



# Precisely

*The Opportunity Hub for Youth*



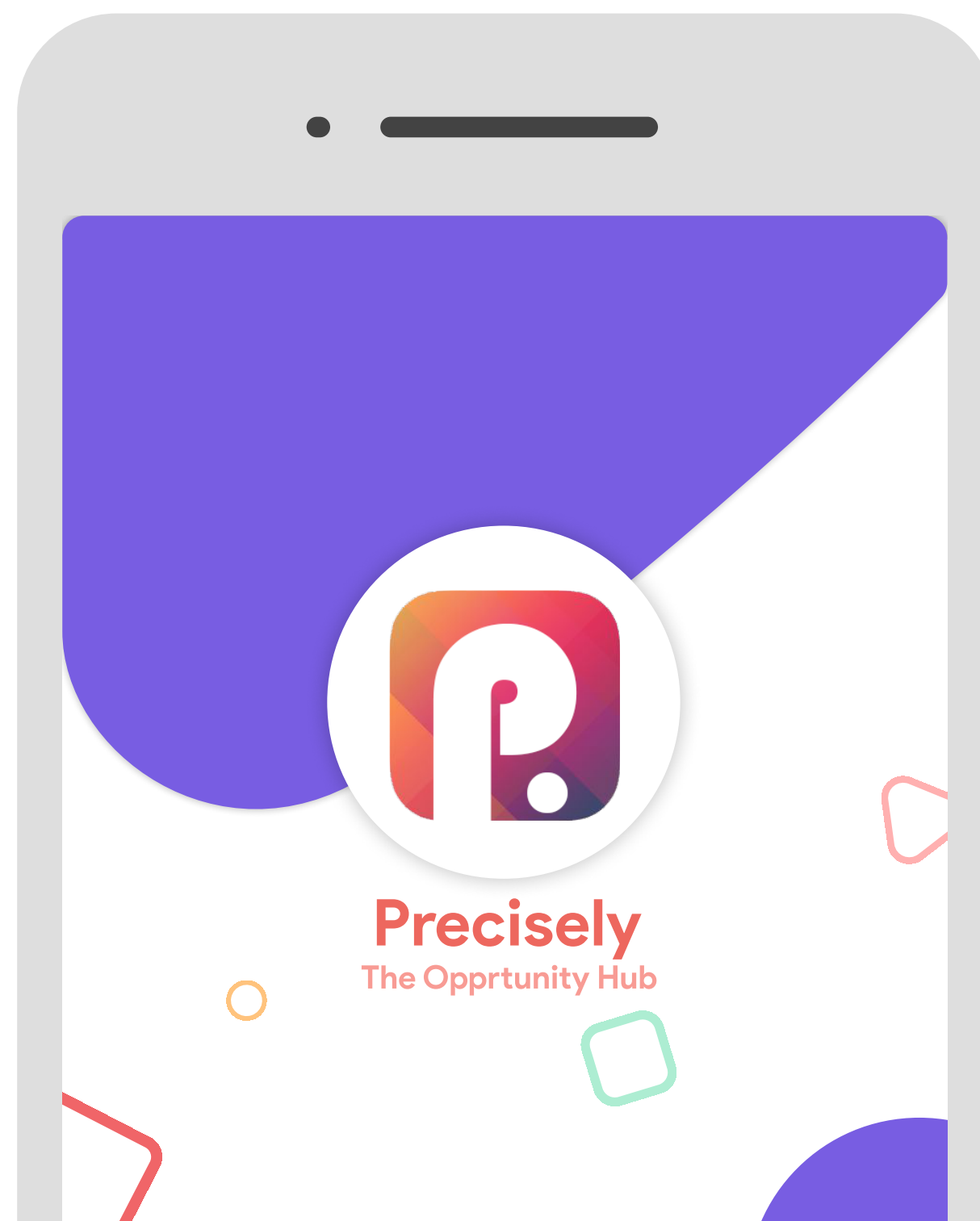
# The Problem

**Students have a hard time finding opportunities like scholarships, internships, fellowships, competitions and workshops which suit their skills, interests and qualification**



