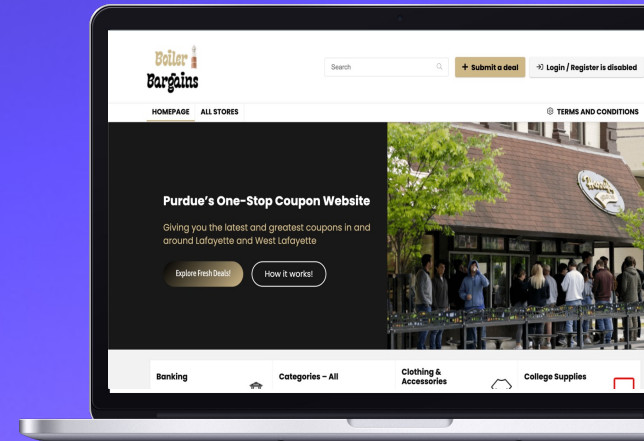


Boiler Bargains

Coupons Website for smarter shopping

Penny
Pinching
Perfection





Scan for a
sustainable
future

Our Team



Varun Annapareddy



Soham Agarwal



Mithila Reddy Chitukula



Srinija Srimamilla

Agenda

The **current need** for a couponing website



How we **plan to address** the unmet need



Key takeaways from our **market study**



Our recommended **course of action**





As students, what do we look for —

- Price and Affordability
- Convenience of Purchase
- Functionality
- Deals and Discounts

When we took our survey, this is what we got.

82%

of people, always or often look for a deal

94.5%

of people look for food coupons or deals

80%

of people are most likely to use a couponing website

What we are addressing —

The unmet need for a consolidated digital platform for deals that suit your needs

Everything around is digitalized, why not coupons?



What the numbers tell us

Categories students are looking for



94.5%

Food/ Restaurants

21.8%

Textbooks

72.7%

Clothing/ Accessories

16.4%

College Supplies

Likely Usage (Scale 1 – 5)



47.3%

Scale 5

32.7%

Scale 4

Website Features



92.7%

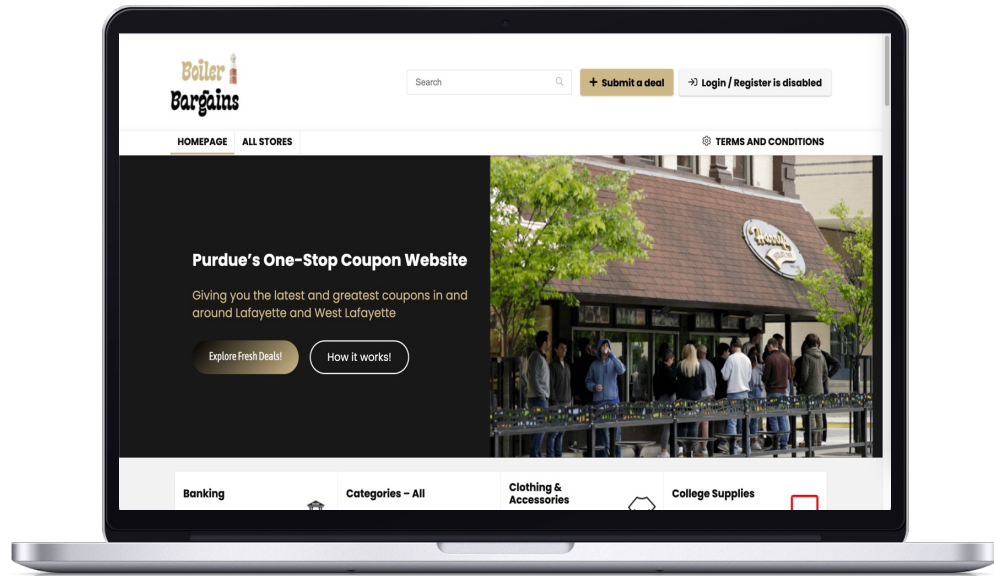
Easy Search Filters

70.9%

Coupon Variety

Competitive landscape





Our solution —

A Purdue specific easy to use coupon website, designed and curated to address the challenges faced by students.

