

Company Name :- ASHWA

Company Logo :-



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“Ashwa utilizes existing journeys and unused vehicle capacity to provide an efficient, cost-effective, and eco-friendly parcel delivery solution.”

Team

1. Jayesh Patil (Founder)



Role - Define the overall direction and strategy of the company, lead the team, make high-level decisions.

2. Manali Jadhav (Co -Founder)



Role - Ensure the technology aligns with business goals and scales efficiently.

3. Prathamesh Pawar (Co-Founder)



Role - Gather and analyze customer feedback, and conduct competitive analysis to refine and improve the service.

➤ **The Issue or Pain Point That Your Product/Solution Addresses**

Traditional parcel delivery systems present difficulties for many people and companies, which frequently include:

1. **High Costs:** For small firms or people who don't send items often, traditional delivery services can be exceedingly costly.
2. **Inefficiency:** Logistical inefficiencies can cause deliveries to be delayed, particularly in crowded urban regions.
3. **Environmental Impact:** Pollution and traffic congestion are greatly exacerbated by the carbon footprint of dedicated delivery vehicles.
4. **Limited Flexibility:** It's possible that the current delivery options don't provide the flexibility required for a last-minute or unusual shipment request.

➤ **Current Solutions and Their Drawbacks**

Currently, consumers rely on standard delivery services, such as the postal service or private delivery companies. These methods have several limitations:

1. **Expensive prices:** Especially for express or international shipping.
2. **Delivery delays:** Due to routing inefficiencies and logistical problems.
3. **Environmental Issues:** Dedicated delivery vehicles contribute to significant and congested carbon emissions.
4. **Tight scheduling:** A fixed delivery window and lack of flexibility can be inconvenient.

➤ **How Your Product/Service is a Better Solution**

"Ashwa" offers a progressive technique to parcel delivery by leveraging current journeys and unused automobile capability. This answer offers numerous key benefits:

1. **Cost Savings:** By utilising cars already on the street, we will provide extra competitive pricing in comparison to standard shipping services.
2. **Increased Efficiency:** Packages are transported alongside current routes, lowering delays and optimizing transport times.
3. **Environmental Benefits:** This model significantly lowers the carbon footprint via minimizing the need for added shipping automobiles.
4. **Flexibility and Convenience:** Customers can take benefit of a broader variety of delivery alternatives, accommodating closing-minute requests and non-general transport needs.

By addressing these pain points, "Delivery as a Lift" creates a extra efficient, value-powerful, and sustainable shipping gadget that meets the evolving wishes of brand new clients.

➤ **Product/Technology Overview**

"Ashwa" is a groundbreaking parcel transport provider that transforms the manner packages are transported via leveraging pre-current journeys from point A to point B and unused automobile capability. This revolutionary method sticks out for several key motives:

1. **Resource Optimization:** Unlike traditional shipping offerings that rely on devoted cars, "Delivery as a Lift" makes use of the huge community of private and industrial cars already on the street, optimizing their unused potential.
2. **Cost Efficiency:** By tapping into pre-present journeys from factor A to factor B, our provider reduces operational fees extensively. This value-saving gain is surpassed on to clients, making parcel transport greater low priced.
3. **Environmental Sustainability:** Our version appreciably reduces the carbon footprint related to parcel delivery. By utilising automobiles which might be already en route to

their destinations, we decrease extra emissions and make a contribution to a greener, more sustainable environment.

4. **Enhanced Flexibility:** The service gives extraordinary flexibility, catering to ultimate-minute delivery requests and imparting a huge variety of options which can accommodate diverse delivery desires and schedules.

5. **Community Engagement:** "Delivery as a Lift" fosters a experience of community by means of permitting individuals and groups to participate in a collaborative transportation network, developing mutual benefits for senders, drivers, and recipients.

This unique aggregate of efficiency, fee savings, sustainability, and flexibility positions "Delivery as a Lift" as a disruptive and ahead-questioning solution within the parcel delivery enterprise.

➤ **Business Model**

Revenue Streams

- **Service Fees:**
 1. **Customers:** Individuals and groups can pay a fee for the usage of Ashwa's shipping carrier to send their parcels. The price will vary based totally on the scale and weight of the bundle, the distance traveled, and the urgency of the shipping.
 2. **Drivers:** Drivers the use of Ashwa's platform to offer their unused vehicle potential for deliveries may even pay a small carrier fee according to transaction for connecting them with parcel senders.

