

# Industry, Market & Problem Context

## Why does this problem exist and why does it matter?



This problem exists because logistics companies rely on multiple disconnected systems that are complex, expensive, and not designed for mid-market needs.

It matters because this causes poor visibility, manual work, higher costs, delays, and compliance risks, directly impacting business efficiency, profitability, and customer satisfaction.

## Competitive Landscape (In real world market)

Category	Key Players
Enterprise SCM Platforms	SAP SCM, Oracle SCM Cloud, Blue Yonder, Kinaxis, Manhattan Associates
Specialized Logistics Tools	Softeon (WMS), AscendTMS, Wialon
India-Focused Platforms	LogiNext, Locus, Shipsy, Ramco Logistics, FarEye, Shiprocket, Porter, Pickrr

## Key Market Observation

Despite the presence of many platforms, no single solution offers end-to-end logistics operations, compliance, and AI-driven decision-making in a simple and affordable system. This creates a large opportunity in the mid-market segment, which remains underserved.

## Limitations of Existing Platforms

Problem	Explanation
Complexity	Expensive systems, long deployment cycles, heavy IT dependence
Fragmentation	Separate tools for warehouse, transport, tracking, and analytics
Poor SME/Mid-Market Focus	Rigid workflows, limited customization, high costs



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**About us:**  
**Team Dominators:**

**IGDTUW, 1<sup>st</sup> Year ,Women centric Team**

# Vision, Target Market & Opportunity

What are we building and for whom?(Rationale)

## Strategic Vision for SyncOne

We are building an end-to-end logistics and supply chain SaaS platform for mid-market businesses. It is designed for logistics firms, manufacturers, retailers, and e-commerce companies that need enterprise-level control without enterprise-level complexity or cost.

### Strategic Focus

- Do not replicate SAP or existing logistics tools
- Identify and build missing high-value capabilities
- Deliver everything through one unified, cloud-based platform



## Target Market

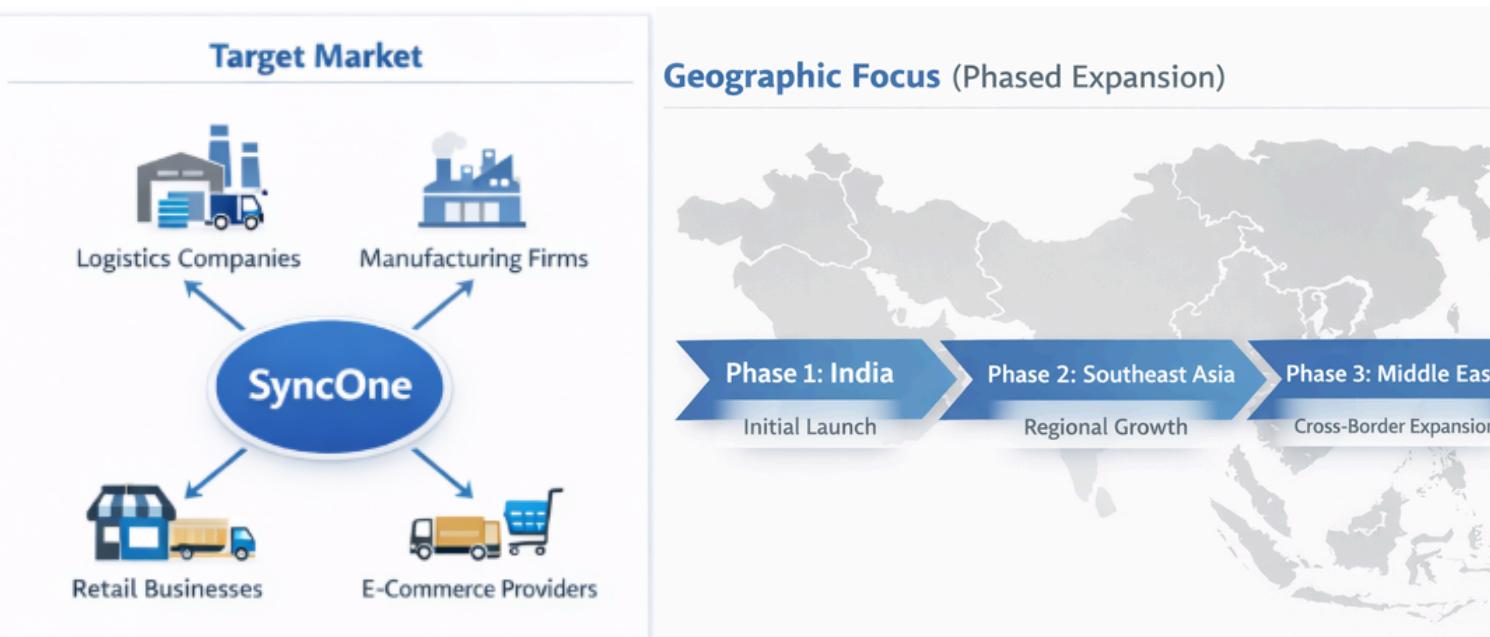
### Primary Customer Segments

Segment	Description
Mid-Market Enterprises	\$10M–\$300M annual revenue
Logistics Companies	3PL, 4PL, fleet operators
E-commerce Logistics	Warehousing and last-mile delivery
Manufacturing & Retail	Multi-warehouse supply chains



