



KAYKEWALK

The Future of Project Management for Creative teams

kaykewalk.com



Presented By: Shubh Jha



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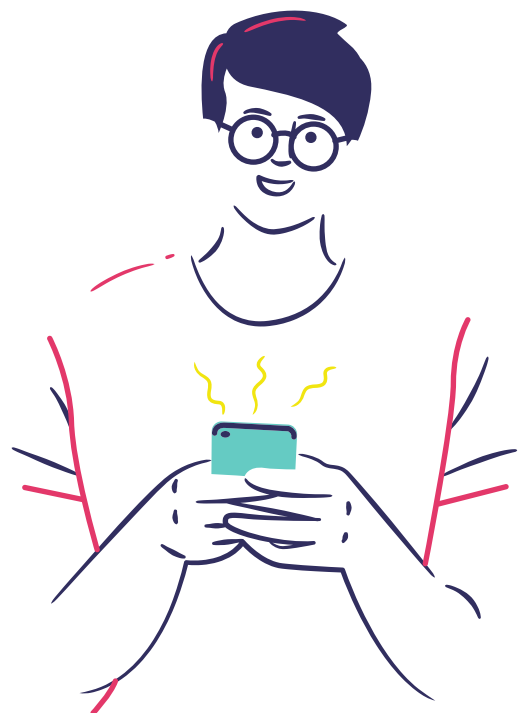
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What is Kaykewalk?



Shubh Jha
Founder

- Kaykewalk is a project management tool for agencies and content creators, offering multi-dimensional visibility across tasks, projects, teams, and clients. It simplifies tracking, boosts accountability, and enhances collaboration.
- Unlike competitors like ClickUp and Asana, it's simpler, structured, and built for hybrid teams.
- Kaykewalk's multi-tenancy ensures clear task tracking, while AI-powered insights (add-on) optimize workflows with task suggestions, feedback analysis, and workload tracking.

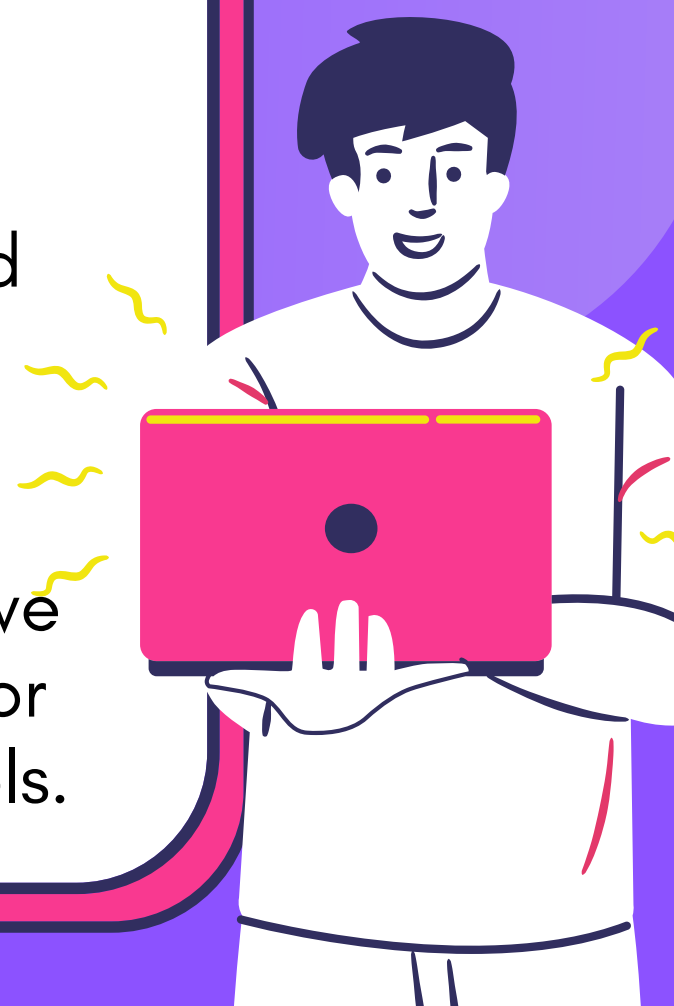


Problem

- ✗ Creative teams lack structured workflows - projects get messy, and deadlines are missed.
- ✗ Traditional project management tools are complex - they demand a learning curve and feel overwhelming.
- ✗ No tool integrates client feedback & agency workflows seamlessly - feedback often gets lost in emails, chats, or spreadsheets.
- ✗ Remote & hybrid teams struggle with visibility - managers lack real-time updates on tasks and workload.

