OOHAPP Whitepaper

V1.001

OOHAPP

A PLATFORM THAT MAKES YOUR MARKETING FIT THE PERSUASION

1. EXECUTIVE SUMMARY:

Oohapp is a **custom AI powered SaaS based platform** that is revolutionizing the way businesses reach their target audience. It is a cloud- based technology that enables companies to deliver personalized, interactive, and creative OOH experiences to their customers.

The **Oohapp platform** is based on AI technology that allows businesses to tailor their OOH campaigns to the exact needs of their target audience. This is done by leveraging data from various sources such as consumer demographics, interests, and location to create targeted OOH campaigns.

This helps businesses to make sure that their messages are reaching the right people, in the right place, at the right time. The Oohapp platform also provides users with powerful analytics to track the performance of their OOH campaigns. This helps businesses to monitor the effectiveness of their campaigns and make adjustments if needed. The analytics also help businesses to better understand their audience and target them more accurately.

2. PROBLEM STATEMENTS:

The **Out-of-Home (OOH) media industry** is rapidly changing, with new technologies and digital platforms revolutionizing the way that OOH media is planned, bought, sold, and measured. However, existing solutions are limited in their ability to leverage **AI and machine learning** to provide powerful insights and optimizations to the **OOH media planning process.**

Major Problems Detected:

➢ **Poor ROI tracking in OOH Media Industry:** OOHAP's custom AI-based software helps maximize ROI in the OOH Media Industry by providing accurate, real-time tracking and optimization of campaigns.

➢ **Limited Options for Campaign Optimization:** OOHAP's software offers a range of options for optimizing campaigns, such as dynamic targeting, audience segmentation and analytics.

➢ **Difficulty in Forecasting:** OOHAP's software uses predictive analytics and AI-driven algorithms to provide accurate forecasting of OOH Media campaign performance.

➢ **Lack of Cross-Platform Insights:** OOHAP's software provides cross-platform insights into OOH Media campaigns, allowing businesses to optimize their campaigns across multiple channels.

➢ **Poor User Experience:** OOHAP's software provides an intuitive user experience through its easy-to-use dashboard, allowing businesses to easily manage their campaigns and track performance.

3. SOLUTION WE PROVIDE:

OOHAP is an AI-based software designed to help OOH media companies to manage their campaigns and get the best insights from their data. It leverages the power of AI to automate and optimize processes, providing accurate and reliable insights to help businesses make informed decisions. The software also provides an **intuitive user experience**, enabling users to quickly and easily access the data they need.

Key Benefits:

➢ **Data-driven insights: OOHAPP** leverages AI to provide data-driven insights, enabling businesses to make informed decisions.

- ➢ **Automation:** OOHAPP automates processes, reducing manual tasks and freeing up resources.
- ➢ **Optimization:** OOHAPP optimizes processes, helping businesses to get the most out of their campaigns.
- ➢ **Intuitive user experience:** OOHAPP provides an intuitive user experience, allowing users to quickly and easily access the data they need.
- ➢ **Cost savings:** OOHAPP helps businesses save money by reducing manual tasks and optimizing processes.

OOHAP is an AI-based software designed to help OOH media companies to manage their campaigns and get the best insights from their data. It provides data-driven insights, automation, optimization and an intuitive user experience, helping businesses to make informed decisions, reduce manual tasks, save money and get the most out of their campaigns.

4. OOHAPP PURPOSE:

The major purpose of the **OOHAP project** is to develop an **AI based software** that can help **OOH media companies** to better understand customer behavior, optimize campaign performance and drive better results. This will be achieved by **leveraging the power of machine learning, natural language processing, deep learning and other AI technologies.**

We are offering our users with different features of service including:

- ➢ **Online booking** where you can book your multiple desired hoardings online in just a few seconds.
- ➢ For the brands, the application provides them with unique solutions to monitor the **leased hoardings and stimulate the data for their growth**.

> Our application also allows users to create their own staff which makes it even more appealing for them because they do not have to go through the hassle of finding other people who can help them out in their **business needs.**

> We guarantee you the **best possible ROI by offering** low budget but high quality services to users.

5. HOW OOHAPP APPLICATION WILL USE AI AND MACHINE LEARNING:

The AI-based OOH media custom inventory management software will use artificial intelligence (AI) and machine learning (ML) to analyze and optimize campaigns in real time. AI and ML will be used to process large amounts of data and make decisions in real time. AI and ML can be used to analyze a variety of different factors, including location, demographics, creative, and more.

The software will be able to detect patterns in the data and make predictions about the success of a campaign. Moreover, AI and ML will be used to optimize campaigns for maximum ROI.

