

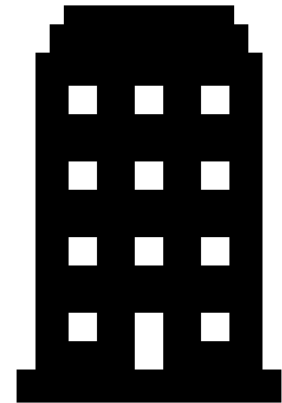


Conbridge solution

By Parken Co.

Contact Details

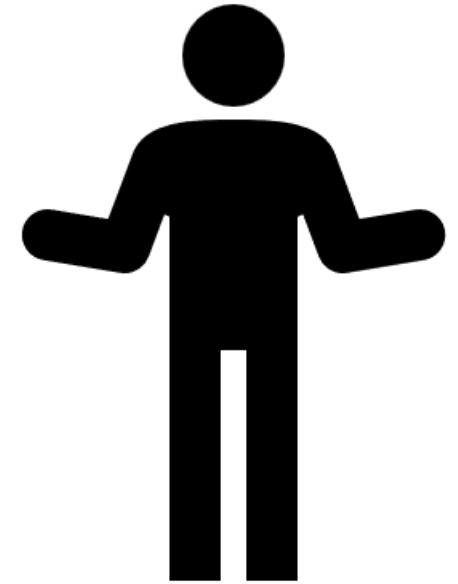
- **Company:** Parken Co.
- **Contact:** +91 7891378913
- **Location:** Jaipur, Rajasthan, India
- **Website:** [Conbridge.parken.com](https://conbridge.parken.com)
- **Intro:** A comprehensive audio bridge tele-calling platform enabling large-scale conference calls with real-time analytics



Overview of Your Solution

The Problem

- Traditional teleconferencing solutions struggle with large participant volumes
- Lack of real-time analytics makes monitoring call effectiveness difficult
- Companies need better ways to engage with customers/stakeholders remotely
- Inefficient participant management leads to wasted resources



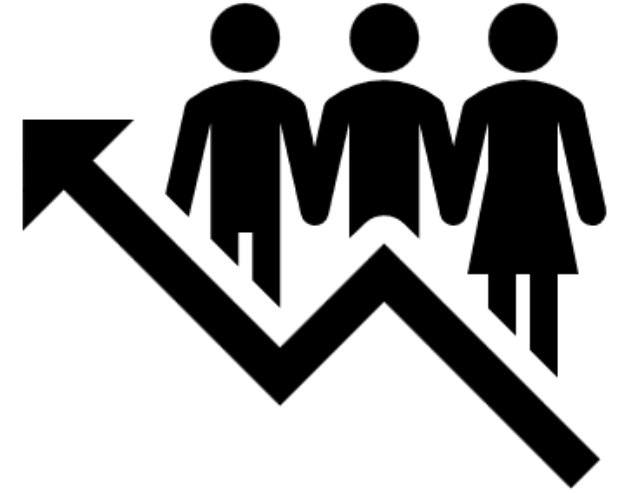
Our Solution

- Audio Bridge Tele-Calling platform for handling mass communication
- Seamless connection of thousands of participants simultaneously
- Real-time monitoring dashboard with detailed analytics
- Efficient call progress tracking and management



Value Proposition

- Enable organizations to conduct large-scale telecalls with minimal technical complexity
- Provide actionable insights through comprehensive real-time analytics
- Improve participant engagement and call completion rates
- Reduce operational costs associated with mass communication