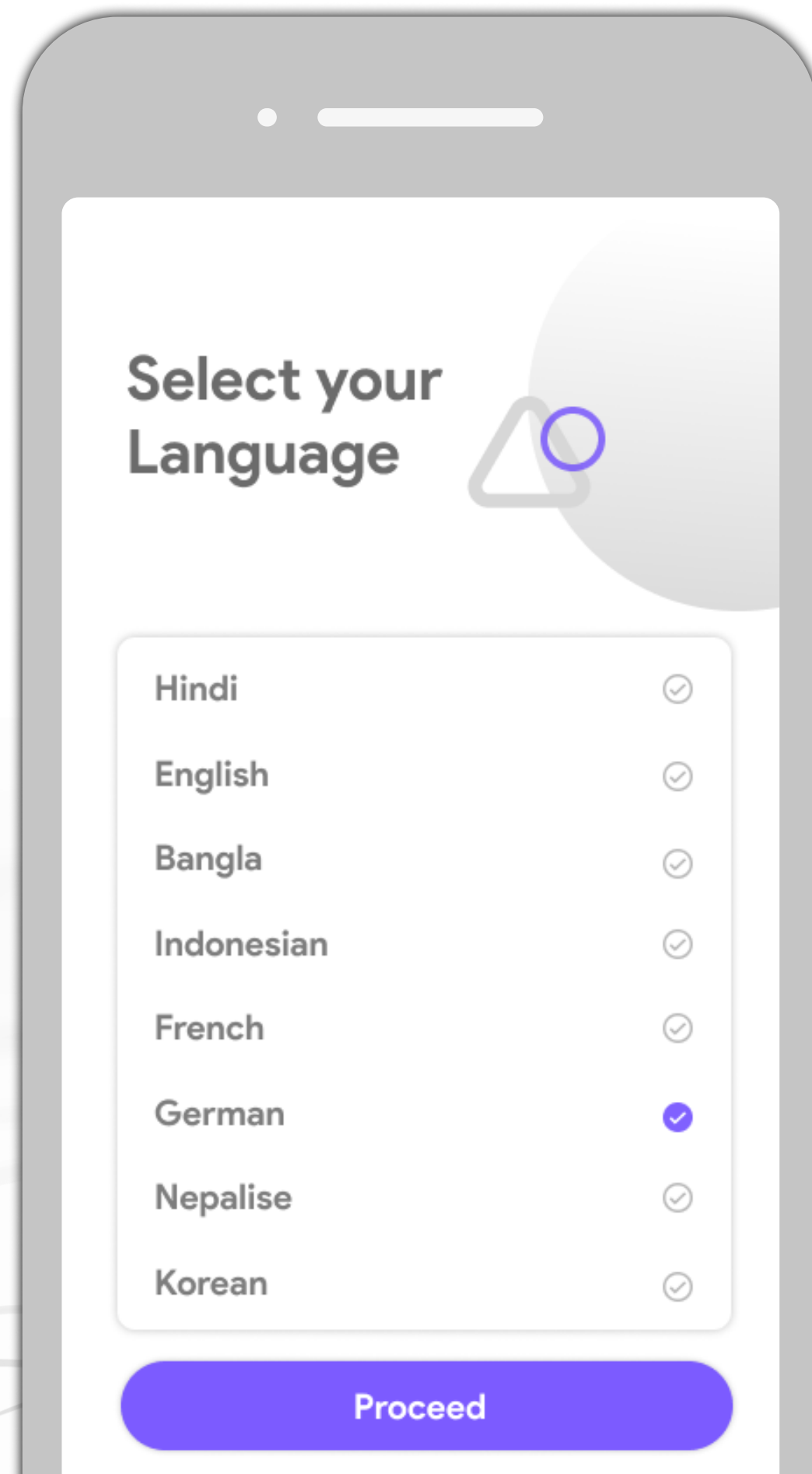
**Precisely is a platform which helps students discover the latest opportunities tailored to their interests and skill sets.**

