

Here's **one example of a real startup with its key details** (so you can see how a startup profile looks in practice):

Flintobox — Indian Edutainment Startup (Example)

What it is

Flintobox is a startup that creates **educational activity boxes** for children. Its product focuses on STEAM-based learning (Science, Technology, Engineering, Arts, Math) delivered monthly to kids to support their development and reduce screen time.

([Wikipedia](#))

Founder(s)

- **Arunprasad Durairaj**
- **Vijaybabu Gandhi**
- **Shreenidhi Srirangam**

They started the company after noticing how children were spending too much time on screens and needed engaging, developmental play. ([Wikipedia](#))

Headquarters

- **Chennai, India** ([Wikipedia](#))
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Product / Service

Flintobox offers **monthly themed activity boxes** for kids that include various learning materials such as puzzles, games, and creative projects designed for early child development. ([Wikipedia](#))

Business Model

- **Subscription-based** delivery (customers subscribe to receive boxes regularly).
- Focused on **recurring revenue** from parents seeking educational tools and play resources.

(This aligns with common startup models like subscription and direct-to-consumer.) ([UPES Online](#))

Funding & Growth

- Raised **pre-Series B funding of around \$7.2 M** led by Lightbox Ventures in 2020.
- Growth driven by expanding customer base and investor support to scale operations. ([Wikipedia](#))

Why it Worked

- Identified a **clear problem** (too much screen time, need for developmental play).
- Built a **physical product with consistent demand** from parents.
- Leveraged **subscription model** to ensure predictable revenue. ([Wikipedia](#))

How to Write Startup Details (Template)

If you want to write your own startup's details, include:

1. **Name + Logo / Brand**
2. **Founders & Origin Story**
3. **Problem You're Solving**
4. **Product or Service Description**
5. **Business Model (How You Make Money)**
6. **Target Market (Who Are Your Customers)**
7. **Funding / Investors / Financials**
8. **Traction / Growth Metrics**
9. **Future Plans/Goals**

These elements are part of a **business plan** and help investors, partners, or customers quickly understand the startup's potential. ([Small Business Administration](#))

If you want, I can **format this into a business plan style**, a **pitch deck outline**, or a **one-page startup brief** for your own idea!