Defensible Differentiator

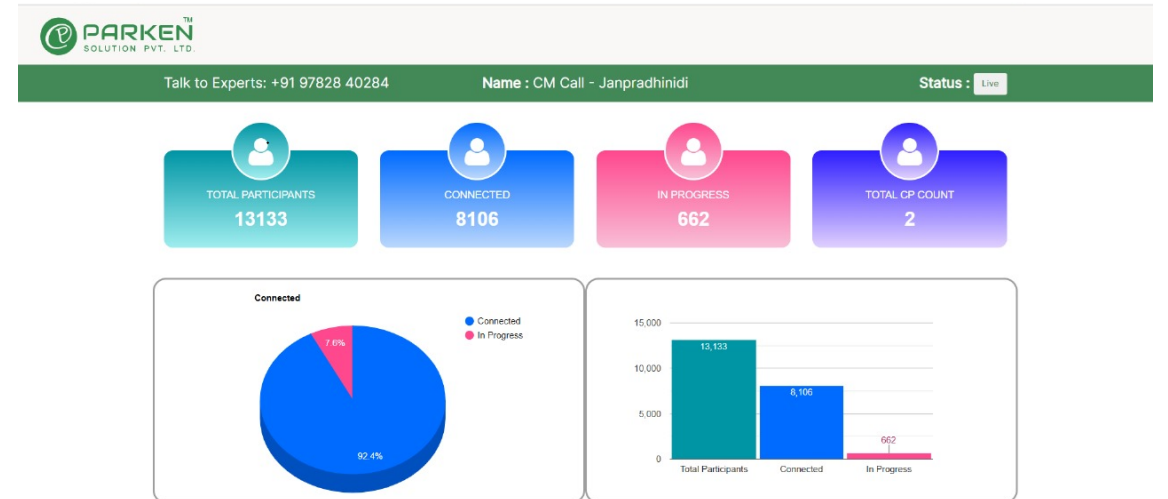
- Proprietary connection stability technology ensuring 90%+ connection success rates
- Advanced analytics dashboard with participant status tracking
- Scalable architecture supporting 10,000+ simultaneous connections
- Localized approach for Indian market with support for regional requirements



Product/Technology

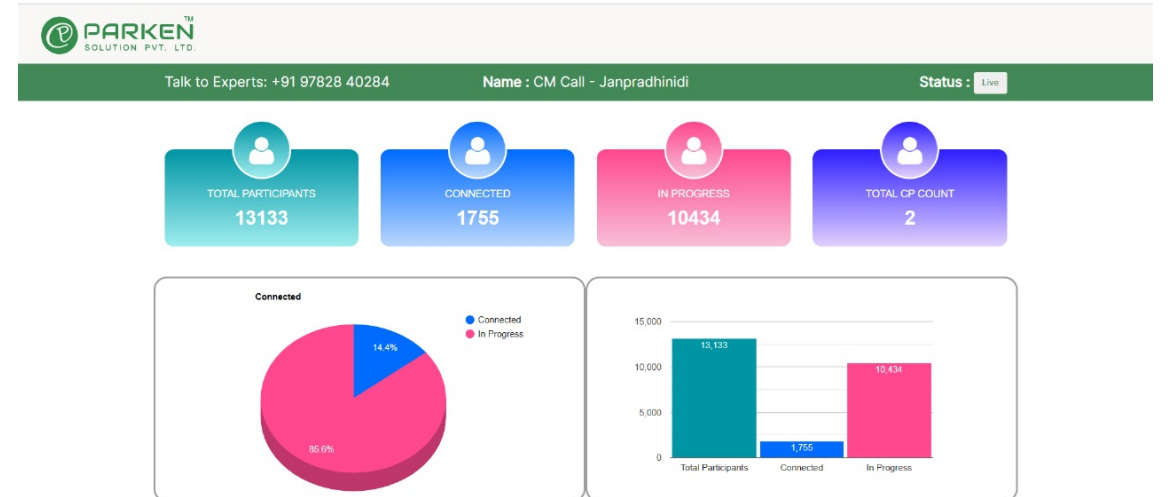
Key Features

- Mass Connection Capability: Connect with 10,000+ participants simultaneously
- Real-time Analytics Dashboard: Monitor connection rates, progress, and engagement
- Participant Status Tracking: Categorize users as "Connected" or "In Progress"
- Live Call Monitoring: Track ongoing calls with detailed metrics
- Intuitive Interface: Easy-to-understand visualizations and data representations



