

FUNDAA

COEP TECHNOLOGICAL UNIVERSITY

BRIDGING INNOVATORS AND INVESTORS



Arpita Kotnis - CEO and Founder

- **Vision and Strategy:** Define the company's vision, mission, and long-term goals.
- **Leadership:** Lead the executive team and foster a positive company culture.
- **Fundraising:** Secure funding and maintain investor relationships.
- **Product Oversight:** Guide product development and market positioning.
- **Governance:** Ensure compliance with legal and regulatory requirements.

Soham - Co-Founder and CMO

- **Marketing Strategy:** Develop and execute marketing plans to build brand awareness.
- **Digital Marketing:** Lead online campaigns, including SEO, social media, and content creation.
- **Customer Acquisition:** Drive user growth through targeted campaigns and data analysis.
- **Partnerships:** Forge relationships with stakeholders and participate in community events.
- **Market Research:** Analyze market trends and competitors to inform strategy.

Problem



In the dynamic world of startups and entrepreneurship, obtaining investment is a critical step in turning innovative ideas into successful businesses.



Problem 1

Lack of Visibility



Problem 2

Difficulty Pitching to
Angel Investors



Problem 3

Intermediaries' Time
and Cost



SOLUTION

Our company simplifies the process of obtaining startup investment without the need for connections, intermediaries, or commissions.



Solution 1

Direct Access to Investors:



Solution 2

Background Check



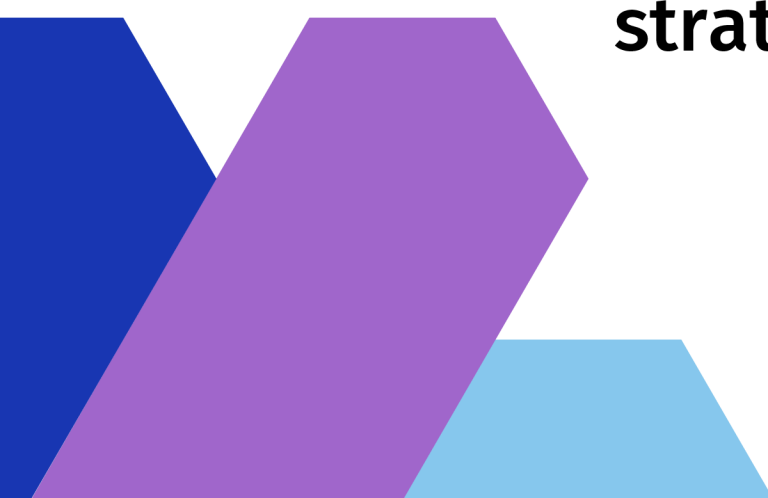
Solution 3

Eliminate Intermediaries and Commissions

Product/Technology Overview

Fundaa provides an innovative platform designed to streamline the investment process for startups and investors. What sets Fundaa apart is its focus on creating a seamless connection between early-stage businesses and potential investors through a user-friendly interface and data-driven insights. The platform offers a unique blend of automated matching algorithms, comprehensive market analysis, and tailored investment recommendations, which simplifies the process for both startups seeking funding and investors looking for promising opportunities.

By leveraging advanced technology and a deep understanding of the startup ecosystem, Fundaa enhances the efficiency and effectiveness of investment decision-making, making it a go-to solution for aspiring entrepreneurs and savvy investors alike. The platform's commitment to transparency, ease of use, and strategic partnerships with key players in the industry further distinguishes Fundaa as a leader in the space.



WHY US?

WHAT MAKES US STANDOUT FROM THE PERTAINING COMPETITION

Implementing AI-Generated Filters:

Utilize AI algorithms to create filters that automatically match your startup's characteristics with investor preferences.

