online realm is only a **supplement** to an healthy social society and not a **replacement**. And is even powerful only when coupled with **physicality**.

Therefore, hnAir is a social media network that not only connects entities virtually, but physically as well- social media expressed differently!

Product

- phase1: on the hnAir mobile app, users **represent their vehicles** and not themselves in social interactions!
This lets our users *"**be differently expressive**"*.

- phase2: ***anonymity gives rise to aggressiveness in driving*** *to resolve this anonymity of vehicles on road;*
*"vehnicate aims to **characterise** and enable **vehicles to behave**/interact like a **social-being!**"*

Product

- Once the online network starts gaining stability, hnAir expands into physicality with its *ORVA* (*On Road* version of *Vehnicate Air*).
- This is the stage at which *vehnicate* gives vehicles a physical face to express its thoughts and emotions: ORVA is

"an outward facing digital display mounted on the rear of vehicles for others to view"

Business Model

The automobile industry is a highly competitive blue ocean and brands struggle to stand out. This has pushed them to spend huge amounts into advertising and marketing. TATA motors alone had spent Rs.6000 crores in the FY23 which is a 25% increase from the year before!

hnAir's string ai and the ideology of *personifying vehicles* combined gives automakers a chance

Businesses get to **present** their stories to potential customers **directly via orva** and the network provides them with opportunities to collaborate with stores of varying categories to provide users with **utmost satisfaction** at a whole **new dimension**!

vehnicate would further charge for these benefits achieved either on **partnership** basis (with automakers) much like the Harman automotive-Tata motors one or **commission** fee from stores (for *enhanced customer base*, *marketing*, *connecting* and more)

Size of Market opportunity

Ideal first customers:

1. **Youth Travellers (Gen-Z):**
   - Nearly half (47%) of India's Gen Z population are eagerly planning their first independent leisure trips abroad.
   - 81 per cent of India's Gen Z are choosing to plan their first overseas adventure after landing their first job or receiving their first paycheck.

2. **Tourists:**
   - In 2022, over 1731 million domestic tourist visits were made across India, an increase from previous years. India sees an exponential rise in the local tourist visits from the year 2000 till date (not taking 2020 into account)

3. **Middle class:**
   - With growing purchasing power and increased spending on travel, India is set to become the Fourth largest global spender on travel by 2030. Reports indicate that **the middle class, comprising 31% of the population**, will be the driving force behind this transformation.

The listed demographic categories have two things in common - their massive distribution and their desire to travel

hnAir social media aims to provide a platform that fosters connections between people falling under these categories.

Current Traction

We emerged as winners in an ideathon entitling our pitch as the best!

We are currently in our prototype development stage for which have put together a wonderful team with seasonal technical skills!

CSED.VITC
91 followers
1w · 🌐

On the occasion of MSME Day, we the CSED club organized "ThinkTank," an event aimed at fostering entrepreneurship among students on July 11, 2024. Participants presented ideas from various domains with the potential to grow into significant businesses. Their performances were evaluated by Dr. J Balaji and Dr. Karthiyaini from VIT Business School, based on criteria of practicality and novelty.

We extend our heartfelt congratulations to the winner, **Sai Siddharth Sottallu**, as well as the runner-up, **Varshah C** .

Sai Siddharth's **vehnicate** aims to develop hnAir, an app designed to enhance road safety. Utilizing AI, hnAir will enable cars to communicate instantly, akin to sending quick messages to each other. The app rollout is planned in three stages, facilitating real-time improvements. hnAir will not only connect users to nearby stores and services but also integrate strategies to assist emergency services promptly.

Varshah C presented an innovative idea to assist people with blocked noses. Her proposed device discreetly clears nasal congestion in public providing a health-friendly solution. Powered by absorbent cellulose material, this device could serve as an ideal assistant for managing common colds and it also act as a shield against all airborne contagious diseases .

Congratulations to all participants for their ingenuity and dedication. We look forward to seeing these ideas come to life!

