



Entrepreneur
Platform of the Year 2023



Guided by a **Well Experienced Team**,

with experience across media, ad-tech and ecomm



Praanesh

CEO

10+ years of experience developing digital strategies for PepsiCo, Indigo, USL

hindustantimes

RELIANCE

Entertainment



Prabakaran

CTO

Built Product/Tech for tech startups, including WAG.com (Softbank's portfolio companies)

HT Media



Priya Vivek

Revenue + GTM

Led enterprise sales of INR 300+ Crores in Telecom & Digital industries for over 17+ years

hindustantimes

airtel sify



Aditya

Enterprise Solutions

Built digital strategies for top brands like Star Sports, PepsiCo, Budweiser, Oppo etc

DAIKO FHO groupm



Santosh

Head - SaaS

Led different aspects of Sales engine at industry leading firms in the Ad-Tech space

AppsFlyer
inMOBI



Anirudh

VP of Marketplace

Rich experience in building and managing categories at e-commerce giants

Flipkart
udaan



Mothi

VP of Marketing

Organic marketing expert, an Ex-SaaS-founder, the killer combination for a Product team

Myntra
IKEA



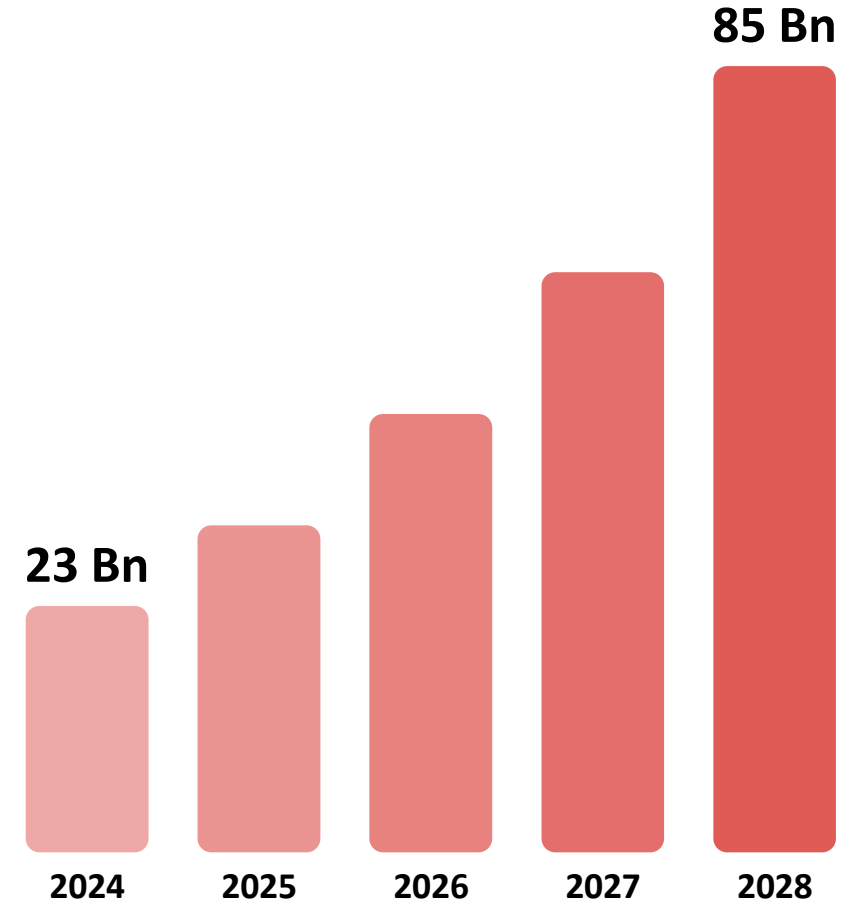
Nitesh

Mentor / Advisor

Investor + Advisor to start-ups. Ex-Country Head of Amazon Prime Video, Sony LIV.