### Geographic Focus (Phased)

Phase	Region	Focus
Phase 1	India	Mid-market logistics + GST compliance
Phase 2	Southeast Asia	Localization and partnerships
Phase 3	Middle East	Cross-border and export/import compliance



## Market Opportunity Analysis



### Market Size Estimates

Market	Growth
Global Logistics Software	~\$16.2B (2025) → ~\$30B (2035)
Global SaaS SCM	~\$18.4B (2024) → ~\$45B (2035)
India Logistics Software	~\$0.66B (2025) → ~\$1.32B (2035)
India SaaS SCM	~\$300M (2024) → ~\$950M (2033)

### Market Trends

- Cloud adoption
- AI & predictive analytics
- IoT and real-time tracking
- E-commerce growth
- Mobile-first operation
- Rising compliance automation demand



### Market Opportunity Graph

- Fast-Growing Logistics & SaaS SCM Market
- High Demand for Automation & Compliance Solutions

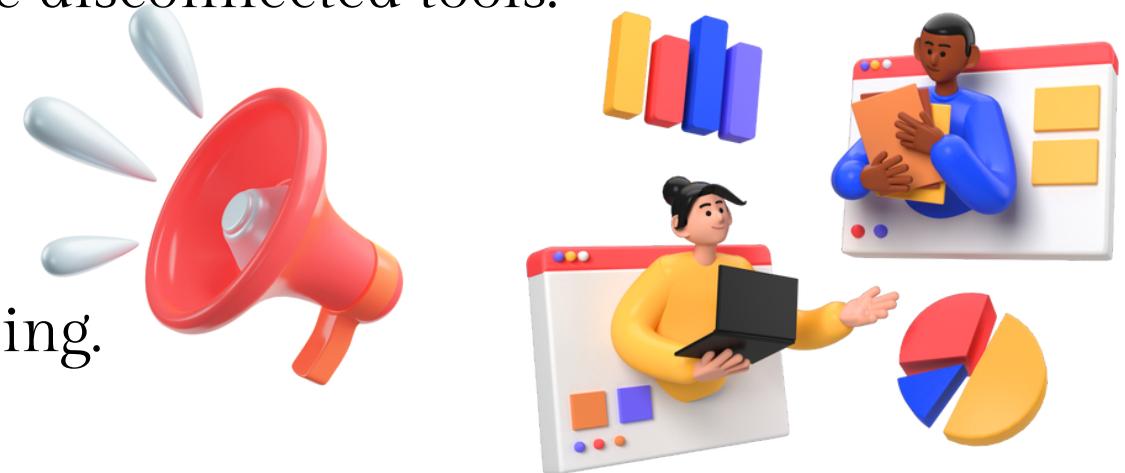


# Product & Solution Strategy

How exactly does our solution solve the problem?

Our solution brings all logistics operations into one unified platform instead of using multiple disconnected tools.

- It provides end-to-end visibility through a single control tower.
- It automates manual work like scheduling, documentation, and compliance.
- It uses AI to predict delays, risks, and shortages before they occur.
- It integrates existing systems (ERP, GPS, WMS) so companies don't need to replace everything.
- It ensures accurate compliance (GST, e-way bills), reducing errors and penalties.



## 5 recommended Features

Core Platform Features	AI & Innovation Features
<b>Unified Control Tower</b> – End-to-end visibility across warehouse, transport, inventory & orders	<b>AI Exception Management</b> – Predict delays, shortages, delivery failures
<b>Workflow Automation Engine</b> – Auto scheduling, reorders, document generation	<b>Demand Forecasting</b> – Prevent stockouts and overstocking
<b>Integration Hub</b> – ERP, WMS, TMS, GPS, e-commerce & accounting integrations	<b>Inventory Optimization</b> – Reduce holding and logistics cost
<b>Compliance Automation</b> – GST, e-way bills, invoicing, audit trails	<b>Supply Chain Risk Management</b> – Predict supplier, route & regulatory risks
<b>Mobile Field Operations</b> – Driver and warehouse mobile applications	<b>Intelligent Decision Engine</b> – Data-driven recommendations

Customer Value Created	Strategic Differentiation
Faster and data-driven decision-making	One unified platform replacing multiple tools
Reduced manual operations and errors	Enterprise-grade capability without enterprise complexity
Lower logistics and operational cost	Strong compliance-driven customer lock-in
Improved compliance accuracy	Designed specifically for mid-market needs
Enhanced customer experience	Faster deployment compared to ERP systems

## Result:

Companies gain better control, lower costs, fewer errors, and faster decision-making – without enterprise-level complexity.

# Business Model, GTM & Operations

## How will this actually run as a business?

- The business will run as a B2B SaaS platform.
- Customers pay monthly or annual subscriptions based on the modules they use.
- Pricing is flexible (per user, per shipment, or enterprise license).
- Sales happen through direct sales, partners, and product-led onboarding.
- Revenue grows through long-term contracts, renewals, and add-on modules.
- A dedicated customer success team ensures retention and expansion.