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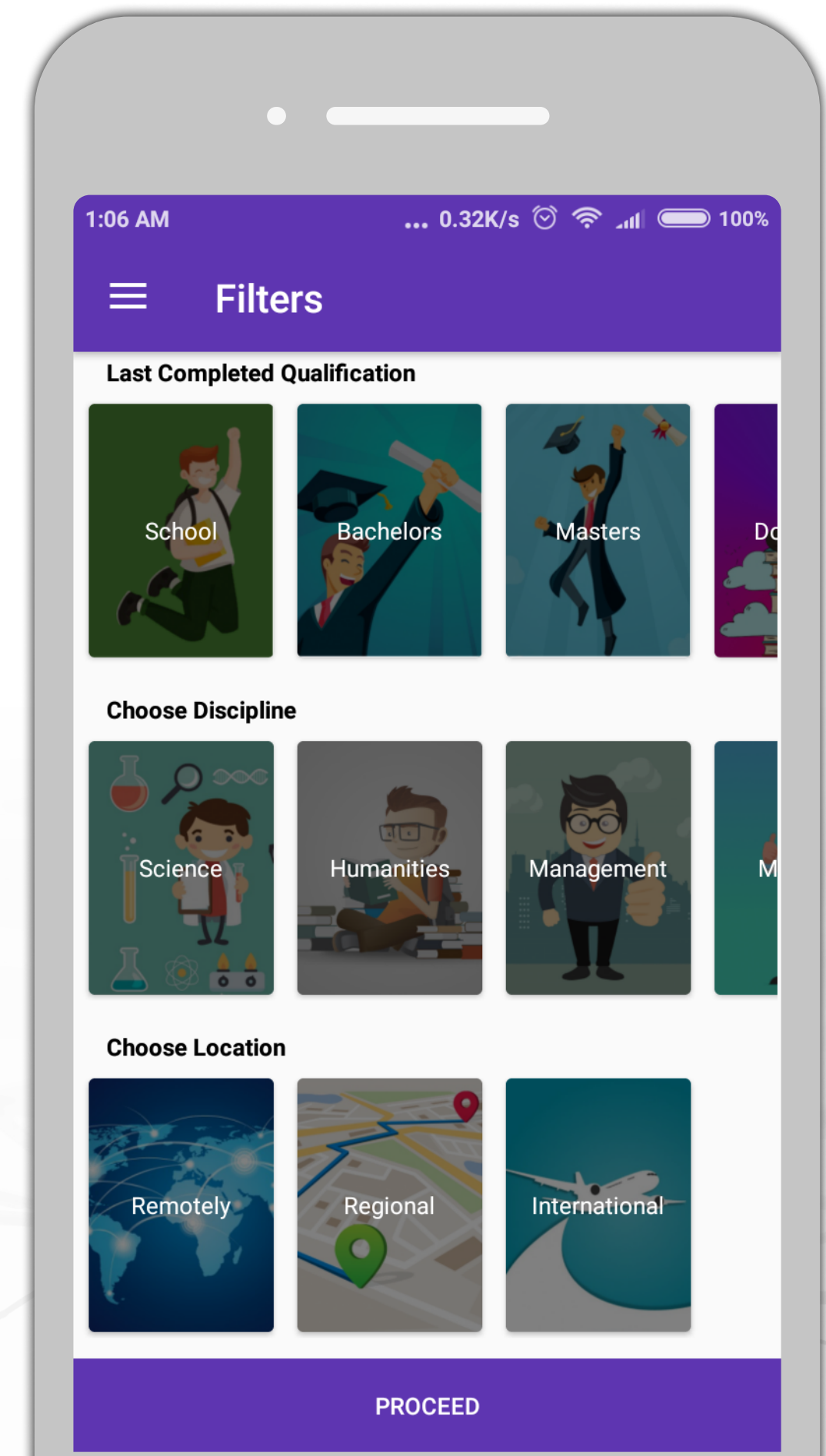