Technology Highlights

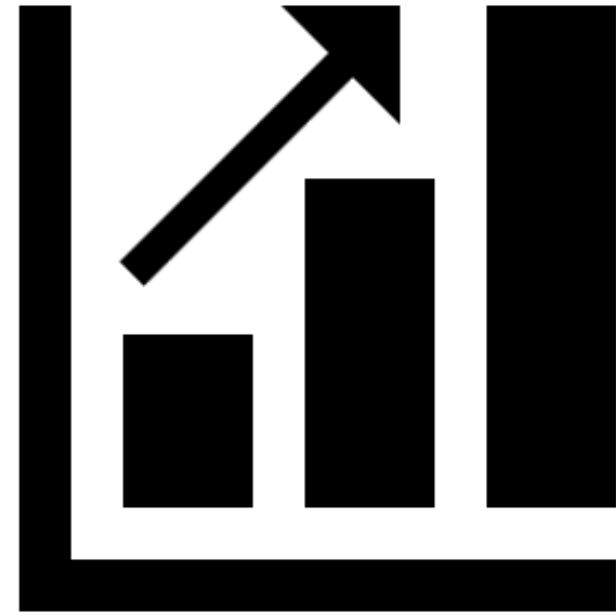
- Cloud-based architecture ensuring high availability and scalability
- Optimized for Indian telecom infrastructure and connectivity challenges
- Low bandwidth requirements for broader accessibility
- Proprietary call stability algorithms to maintain connections in varying network conditions



Business Model and Business Case

Revenue Streams

- **Subscription Model:** Monthly/annual platform access fees based on usage tiers
- **Per-Minute Charges:** Usage-based billing for connected minutes
- **Premium Features:** Advanced analytics, recording, and reporting capabilities
- **White-labeling:** Custom-branded solutions for enterprises



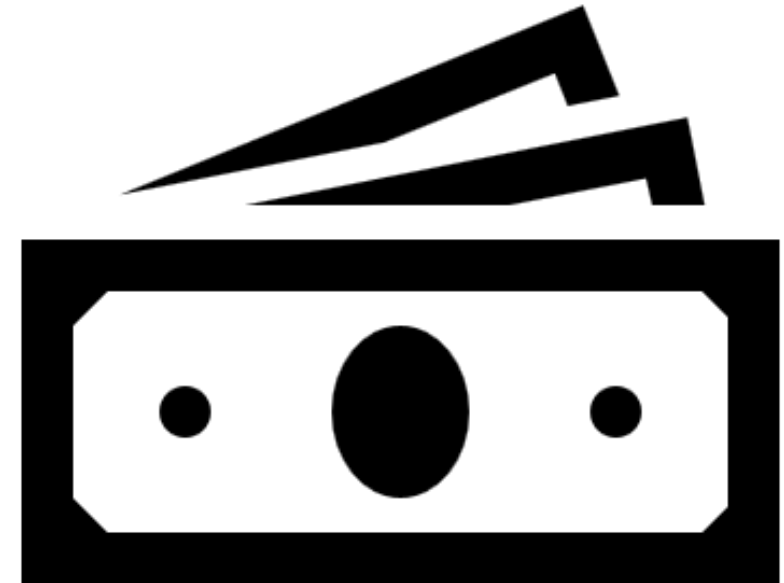
Business Model

- B2B SaaS with tiered pricing structure
- SMEs pay monthly subscription fees based on expected call volume
- Large enterprises opt for annual contracts with committed usage volumes
- Telecom partners pay revenue-sharing fees for integration services