Solution

- ✓ Multi-Tenancy Hierarchy - Tasks, Projects, Teams, Clients - all linked for full visibility.
- ✓ AI-Powered Insights - Predictive analytics for workload, feedback analysis, and automated task recommendations.
- ✓ Simple, intuitive UI/UX - Designed for non-tech users, making collaboration effortless.
- ✓ One-Click Views - See tasks you've created, assigned, been tagged in, or are responsible for - unlike other tools.



User Persona & Target Market



Who is Kaykewalk for?

- ✓ Digital marketing agencies – SEO, PPC, Content, Social Media teams.
- ✓ Creative teams – Graphic designers, video production teams, branding agencies.
- ✓ Content creators – Bloggers, influencers, media teams managing brand collaborations.

TAM & Market Focus

- 500,000+ digital agencies and 1M+ content creators need structured project management. (SaaS Genius, The Digital Project Manager)
- \$908.21B SaaS market by 2030, with rising demand for specialized productivity tools. (SaaS Genius)
- 70% of agencies work remotely or hybrid, requiring better task visibility. (HubSpot, PPM Express)
- 40% still rely on disconnected tools, leading to inefficiencies. (DigitalRoute)

Primary launch planned in the Middle East & North America, where SaaS adoption and digital agency growth are high. (SaaS Genius, The Digital Project Manager)



Competition Differentiation



Feature	Kaykewalk	Basecamp	Asana	ClickUp	Teamwork
Multi-tenancy (Tasks, Teams, Clients)	✓	✗	✗	✗	✗
AI-Powered Features	✓	✗	✗	✓	✗
Client Feedback Integration in Comments	✓	✓	✗	✗	✗
Social Feed for Team Engagement	✓	✗	✗	✗	✗
Simplicity & No Learning Curve	✓	✓	✗	✗	✗

Kaykewalk stands out with multi-tenancy visibility, seamless client feedback integration, and an intuitive, easy-to-use interface designed for creative teams.

All-in-one clarity and collaboration - without the complexity.

Case Study : Creative Agency



Dashboard

Hi Aron Paul,
Welcome back!

Tasks Overview
Completed **83%**
98 Total Tasks

Your Tasks

Task	Due Date
WBS On page Blogs	05 Feb
Pigeon Social Media Pitch	07 Feb
Globalstar Media Plan	04 Feb
Gender Equal World Campai...	05 Feb

Your Progress

Important Projects

- University of Toronto College of Arts - Website
- TECH
- CLIENT SERVICING
- DESIGN
- NBD
- OPS

0 Tasks Done | 2025-02-28

WebeeSocial, a global digital agency with teams in Canada, UAE, and India, uses Kaykewalk to manage tasks across cities.

Before Kaykewalk: Teams used multiple tools (Google Sheets, Slack, Asana) but struggled with visibility.

After Kaykewalk: Everything – tasks, feedback, team workload, client approvals – in one streamlined workspace.

 Result: Improved efficiency, reduced feedback delays, better collaboration.