6. BENEFITS OF OOHAPP CUSTOM INVENTORY MANAGEMENT SOFTWARE:

PHASE 1:

The AI-based OOH media custom inventory management software has several benefits, including:

6.1. Streamlining OOH media campaigns: The software will be able to streamline OOH media campaigns by automating many of the manual processes associated with campaign management.

6.2. Increased efficiency: The software will be able to make real-time adjustments to campaigns based on changing conditions, resulting in increased efficiency.

6.3. Improved ROI: The software will be able to provide insights and analytics to help optimize campaigns for maximum ROI.

6.4. Increased accuracy: The software will be able to analyze a variety of different factors, including location, demographics, and creativity, resulting in increased accuracy.

PHASE 2:

In phase two of **OOHAPP's custom inventory management software,** an **ERP solution** will be available to provide users with an even more comprehensive suite of features. This will include **powerful analytics capabilities** to further optimize campaigns, as well as features to plan and manage campaigns more efficiently.

6.5. Automation of Business Processes: OOHAPP will provide an ERP solution in phase 2 which automates the entire business process. This provides improved accuracy and visibility of the entire business process.

6.6. Customization: OOHAPP will provide a customizable ERP solution which can be tailored to meet the specific needs of the user.

6.7. Integration: OOHAPP will provide a fully integrated ERP solution which can be integrated with other software and

systems. This provides a seamless experience for the user and improved visibility of the entire business process.

6.8. **Increased Efficiency:** OOHAPP's ERP solution will help to streamline and automate the entire business process. This reduces the need for manual data entry and increases efficiency.

6.9. **Reduced Costs:** OOHAPP's ERP solution will reduce costs associated with manual data entry, labor costs, and inventory management.

7. SOFTWARE ARCHITECTURE AND DESIGN

The software architecture and design will be robust, scalable, secure, and extensible to future changes and upgrades. The architecture and design is currently based on a multi-tier architecture, consisting of a presentation layer, application layer, business logic layer, and a data layer. The presentation layer will also be able to provide users with a user-friendly interface, with features such as automatic data entry, intuitive navigation, and enhanced search capabilities.

7.1. **The application layer** is able to handle user requests, process data, and generate output. This layer is able to provide users with automated analysis of OOH media data, such as audience demographics, reach, and engagement. The application layer should also be able to handle scheduling and optimization of campaigns, as well as provide users with real-time analytics.

7.2. **The business logic layer** is being used to define business rules, process data, and provide the necessary data to the presentation layer. This layer is also able to provide real-time

updates about campaigns, allowing users to adjust their campaigns quickly.

7.3. **The data layer** is able to store and manage data from various sources. This layer should also be able to provide users with real-time access to data, allowing them to make informed decisions quickly.

Technology Stack:

The technology stack for OOHAPP shall include the following technologies:

Backend: Node.js, Express.js, MongoDB

Frontend: React.js, JavaScript, HTML, CSS

Machine Learning: TensorFlow, Scikit-Learn

Analytics: Google Analytics

Mobile: Ionic Framework

Cloud Infrastructure: AWS

8. App Upgradation Strategies:

For future upgrades, the architecture should be designed to be extensible and more scalable. This should include the addition of new features, such as support for more languages, more data sources, and improved analytics.

Furthermore, the app should be able to integrate with new technology, such as AI-driven analytics and machine learning

algorithms. Finally, the app should be upgraded to ensure that it is compliant with the latest security standards.

9. OOHAPP OBJECTIVES IN B2B:

We have strongly developed an integrated framework for advertising objectives based on three frameworks from consumer advertising. OOHAPP can play an important role in achieving certain advertising objectives. While the ultimate objective of any communication strategy is to drive sales, not all ads have a direct or immediate influence on sales.

Different advertising executions are designed to achieve different objectives, the ultimate goal of each of these objectives being to create a favorable influence on (increase or sustain) sales.

The hierarchy of effects approach that forms the basis of several models of measuring advertising effectiveness is based on the premise that the audiences must first process information from advertisers, then develop (and/ or change) attitudes, and finally behave (positively or negatively) towards advertisers' products as a result of these messages.

9.1. Our B2B Impacts On India Regions:

Objectives in B2B perspective in India for OOHAPP, an AI-based software for OOH media:

9.1.1. Increase the ROI for OOH media campaigns by **20% in the next 6 months.**

9.1.2. Automate OOH media planning and buying process with the help of AI.

9.1.3. Improve the accuracy of **OOH campaign targeting by 10% in the next 6 months.**

9.1.4. Reduce the cost of OOH media campaigns by **10% in the next 6 months.**

9.1.5. Increase the engagement rate of OOH campaigns by **15% in the next 6 months.**

9.1.6. Decrease the time taken to **launch OOH campaigns by 20% in the next 6 months.**

10. MARKET COMPETITION:

10.1. Who is a local, regional, and global competitor?

OOHAPP is a groundbreaking, custom AI-based platform for the outdoor advertising industry. We are the first of our kind, providing an efficient and reliable way to manage outdoor advertising campaigns. Our competitors are limited to global competitors such as **Kiosked, Signagelive, and Adomik, as well as regional competitors such as Crave and Placemedia.** We are uniquely positioned to offer a comprehensive solution that cannot be found elsewhere.