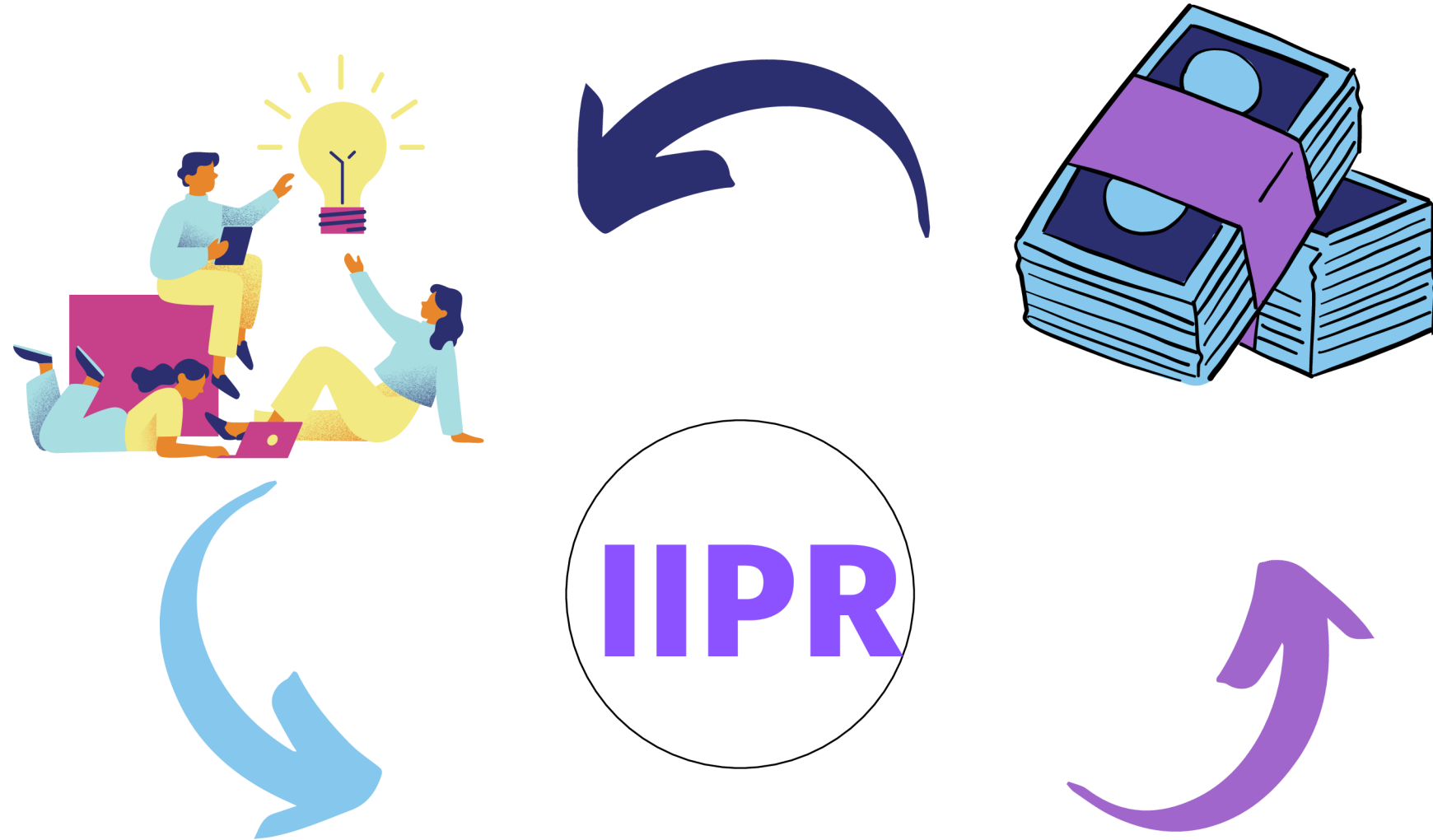
Private Startup Information:

Maintain the confidentiality of your startup's sensitive data, allowing only investors to access it.