amazon
SONY

**Brand Spends on
Influencers will reach
a **whooping 85Bn \$**
by the year 2028...**

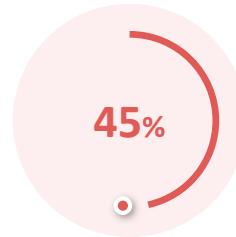


Yet, Creator Collaboration Avenues are **Broken and Disjointed** Experience for Brands

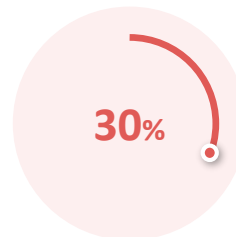
Brands spend on creators have quadrupled over the last 3 years, however the ecosystem around the space fails to address key issues of a marketer

Our platform address the core pain points for today's businesses

Price Parity & Arbitrage

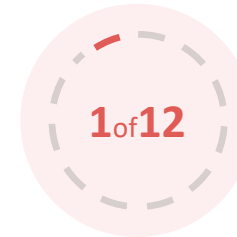


Discrepancy in fee of the creator, when approached by brands for collaboration

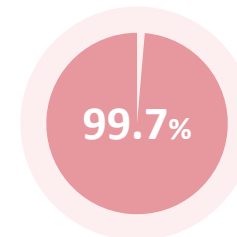


Value lost because margins kept by unauthorized middle-men who brokered the deals

Lack of Access to Spectrum

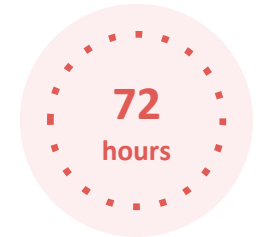


Creators are only known by the brands, & hence repeated collabs with usual suspects



Creators are inaccessible via internet due to lack of reach-out avenues & communication