# Product

## More than 15 Languages

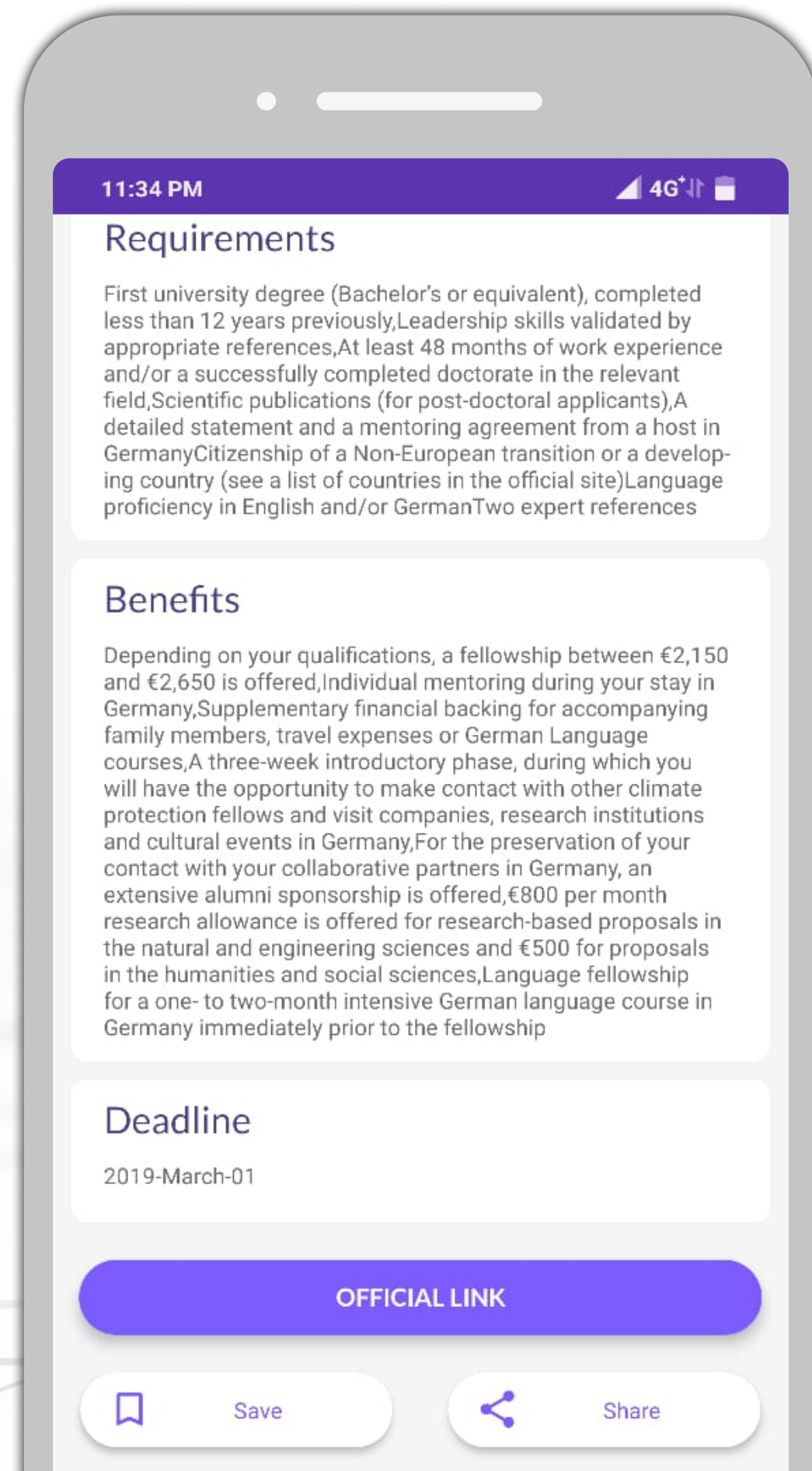


## Extensive Filters

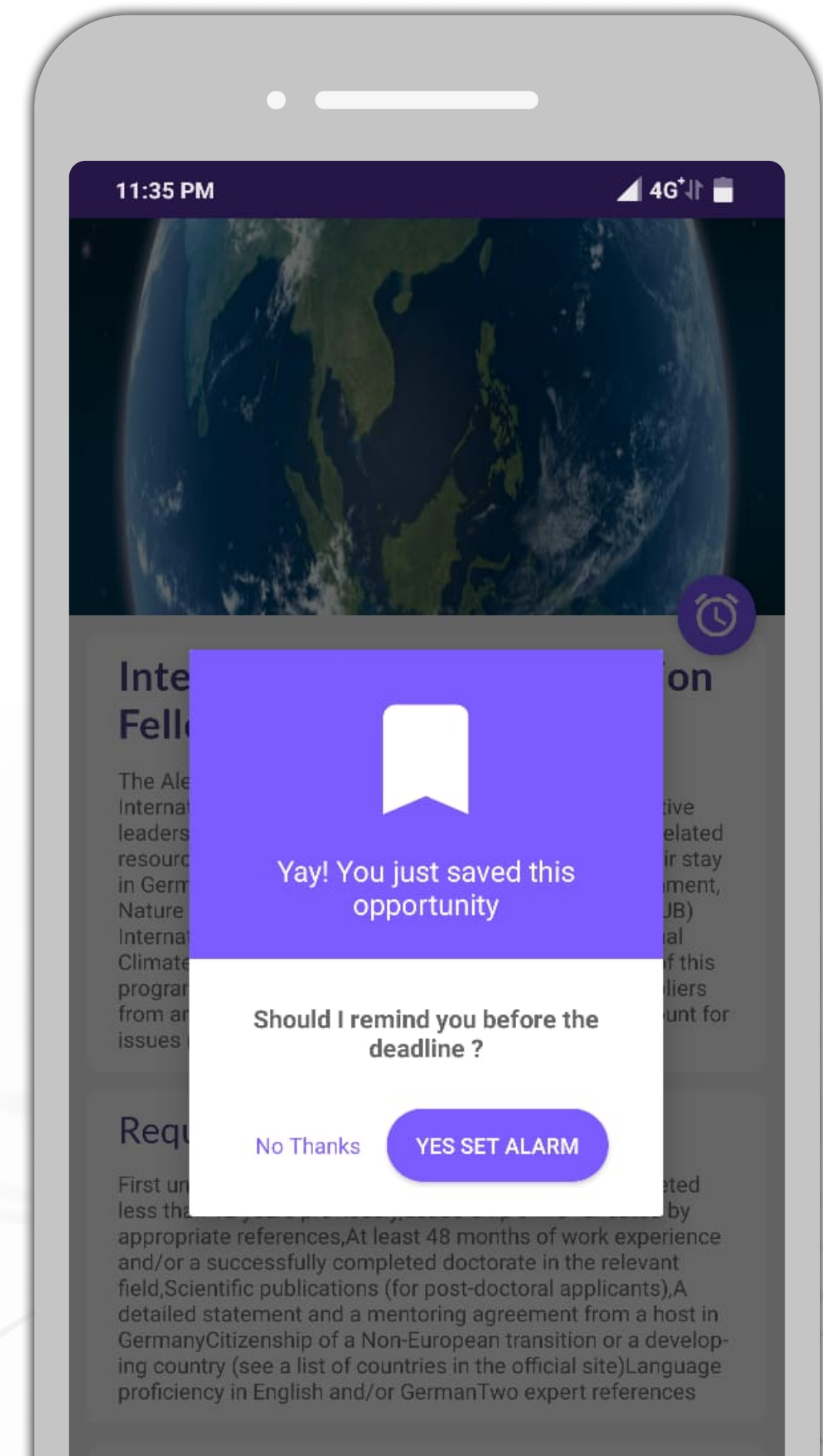