- **Subscription Plans:**

1. **Frequent Senders:** Ashwa will provide subscription plans for corporations and individuals who often use the carrier. These plans will provide benefits along with discounted prices, priority transport options, and access to top class functions.

- **Premium Services:**

1. Customers can opt for premium services consisting of expedited shipping, coverage for precious items, and actual-time tracking for a further rate.

- **Advertising and Partnerships:**

1. Ashwa will generate revenue through centered advertising and partnerships with agencies that can enjoy the delivery community, such as local shops and e-commerce systems.

- **Payment Flow**

1. **Customers to Ashwa:**

Customers can pay for the delivery carrier through Ashwa's platform when they e book a transport. The fee will be calculated based totally on the specifics of the delivery request.

2. **Ashwa to Drivers:**

Once the shipping is completed, drivers will receive a payment for his or her carrier, minus a small commission charge retained by using Ashwa.

3. **Subscription and Premium Fees:**

Subscription and premium carrier costs might be paid without delay to Ashwa by the clients choosing those offerings.

- **Price Structure**

1. Basic Delivery Fee:

A base charge calculated in step with mile/km, with additional costs for large or heavier applications.

2. Subscription Plans:

Monthly or annual subscription plans at tiered pricing ranges, providing numerous ranges of provider and advantages.

3. Premium Services:

Additional costs for expedited shipping, insurance, and actual-time monitoring, based on the cost and necessities of the cargo.

By imposing this multi-faceted sales model, Ashwa ensures a sustainable and worthwhile business whilst imparting value to clients and growing incomes possibilities for drivers.

➤ Size of the Market Opportunity

- Target Country

India

- **Target Customers:**

Small and Medium Enterprises (SMEs)

E-trade structures

Individual consumers

Pricing Assumptions

Basic Delivery Fee: Rs. 100 per transport

Subscription Plans: Rs. 1,000 in keeping with month

Premium Services: Rs. 50 extra in line with top rate characteristic consistent with delivery

Market Size in India

- **Small and Medium Enterprises (SMEs)**

Number of SMEs: Approximately forty two.Five million SMEs in India.

Estimated Adoption: If 10% of SMEs undertake Ashwa's carrier, that's 4.25 million SMEs.

Average Monthly Spend: Assuming each SME spends Rs. 2,000 according to month on delivery offerings.

Market Potential: four.25 million SMEs x Rs. 2,000 x twelve months = Rs. 102 billion according to year.

- **E-commerce Platforms**

Number of Active E-trade Platforms: Approximately 50,000.

Estimated Adoption: If 50% undertake Ashwa's service, that's 25,000 platforms.

Average Monthly Spend: Assuming each platform spends Rs. 10,000 in step with month on transport services.

Market Potential: 25,000 systems x Rs. 10,000 x 365 days = Rs. 3 billion consistent with year.

- **Individual Consumers**

Number of Active Online Shoppers: Approximately two hundred million.

Estimated Adoption: If five% of online customers use Ashwa's provider, that's 10 million customers.

Average Annual Spend: Assuming every consumer spends Rs. 1, two hundred per 12 months on delivery services.

Market Potential: 10 million customers x Rs. 1,200 = Rs. 12 billion in keeping with yr.

- **Total Market Potential in India**

SMEs: Rs. 102 billion

E-commerce Platforms: Rs. 3 billion

Individual Consumers: Rs. 12 billion

Total: Rs. 117 billion according to year

Market Size in the US and Canada (Year 3)

