



GoVyapaar₹

व्यापार, विस्तार व संचार

Tech-Up



Aryan Sakaria

Co-Founder | CEO

Making Managerial
Decisions and overseeing
growth plans



Abhineet Agrawal

Co-Founder | COO

Managing everyday
operations and overseeing
implementation



Prerana Wagh

Co-Founder | CMO

Marketing and Customer
Relationship Management



Priyanshu Verma

Co-Founder | CFO

Strategic Financial Planning
and Budgeting



Anima Singh Solanki

Co-Founder | CTO

Managing and handling
technical resources

Problem Statement and Solution

MSMEs (Micro, Small, and Medium Enterprises) offer niche products with national market potential but often lack online visibility and accessibility. Our goal is to bridge this gap by providing comprehensive services to bring these products to the online marketplace. These services include online business registration, taxation advice, e-commerce platform integration, digital marketing, logistics and supply chain management, financial services, customer relationship management (CRM), training and development, website development and maintenance, and data analytics. We also offer personalized one-to-one guidance, particularly for small scale business owners, ensuring they receive the support they need. By offering these solutions, we aim to enhance the online presence of MSMEs, improve their market reach, and facilitate sustainable business growth in the digital economy.



Product/Technology Overview



- Streamlined Operations: Our platform integrates essential functions, reducing complexity and manual effort, thus increasing productivity.
- Tailored Solutions: Customizable features that adapt to diverse industries and business sizes, ensuring relevance and efficiency.
- User-Friendly Interface: Designed with simplicity in mind, making digital adoption easy for users with varying levels of tech proficiency.

Business Model

1

Upfront Consumer Fee

The owner will be liable to pay a fixed amount to the organization to opt for the services.

2

Royalty based Payment

The organization will be entitled to obtain a part of merchant's profit as royalty to the organization.

3

Commission based Payment

The organization can obtain comission both from the merchant and online marketplace.

Size Of the Market Opportunity



The size of the market can be understood with the Growth rate of MSME's. It should be noted that MSME registered have increased drastically over the past years. It can also be noted that government has also revised the definition for Medium Enterprises on 1st June, 2020 i.e. investment of Rs.50 crores and turnover of Rs.205 Crores which resembles growth in MSME sector. Now based on the scale of the enterprise, the business model can be structured in any flexible way mentioned on the previous slide

According to revision of MSME definition on 13th May, 2020

Category	Investment	Turnover
Micro Enterprises	Rs. 1 crore	Rs. 5 crore
Small Enterprises	Rs. 10 crore	Rs. 50 crore
Medium Enterprises	Rs. 20 crore	Rs. 100 crore

According to revision of MSME definition for medium enterprises on 1st June, 2020

Category	Investment	Turnover
Medium Enterprises	Rs. 50 crores	Rs. 205 crore

Table 3. Comparative growth rate of MSME sector to Industrial sector (Contd....)

Year	Growth % of MSME	Growth % of Over Industry
2007-08	13.00	8.70
2008-09	Due to revised definition of MSMEs Sector, methodological revisions are under progress.	3.20
2009-10		10.50
2010-11		7.80





Current Traction

As of now the whole business model is conceptual and still needs to be executed in the real world. But overlooking the growth of MSME's, it can be assured that there is a healthy market for our forum. Also current Government Schemes that tend to strengthen the MSMEs, would also help us in captivating the market.



Competitive Landscape



Competitor - Odoo

- Comprehensive ERP solution with extensive modules and customization options.
- Established presence with a broad user base and modular approach.

Why We Are Better:

- User-Friendly Interface: Simple design for easy navigation, even for users with limited tech skills.
- Personalized One-on-One Guidance: Hands-on support tailored to individual business needs, unlike Odoo's general support.
- Accessibility for All Users: Inclusive features and support to accommodate various levels of digital literacy.
- Focused Customer Support: Responsive, empathetic support with practical solutions, not just a community forum.
- Cost-Effectiveness: Transparent pricing with no hidden costs, offering exceptional value compared to Odoo's potential extra fees.
- Enhanced User Experience: Continuous improvements based on user feedback to ensure alignment with MSME needs.

Our Strategy to Win:

- Highlight simplicity and personalized support.
- Use testimonials and case studies to demonstrate real-world success.
- Invest in user training and resources.
- Build a strong, engaged community.
- Commit to continuous improvement and innovation.