Erratic & Disjointed

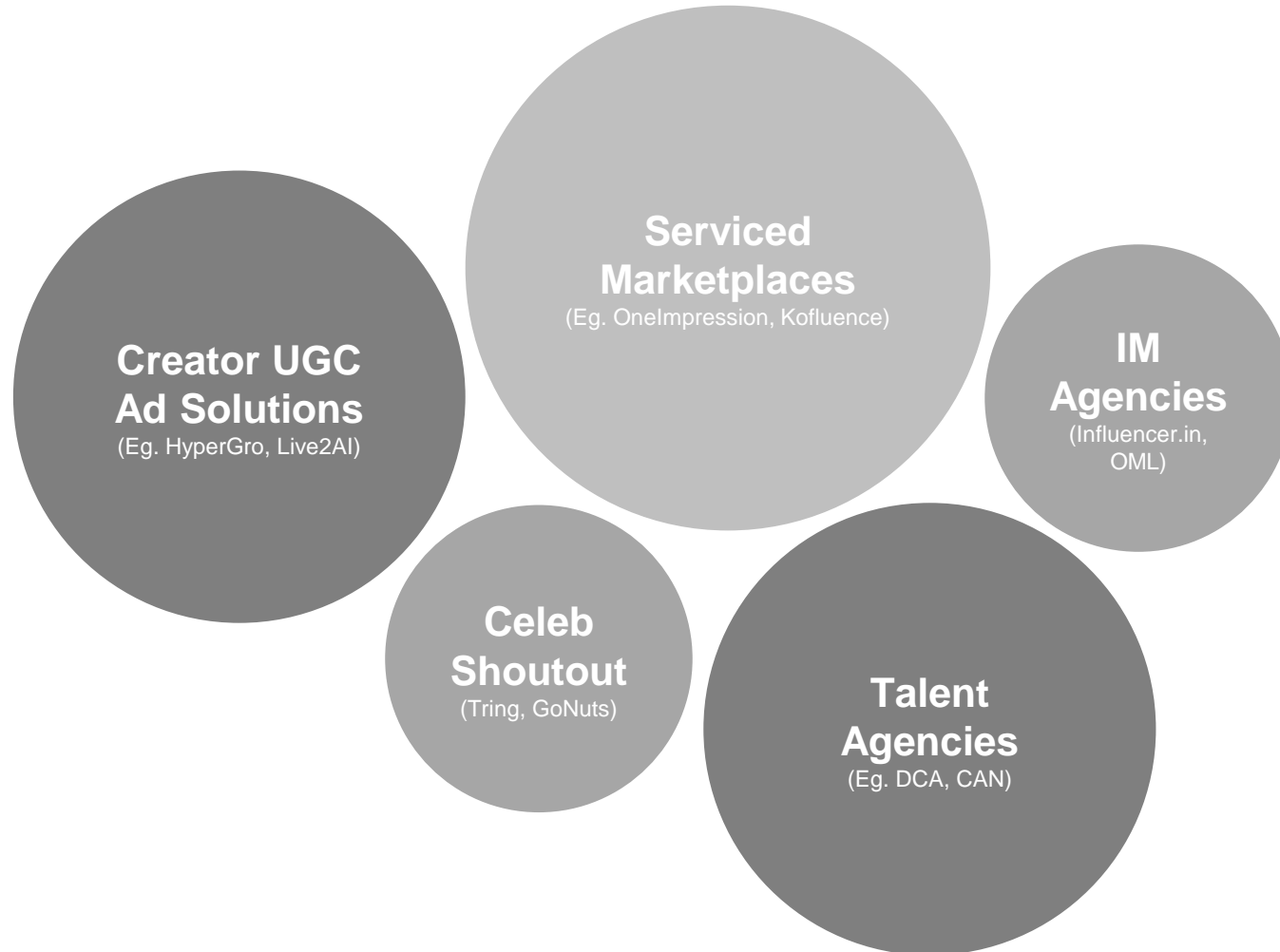


Minimum lead time to get response from Creator and activate a collaboration



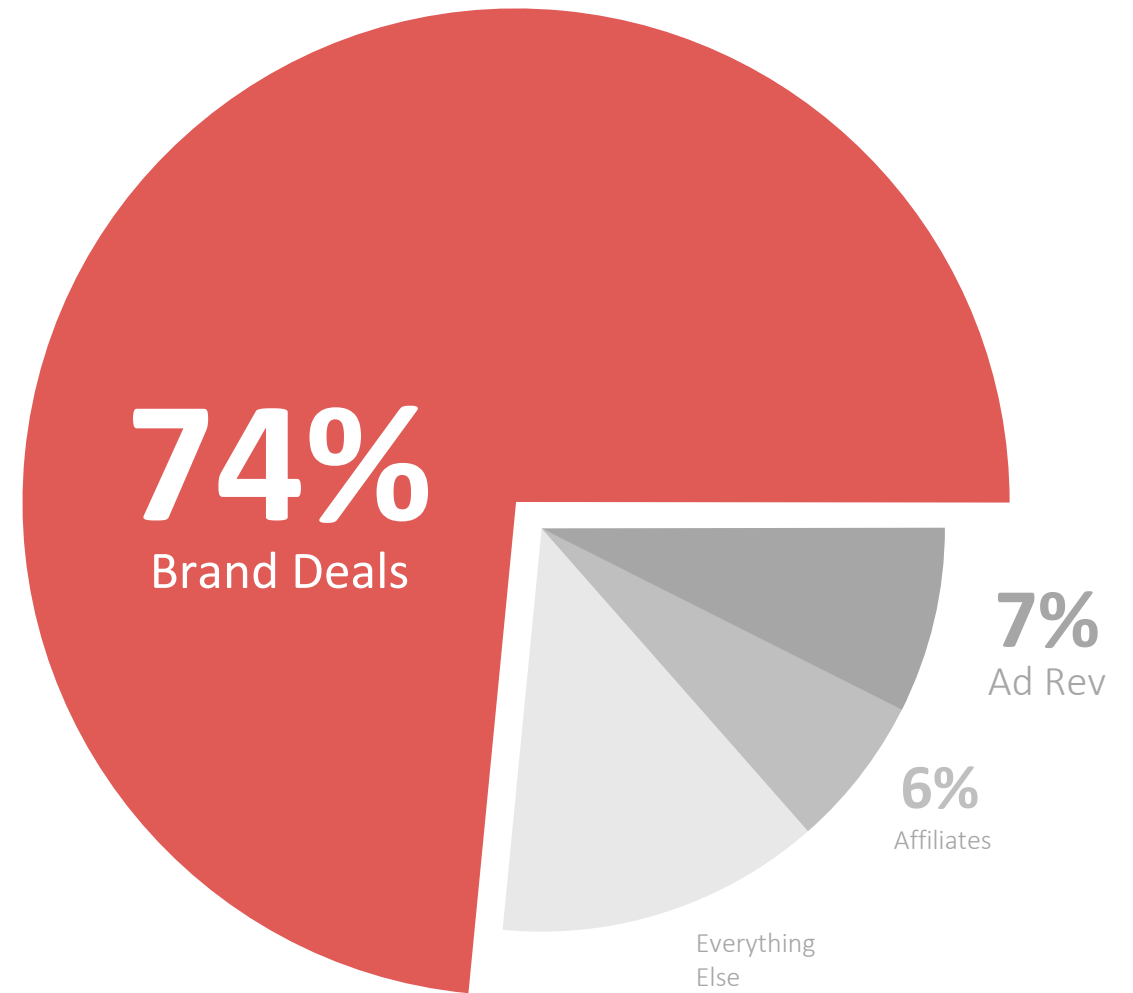
Collaborations result in poor performance due to lack of tighter communications