Admin Dashboard

Clients Overview



Dashboard

Webeesocial

Clients

Projects

Teams

Users

Tasks

Webeesocial / All Clients

All Clients | [+ Add Client](#)

Search Client

Search

Filter

All 37 Active 37 Completed 0 Archived 5

TP TPCI
1 Project

Active 1 Project | Completed 0 Projects

User RD

TS The Sarees Of India
1 Project

Active 1 Project | Completed 0 Projects

Users

PFI PFI
2 Projects

Active 2 Projects | Completed 0 Projects

Users PR RD RP

The Navriti School
1 Project

Active 1 Project | Completed 0 Projects

Users YA

LA Leather And Hide Cou...
1 Project

Active 1 Project | Completed 0 Projects

Users SH HV

SS Score Smart PTE
0 Projects

Active 0 Projects | Completed 0 Projects

Users No Users Assigned

ES Event Solution
1 Project

Scholastic
2 Projects

Connektra
4 Projects



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Client Profile



Dashboard

Webeesocial

Clients

Projects

Teams

Users

Tasks

FU FURHHDL

Created by [Shahrukh](#)

Active

Edit

Delete

Overview

Projects

File Manager

2 | Projects

3 | Teams Assigned

7 | Members Assigned

Created By [Shahrukh](#)

Onboard Date [Not Added](#)

Point Of Contact [Not Added](#)

Teams

TE Tech
+1

CS Client Servicing
AK

DE Design
KR KL

Description

The Foundation for Universal Responsibility of His Holiness the Dalai Lama is a nonprofit organization established with the Nobel Peace Prize awarded to the 14th Dalai Lama in 1989.



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Projects Overview



Dashboard

Webeesocial

Clients

Projects

Teams

Users

Tasks

Webeesocial / All Projects

All Projects | [+ Add Project](#)

Search Projects...

Search

Filter

All 96 Active 94 Overdue 31 Completed 2 Archived 1

Connektra
Use Cases For Connektra Team



1 Task

0 Active 0 Overdue 0 Completed

Progress Today

0%

No Start Date No Due Date

PFI
PFI - Gender Equal World Campaign



1 Task

1 Active 0 Overdue 0 Completed

Progress Today

0%

No Start Date No Due Date

Nature's Essence
February



1 Task

0 Active 1 Overdue 0 Completed

Progress Today

0%

No Start Date No Due Date

NBDs
Globalstar Media Pitch



1 Task

0 Active 0 Overdue 0 Completed

Progress 1 Days Left

0%

Marriage Saga
Google Ads



1 Task

0 Active 1 Overdue 0 Completed

Progress Today

0%

JKMaxx Paints
February



4 Tasks

0 Active 2 Overdue 2 Completed

Progress Today

50%



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Projects Internal



Dashboard

Webeesocial

Clients

Projects

Teams

Users

Tasks



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Webeesocial / All Projects / **Educately**

Ed **Educately**

PFI

[Pin](#) [Active](#) [Edit](#) [Delete](#)

Overview | [Tasks](#) | [File Manager](#)

0 | Active Tasks

100 % | Progress

5 | Members

Created By **Sahir Hossain**

Start Date **16 Jan-2025**

Due Date **Not Set**

Duration **17 Days**

Attachments [Add](#)

Recent Activity **In this week**

SH **Sahir Hossain** **3 days ago**

Changed the status of task **Need Signature on Agreement | Media Project** from **In-Progress** to **Completed**

RD **Rahul Dhoundiyal** **4 days ago**

Changed the status of task **Revise the media plan & answer the queries** from **In-Review** to **Completed**

Shubhendu Jha **4 days ago**

Changed the status of task **Need Signature on Agreement | Media**

Assignees

PR **SH** **RD** **RP**

Teams

Media **Ops**

Tasks Kanban view



Dashboard

Webeesocial

Clients

Projects

Teams

Users

Tasks

Webeesocial / Tasks

Tasks | [+ Add Task](#)