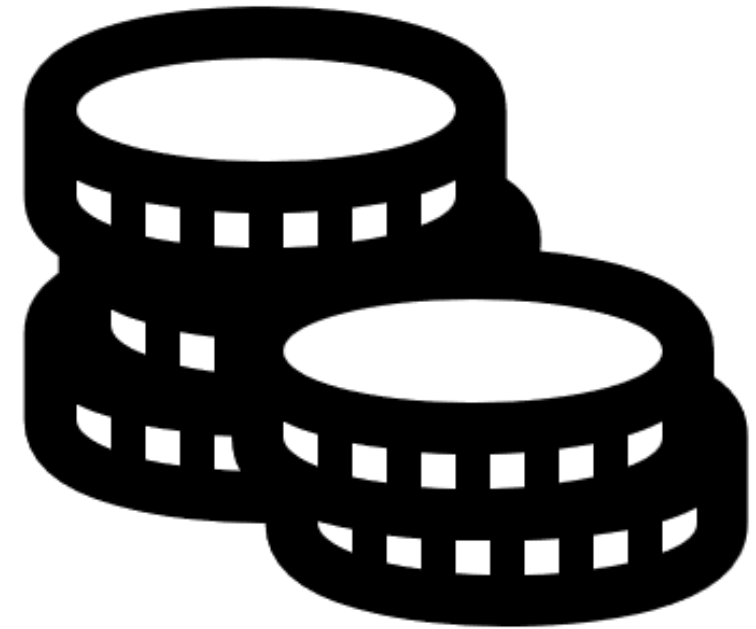
Pricing

- Basic Plan: Per call charges 0.80, Also 500000 for 1000 SIP Connection
- Business Plan: ₹900000/month for up to 2,000 concurrent participants
- Enterprise Plan: ₹20,00,000/month for up to 5,000 concurrent participants
- Custom Solutions: Tailored pricing for specialized requirements



Unit Economics

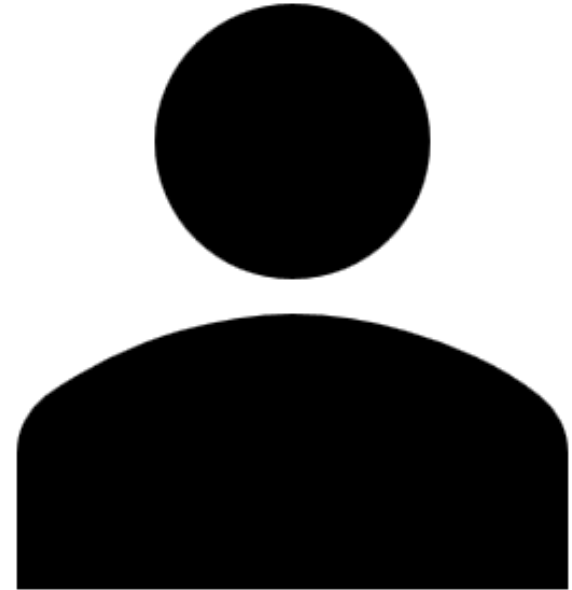
- Customer Acquisition Cost (CAC):
₹15,000
- Average Revenue Per User (ARPU): Per
call 0.15 Paisa/month
- Gross Margin: 75%
- Customer Lifetime Value (LTV):
₹10,80,000 (3-year average retention)
- LTV:CAC Ratio: 72:1



Market Size

Target Customers

- **Primary:** Corporate enterprises requiring mass communication capabilities
- **Secondary:** Government departments conducting public outreach
- **Tertiary:** Political organizations managing campaign communications
- **Quaternary:** Educational institutions conducting distance learning



Addressable Markets

- **Large enterprises** (500+ employees) in India: ~10,000 companies
- **Mid-market companies** (100-500 employees): ~50,000 companies
- **Government departments and agencies:** ~5,000 entities
- **Educational institutions:** ~10,000 organizations



