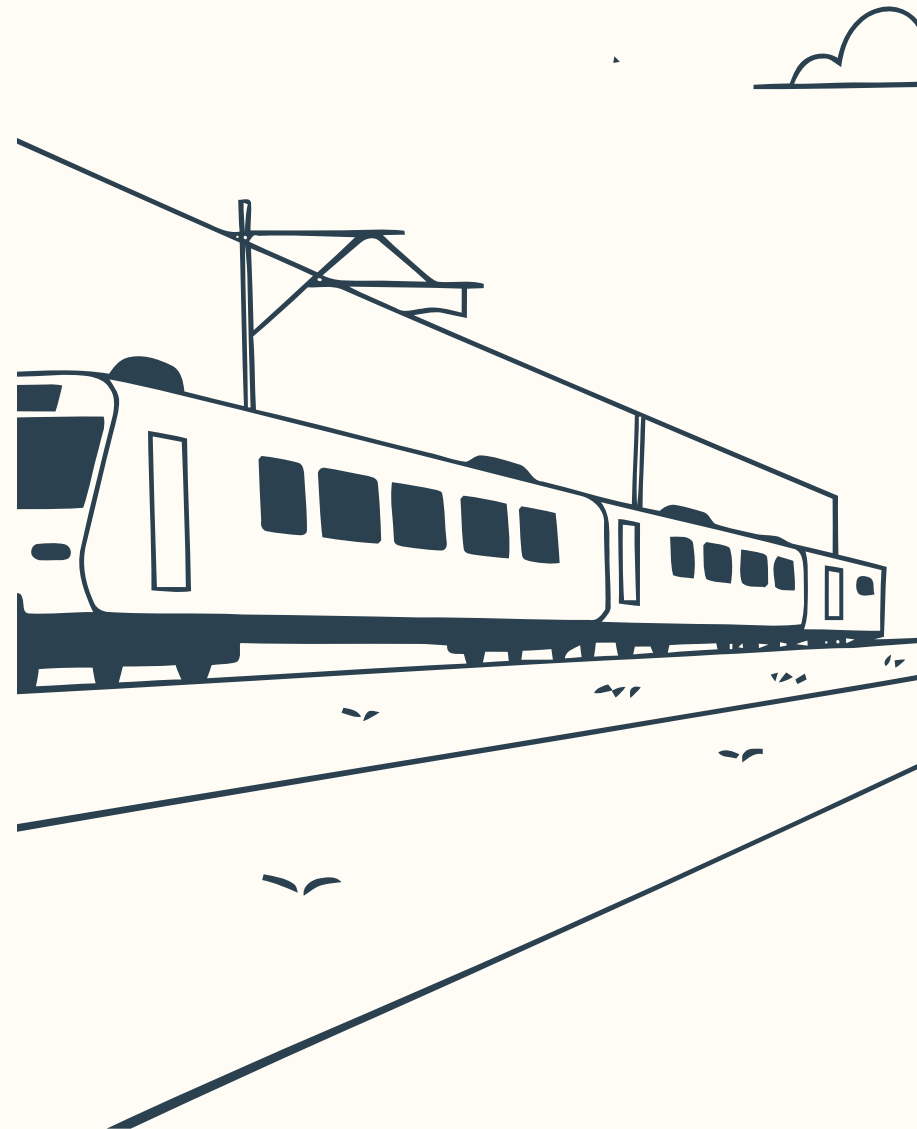# The 3-Engine Ecosystem

Building India's first integrated fundraising and NGO recruitment operating system through three powerful, interconnected growth engines.

Understanding the Three Engines

Each brand serves as a specialized growth engine within a unified ecosystem, designed to capture different market segments while reinforcing one another through shared infrastructure and client relationships.

ProQruit

Core Function: Specialized NGO & fundraising recruitment

Growth Nature: High-value, low-volume, relationship-driven

Revenue Model: Retainer and consulting fees

reQruit

Core Function: Mass hiring, campus & entry-level recruitment

Growth Nature: Scalable volume, operations-driven

Revenue Model: Pay-per-hire and institutional partnerships

ProQnnex

Core Function: Fundraising permissions & campaign operations

Growth Nature: Infrastructure-based, coordination-driven

Revenue Model: Service-based fees and retainers

ProQruit: The Core Brand

Dominating the Niche

ProQruit targets the fundraising and NGO hiring space in India, positioning itself as the go-to partner for impact organizations seeking specialized talent. The market reality is highly focused: while India has approximately 4 million registered NGOs, only 10-15% are active fundraisers or donor-facing organizations.

Of these active organizations, roughly 5,000-7,000 hire regularly, with 300-500 representing retainer-level clients—the premium segment where ProQruit excels. This concentrated market demands relationship-driven expertise rather than mass-market approaches.

Key Advantage: No serious competition exists that combines niche focus with organized delivery. ProQruit can own this category through consistent branding and reliable execution.