People really liked our website

Design of the Website (Scale 1 – 5)



100%

Scale 5

0%

Scale 4

Coupon Variety (Scale 1 – 5)



82.3%

Scale 5

15.7%

Scale 4

Website Features



73.7%

Easy Search Filters

81.9%

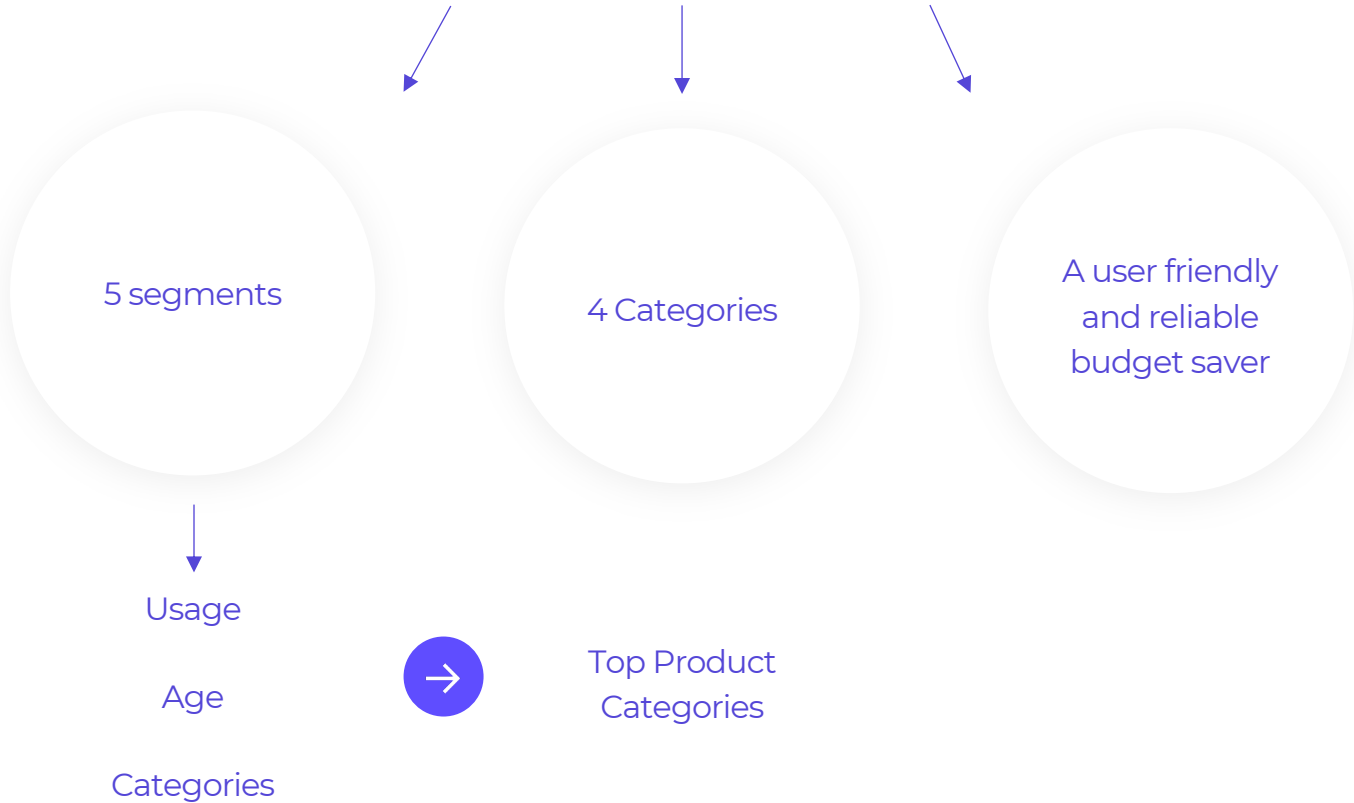
Trust



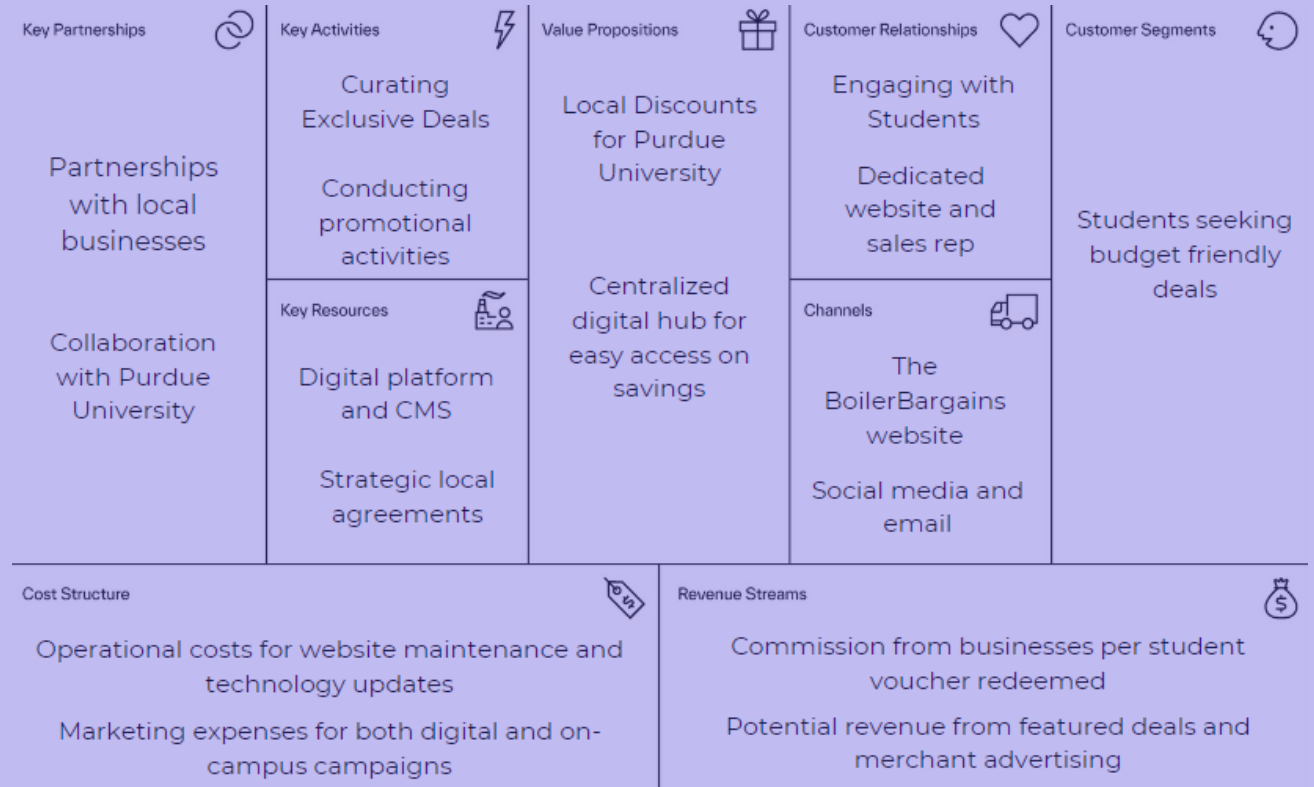
This is the feedback we got



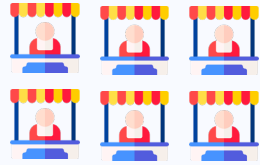
Segmentation | Targeting | Positioning



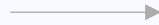
Osterwalder's Business Model for Boiler Bargains



Business Flow Explained



Vendor
Onboarding



Coupon
used



We love
Boiler
Bargains!

Vendor is charged **10 cents**
each time a coupon is used



Product



Localized to include
Purdue specific
coupons and deals



Rigorously verified
to enhance the trust
of consumers

Price



Price is set at **\$0.1** or
10 cents for every
coupon revealed



Future pricing will
shift to a 5-10%
commission model,