Target Customers

- **Small and Medium Enterprises (SMEs)**

E-commerce structures

Individual purchasers

Pricing Assumptions

Basic Delivery Fee: \$2 per delivery

Subscription Plans: \$20 per month

Premium Services: \$1 additional per premium feature per delivery

Total Market Potential in India: *Rs. 117 billion per year*

➤ **Current Traction**

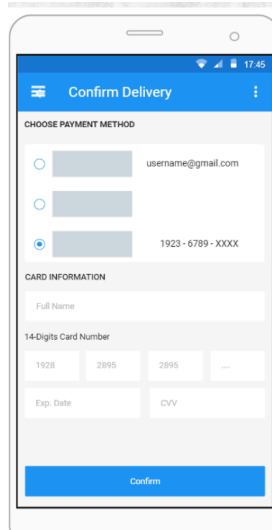
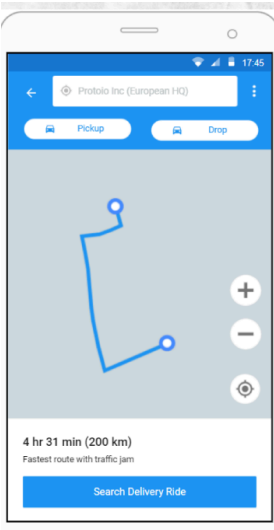
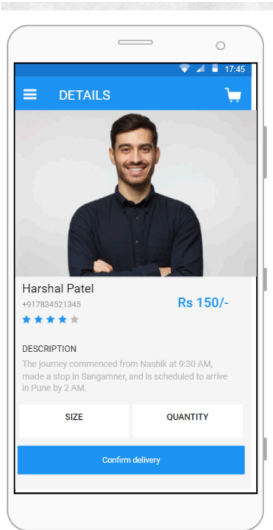
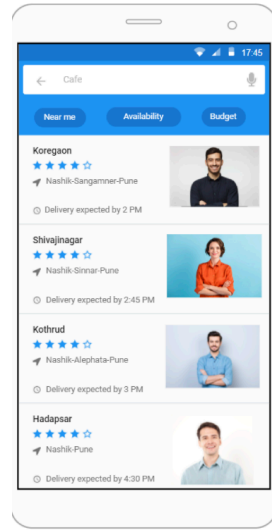
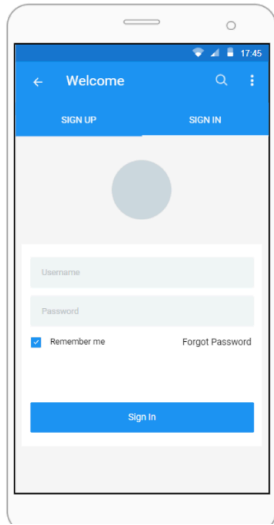
- **Achievements to Date**

1. Patent Submissions:

We have submitted papers for patenting our precise transport method, making sure intellectual property safety for our revolutionary approach.

2. UI Design:

The consumer interface (UI) for Ashwa's platform has been designed, specializing in user-friendliness and capability to provide a seamless enjoy for each customers and drivers.



3. Website Development:

The internet site for Ashwa is currently underneath development. It will serve as the number one portal for clients to book deliveries, track parcels, and access subscription plans and top class offerings.

➤ **Competitive Landscape**

- **Current Competitors**

1. **Porter**

- **Business Model:** Porter affords on-demand logistics and transportation services by assigning separate motors for shipping duties.
- **Service Scope:** Primarily makes a speciality of city regions with committed delivery cars for each undertaking.

Future Competitors

- **Ride-Sharing Companies:** Companies like Uber or Ola that could expand their offerings to include parcel shipping.
- **Traditional Courier Services:** Established agencies like FedEx, DHL, and nearby courier offerings that might undertake similar fashions to decorate performance.

Our Competitive Advantage

1. **Resource Efficiency**

- **Porter:** Assigns a separate automobile for each transport, leading to better operational costs and multiplied environmental impact.
- **Ashwa:** Utilizes current journeys and the unused ability of cars already on the street. This approach substantially reduces operational prices and carbon footprint, making our carrier extra price-powerful and environmentally sustainable.

2. **Cost Savings**

- **Porter:** Higher charges due to the need for devoted automobiles for every delivery.

- **Ashwa:** Lower fees by leveraging automobiles which can be already in transit, allowing us to offer greater aggressive pricing to our customers.

3. Environmental Impact

- **Porter:** Higher emissions because of the deployment of extra cars for every transport mission.
- **Ashwa:** Reduced emissions with the aid of minimizing the range of additional vehicles on the street, contributing to a greener surroundings.

4. Flexibility and Convenience

- **Porter:** Limited flexibility as it relies at the availability of devoted vehicles and drivers.
- **Ashwa:** Greater flexibility via using a broader community of vehicles and drivers already en path, accommodating ultimate-minute and non-widespread delivery requests more efficaciously.