Solutions catering this side of Creator Economy, **cover Only Half-the-Distance**



**A Single-Ecosystem
for the **Creator - Brand**
equation is Missing**

Interestingly,
Brand Sponsorships
are a **whooping 74%**
of Every Creator's earnings



Qoruz - Today

qoruz growth since the last raise, With Comparison Chart.

A category defining
'Creator Platform'
bringing gamut of
choices to brands,
by combining :



Access



Transparency



Speed

Monetizing \$16m+

Enterprise SaaS +
Marketplace

Paid to
Creators

~110
Employees

13000+

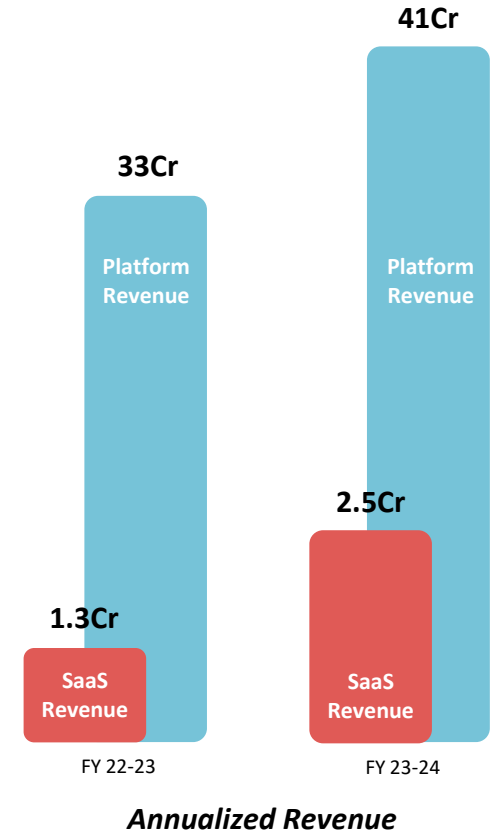
Unique
Brands

600K+

Unique
Creators

57K+

Creators
Active



Home for Creator & Brand Collaboration,

from Basic association to Full-scale campaigns



Advanced
Discovery

Audience + Perf.
Analytics

Creator
Benchmarking

LIVE
Reporting

Sponsored
Promotions

WoM via Trials
of Products

Advocacy
Building

Content*
Licensing

SaaS Product
Analytics + Collaboration Suite

Tech-Enabled Marketplace
Buy - Sell of Influencers' Services

Trusted by **Top Brands**, for every key-hole solution they need...