# Product

## All the important details in one place



## Custom Reminders



# How we curate opportunities

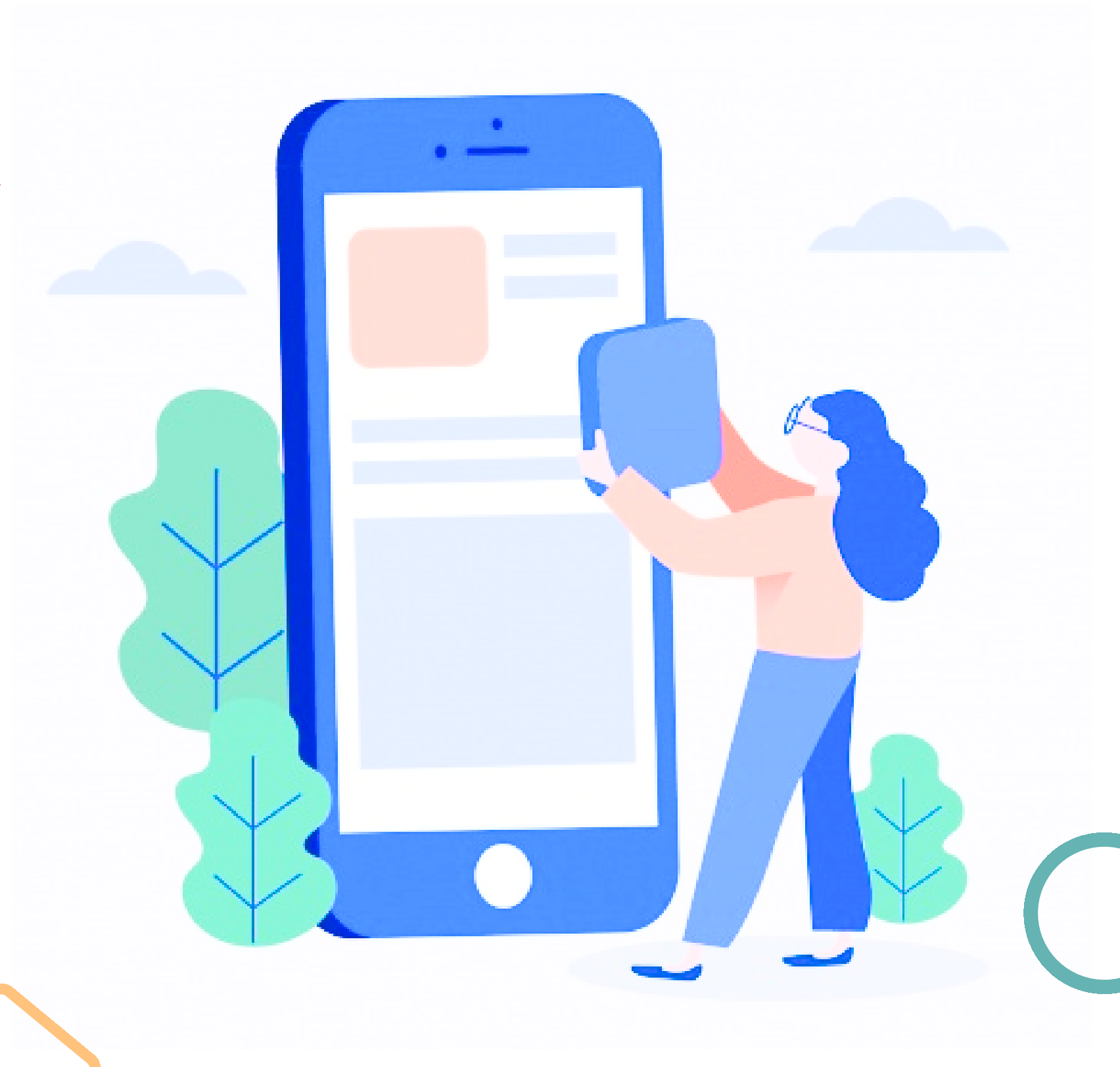
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- We use natural language processing to extract important information of opportunities from a curated database of websites
- Content curators review the data