5. Community Engagement

- **Porter:** Operates generally as a logistics provider issuer with confined network interaction.
- **Ashwa:** Engages the network via allowing people to take part within the shipping community, fostering a collaborative environment that advantages both senders and vacationers.

➤ Strategic Plan to Win the Battle

- **Innovation and Patents:** Secure patents for our unique delivery technique to guard our intellectual assets and keep a aggressive part.
- **Technology and User Experience:** Continuously improve our platform's UI/UX to make sure a unbroken revel in for users, making it simpler for customers and drivers to attach and transact.

- **Sustainability Focus:** Emphasize the environmental blessings of our version in advertising and marketing campaigns to attract eco-aware customers and companies.
- **Competitive Pricing:** Leverage our fee benefits to provide aggressive pricing systems, making Ashwa an appealing alternative for value-touchy clients.
- **Partnerships and Collaborations:** Form strategic partnerships with nearby companies, e-trade structures, and ride-sharing businesses to extend our reach and enhance provider services.
- **Customer Service:** Invest in extremely good customer support to ensure high delight and foster loyalty among customers.

By leveraging our specific approach to parcel shipping, that specialize in sustainability, and continuously enhancing our generation and patron enjoy, Ashwa is nicely-placed to outcompete existing and destiny competitors within the logistics and transportation area.

➤ Financials: Current and Projections

Key Figures (3-Year Summary)(Expected)

Year	Revenue	Operating Expenses (OPEX)	Capital Expenditures (CAPEX)	Net Profit/Loss
Year 1	Rs. 10 million	Rs. 8 million	Rs. 2 million	Rs. 0 million
Year 2	Rs. 50 million	Rs. 35 million	Rs. 5 million	Rs. 10 million
Year 3	Rs. 150 million	Rs. 80 million	Rs. 10 million	Rs. 60 million

Cost Breakdown

1) Capital Expenditures (CAPEX)

Year 1: Rs. 2 million

Website and app improvement

Initial infrastructure setup (servers, IT equipment)

Year 2: Rs. 5 million

Scaling IT infrastructure

Expanding shipping network

Year 3: Rs. 10 million

Advanced generation integration (AI, gadget studying for direction optimization)

Expansion into new markets (US and Canada)

2) Operating Expenses (OPEX)

Year 1

Salaries: Rs. 3 million

Marketing: Rs. 2 million

Technology Maintenance: Rs. 1 million

Customer Support: Rs. 1 million

Other Operating Costs: Rs. 1 million

Year 2

Salaries: Rs. 10 million

Marketing: Rs. 10 million

Technology Maintenance: Rs. 5 million

Customer Support: Rs. 5 million

Other Operating Costs: Rs. 5 million

Year 3

Salaries: Rs. 25 million

Marketing: Rs. 20 million

Technology Maintenance: Rs. 15 million

Customer Support: Rs. 10 million

Other Operating Costs: Rs. 10 million

Unit Economics

Revenue per Transaction

Basic Delivery Fee: Rs. 100

Subscription Plans: Average Rs. 1,000 according to month according to client

Premium Services: Additional Rs. 50 consistent with top class feature in keeping with transport

Cost in keeping with Transaction

Variable Costs: Rs. 50 (including motive force payouts and platform protection)

Fixed Costs Allocation: Rs. 20 (technology infrastructure, customer support)

Total Cost in line with Transaction: Rs. 70

Profit in step with Transaction

Revenue: Rs. 100

Total Cost: Rs. 70

Profit: Rs. 30 in line with transaction

Financial Projections Rationale

Year 1

Focus on building the platform, acquiring initial users, and organising marketplace presence.

Moderate revenue growth as the provider profits traction.

Year 2

Significant boom in advertising efforts and scaling operations.

Expansion of purchaser base and enhancement of provider capabilities.

Higher sales growth due to multiplied adoption and market penetration.

Year 3

Expansion into international markets (US and Canada).

Continued focus on technology upgrades and client acquisition.

Substantial revenue growth pushed by using larger purchaser base and increased provider offerings.