Market Opportunity

- **Indian teleconferencing market:** ₹5,000 crores annually
- **Current penetration of advanced teleconferencing solutions:** 15%
- **Serviceable Addressable Market (SAM):** ₹750 crores
- **Target market share within 3 years:** 10% of SAM
- **Projected annual revenue potential:** ₹75 crores



Competition

Competitors

- **Global Players:** Zoom, Microsoft Teams, Google Meet
- **Local Players:** Regional telecom providers with conference call services
- **Legacy Systems:** Traditional PBX and EPABX conference call solutions



Competitive Advantages

- Specialized for high-volume conference calls unlike general video conferencing tools
- Superior analytics and reporting compared to telecom provider solutions
- Better connection rates in challenging network environments
- Local support and services with understanding of Indian market needs
- Cost-effective solution compared to international alternatives
- Purpose-built for telecalling rather than adapted from other platforms



Current Status and Traction

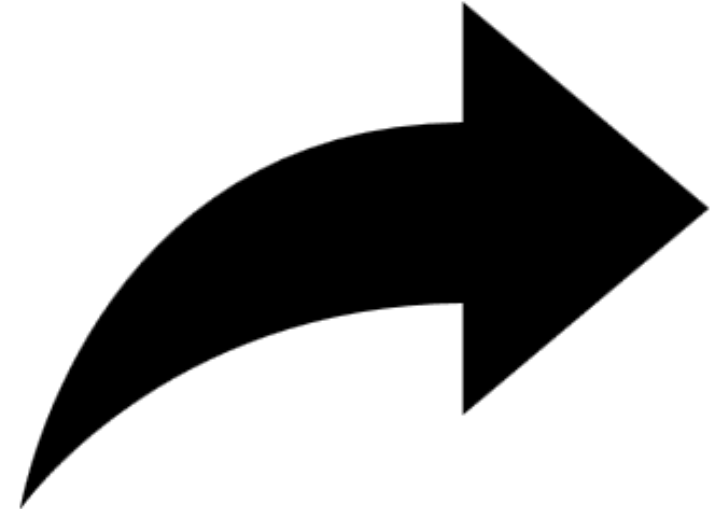
Product Status

- Fully developed and operational product
- Regular feature updates and enhancements based on user feedback
- Upcoming roadmap includes AI-powered analytics and predictive connection optimization



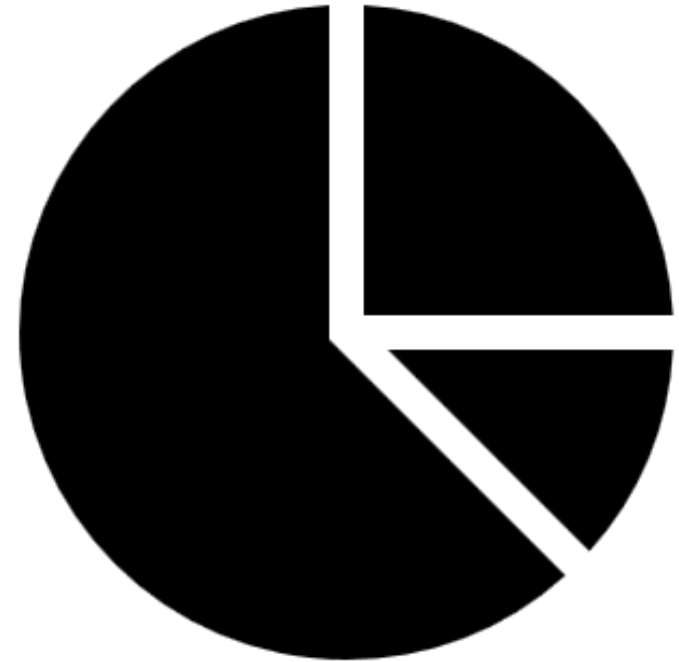
Current Traction

- **Active Clients:** 50+ enterprises across India
- **Monthly Revenue:** ₹20 Lakh
- **Total Users Served:** 1 Lakh+ monthly participants
- **Typical Event Size:** 1000-60,000 participants