#ThinkTank #Entrepreneurship #Innovation #MSMEDay #CSEDClub
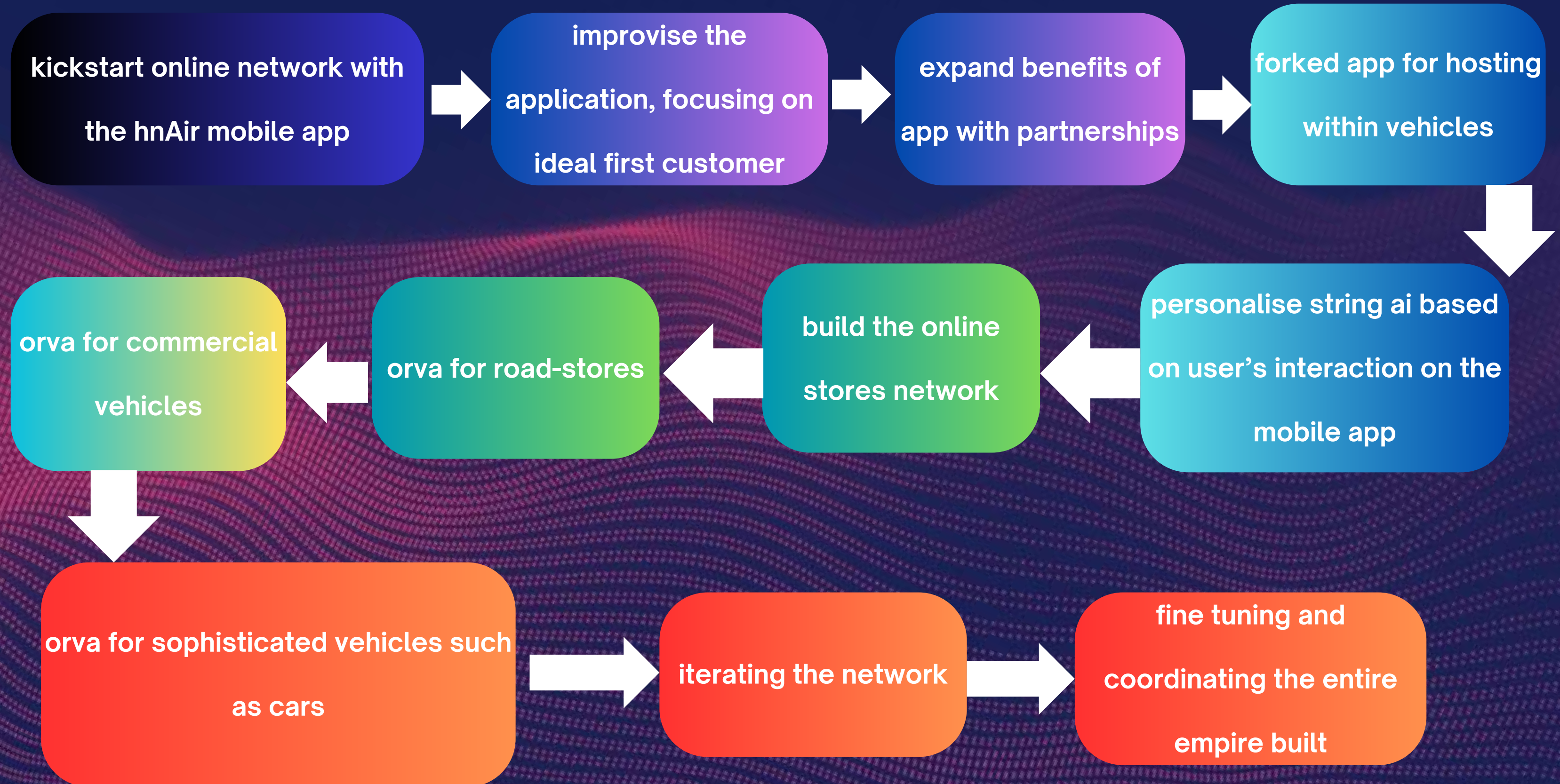
Competitive landscape

vehnicate's operations are planned in three domains- AI, Social Media, and IoT. The respective competitors are; All **social media platforms**, **Harman automotive**, **Tata Technologies**, **KPIT Technologies** Ltd, among others.

Our advantage in the social media domain is that;
- we prioritise real life, real time communication among our user base by promoting outdoor exploration!
- Not just that, but our application doesn't run on ADs! Instead, we consider ourselves the first ever "enterprise-first" social media app that charges businesses that benefit! This earns us trust among our user-base.
- The social network later gives us advantage to provide relatively better user experience within the in-vehicle infotainment system

Net Overflow

kickstart online network with the hnAir mobile app

improvise the application, focusing on ideal first customer

expand benefits of app with partnerships

forked app for hosting within vehicles

personalise string ai based on user's interaction on the mobile app

build the online stores network

orva for road-stores

orva for commercial vehicles

orva for sophisticated vehicles such as cars

iterating the network

fine tuning and coordinating the entire empire built

Financial Projections

OpEx

S.No	Details	Cost Range
1	Cloud Services like GPUs, Database etc	₹75,000 - ₹2,00,000
2	Recommendation System development costs (exclusive of developer costs and resources)	₹8,00,000 - ₹15,00,000
3	Social media app development	₹9,50,000 - ₹12,50,000
4	Staff salaries	₹50,000 - ₹2,00,000
5	Marketing and Outreach (contracts with vehicles, operators, physical stores etc)	₹8,00,000 - ₹10,00,000
6	Research & Development - RecSys cost and app optimization	₹5,00,000 - ₹7,50,000
	- ORVA software	₹30,000 (one-time) Further optimization costs
	- ORVA hardware (5 screens: 5 -7k/sq ft - 12 sqft)	₹60,000 - ₹84,000/screen
7	Licence Renewal (ORVA screens)	₹50 - ₹200/ 6 months (fee varies based on location)
8	Miscellaneous expenses (Travel, rent etc)	₹50,000 - ₹80,000

CapEx

CapEx figures cannot be determined given the initial stage of the company.

Legal company reserves: 5-10L (incase of public/private property damage on road due to screen)

Funding needs

The cost for building a deep learning powered reccomendation system part of the social media Proof-Of-Concept is estimated to be around ₹8,50,000. The POC is primarily developed to train and evaluate the DL model, and to validate it's performance.

The cost for developing the social media app is estimated to be around ₹10,00,000.

The total cost of ₹18,50,000 covers aspects such as development costs, deployment costs. Other technical aspects such as use of CDNs are anticipated to be taken from complementary resource providers. We will be able to successfully build the POC.

The investment will last for about 6-8 months before we move on to developing the MVP and the prototype development of ORVA screen.

Current equity structure

Cap Table and Investments

	A	B	C	D
1	Shareholders	% Ownership		
2	Sai Siddharth, CEO	45.00%		
3	Mythrayi, Chief Advisor	40.00%		
4	Employee Shares option pool	10.00%		
5	Investors	5.00%		
6	Total	100.00%		
7				
8	Investments	Investor	Year of Investment	Total (Rupees)
9	Company registration	vehnicate	2024	₹ 10,000
10	Total			₹ 10,000

Exit Options

This project is designed with a long-term vision, aiming for growing and expanding in terms of technology and market. Hence, our envisioned exit strategy is an IPO.

Adoption of IPO exit strategy was done by successful Automotive and Mobility industry such as KPIT.