# How we match students to opportunities

- We use adaptive collaborative filtering to **categorise users into micro-communities**.
- Another module **assigns several micro-tags to each incoming opportunity**.
- The final module in the backend **correlates the micro-communities of users with the micro-tags of opportunities**.



# Market Size

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*More than*  
**45**  
*million students in  
schools*

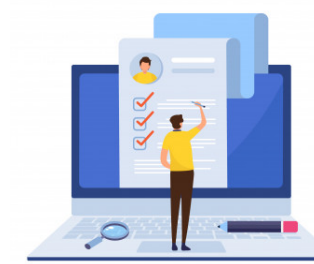
*More than*  
**28.5**  
*million students in  
colleges*



# Go to Market Strategy



**Play Store Listing Optimisation**



**Testimonials from alumni of various programs**



**Guides for aspirants**



**Student Partner Programs**



**Opportunity Newsletters**



**Free listing for organisations**

# Business Model

- **Premium account for Students**
  - ★ Guidance in applications
  - ★ No Ads.



# Business Model

- **For Organizations**

- ★ **Sponsored Listings**

- Video Ads, Interstitial Opportunity Cards, Promotion through newsletters and social media, sponsored orientation webinars*

- ★ **Target students by location, skills and qualifications**

- ★ **Communicate with aspirants**  
*(resolve queries, seek extra information)*



# Competition



## Key Differentiators

- Largest number of diverse opportunities
- Personalised
- Support Services for Students and Organizations

## Where we are

**23,000**

*Downloads*

**7,000**

*Active Users*

**3,000+**

*Active  
Opportunities*

# The Team



## **Desh Deepak Dwivedi**

*Business Development  
Master in Management - Peking University  
Fellow- Internet Society and DO School*



## **Pankaj Baranwal**

*Machine Learning and Back End Development  
B.Tech. (ITMI) - CIC, University of Delhi  
Prev. - DRDO and Carnegie Mellon University*



## **Hitesh Gautam**

*Design and Full Stack Development  
B.Tech. (ITMI) - CIC, University of Delhi  
Prev. - Apache and SCoRE*



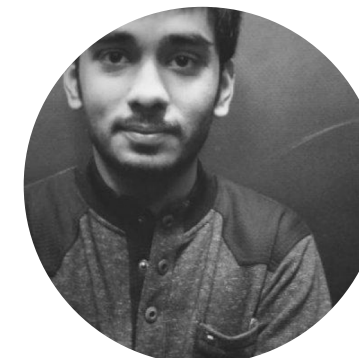
## **Saurabh Patel**

*Content Curation and Operations  
MBA - Ambedkar University Delhi  
Prev. - Sportskeeda*



## **Kirti Krishan**

*Digital Marketing  
B.A. (H.) Humanities and S. Sc. - CIC, DU  
Prev. - Plobal Apps and AP Janmabhoomi*



## **Yatharth Rai**

*Data Analytics and Machine Learning  
B.Tech. (ITMI) - CIC, University of Delhi  
Prev. - NIF and Open Astronomy*

# What's new

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Partner

Selected



UDGAM ACCELERATOR

POWERED BY 



# THANK YOU

Write to Us - [contact@precisely.co.in](mailto:contact@precisely.co.in)