Customer Conversion Metrics

- **Free trial to paid conversion:** 35%
- **Monthly active usage (MAU):** 85% of subscribed clients
- **Repeat event creation:** Average 5 events per client per month
- **Client retention rate:** 92% annually



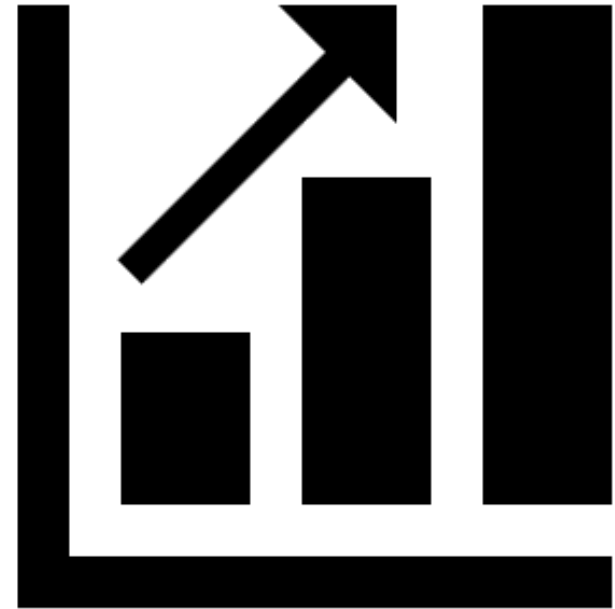
KPIs

- **Average connection rate: 92.4%**
- **Customer satisfaction score: 4.7/5**
- **Platform uptime: 99.9%**
- **Support response time: <30 minutes**



3-Year Targets

- 500+ enterprise clients
- ₹25 crores annual recurring revenue
- 10M+ monthly participants
- 95% connection success rate



Team

Founding Team

- CEO/Founder: Swati Sharma - 12 years in telecom infrastructure,
100% equity, full-time
- CTO/Co-founder: Pankaj Sharma –
Founder Parken Solution Private Limited-
16 years in Telecommunications field
Partner in Profit sharing, full-time



Key Team Members

- **Head of Engineering:** Anil Kumar , 13 years experience in large scale soft development
- **Product Manager:** Dharmpal - 12 years experience in tech
- **Customer Success Lead:** Parjeet Rani - Built support teams at multiple companies



Advisors

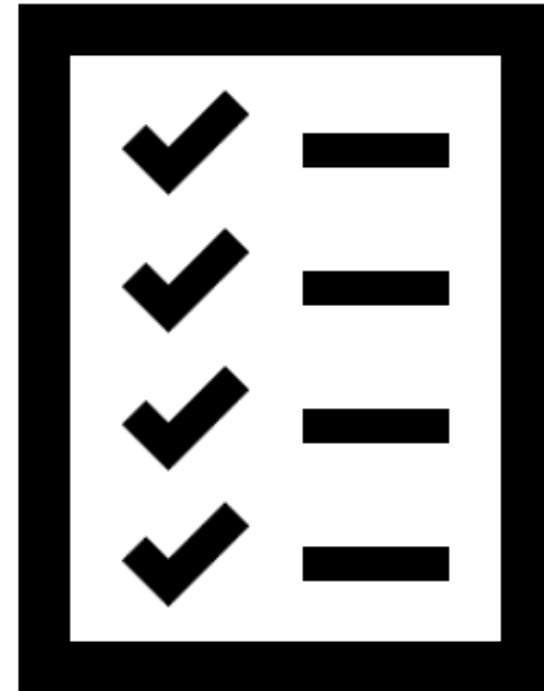
- Pankaj Yadav: Telecom industry veteran, former CEO of [Permute IT]
- [Prashant Singh]: Venture advisor with portfolio of successful B2B SaaS exits