Search Task

Search

Filter

My Tasks

Projects

Teams

Marked To Me

Assigned By Me

ASSIGNED

1

WBS On page Blogs

WBS India

05 Feb 2025

AJ HV RB +2

ACCEPTED

1

Dashboard Changes

Kaykewalk App 6

15 Jan 2025

AV HV

IN REVIEW

1

KW Jan Calendar

Kaykewalk App 3

09 Jan 2025

AM KL

COMPLETED

15

GP AUTO - PPC Slides

GP Auto Service Canada Pitch Deck 1

11 Dec 2024

RP SH

Q4 2024 NBD Report

NBD Outreach 3

17 Jan 2025

HV SH

Outreach to Email openers

NBD Outreach 6

08 Jan 2025

HV SH

GP Auto SEO deck work

GP Auto Service Canada Pitch Deck

11 Dec 2024

HV PP



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Tasks List View



Dashboard

Webeesocial

Clients

Projects

Teams

Users

Tasks

Webeesocial / Tasks / List

Tasks

+ Add Task

Search Task

Search

Filter

My Tasks

Projects

Teams

Marked To Me

Assigned By Me



21 | All

1 | Assigned

1 | Accepted

1 | In Review

18 | Completed

2 | Overdue

Filter Results:

Completed ×

Reset

TASK NAME	DUE DATE	CLIENT	PROJECT	ASSIGNEE	ASSIGNOR	STATUS
AI Integration - Discussion Created date: 13 Jan 2025	23 Jan 2025	Kaykewalk	Kaykewalk App		Shubhendu Jha	Completed
SEND SOW Created date: 06 Jan 2025	07 Jan 2025	Connektra	Blog CMS		Shubhendu Jha	Completed
Q4 2024 NBD Report Created date: 03 Jan 2025	17 Jan 2025	NBDs	NBD Outreach		Shubhendu Jha	Completed
Need a WF for Website work & Blog section creation Created date: 03 Jan 2025	06 Jan 2025	Connektra	Blog CMS		Shubhendu Jha	Completed
Outreach to Email openers Created date: 02 Jan 2025	08 Jan 2025	NBDs	NBD Outreach		Shubhendu Jha	Completed
WBS HNY Emailer Design	30 Dec 2024		WBS India		Shubhendu Jha	Completed



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Single Task



Dashboard / All Projects / Kaykewalk App / Task View Delete

Public Mark Completed Update Task

TASK HEADING
AI Integration - Discussion

Assignor Shubhendu Jha

Assigned to Anurag Joshi Chetan Singh Roshan Jajoriya

Notify to Shubhendu Jha

Project Kaykewalk App

Status Completed

Due Date 2025-01-23

January 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11

Description

B U

- Integration Steps:**
 - Set up API key and endpoint integration with **PHP backend**.
 - Process structured data (e.g., JSON) and send it to OpenAI API.
 - Display insights on dashboards using **Chart.js** or similar tools.
- Estimated Cost:** \$7.50-\$15 per month for anticipated API requests.
- Examples:** "Generate a weekly sentiment report for each client" or "Highlight tasks at risk of missing deadlines."
- Outcome:** Deliver actionable insights directly within the Kaykewalk interface to enhance user experience and decision-making.

1 Attachments
View Attachments

Voice Notes 0 Voice Notes
Add Voice Note | 30s

Comments 2 Comments

Internal Feedback 2 Comments **Client Feedback** 0 Comments

Anurag Joshi
1 week ago
@Shubhendu Jha find the figma link as per our discussion today

What's next?



Upcoming Features:

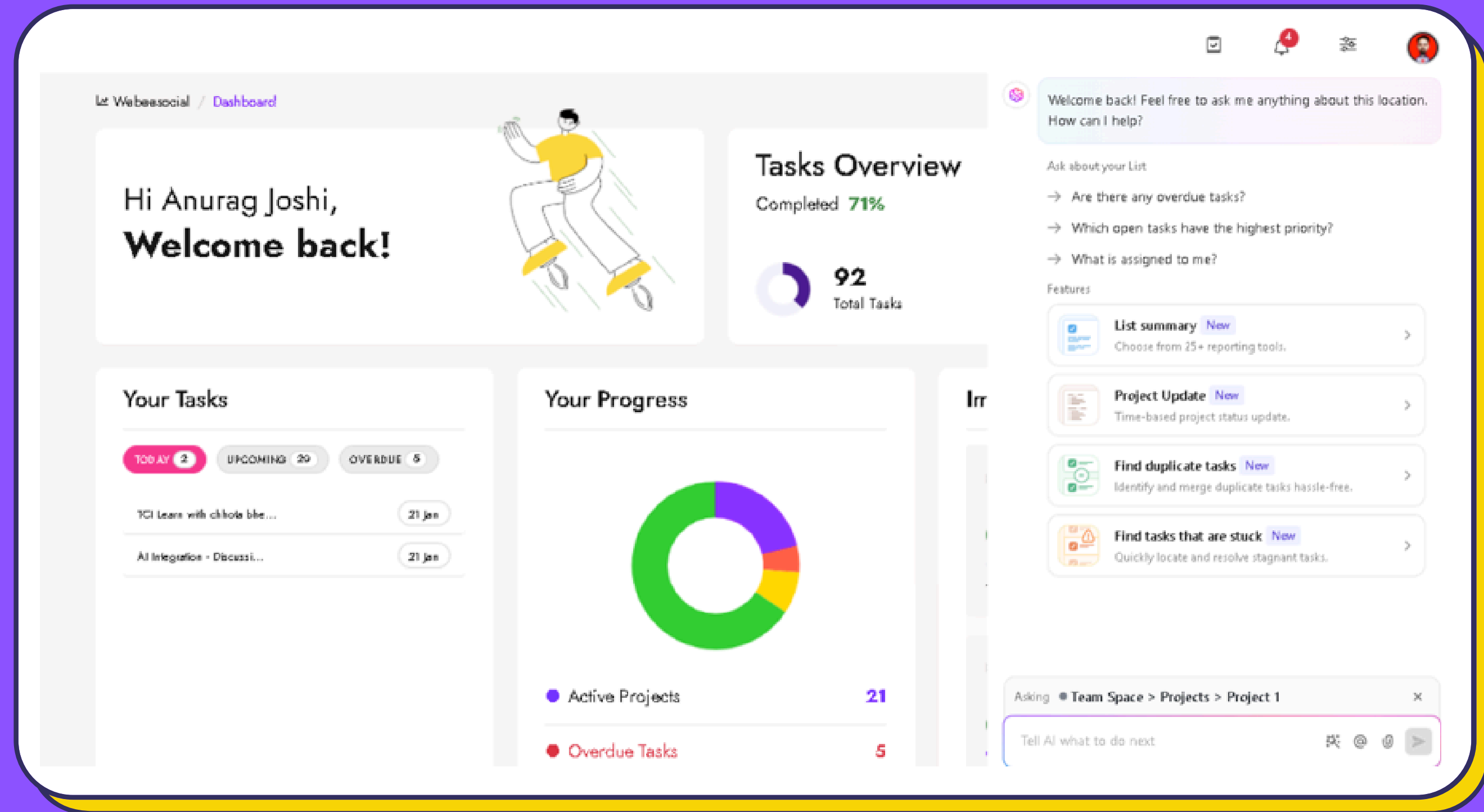
📌 **AI Assistant** – Helping with Task Creation, Client Feedback Analysis, and Content Vetting.

📌 **Social Feed for Organization** – Team updates & discussions (like a Facebook feed).

📌 **Chat Features** – Direct messages, Project Chats, Team Chats.

📌 **Mobile App** – Focused on task updates, progress tracking, and notifications.

📌 **More API Integrations** – Slack, Trello, Google Drive, Notion.





Monetization Plan

Free Tier

- Basic project & task management with limited features.
- Up to 5 active projects and minimal storage for files.
- No access to AI-powered insights or advanced reporting.
- Ideal for freelancers and small creative teams to explore Kaykewalk.

Affordable Subscription Tiers

- Starter Plan (10-15 users) - Core features for small agencies to manage projects efficiently.
- Growth Plan (20-50 users) - Advanced collaboration tools, team analytics, and workload tracking.
- Enterprise Plan (50+ users) - Full-suite project management, custom integrations, and priority support.
- Flexible, scalable pricing to accommodate agencies of all sizes