Enterprise



Mid Market



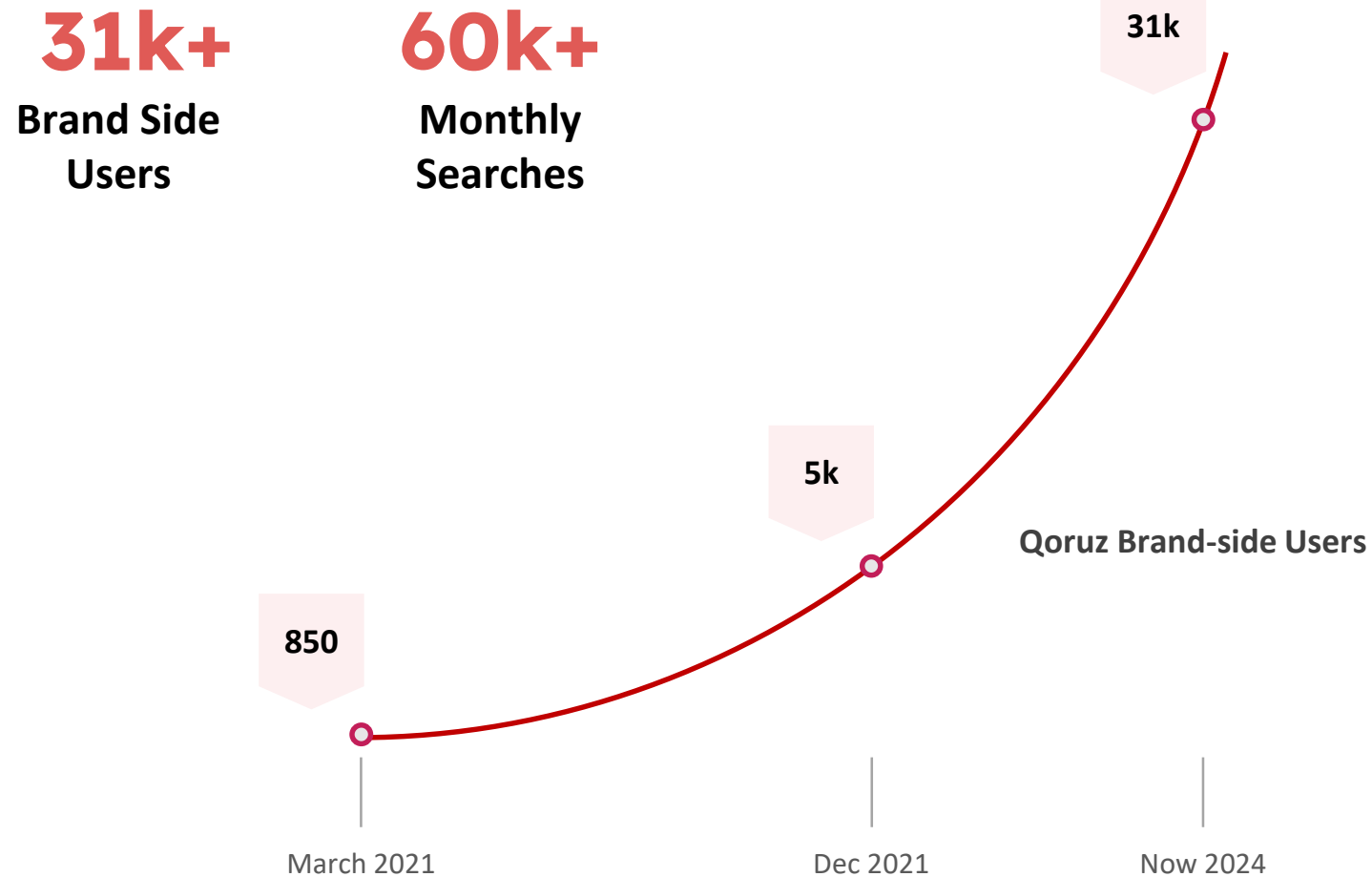
Small & Medium Businesses

Early Solution Experiments



From Enterprise to SMBs,
Qoruz has a solution that fits the need of Brands
based on their
dependencies and
frequency of Creator
Engagements

Organic-Centric Acquisition powered by Product-Led Growth and NfX



Product driven organic growth

Our free-to-use layer is the **user-acquisition magnet**, building a brand name and driving organic growth