Go-to-Market Plans

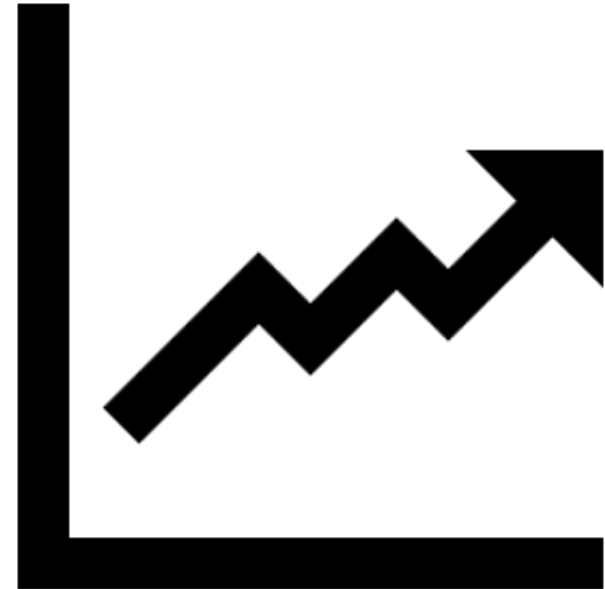
Marketing Strategy

- Industry-specific case studies highlighting ROI
- Targeted LinkedIn and industry publication campaigns
- Webinars and virtual events focusing on teleconferencing best practices
- Co-marketing with telecom providers and complementary business services



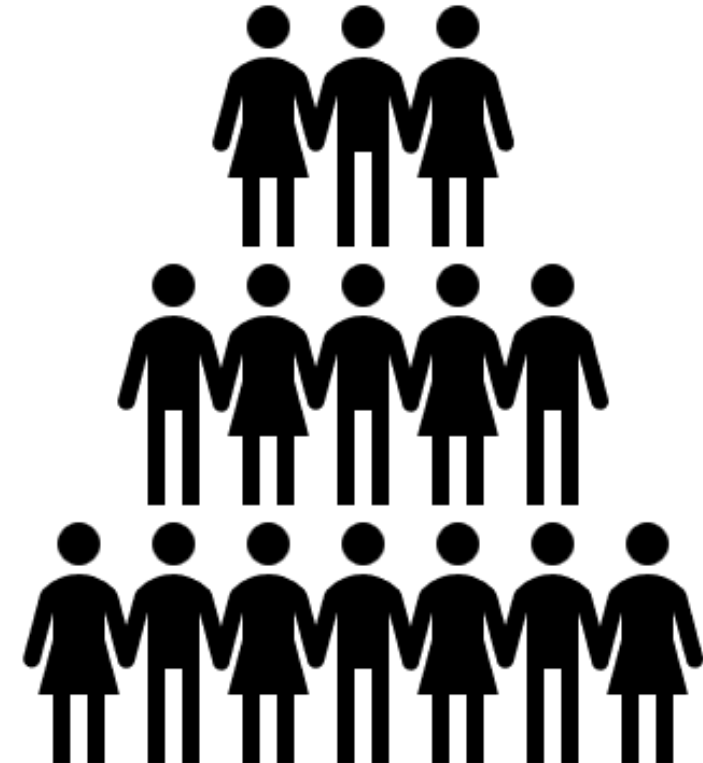
Sales Program

- Direct sales team focused on enterprise clients
- Channel partnerships with IT service providers
- Self-service portal for SMB segment
- Inside sales team for lead qualification and nurturing



Expansion Plan

- **Phase 1 (Current):** Consolidate position in major Indian metros
- **Phase 2 (Year 2):** Expand to Tier 2 cities and SEA markets
- **Phase 3 (Year 3):** Enter MENA region and develop global enterprise offerings



Financials

3-Year Projections (in ₹ Lakh)