## Market Sizing Approach

### Bottom-Up vs Top-Down

Approach	Usage
Bottom-Up	Execution and planning (chosen)
Top-Down	Vision and investor narrative

### Bottom-Up India Market

Metric	Value
TAM	~\$6.3B
SAM	~\$2.5B
SOM	~\$70–75M ARR



### Why bottom-up was chosen:

- Realistic assumptions
- Considers switching costs
- Reflects actual buyer behavior

### Pricing by Segment

Segment	Pricing
SMEs	Freemium + \$20–40/user/month
Mid-market	\$100–250/user/month
Logistics firms	Subscription + per shipment
Enterprise	\$100k–200k/year + implementation

### Go-To-Market Strategy

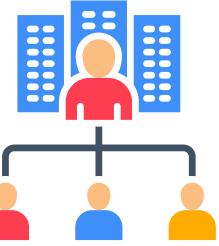
Channel	Purpose
Direct Sales	Mid-market and enterprise
Channel Partners	Rapid scaling
Product-Led Growth	SME entry
Referrals	Lower customer acquisition cost

### Target Industries

- Logistics / 3PL / 4PL
- Retail
- Manufacturing
- E-commerce
- FMCG / Food & Beverage



## Organizational & Operating Model



### Team Planning

Phase	Team Size
Phase 1	15–18
Phase 2	30–40
Phase 3	45–50

### Key Skill Priorities

- Logistics domain expertise
- Backend and data engineering
- Compliance knowledge
- Customer onboarding
- Solution-driven sales

### Operating Model: Squad + Guild

Component	Role
Squads	Own modules and customer segments
Guilds	Shared expertise (AI, security, integrations)
Customer Success	Embedded within squads

### Benefits:

- Faster innovation
- Lower churn
- Strong feedback loops
- Customer-driven roadmap



### Result:

Predictable recurring revenue, scalable growth, and high long-term profitability.

# Financials, Risks & Impact

## Is this scalable, realistic, and worth backing?

Yes – it is scalable, realistic, and worth backing because:

- It targets a large, fast-growing mid-market that is currently underserved.
- The SaaS model allows easy scaling without proportional cost increase.
- Modular pricing enables steady revenue expansion per customer.
- Strong compliance and integration lock-in improves long-term retention.
- A phased, India-first approach makes execution practical and low risk.

## Financial Planning Summary

### Revenue Projections

Year	Revenue
Year 1	\$1.2M
Year 3	\$4.8M
Year 5	\$11.4M
Year 10	~\$47M

### Cost Structure

Cost Head	%
R&D	25%
Sales & Marketing	30–35%
Cloud & Infrastructure	5%
Customer Support	15%
Admin & Operations	10%

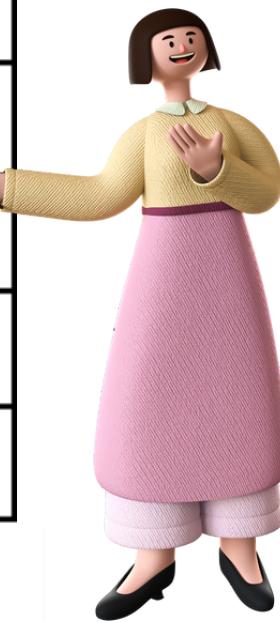
Margins are expected to improve to 40%+ by Year 10, driven by SaaS scalability.



**Result: a sustainable, high-growth business with strong long-term potential.**

## Risk Analysis

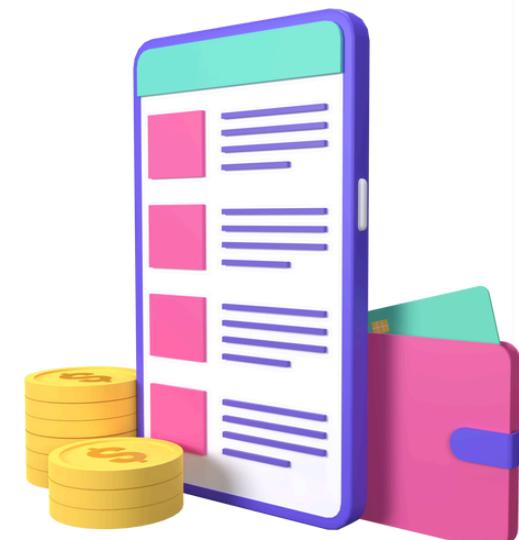
Risk	Mitigation
Slow sales cycles	Partner-led sales
Strong incumbents	Focus on mid-market
Customer churn	Strong onboarding
Pricing resistance	Usage-based pricing
Compliance complexity	Early automation focus



## Expected Outcomes

### Short-Term Outcomes

- Fast adoption in India
- Clear market differentiation
- Early revenue traction



### Long-Term Outcomes

- Scalable global SaaS platform
- High-margin recurring revenue
- Strong customer lock-in through compliance and integrations

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