Product-Led-Growth

+

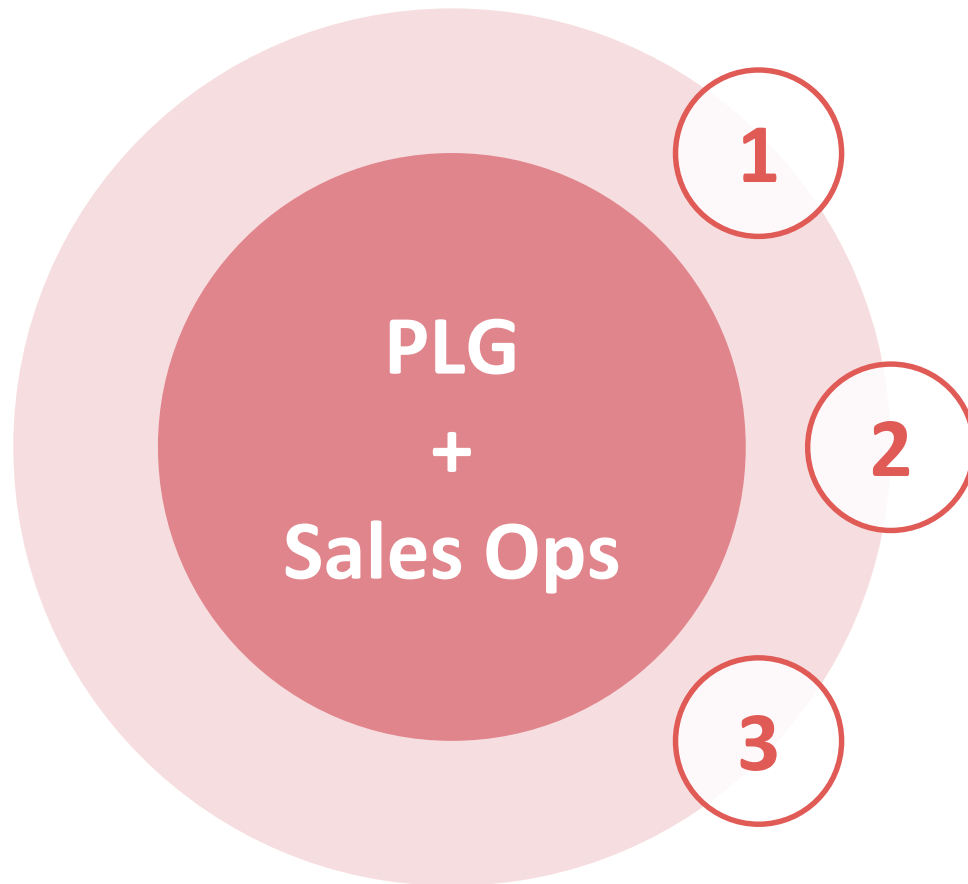
Organic Marketing

=

Rapid User Growth &
Low CAC

Growth Strategy ahead of today,

Geographic expansion & Revenue Growth



Market Penetration

Product-Led Growth: Free Platform launch Globally
Partnership Play: Local Agencies + System Integrators

Geographic Expansion

SaaS Launch: Middle-East & North America
Marketplace Expansion: Middle-East

Revenue Upliftment per Brand Account

Increasing ACV of SaaS to 30K USD
Increasing Net Margins to ~25%

What's The Next Leap?