	YEAR 1	YEAR 2	YEAR3
Revenue	0	20 Lakh	60 Lakh
Gross Profit	0	12 Lakh	36 Lakh
Operation Costs	0	6 Lakh	18 Lakh
EBITDA	0	6 Lakh	18 Lakh
Growth Rate	0	33.33%	200%

Investment Requirements

- Seeking: ₹5crores
- Pre-money valuation: ₹20 crores
- Use of funds:
 - Technology development (40%)
 - Sales and marketing expansion (35%)
 - Team growth (20%)
 - Working capital (5%)



Runway and Milestones

- 24-month runway with current raise
- Path to profitability by Q4 of Year 2
- Estimated follow-on round of ₹50 crores in Year 3 for international expansion



Previous Investments

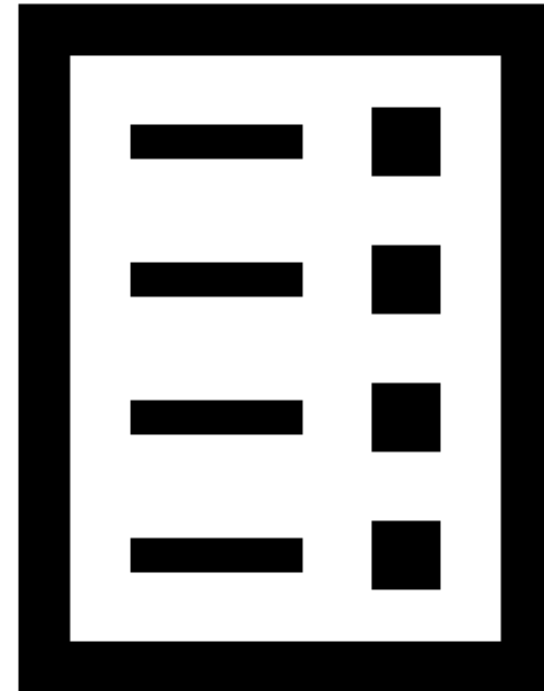
- To date, we have **not received any funding from external investors**. Our progress has been achieved through self-sustained growth, reinvestment of earnings, and operational efficiency. This demonstrates both the **strength of our business model** and our **commitment to long-term value creation**.



Challenges and Need Gaps

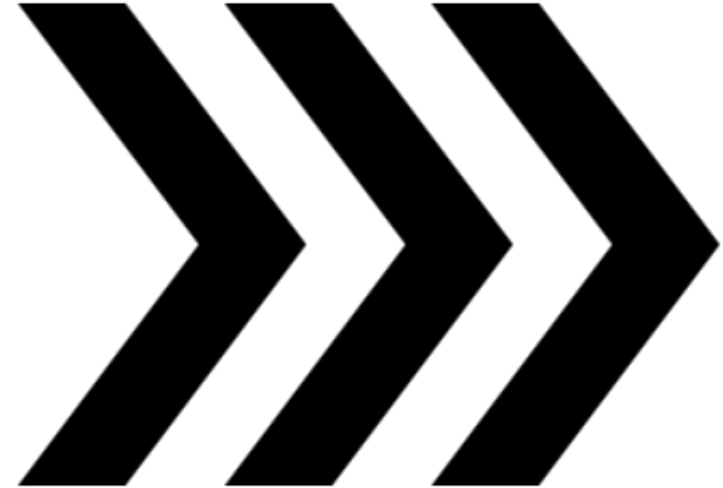
Current Challenges

- Scaling sales team to meet enterprise demand
- Optimizing connection rates in rural areas with poor connectivity
- Developing integrations with various CRM and marketing automation platforms
- Managing exponential data growth from analytics



Need Gaps

- Strategic partnerships with major telecom providers
- Enterprise sales expertise for faster penetration of large accounts
- International market knowledge for expansion
- Technical talent in AI/ML for advanced analytics features



THANK YOU