

# The MPLUS App: Revolutionizing Appointment Booking

MPLUS is a revolutionary app designed to streamline appointment booking across various industries.

by Kalidas MASKE



## The Problem: Long Waiting Times and Inconvenience

- Long Waiting Times**

For basic services like salons, hospitals, banks, and restaurants, long waiting times are a common issue.
- Inconvenience**

This inconvenience is particularly impactful for busy professionals and senior citizens, who often have limited time or mobility.
- No Centralized Platform**

There is currently no centralized platform to book offline appointments seamlessly across various services.
- Fragmented Approach**

A fragmented, offline-first approach still dominates the service industry, leading to inefficiencies.

## Our Solution: A Comprehensive Booking Platform

### Centralized Platform

MPLUS consolidates appointment booking for multiple services in one convenient location.

### Real-Time Availability

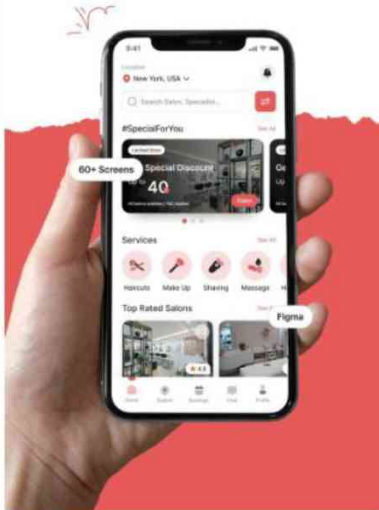
Users can view real-time availability, ensuring they find the perfect time slot.

### Seamless Integration

MPLUS seamlessly integrates with calendars and devices for effortless scheduling and reminders.

## Competitive Advantage: Unparalleled Convenience and Time-Saving

Feature	MPLUS	Competitors
Offline Appointment Focus	✓	✗
Real-Time Availability	✓	✗
Seamless Integration	✓	✗



## Key Features: Seamless Booking, Rescheduling, and Reminders

- 1 **Easy Booking**  
Users can easily search for services, view availability, and book appointments with just a few clicks.
- 2 **Flexible Rescheduling**  
MPLUS allows users to effortlessly reschedule appointments if needed, minimizing disruptions to their schedules.
- 3 **Automated Reminders**  
Users receive timely reminders about upcoming appointments, ensuring they never miss a scheduled time slot.

## Target Market: Hair Salons, Banks, Hospitals, and Restaurants

### Hair Salons

MPLUS streamlines appointment booking for hair salons, eliminating phone calls and reducing no-shows.

### Banks

Banks can leverage MPLUS to simplify appointment scheduling for financial consultations and other services.

### Hospitals

Hospitals can use MPLUS to schedule doctor appointments, lab tests, and other healthcare services.

### Restaurants

Restaurants can optimize table reservations, minimizing wait times and enhancing customer satisfaction.

## Target Market



## Revenue Stream



## Business Model: 20-25% Commission on Each Booking

- 1 **Service Providers**  
MPLUS charges a commission on each successful booking, providing a revenue stream for the app.
- 2 **Customers**  
Customers benefit from a convenient and time-saving booking experience without any additional fees.
- 2 **Long-term Vision: Evolve into a Super App** that integrates various service appointments, shopping, and more.

# RESEARCH

## Secondary Research (Published Data & Reports)

The Indian beauty and wellness market alone is projected to reach **\$14 billion** by 2025. (Source: KPMG India)

The Indian outpatient healthcare (OPD) market is estimated at **\$20+ billion** annually. (Source: Praxis Global Alliance)

Yet, **over 70% of these businesses** operate without any digital booking system. (Source: Statista, 2023)

## Wasted Time is a National Problem

According to **Boston Consulting Group** reports Indian waste average of **20-60 minutes per visit** waiting for offline services.

An **Ernst & Young (EY)** study shows that **70% of urban consumers** want to schedule appointment in advance to avoid long wait times - but lack unified platform.

## Unique Selling Proposition (USP)

### First Multi-Sector Platform

M Plus is the first platform offering appointment booking across multiple offline sectors.

### Easy for Service Providers

Service providers get a low-tech, easy-to-use system, simplifying their operations.

### User-Friendly Interface

The platform features a user-friendly interface designed for diverse income and education groups.

### Localizable and Scalable

M Plus can be localized and scaled city-by-city, allowing for tailored expansion.

## Market Analysis: Target Users and Market Size

# 1.3B+

Population

Over 1.3 billion population in India with increasing digital adoption.

# 300M+

Potential Users

300M+ potential service users in urban/semi-urban areas.

### Target Users:

Government servants, business owners, salaried individuals earning ₹15K+

### Market:

High demand for digital-first solutions & appointment-based systems post-COVID.

Indian Salon Industry [2020]-90000Cr  
India [2026]- 1.75 trillion Cr  
Global market[2022] - 215.65 Billion Dollar  
Global [2030]- 383.8 Billion Dollar

## Growth Potential: Expanding to New Markets and Services



### New Markets

MPLUS can expand into new geographic locations, reaching a wider audience and increasing market share.



### Additional Services

The app can integrate new services, such as home services, fitness classes, or educational programs.



### Strategic Partnerships

Collaborating with businesses and organizations can create new opportunities and enhance user reach.



# Request for Grant: Funds to Build Team , Develop App :

MPLUS is seeking funding to finalize development, Build great Team and expand its reach in the market.

## Our App Link -

**Mplus** → <https://play.google.com/store/apps/details?id=com.mplusapp.user>

**Mplus Patners** → <https://play.google.com/store/apps/details?id=com.mplusapp.partner&pli=1>

**OTP - 1234** (For Both App)



## Competitive Landscape

MPLUS differentiates itself from existing platforms by focusing exclusively on offline appointment booking.

**No Direct Competitors: No major platforms focus on offline appointments**

**Indirect Competition: Home service apps that offer salon or other on-demand services**

**Differentiation: M Plus focuses exclusively on booking offline services, filling a gap in the market.**

### VISION :-

5-Year Plan: Grow into a multi-billion dollar company. Super App Ambition: Expand into other services to become an all-in-one Super App for appointments and more.

### FINANCIAL PROJECTIONS :-

Funds Needed: Seeking investment/grants to Operations & Admin, Pilot Testing & Feedback, Marketing & User Acquisition, Business Development, hire a team, and launch.

Use of Funds: Marketing, operations, and hiring key personnel.

Revenue Projections: Start with small commissions per booking, aiming to scale rapidly.