Now is Right time for a Destination a **Network** for Creator Economy

2002
LinkedIn
Professionals

2008
dribbble
Designers

2010
fiverr.
Freelancers

2010
upwork
Freelancers

2009
HackerRank
Developers

2010
AngelList
Entrepreneurs



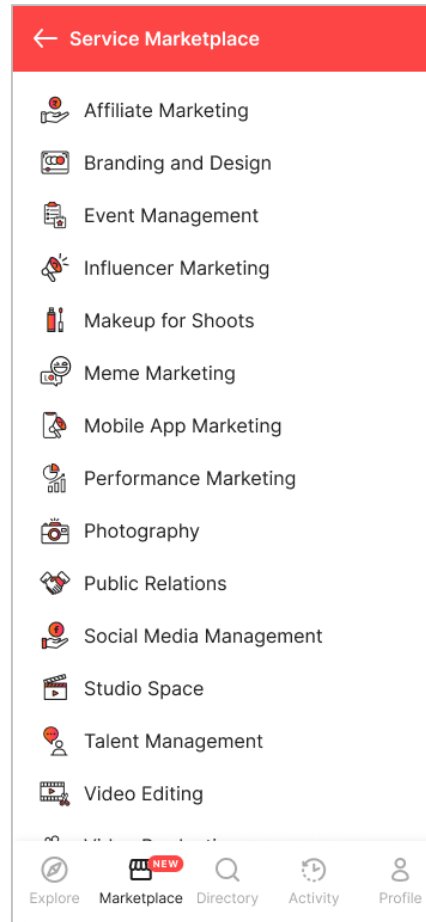
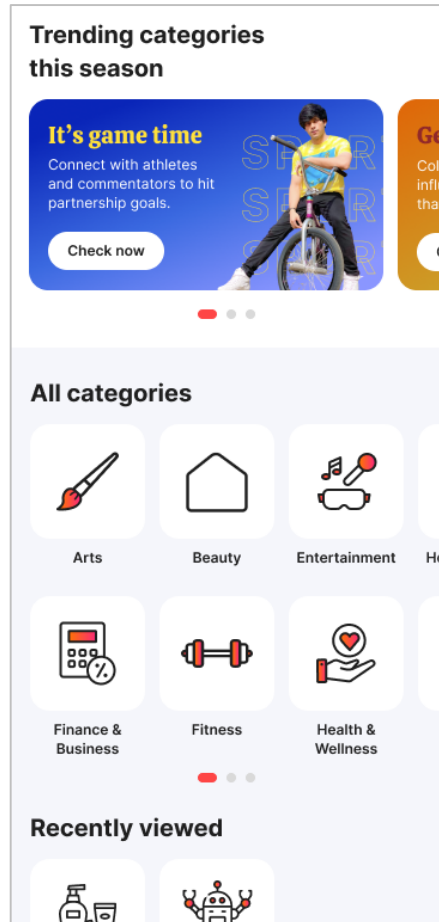
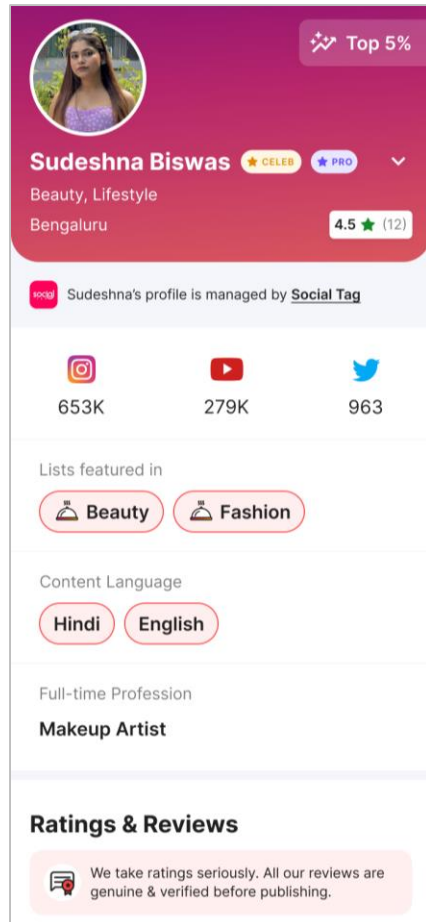
HashFame

NOW

Creators

The economy is growing rapidly, coupled with evolution of social media favoring move towards 'Content Creation' from 'Social Networking'

Within weeks of the Invite-Only BETA launch, HashFame is Demonstrating **Strong Metrics**



