# QSignage Rural Advertising Platform

Existing channels are not effective in reaching rural population and there is little to no data/insight that can be driven back to the advertisers. Qsignage aims to provide a distributed advertising platform that is designed and optimized for rural reach, equipped with analytics and dynamic content.

Problem

Information gaps between organizations and rural audiences

rural audience
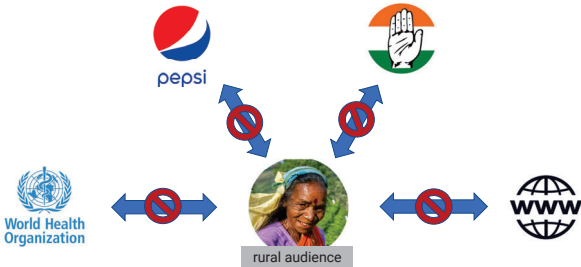
685 million people **without internet access** in India*

*As of 2020, source: Statista

Solution

A network of digital signages specially designed for the rural market.

Key Features:

- Artificial Intelligence
  Proprietary Multi-Gesture Detection
- Dynamic Content Deployment
- Remote Management
- Rugged Design

Market Size

CAGR 10.7%

S$4B
Global Rural Out-of-Home
TAM
Source: Zenith

S$120M
India Rural Out-of-Home
SAM
Source: The Insight Partners

S$24M
QSignage Target Market Capture
SOM
10% of available market

Business Model

Advertising Fee

Advertisers pay **S$5** ➡ To get **1000** impressions

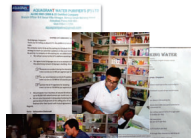**S$20/month/screen***

*assumed 1000 impressions in 1 week

Go to Market

Build Ground-Up Partnership and Network with
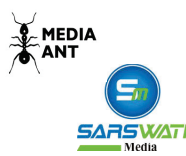
State Development Agencies

Local Businesses

Advertisement Agencies

MEDIA ANT

SARSWATI Media

30 Letters of Intent obtained

Five-Year Projection

🤝 **300+** distributors

13,000 screens deployed

💰 **$13M** annual revenue

	Year 1	Year 2	Year 3	Year 4	Year 5
	$0.33M	$0.98M	$2.6M	$6.5M	$13.0M
Number of Units (Cumulative)	500	1,000	3,000	7,000	13,000
Gross Margin	-9.93%	52.64%	41.08%	48.02%	54.95%
	Bihar		West Bengal	Uttar Pradesh	Rest of India

Revenue
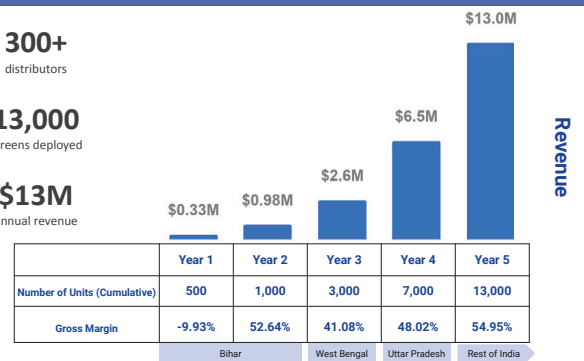
Competitors

Audience Insight

Reach to Rural

- Digital Signages — LEMMA, JCDecaux
- Online advertising — G, Facebook
- **Qsignage**
- Print media — THE TIMES OF INDIA
- TV and radio
- Wall painting
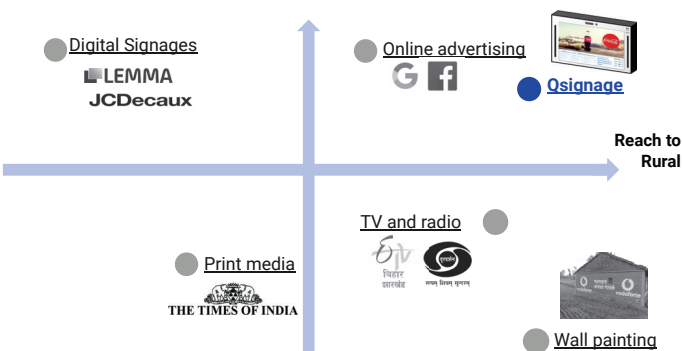
Team

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