Innovations and Intellectual Property Rights (IIPR):

Promoting innovation, gathering patent holders and raising awareness about patent and copyright issues

IIPR: Innovation and Intellectual Property Rights



FUNDAA

Gathering
Patent Holders

Promoting
Innovation:

Raising
Awareness

REVENUE MODEL

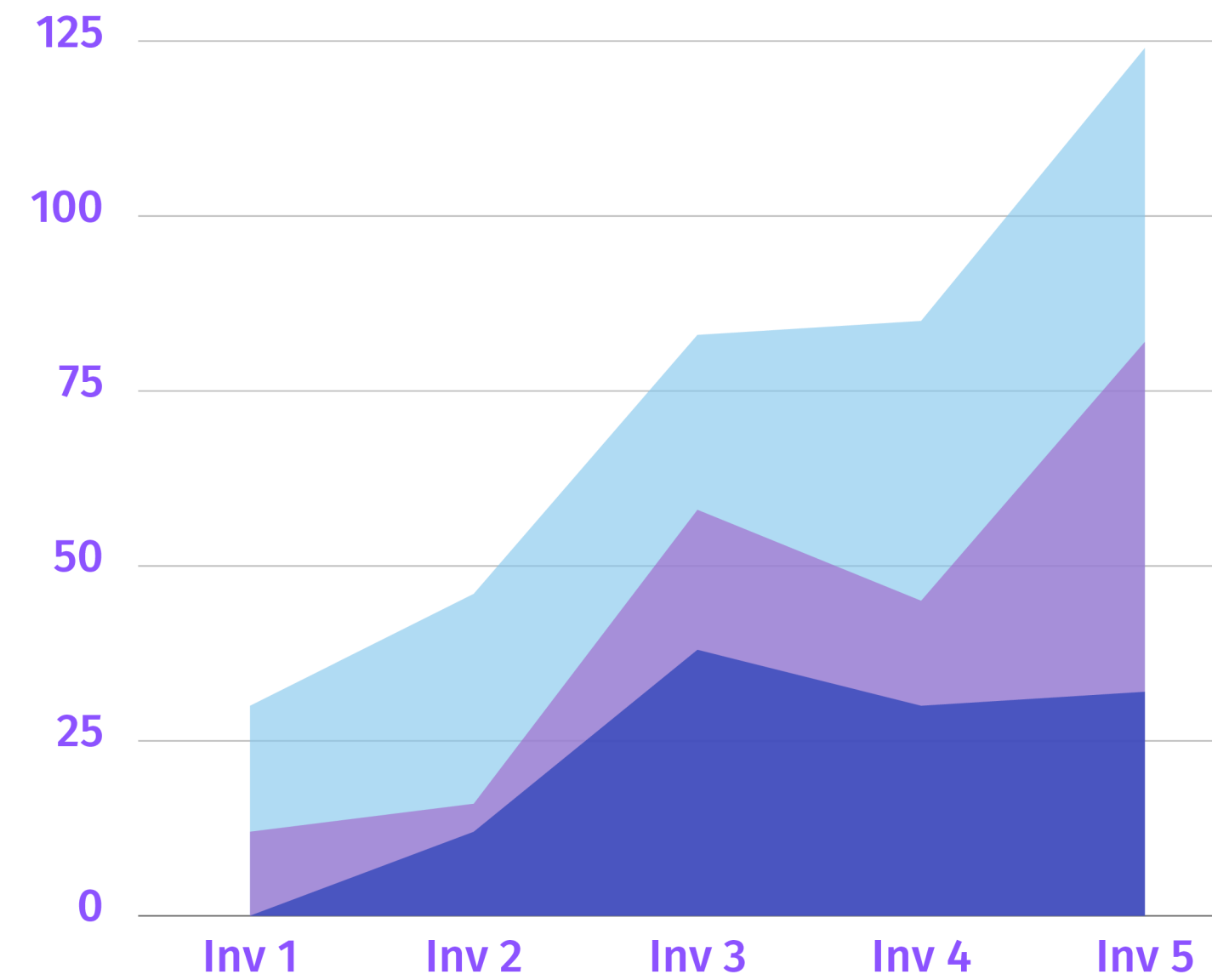
NO Sign-Up Fee :

