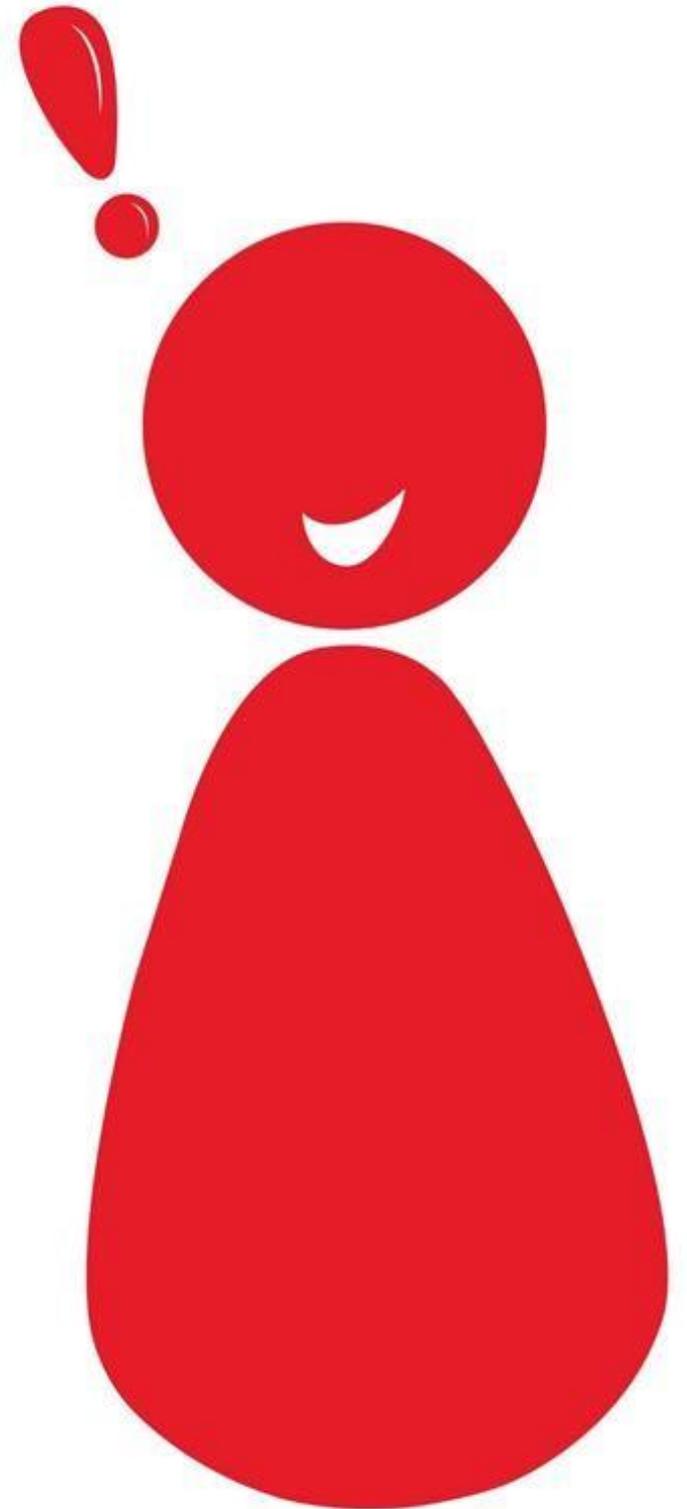


Guidance Club

Idea Refinement and Study of Minimum Viable Product development and Launch.

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www.trigma.com



1. Idea Refinement

a. Idea:

Guidance Club is a digital start-up venture that can be defined as an On-Demand Information portal that connects Information Gatherer (IG/IS) with Information Providers (IP), facilitates the secure and private exchange of information b/w them and records, and completes the financial transactions of the information exchange.



b. Description:

The system will be a web, and mobile based software on which **IG** will register and create profiles. Similarly **IP** will register and create profiles. IG will be able to search the IP's based on various relevant search criteria and shortlist the most appropriate IP for seeking the information.

IS will directly reach out to IP either using web calling or PSTN calling. To provide instant gratification or answers to the IS, IP gets rewarded in terms of lesser commission cut by the platform. If they are busy they can always schedule the call for the later time. A request for a Information Session will then be sent by the IG to the IP to fix a time and agenda for the Information Session. Once the IP accepts the request, the session will be scheduled between the two. During the session, the IS and IP will be connected via an audio call over the platform which connects the two without the need of sharing phone numbers. The call is recorded and based on the duration of the call and IPs pre-defined rate per minute, the amount will be deducted from the IG's Credit card and the platform will transfer the amount to IP's bank account after deducting the set platform fee.

c. Brand Identity:

Brand Name: Guidance Club

Website: www.guidanceclub.com

Web App

| Name | Function | Remarks |
|---------------|-------------------|-----------------|
| Guidance Club | IP and IS Calling | For Consultancy |

iOS Mobile App

| Name | Function | Remarks |
|---------------|-------------------|-----------------|
| Guidance Club | IP and IS Calling | For Consultancy |

Android Mobile App

| Name | Function | Remarks |
|---------------|-------------------|-----------------|
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Logo options:

1.



2.



5.



3.



6.



4.



7.



Thank You