

INTER IIT TECH MEET 11.0

**TEAM 51**

**GRAD CAPITAL**

*SEEKING SECRETS TO STARTUP STARDOM*

# *Problem*

**NO SOCIAL SECURITY**



**LIMITED LEGAL  
PROTECTION**



**Informal Labours contribute  
50% of GDP in the country**



**JOB INSECURITY**



**LIMITED  
OPPORTUNITIES**

# *Motivation*

*Making & Managing new contracts can be*



**COSTLY**



**MISTRUST DUE TO  
MISCOMMUNICATION**



**COMPLEX LEGAL  
LANGUAGE**

# ***Solution: NyAI Sangh***

***Making & Understanding Contracts  
has never been this easy before:***



***Technology Used: AI Model Trained Using  
CUAD Dataset for contract review.***

# *Need Of The Hour*

*Based on the circumstances of the people in  
informal labour sector:*



**LEGAL PROTECTION**



**ACCESS TO  
FINANCIAL SERVICES**



**IMPROVED  
ACCOUNTABILITY**

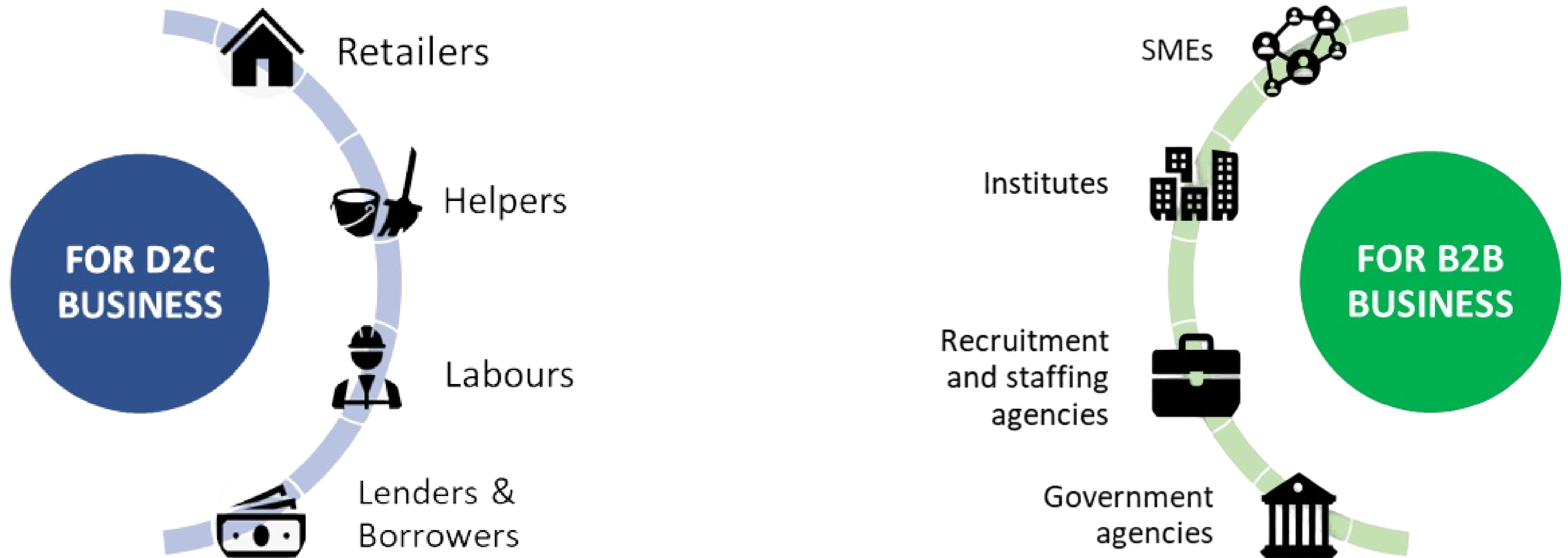
# *Legitimizing the problem statement*

## 1. *Customer Interviews*



# *Legitimizing the problem statement*

## *2. Target Audience*



# *Legitimizing the problem statement*

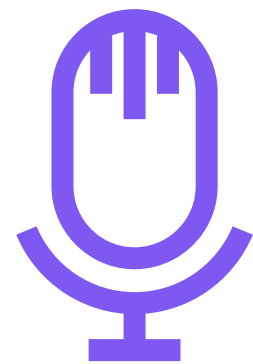
## *3. Competitors*

- *Lawrify.io*
- *Spotdraft.com*
- *Mikelegal.com*



# *Legitimizing the problem statement*

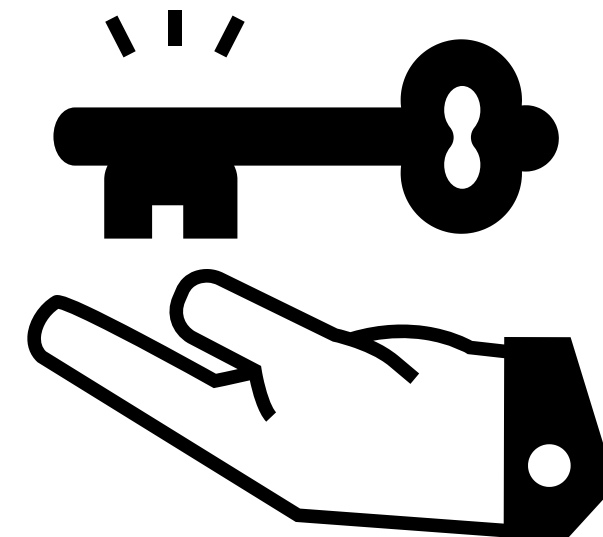
## *4. Opportunity*



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- **Accessibility**

- **Efficiency**