Subscription:

Commission :

Advertisement:

Boosting Services at a Price:



India Market:

- **Target Audience:** Fundaa's primary customers are early-stage startups and investors. In India, there are approximately 40,000 active startups seeking investment opportunities.
- **Pricing:** The platform offers a subscription-based model. Startups pay Rs. 50,000 per year for premium access, which includes advanced matchmaking, market insights, and investor connections. Investors pay Rs. 1,00,000 per year for access to a curated list of vetted startups, comprehensive analytics, and networking events.
- **Market Potential:** With the assumption that 10% of startups and investors will subscribe to Fundaa's services, the potential market size is substantial:
 - **Startups:** $4,000 \times \text{Rs. } 50,000 = \text{Rs. } 200,000,000$ per year
 - **Investors:** $4,000 \times \text{Rs. } 1,00,000 = \text{Rs. } 400,000,000$ per year
 - **Total Market Potential in India:** Rs. 600,000,000 per year

US Market:

- **Target Audience:** The North American market, including the US and Canada, has a significantly larger number of startups and investors, with approximately 100,000 startups.
- **Pricing:** Due to the higher average income and investment levels, pricing is set higher:
 - **Startups:** \$1,500 per year
 - **Investors:** \$3,000 per year
- **Market Potential:** Assuming a similar 10% adoption rate:
 - **Startups:** $10,000 \times \$1,500 = \$15,000,000$ per year
 - **Investors:** $10,000 \times \$3,000 = \$30,000,000$ per year
 - **Total Market Potential in the US and Canada:** \$45,000,000 per year

Current and Potential Competitors:

1. AngelList
2. SeedInvest
3. LetsVenture



Fundaa's Differentiation Strategy:

1. Tailored Matching Algorithm:

- **Fundaa Advantage:** Unlike generic platforms, Fundaa uses advanced algorithms to match startups with investors based on specific criteria such as industry focus, stage of development, and funding needs. This ensures higher relevance and engagement, improving the likelihood of successful investment matches.

2. Comprehensive Market Insights:

- **Fundaa Advantage:** Fundaa provides startups and investors with detailed market insights, including trend analysis, competitor benchmarks, and growth forecasts. This added value helps users make informed decisions, positioning Fundaa as a thought leader and trusted advisor in the investment process.

3. Integrated Support Services:

- **Fundaa Advantage:** In addition to connecting startups with investors, Fundaa offers support services such as pitch preparation, legal advice, and financial planning. These services are designed to help startups become investment-ready, increasing their appeal to potential investors.
- **Focus on Emerging Markets:**
 - **Fundaa Advantage:** While competitors may focus heavily on established markets like the US and Europe, Fundaa places a strong emphasis on emerging markets such as India and Southeast Asia. This focus allows Fundaa to tap into underserved regions with high growth potential, setting it apart from global competitors.
- **Community and Networking Events:**
 - **Fundaa Advantage:** Fundaa organizes exclusive events, workshops, and webinars that facilitate networking and learning opportunities for both startups and investors. This community-centric approach helps build strong relationships and trust, fostering a loyal user base.



Current Status (Ideation Stage)

- **Revenue: None, as the platform is still in the ideation and development phase.**
- **Expenses: Initial expenses are primarily focused on research, development, and operational setup.**
 - **Development Costs: Software development, platform design, and initial technical infrastructure.**
 - **Marketing and Branding: Preliminary branding, market research, and outreach to potential partners and early adopters.**
 - **Operational Costs: Salaries for the core team, legal and compliance fees, and other administrative expenses.**



THANK YOU!



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