varying by category

Promotion

Offline Marketing



Boller Bargains

Coupons at Purdue at your fingertips



Get your favourite coupons around Purdue, West Lafayette and Lafayette



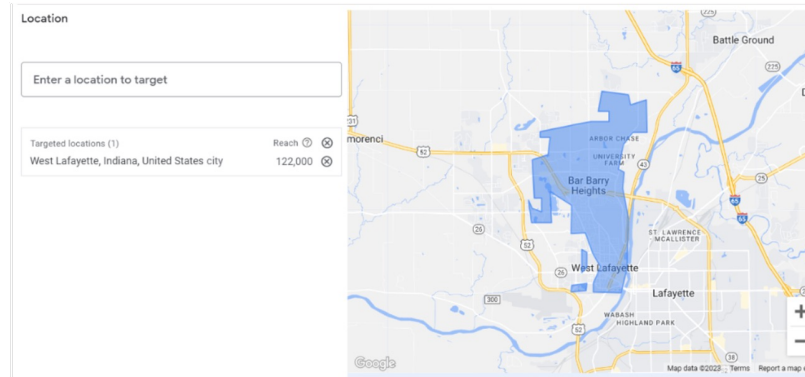
Purdue's One-Stop Coupon Website

Getting you the latest and greatest coupons in one place so you can save more money and time.

View Events

Online Marketing

Keyword	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
coupons	50	Low	\$1.04	\$4.35
discount	50	Low	-	-
doordash promo code	500	Low	\$0.12	\$8.87
papa johns promo code	50	Medium	\$0.82	\$2
hellofresh promo code	50	Medium	\$0.25	\$1.02




Location

Enter a location to target

Targeted locations (1)

West Lafayette, Indiana, United States city	Reach 122,000
---	---------------



Map data ©2023. Terms Report a map error

Place

Primarily digital,
accessible online
anywhere, anytime,
emphasizing
convenience and
instant access for
users.