- **Efficacy**

# ***Business Model***

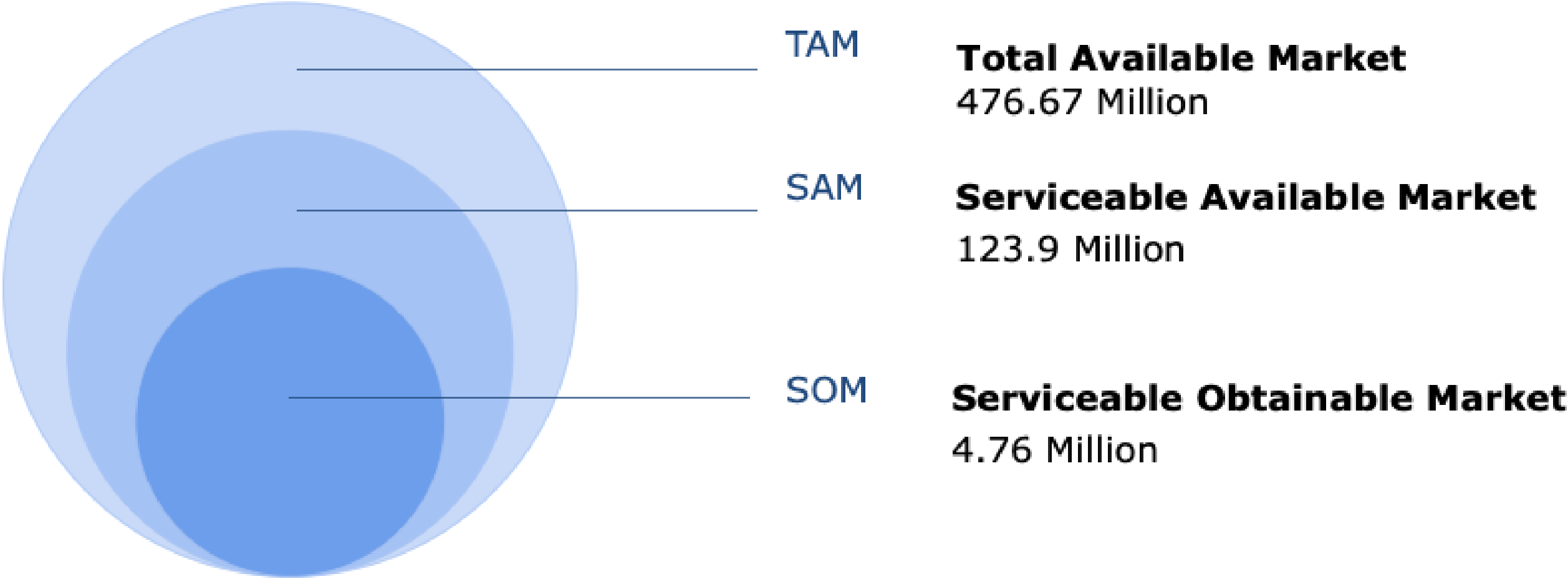
***B2B***

***D2C***



# *D2C Business Market*

TAM SAM SOM



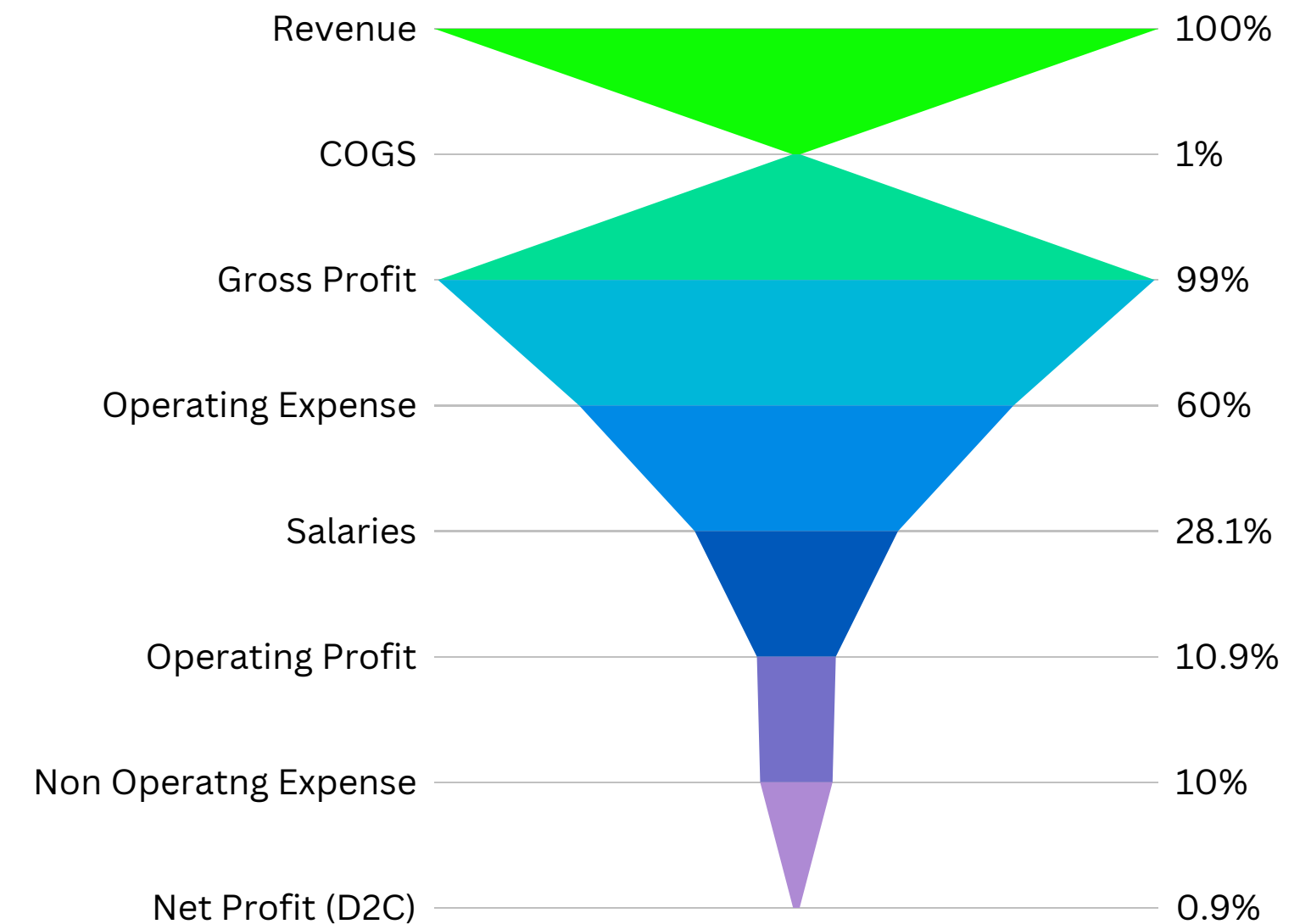
# Crunching Numbers

## P&L Statement (D2C)

Estimated P&L Statement for a financial year

Revenue	47600000	Per Contact Price = Rs 10
COGS	480000	Average Hosting & Server
Gross Profit	47120000	Revenue - COGS
Operating Expense	28560000	60% of revenue (40 Marketing:10 RnD :10 Administration )
Salaries	13370000	Assumption -10 people,13.3 LPA
Operating Profit	5190000	Gross Profit - Operating Expense
Non Operating Expense	4760000	10% of revenue
Net Profit (Model 1)	430000	