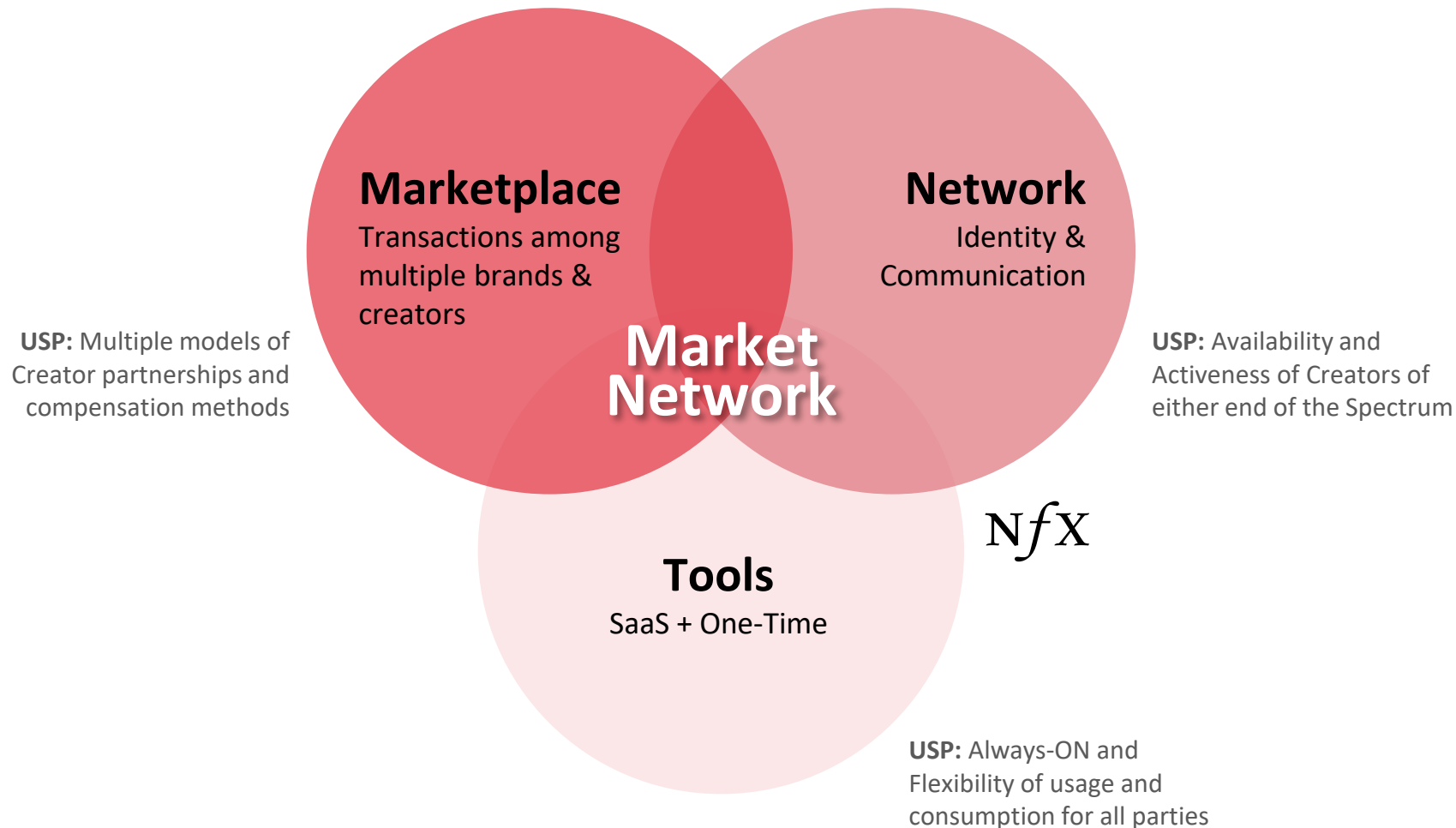
4200
Organic
Downloads

1100
Invites
Accepted

21%
Daily Active
Users
as a percentage of MAU

56%
Weekly
Active Users
as a percentage of MAU

Evolving into a **multi-layered**, data-driven platform for Brand <> Creator needs...



Combining
strong network effects
and scalability with the
lucrative revenue models
of **SaaS & marketplace**
in one single platform

Thanks