ProQruit Financial Model

Within two years, ProQruit can realistically capture 50-60 active NGO and agency clients, including 30-40 retainer relationships, generating 300-400 placements annually. This focused approach prioritizes quality relationships over volume.

Retainer Clients	Pay-Per-Hire	Total Steady-State
30 clients at ₹70K/month average	20 placements at ₹35K average	Combined monthly operations
Monthly Revenue: ₹21L	**Monthly Revenue: ₹7L**	**₹25-30L/month (~₹3-3.5Cr/year)**

Operating with a lean team of 10-12 recruiters, 2 business development heads, and 1 operations manager, the cost base remains around ₹4-5L monthly, delivering approximately 80% gross margin with efficient operations. Expanding into global NGO recruiting markets—UK, Singapore, UAE—could push annual potential to ₹6-8Cr, though the India-only model caps realistically at ₹3-4Cr within three years.

reQruit: The Scale Arm
Converting Institutional Access into Volume

reQruit transforms ProQruit's institutional partnerships into a recurring placement network for entry-level hiring. While the campus and employability market is essentially endless, it's highly price-sensitive—making operational efficiency and existing relationships the critical differentiators.

Strategic Edge: Institutional access already established through ProQruit, combined with a trained recruiter base, enables scaling through process rather than expensive marketing campaigns. This approach dramatically reduces customer acquisition costs while maintaining quality standards.

Year 1: South India Pilot

5 cities, 30 institutional tie-ups

300 placements generating ₹60-70L revenue

Year 3: Nationwide Scale

15+ cities, 150+ institutional tie-ups

3,000+ placements generating ₹5-6Cr revenue

1 — **2** — **3**

Year 2: Regional Expansion

10 cities, 80 institutional partnerships

1,000+ placements generating ₹2-2.5Cr revenue

Average revenue per placement settles at ₹15-20K net after institutional share. Because recruiters can be entry-level talent (₹3-5L annual salary range) with shared backend infrastructure, the entire operation runs at 25-30% cost of revenue. At ₹1Cr in revenue, gross profit margin remains around ₹70L—trading margin for scale in a calculated way.

ProQnnex: The Infrastructure Arm

Controlling Where Fundraising Happens

ProQnnex solves a critical pain point in the fundraising ecosystem: securing physical infrastructure for campaigns. Every major fundraising agency requires permissions monthly, cycling through the same venues—malls, corporate offices, and tech parks. The challenge isn't finding locations; it's managing time-consuming paperwork and ensuring consistency.

ProQnnex becomes the bridge between fundraising agencies and venue owners, systematizing what's currently a fragmented, relationship-dependent process. No organized player in India currently owns this space, creating a clear opportunity to become the default name NGOs and agencies call for fundraising setup and permissions.

Single Permissions

50 monthly at ₹4,000 average = **₹2L monthly**

Retainer Packages

10 clients at ₹50K/month = **₹5L monthly**
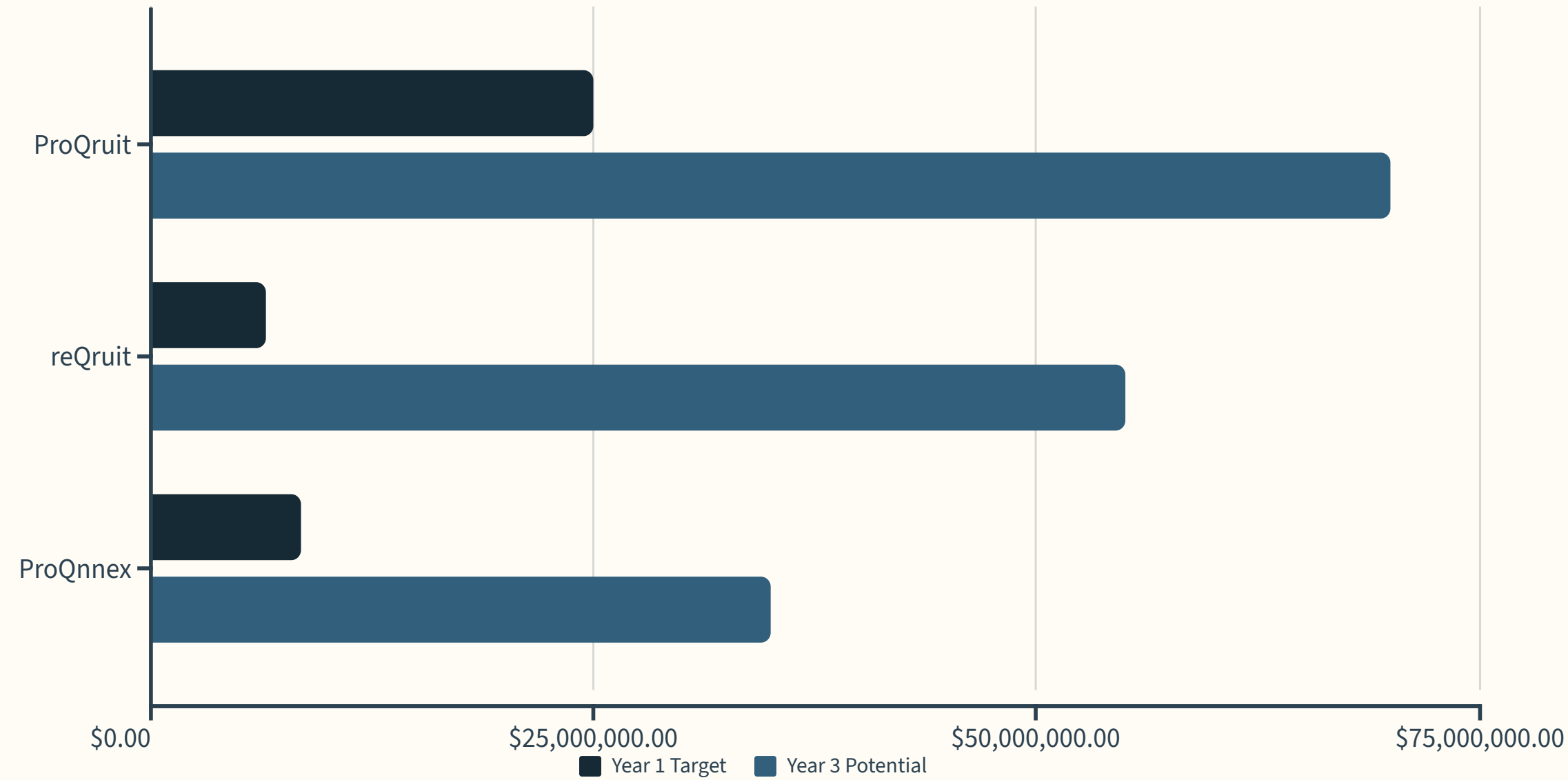
Agency Partnerships