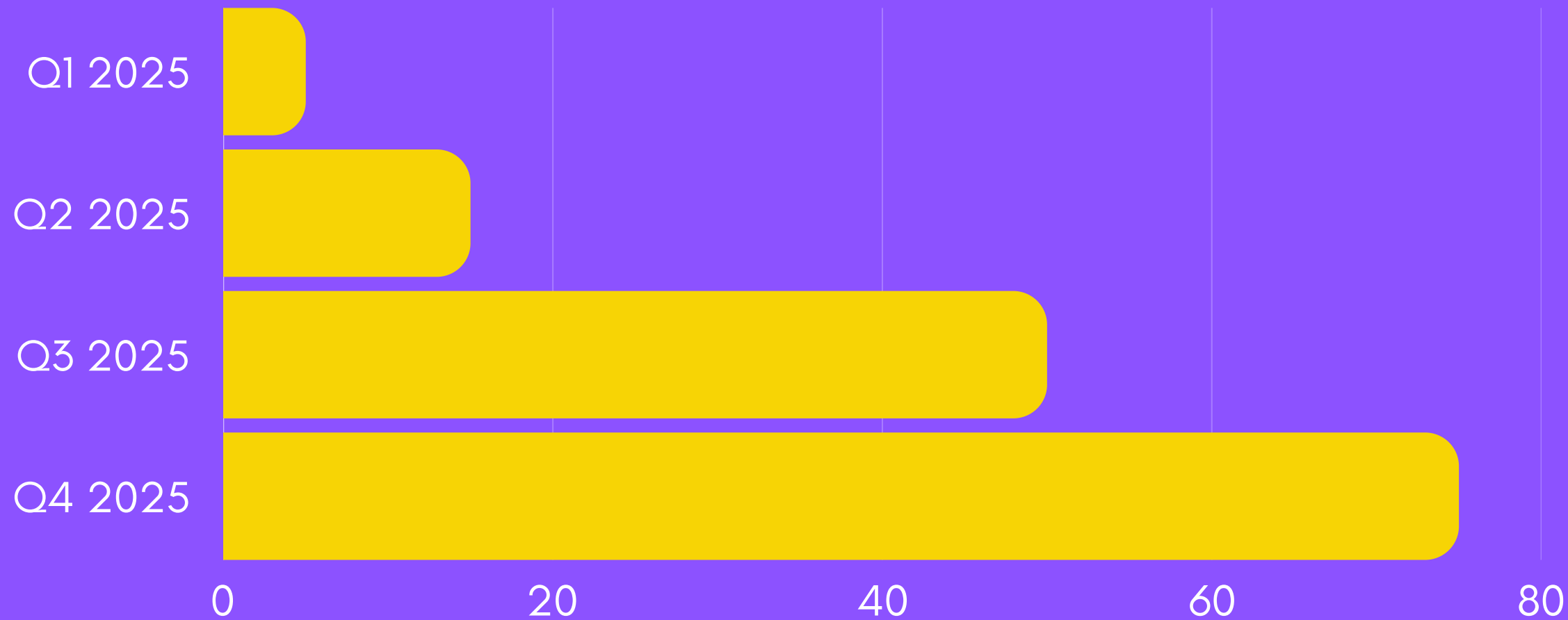
Add-On Revenue Streams

- AI Assistant - Task recommendations, feedback analysis, and workload optimization.
- Company Social Feed - A built-in communication hub for internal team discussions and engagement.
- Advanced Reporting & Custom Dashboards - Deeper analytics for project tracking, performance insights, and decision-making.
- Additional API Integrations - Connect with tools like Slack, Google Drive, and Notion for seamless workflows.
- White-label solutions - Branded dashboards for agencies needing a customized experience.

Go-To-Market Strategy



Projections: Organisations Onboarded



Launch Focus:

- ✓ Beta Testing with Agencies – Offering early access to selected creative agencies.
- ✓ Referral Program – Discounts for users who bring in new teams.
- ✓ Community & Content Marketing – LinkedIn, Twitter, YouTube case studies.
- ✓ Strategic Partnerships – Collaboration with AI startups & agency networks.

