



# Problem

Young people spend so much time on internet daily but don't know the correct way of using it due to which they lead to serious issues of accounts hacked or theft.



# The Utopia

A site where teens can learn more about their time spent online

## Solution 1

Webinars & Short Videos to spread internet 101 awareness.

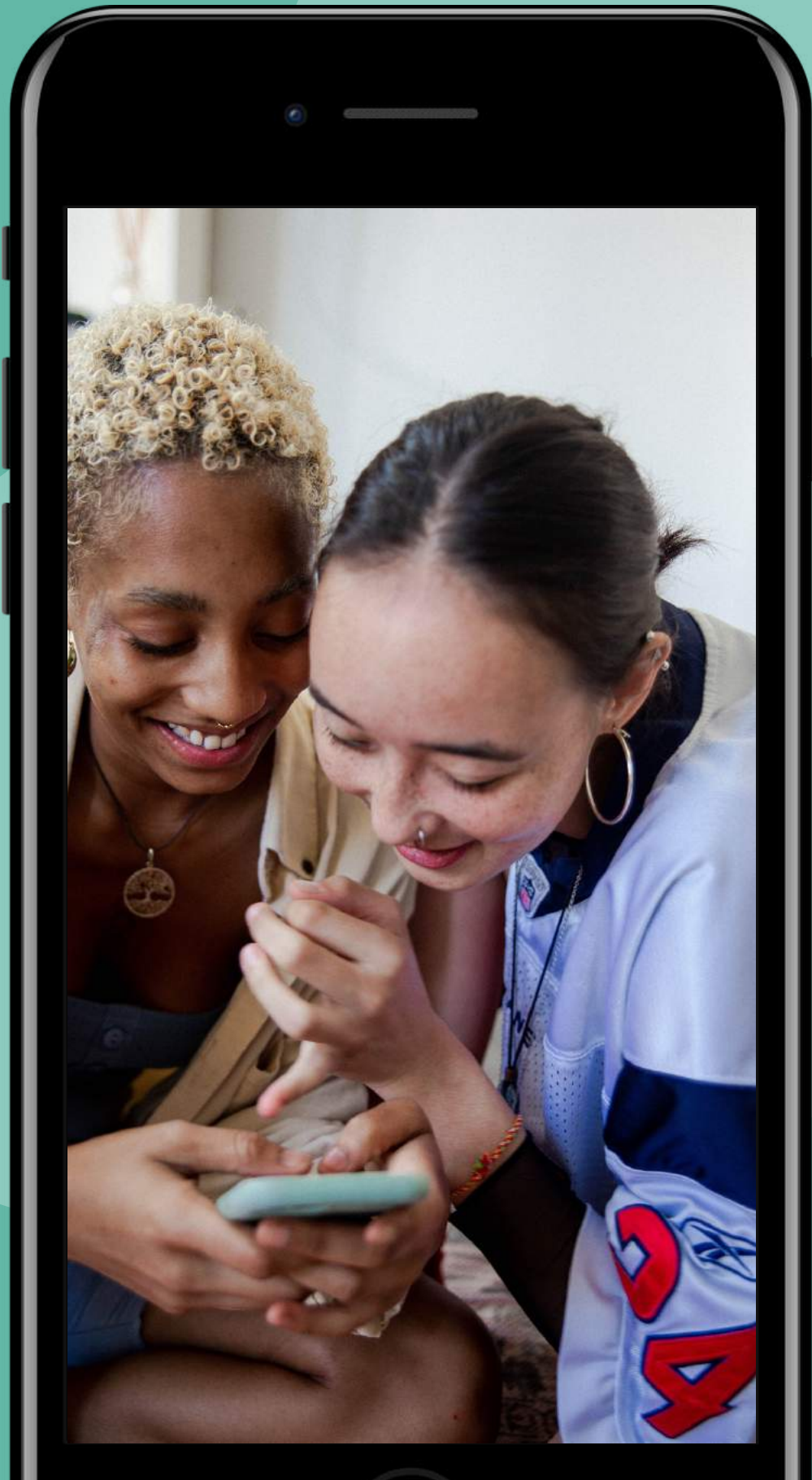
## Solution 2

Resource Center where teens can learn how to use social media efficiently.

## Solution 3

1 on 1 and live spaces where people can get talking with professionals about how to become more skillful with the internet





# Product

A Website with community forums,  
blogposts, kahoots and resources!



## Step 1

Getting Validated by student communities.



## Step 2

Launching Beta Sites at school workshops.



## Step 3

Launching paid services such as 1 on 1s with certified counsellors or career coaches

# Target Market

Our audience is young teens.

## Target Market 1

people who are new to social media

## Target Market 2

Teenagers who have unmonitored access to social media and internet



## Size the Market

Our teens are growing and so are people using the internet

**61.34 million**

internet users in  
Pakistan

**11 M**

+21% increase in  
just a year! (2020-  
21)



## Advantage 1

People are already used to Facebook and other interfaces, our site isn't going to be hard to navigate

## Advantage 2

People don't want to be forever stuck in someone else's feed

## Advantage 3

We are targeting teens and showing them the sides of internet they may never have thought of before!

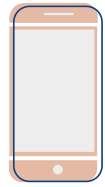
## Advantage 4

Our site is just the beginning of this change, it can be scaled to include the education sector and attract tutors and small setting mentors for short internships.



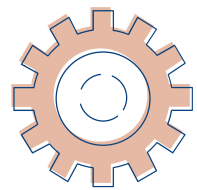


# Competitor Approach



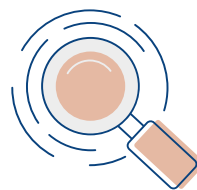
## Approach 1

We will be free from memberships and commitment



## Approach 2

We will be transparent about what we preach and practice



## Approach 3

We will earn with adverts and by knowing that we've exposed all that one must know before making choices to exist in the virtual world.



# The Team

AMNA

ISHA

PREETI

ZOBIA

AFSHAN

MISHAL

NEHA

MAHEEN