Funding Needs



To successfully launch and sustain our startup, we are seeking an **initial investment of ₹5 lakhs**. This funding will cover essential expenses, including server management, marketing, and the hiring of key personnel. Specifically, marketing expenses will include costs for campaigns and salaries for marketing employees and a telecaller. With a projected **monthly burn rate** of approximately **₹1 lakh**, this investment will ensure operational efficiency for the first five months. For an investment of ₹5 lakhs, we are offering **16.66% equity in the company**, establishing a pre-money valuation of ₹15 lakhs. This support is crucial for managing our initial cash burn and achieving early growth milestones.

Current Equity Structure



**20% Equity
Share**



**20% Equity
Share**



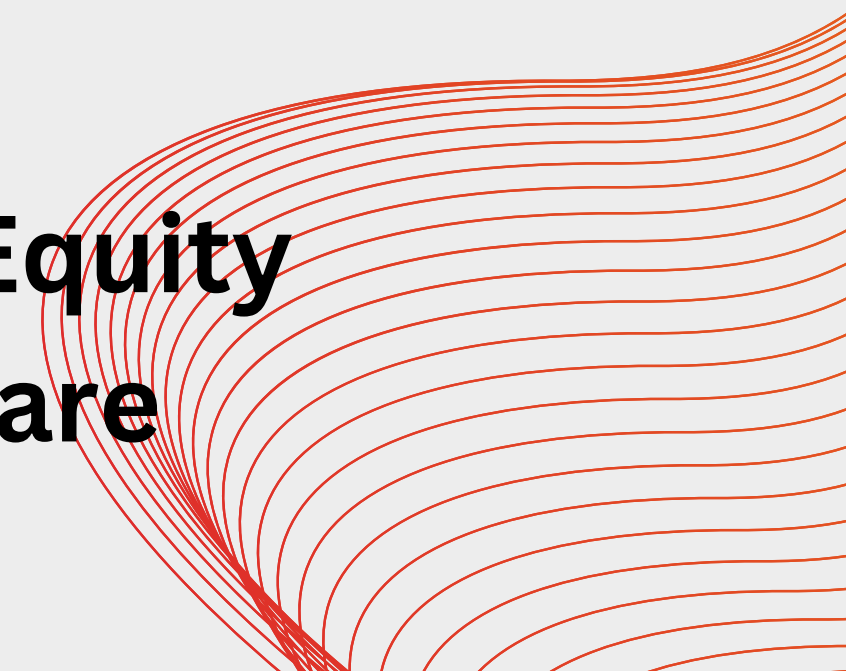
**20% Equity
Share**



**20% Equity
Share**



**20% Equity
Share**



Fundraising History



No Fundraising Yet - High Potential

- **Massive Opportunity:** Targeting a vast, underserved market with high growth potential.
- **Strong Investment Case:** Alignment with government initiatives, potential for rapid scale, and a clear path to profitability.
- **Focus on Building:** Prioritizing business model development, market research, and team building before fundraising.
- **Anticipated Smooth Fundraising:** Strong market potential and strategic execution will attract investor interest.

Exit Option

Investors in an MSME digitalization startup typically seek to exit their investment through one of the following avenues:

1. Acquisition:

- **Strategic Buyer:** A larger enterprise looking to expand its market reach or acquire new technology might acquire the startup.
- **Industry Consolidation:** A competitor or a company operating in a related industry could acquire the startup to strengthen its market position.

2. Initial Public Offering (IPO):

- **Market Maturity:** If the MSME digitalization market matures and the startup becomes a dominant player, an IPO can be a viable exit option.
- **Investor Appetite:** Strong investor interest and a favorable market climate are essential for a successful IPO.

3. Secondary Market Sale:

- **Private Equity Buyout:** A private equity firm might acquire the company from existing investors, providing them with a liquidity event.
- **Direct Sale to Other Investors:** Investors can sell their shares to other investors, such as high-net-worth individuals or family offices.

Examples of Exits in Comparable Industries:

- **FinTech:** Examples include Square's acquisition of Cash App, and the IPOs of companies like PayPal and Stripe.
- **E-commerce:** Amazon's acquisition of Whole Foods and the IPOs of companies like Alibaba and Flipkart are notable examples.
- **Software-as-a-Service (SaaS):** Salesforce's acquisition of Tableau and the IPOs of companies like Zoom and HubSpot are relevant examples.



Thank You