All calculations are based on industry standards of SaaS companies



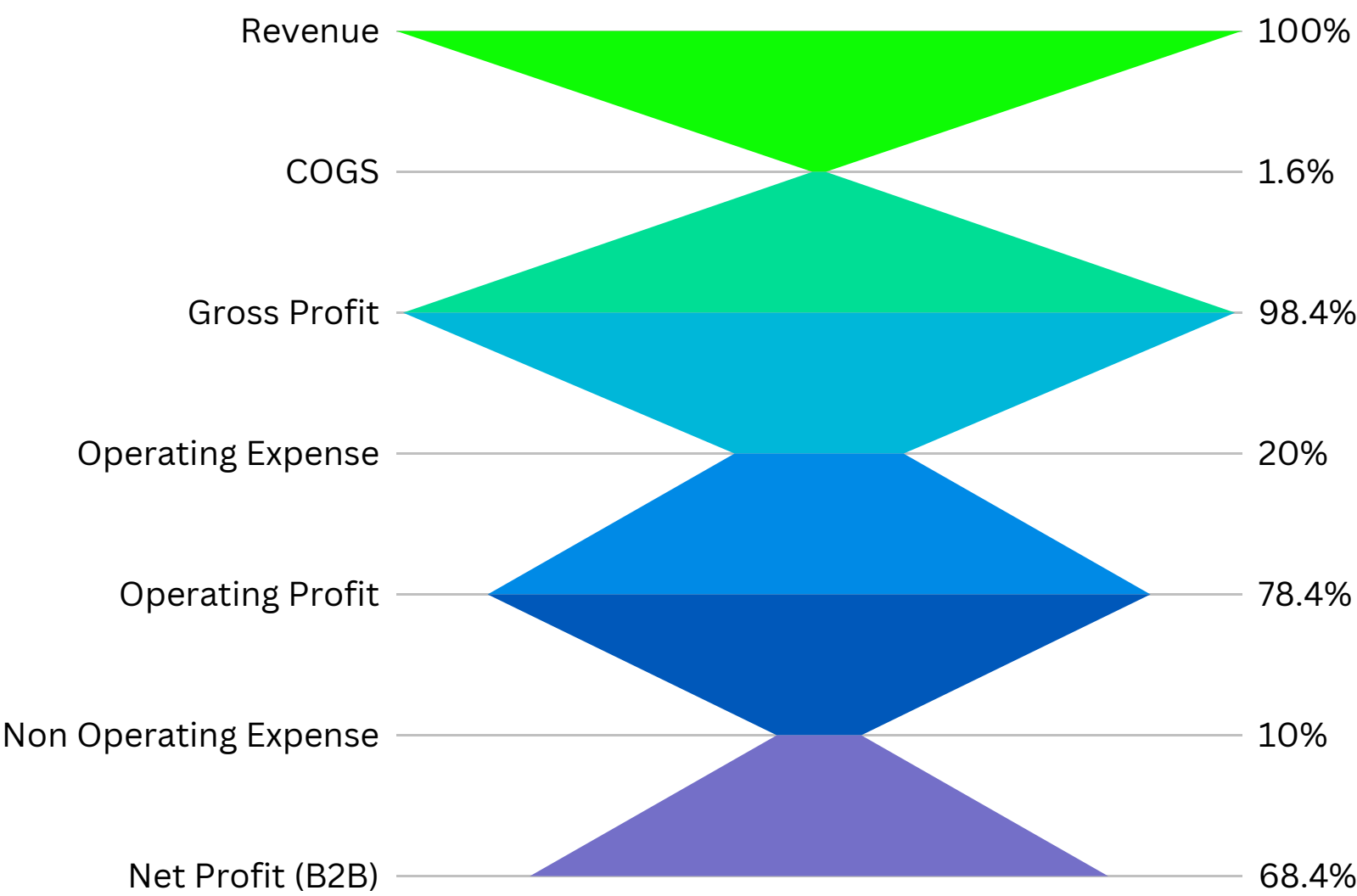
# Crunching Numbers

## P&L Statement (B2B)

Estimated P&L Statement for a financial year

Revenue	6048000	Explained Above
COGS	96000	Average Hosting & Server
Gross Profit	5952000	Revenue - COGS
Operating expense	1209600	20% of revenue
Operating Profit	4742400	Gross Profit - Operating Expense
Non Operating Expense	604800	10% of revenue
Net Profit (Model 2)	4137600	

All calculations are based on industry standards of SaaS companies.



# *Revenue Model*

Distribution Of Profit from 2 Business Models



# *Proposed Marketing Strategy*

*Incentive Based Referral Programs*

*Awareness via Trade Unions &  
Social Meetings in Societies.*

*Content Marketing & Advertisements  
via Newspapers & Media.*



# *Vision*

- 1. Our goal as a contract creation company is to attain the same level of success and recognition as UPI has in the payment segment.*
- 2. Incorporate every language and include every industrial contracts onto our platform which will help us address clients from every corner of India and across globe.*
- 3. One stop solution provider for contracts & management.*





**THANK YOU!**