Q2

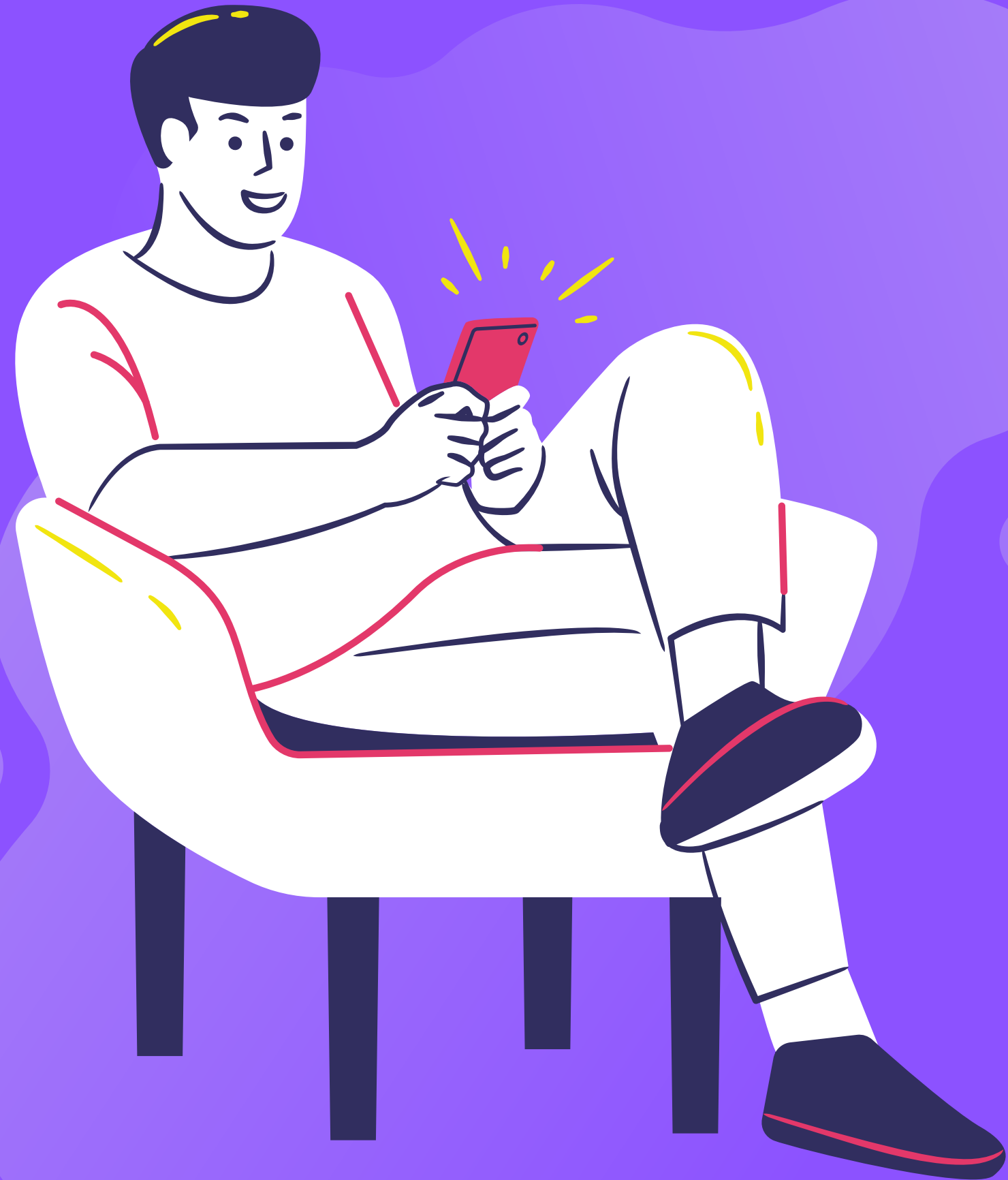
Q2 2025 – Launch Beta & onboard agencies.

Q3

Q3 2025- Full rollout with AI Assistant.

Q4

Q4 2025- Expand with Social Feed & Mobile App.



Thank You!

So Let's blast off to productivity with,



KAYKEWALK

kaykewalk.com



shubh@kaykewalk.com