10.2. A detailed comparison to our primary competitors

Our platform is designed to provide the most comprehensive, up-to-date, and accurate data and insights on the outdoor advertising industry. We use advanced analytics and AI algorithms to generate insights and recommendations that can help our users make more informed decisions about their outdoor advertising campaigns.

OOHAPP also offers a range of unique features that set us apart from our competitors. For example, we offer automated campaign optimization, dynamic segmentation, and predictive analytics, all of which can help our users better understand their target audiences, optimize their campaigns, and make more informed decisions. Moreover, our platform is designed to be easy to use, with an intuitive user interface and detailed analytics dashboards. We believe that OOHAPP offers a comprehensive and unique solution to the outdoor advertising

industry, and we are confident that our solution can help our users increase their ROI and achieve better outcomes.

11.   OOHAPP's BUSINESS MODEL:

The business model of OOHAPP-custom AI based OOH Media App can be broken down into the following key points:

11.1. Core Revenue Generation: OOHAPP will generate revenue through ads for customers who avail its services. It will charge a fee for every ad displayed on its platform, with the fees being determined by the type and size of the advertisement.

11.2. Custom Data Analytics: The platform will generate revenue through the sale of data analytics. It will collect data from its customers and use it to create detailed reports that will help them optimize their advertising campaigns and understand their target audience better.

11.3. Partnership Based Model: The platform will enter into partnerships with other media outlets to increase its reach and provide its services to a wider audience. It will also enter into partnerships with advertisers to provide them with detailed analytics and insights into their target audiences.

11.4. Subscription Based Model: The platform will offer subscription plans to its customers. These plans will be tailored to their needs and will provide them with access to the platform's features and services.

12.   HOW OOHAPP WILL GENERATE REVENUE:

OOHAPP is all set to generate the revenue strategically by:

12.1. Automating the planning and buying process of OOH media: OOHAPP's AI-based algorithms can identify the most cost-effective and highest-performing media locations for a given campaign. This will reduce the manual effort and time needed to plan and buy OOH media, thus improving the efficiency of the entire process and reducing costs.

12.2. Optimizing placement of OOH ads: Using AI-based algorithms and data-driven analytics, OOHAPP can identify the most effective placement for a given ad. This will help maximize the reach and ROI of OOH campaigns and ensure that ads are placed in the most cost-effective and highest-performing locations.

12.3. Targeting specific audiences: OOHAPP's AI-based algorithms can identify the best media locations to target specific audiences. This will help ensure that campaigns are tailored to the right audiences and that ads are placed in the most cost-effective and highest-performing locations.

12.4. Measuring ad performance: OOHAPP can measure the performance of OOH campaigns in real time. This will help marketers identify which ads are performing well and which need to be adjusted or replaced in order to maximize ROI.

12.5. Automating reporting: OOHAPP can generate reports quickly and accurately, eliminating the need for manual reporting and reducing the time and effort needed to track and analyze campaign performance. This will help marketers quickly identify what's working and what's not, allowing for faster decision-making and more effective campaigns.

13. OOHAPP's Growth Projection:

OOHAPP's growth projection can be mathematically represented as **$G = 1.3^5$, where G is the growth rate.**

With OOHAPP, we are projecting to double our revenue every year for the next 5 years. We are confident that our app will achieve this growth trajectory. Our technology is advanced and can easily manage large amounts of data and automate customer segmentation, customer journey mapping, and content optimization.

We are also confident that we will be able to tap into the growing OOH media market and expand our customer base. Our business model is designed to be sustainable and profitable, and we have a team of experienced professionals that are committed to our success. We are confident that in 5 years, we will have a significant presence in the OOH media market and will be able to provide our customers with the best OOH experience.

14. RESEARCH AND DEVELOPMENT

OOHAPP is an innovative AI-driven software solution for the out-of-home (OOH) media industry, designed to make it easier for businesses to measure and optimize their **OOH campaigns**. Our research and development strategies for OOHAPP focus on building a comprehensive suite of features and capabilities that can help our customers to maximize their OOH spending and measure the effectiveness of their campaigns.

We are leveraging the latest advances in AI, machine learning, and natural language processing (NLP) to build a suite of features that will help our users optimize their OOH campaigns. These features will include sophisticated algorithms that can identify the best times and locations for OOH campaigns, automatically adjust prices and

placements based on demand, and recommend the most effective creative for each OOH campaign.