Estimated Coupon Utilization

52,211

Purdue student population



Industry Standard Conversion Rate

Pessimistic: 5%
Realistic: 7%
Optimistic: 10%



1,06,264

Realistic Coupon Utilization

Frequency of use

Daily
Weekly
Monthly
Once a semester

Food/ Restaurants

Pessimistic: 21,942
Realistic: 30,718
Optimistic: 43,883

College Supplies

Pessimistic: 27,238
Realistic: 38,134
Optimistic: 54,477

Clothing/ Accessories

Pessimistic: 21,738
Realistic: 30,433
Optimistic: 43,476

Textbooks

Pessimistic: 4,984
Realistic: 6,978
Optimistic: 9,969

Revenue Estimates

\$182k

Optimistic Estimates

\$128k

Realistic Estimates

\$91k

Pessimistic Estimates

Launch Strategy Acquiring Coupons



Collaborating with local shops to create coupons



Extracting information from existing coupons

Product Deployment Framework

Minimum viable product

Launch a basic yet functional couponing website for Purdue students,

Platform Refinement

Gather feedback, and iteratively enhance based on usage data.

2024

User Growth

Utilize social media, partnerships, and student ambassadors to drive user acquisition and engagement for Purdue's couponing platform.



Business Expansion Plan

Purdue
today



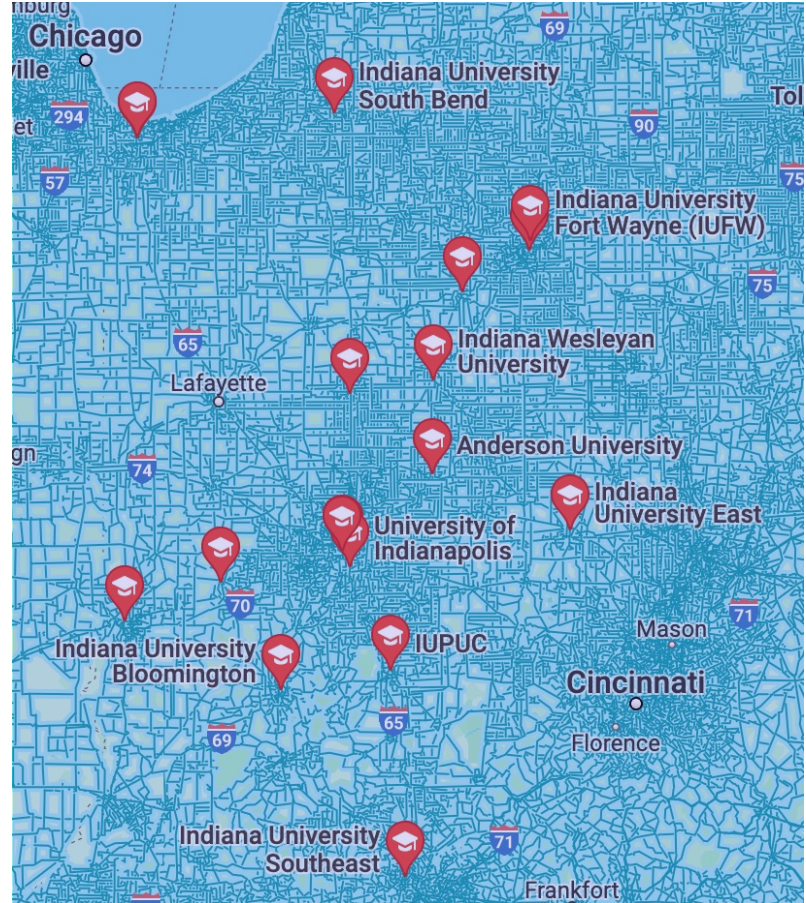
60

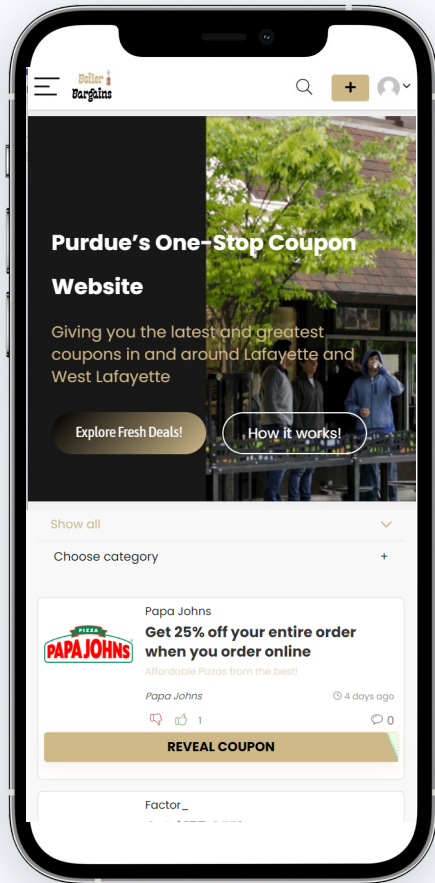
Indiana State



4000

In the US





Thank you
and
happy
bargaining!

We will now take any questions