Funding Needs, Use of Funds & Proposed Valuation

Funding Requirement

- **Amount:** Rs. 500K

Use of Funds

Technology Development (30%): Rs. 150K

Completing the improvement of the internet site and mobile app

Enhancing the platform with advanced capabilities (real-time monitoring, AI-primarily based course optimization)

Marketing and Customer Acquisition (forty%): Rs. 200K

Launch advertising campaigns to increase emblem attention and entice early adopters

Implement targeted advertising and marketing to reach SMEs, e-trade platforms, and man or woman purchasers

Operational Setup (20%): Rs. 100K

Setting up preliminary operations, which include hiring key personnel (tech group, customer support, marketing group)

Establishing partnerships with drivers and car proprietors

Working Capital (10%): Rs. 50K

Covering daily operational costs and making sure clean provider shipping all through the preliminary phase

Co-Investors and Commitments

Current Investors: None

Committed Investors: No commitments yet, looking for traders for this investment spherical

Fund Utilization Timeline and Achievements

Duration: 18 months

Milestones:

User Base: Grow to 50,000 customers, such as SMEs, e-commerce structures, and person purchasers

Revenue: Achieve Rs. 50 million in annual sales by means of the cease of the 18-month period

Market Penetration: Establish a strong presence in key Indian towns and put together for international growth

Follow-On Capital Requirements

Series A Round:

Amount: Rs. 100 million

Purpose: Scale operations, increase into new markets (US and Canada), and in addition beautify generation and provider services

Timing: Planned for one year after the preliminary funding round

Proposed Valuation

Pre-Money Valuation: Rs. 200 million

Equity Offered: 20%

Post-Money Valuation: Rs. 250 million

This funding of Rs. 500K will offer Ashwa with the necessary assets to finish our platform, launch complete marketing campaigns, installation operational infrastructure, and reap giant marketplace traction. The finances will last for 18 months, during which we purpose to establish a robust consumer base, generate considerable revenue, and role ourselves for a a hit Series A spherical.

➤ Exit Options

Potential Exit Strategies for Investors

Acquisition through Larger Companies

Logistics and Transportation Companies: Major logistics and courier organizations inclusive of FedEx, DHL, or Blue Dart is probably interested in obtaining Ashwa to beautify their last-mile shipping capabilities and comprise innovative, sustainable delivery methods.

E-commerce Giants: Companies like Amazon, Flipkart, or nearby e-trade systems may want to see strategic value in acquiring Ashwa to bolster their shipping network and improve operational efficiency.

Ride-Sharing and Mobility Companies: Companies like Uber or Ola, which may be trying to diversify their offerings into the logistics area, could find Ashwa's version attractive.

Initial Public Offering (IPO)

As Ashwa scales and demonstrates giant boom and profitability, an IPO could be a feasible exit strategy. This could provide investors with liquidity and an possibility to realize vast returns on their investments.

Secondary Sales

Investors may additionally have the option to sell their shares to other non-public fairness traders, assignment capitalists, or strategic traders interested by Ashwa's increase capability.

Comparable Exits inside the Industry

Delivery Acquisition through Target (2020)

Delivery , a crowdsourced identical-day shipping service, become received by way of Target. This acquisition allowed Target to enhance its last-mile delivery skills and combine Delivery technology into its operations.

Uber's Acquisition of Postmates (2020)

Uber acquired Postmates for \$2.65 billion in an all-stock deal. This acquisition helped Uber increase its transport enterprise and enhance its function in the meals and items shipping market.

Amazon's Acquisition of Ring (2018)

Amazon obtained Ring, a clever doorbell and domestic protection company, for over \$1 billion. Although now not immediately within the logistics area, this acquisition highlights how essential companies are inquisitive about acquiring modern answers that supplement their existing offerings.

Why These Exit Strategies Are Viable for Ashwa

Strategic Fit: Ashwa's innovative approach to leveraging present trips for parcel delivery gives sizeable cost financial savings and sustainability benefits, making it appealing to corporations trying to enhance their logistics performance.

Market Trends: The growing demand for efficient, fee-effective, and sustainable delivery answers aligns with the broader industry developments, making Ashwa a treasured goal for acquisition.

Growth Potential: With the projected increase in consumer base and sales, Ashwa has the capacity to turn out to be a chief participant within the logistics and transport space, making an IPO a sensible future aim.

By positioning Ashwa for either strategic acquisition or an eventual IPO, we offer our investors multiple pathways to recognise large returns on their investment. These go out options, mixed with the present day market traits and similar industry exits, underscore the capacity and elegance of Ashwa as an investment possibility.