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## PINK WARRIORS PVT. LTD.

### CONCEPT

Pink Warriors Pvt Ltd is a Startup Accelerator that incubates businesses owned by Women Entrepreneurs. A league that stands by who wants to make a difference by being on their own and creating wealth. Pink Warriors is a bridge to fill the gap between the amazing 'Home-Artists' in and around your localities enabling them to provide the best products at the most affordable prices delivered right at your doorstep.

### MARKET OPPORTUNITY

The market size for the Pink Warriors Pvt Ltd is very vast as the model invites every woman entrepreneur to explore her passion and create her own identity while doing so.

### BUSINESS MODEL

Pink Warriors Pvt Ltd is a Start-up Accelerator for Women Entrepreneurs, to provide them an Eco-System to manifest their Business and help them grow it to the next level. With one of its kind vision to make women empowered by providing them with three different levels of security:-

1. Professional Security
2. Social Security
3. Mortgage Security

Hence ensuring the growth of every #PinkWarrior 360°.

### PROBLEM & SOLUTION

Major gap in the marketplace for a Woman Entrepreneur which we identified are,

1. Too many Expensive Selling Platforms
2. No knowledge sharing on Market Penetration
3. Lack of affordable one-to-one Mentoring
4. Lack of Awareness of Scaling up
5. No Standardised platform
6. High friction for Women in the business, due to convictional mindset of Society and Family

#### Solutions

Pink Warriors Pvt Ltd provides a perfect solution to bridge the gaps identified by them

1. We are providing one single selling platform for all levels of businesses.
2. Special Assistance is provided to every Woman Entrepreneur to understand the industry
3. Carefully crafted Mentorship programs
4. Consistent Knowledge sharing sessions
5. Flagship Certification program

### VALUE PROPOSITION

We map the vision of individual woman for her business/ enterprise within the scope of the individual products and then offer her the following solutions:-

- 1. Star Membership** - Star Membership is for those women who have just started or are working on trial basis and want to know the market for their product. These businesses are mostly Home-Based
- 2. Galaxy Membership** - Galaxy Membership is for more serious and focused entrepreneurs, who wish to develop a brand of their own. Pink Warriors Pvt Ltd help them from Idea Validation to launching of their brands in the marketplace

### CURRENT TRACTION

The Current traction of Pink Warriors Pvt Ltd is

- 1. Start Membership** - The current registered Star Members are 200+, and active Star members 85 members
- 2. Galaxy Membership** - The current incubated Galaxy Members are 15, for whom we have validated the idea and created the business plan

### KEY PEOPLE

1. Jayshree Bendre, CEO
2. Smita Mahajan, CFO
3. Tarupreet Kaur Hanspal, CBDO
4. Rupali Kasture, COO
5. Suvarna Tapkir, Mentor