10 commission deals at ₹10K average = **₹1L monthly**

Total Steady-State

₹7-8L/month (~₹80-90L annually)

Three-Year Combined Growth Trajectory

The power of the three-engine ecosystem becomes clear when viewing combined projections. Each brand maintains its distinct margin profile while contributing to overall revenue growth and market dominance.

Legend: ■ Year 1 Target ■ Year 3 Potential

X-axis: $0.00 — $25,000,000.00 — $50,000,000.00 — $75,000,000.00

Categories (top to bottom): ProQruit, reQruit, ProQnnex

Year 1 Combined

₹4-5Cr total revenue

Lean operations, positive cashflow, South India focus

Year 2 Network

₹8-10Cr revenue

Regional dominance established, systems scaled

Year 3 Ecosystem

₹12-15Cr potential

Three autonomous verticals, blended 50-60% margin

The Three Critical Levers for Scale

Realistic scalability depends on mastering three fundamental operational levers. Success requires disciplined execution across team structure, data systems, and leadership focus—not just ambitious growth targets.

01

Team Capability

ProQruit operates efficiently with 10-12 recruiters. reQruit requires 1 manager plus 5 recruiters by Year 2. ProQnnex stays lean with 3-4 operations staff. Total headcount remains manageable without sacrificing quality or responsiveness.

02

Data & System Discipline

Shared databases, clean dashboards, and monthly performance reviews enable running the entire three-brand setup without requiring 50 employees. Operational efficiency comes from systems, not headcount—a critical distinction for sustainable growth.

03

Founder Focus

You cannot lead all three brands daily. Your role centers on strategy and key client relationships. Assign operations and delivery to dedicated heads for each engine. Maintain one financial oversight function—internal or outsourced CFO—to track revenue streams distinctly.

Realistic Scale Ceilings by Timeline

Setting honest expectations about what's achievable versus what's aspirational ensures focused execution and prevents overextension. Each timeframe has clear boundaries based on market realities and operational capacity.

12 Months: Foundation

Realistic: ₹4-5Cr combined revenue, lean operations, positive cashflow, South India dominance

Not Realistic: Expanding to 10 cities blindly without proven processes

24 Months: Regional Network

Realistic: ₹8-10Cr network, regional dominance across South India, systems refined

Not Realistic: Building heavy-tech product platform without substantial capital injection

36 Months: Ecosystem Leader

Realistic: ₹12-15Cr total ecosystem, three autonomous verticals, national expansion begun

Not Realistic: Competing at national staffing firm scale unless external funding secured

The Operating System for India's Fundraising Economy

Three Engines, One Ecosystem

ProQruit delivers credibility and profit through specialized expertise in NGO recruitment, commanding premium pricing and deep client relationships.

reQruit provides volume and reach, scaling through institutional partnerships and process efficiency rather than expensive marketing.

ProQnnex creates infrastructure and stickiness, solving the physical logistics that make or break fundraising campaigns across India.

Together, these three brands position you not as just another recruiter, but as **the operating system for the NGO hiring and campaign world**—the essential infrastructure layer that impact organizations depend on to function effectively.

This isn't about building three separate companies. It's about creating an integrated ecosystem where each engine amplifies the others, establishing barriers to competition through network effects and operational excellence.