We are also leveraging the latest advances in computer vision and image recognition to create a suite of features that can help our users measure the effectiveness of their OOH campaigns. This suite of features will support automated tracking of OOH campaigns, including the ability to recognize, classify, and measure the reach, engagement, and effectiveness of OOH campaigns.

Team will also plan a suite of features to help our customers manage and analyze their OOH campaigns. This suite of features will include interactive dashboards, reporting tools, and insights for measuring the performance of OOH campaigns. We are also developing automated optimization tools to help users make the most effective decisions for their OOH campaigns.

15. OUR CORE TEAM MEMBERS:

15.1. Mr. Praveen Rastogi
Founder & CEO

About: Praveen has been a visionary in the field of media and technology. He has been instrumental in developing and launching several innovative products and services in the media and technology sectors.

In 2023, Praveen founded OOHAPP, an AI-based OOH media app. The app leverages AI and machine learning to provide customized experiences for users. It enables users to create and manage their own OOH campaigns and target specific audiences.

Praveen is an advocate for the advancement of AI and its potential to transform the media industry. He has spoken at numerous events and conferences, and has been featured in Forbes, TechCrunch and other publications.

Praveen's vision for OOHAPP is to become the go-to platform for OOH campaigns. He wants to make the process of creating, managing and targeting OOH campaigns easier and more efficient. He believes that with the right combination of technology and creativity, OOHAPP can revolutionize the OOH media industry.

Praveen is passionate about pushing the boundaries of AI and is committed to making the world of OOH media more accessible to everyone. He is a leader in the field of AI and OOH media, and is dedicated to creating an environment where everyone has the opportunity to make their mark.

Core Skills:
- Strategic Visionary
- Leadership
- Innovative Thinking
- Entrepreneurial Drive
- Creativity
- Problem Solving
- Resource Management
- Strong Negotiation Skills
- Excellent Communication Skills
- Market Research and Analysis
- Financial Management
- Risk Analysis
- Technical Expertise
- Networking
- Team Building
- Decision-Making
- Conflict Resolution
- Organizational Skills
- Adaptability
- Time Management

15.2. Mr. Sushil Gautam
Chief Operating Officer

About: Sushil is responsible for overseeing all operations of the company. This includes the development and implementation of strategies and policies to increase efficiency and productivity, the coordination of all departments, and the establishment of operational objectives and goals.

Sushil is also responsible for ensuring that OOHAPP is an efficient, streamlined, and cost-effective organization. This includes overseeing the budgeting and financial planning of the company, as well as developing strategies for optimizing customer service and product delivery.

Moreover, Sushil is responsible for the development and implementation of safety, health, and environmental policies and procedures to ensure the safety and security of our customers and employees.

Core Skills:
- Strategic Planning
- Business Model Development
- Leadership
- Financial Management
- Budgeting
- Project Management
- Risk Management
- Operational Efficiency
- Data Analysis
- Problem-Solving
- Decision-Making

15.3. Abhishek Tripathi
Product Head

About: Abhishek role is to ensure that the product's features and functionalities are of the highest quality and meet the expectations of our customers.

Abhishek is currently responsible for envisioning the product's purpose, understanding the target audience and their needs, and collaborating with the engineering, design, and marketing

teams to ensure a successful product launch. And his duties involve researching, planning, and executing product strategy and roadmap, managing product development and marketing, and leading product launch planning and execution.

Abhishek must stay abreast of the advancements in AI-based OOH media technology and make sure that the product features are up to date. He also need to ensure that the product is user-friendly, meets the needs of our customers, and meets all legal requirements. Furthermore, He had to ensure that the product is compliant with the industry standards and is safe and secure for users.

Core Skills:

- Strategic Planning and Visioning
- Product Design and Development
- Market Analysis and Research
- Competitive Analysis
- Business Model Development
- Effective Communication
- Leadership and Team Building
- Problem Solving and Decision Making
- Customer Relationship Management
- Project Management

16.   OUR FUNDING ASK:

OOHAPP is an AI-based OOH media App that provides brands with the perfect solution to engage with customers in a more meaningful way. Our innovative platform allows brands to create custom campaigns with real-time analytics, while giving customers a unique experience that drives brand loyalty.

We are **seeking $5M in funding** to help us expand our reach and capabilities. This funding will be used to develop our platform further, expand our team, and build out our marketing and user acquisition strategies.

We plan to use the funds to:

16.1. Implement our AI technology to offer more personalized experiences for users

16.2. Increase the number of integrations and partnerships with third-party apps

16.3. Enhance our data analytics capabilities to provide more accurate insights

16.4. Increase our marketing efforts to reach more potential users

16.5. Expand our team to support our growth

With this funding, OOHAPP will be able to expand our platform to reach more customers and provide a better experience for our users. We believe that our platform can revolutionize the OOH media industry and create a new era of personalized advertising.