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**NAKSHATRA**  
—mapping solutions—

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# Meet our Team!



**Uttam Singh**  
**(Co-Founder, CEO)**

B.Tech in  
Cyber Physical Systems'27



**Sarthak Dravid**  
**(Co-Founder, CIO)**

B.Tech in  
Cyber Physical Systems'27



**Siddharth Warriar**  
**(Co-Founder, CTO)**

B.Tech in Computer and  
Communication Engineering '27



**Ayush Das**  
**(Co-Founder, COO)**

B.Tech in Computer Science  
and Financial Technology '27



**Neehal Sharma**  
**(Advisor)**

MS in Robotics Engineering '25

# Vision and Mission



## VISION

We envision ourselves as the market leader in geospatial intelligence, thus enhancing event navigation and improving safety and operational efficiency—more intuitively, seamlessly



## MISSION

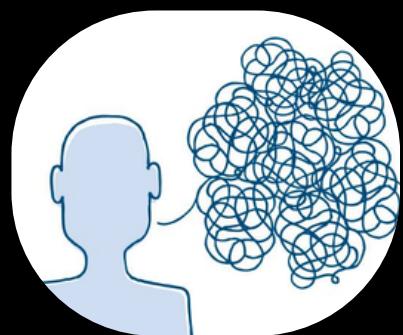
Our mission is to revolutionize how large-scale spaces manage navigation, events using cutting-edge geospatial technology



# Problems



**Poor navigation in large institutions** due to lack of interactivity and constant updates in the schema.



**Scattered means of communications** to relay event informations in large institutional premises



**Expensive and time consuming manual surveys** while updating maps.



# What is our Solution?

A unified platform for:



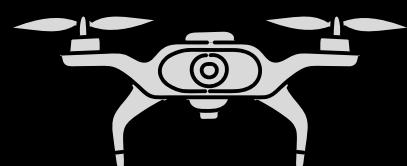
**3-D Interactive real-time** mapping(**Indoor+Outdoor**) with and **AR/VR capability**



**Event tracking** and information relaying



**IOT solutions** for **emergency evacuations**



**Automated** drone surveying



# Why Our Solution Matters?



## Alignment with Govt. policies



## Alignment with Indian and Global Compliances



## Alignment with SDGs



# Demo of Technology

## (2-D web map)



A screenshot of a 2-D web map interface. The map shows a campus layout with various buildings and roads. A callout box highlights "Academic Building 5" with a tooltip showing "No description available" and the timestamp "7:59:33 PM". The map includes a legend on the left listing categories like Academic Buildings, Hostels, Mess/Cafeteria, Sports Facilities, Parking Areas, Green Areas, Temple, Trees, Walkways, Circles, Main Roads, Secondary Roads, and Under Construction. A zoom control at the bottom right shows "Zoom: 16" and the timestamp "7:59:35 PM".

### 01 Web-Map

QGIS map was exported to web using open layers (a javascript library)

### 02 Interactive Elements

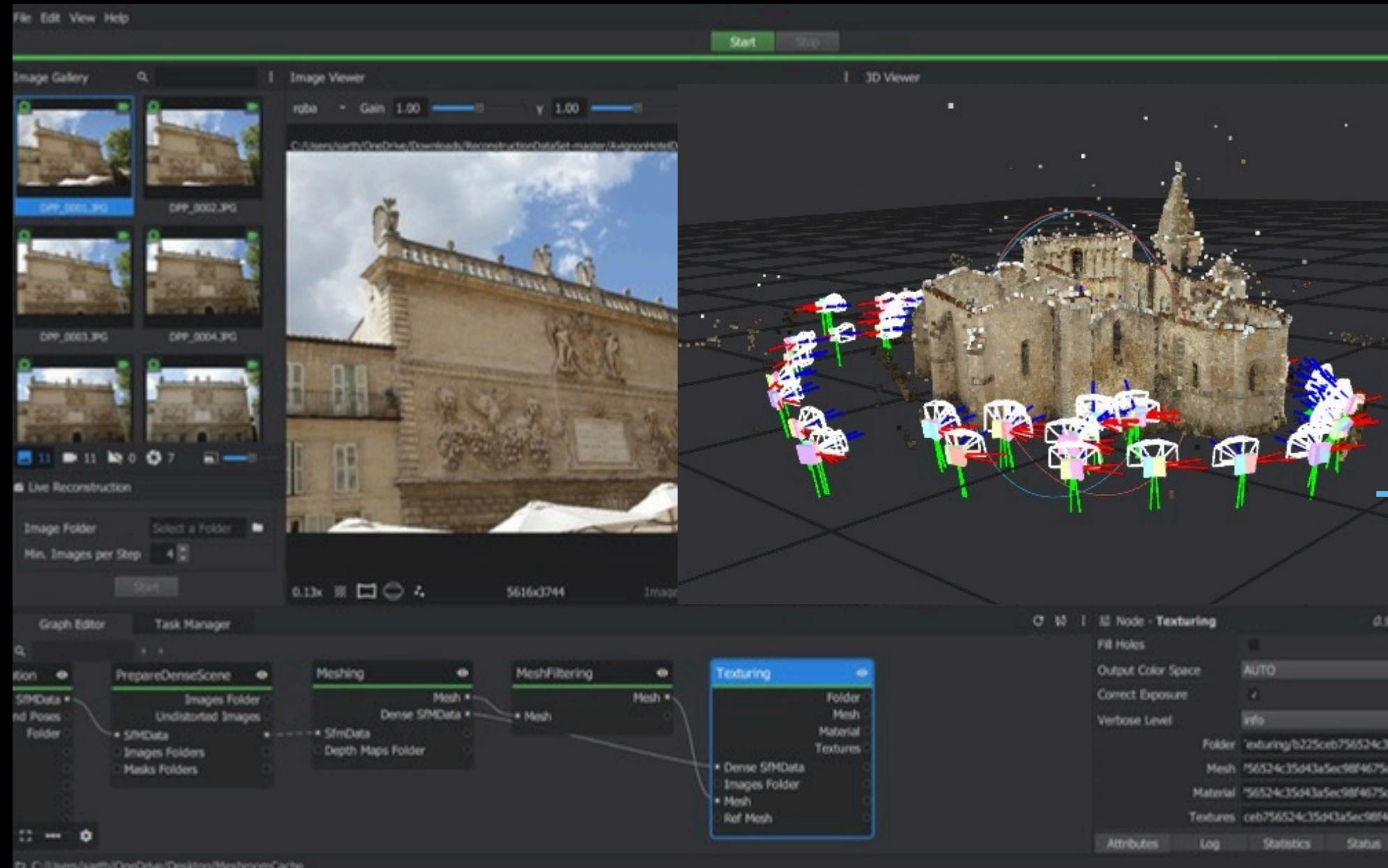
Information of each object with description is displayed upon selection

### 03 Legend Based Filtering

All major categories are visible using a legend for ease of access



# Demo of Technology (3-D model)



03

## 3-D Model Cleanup

Stray points and errors are removed from the 3D model.

02

## 3D model reconstruction

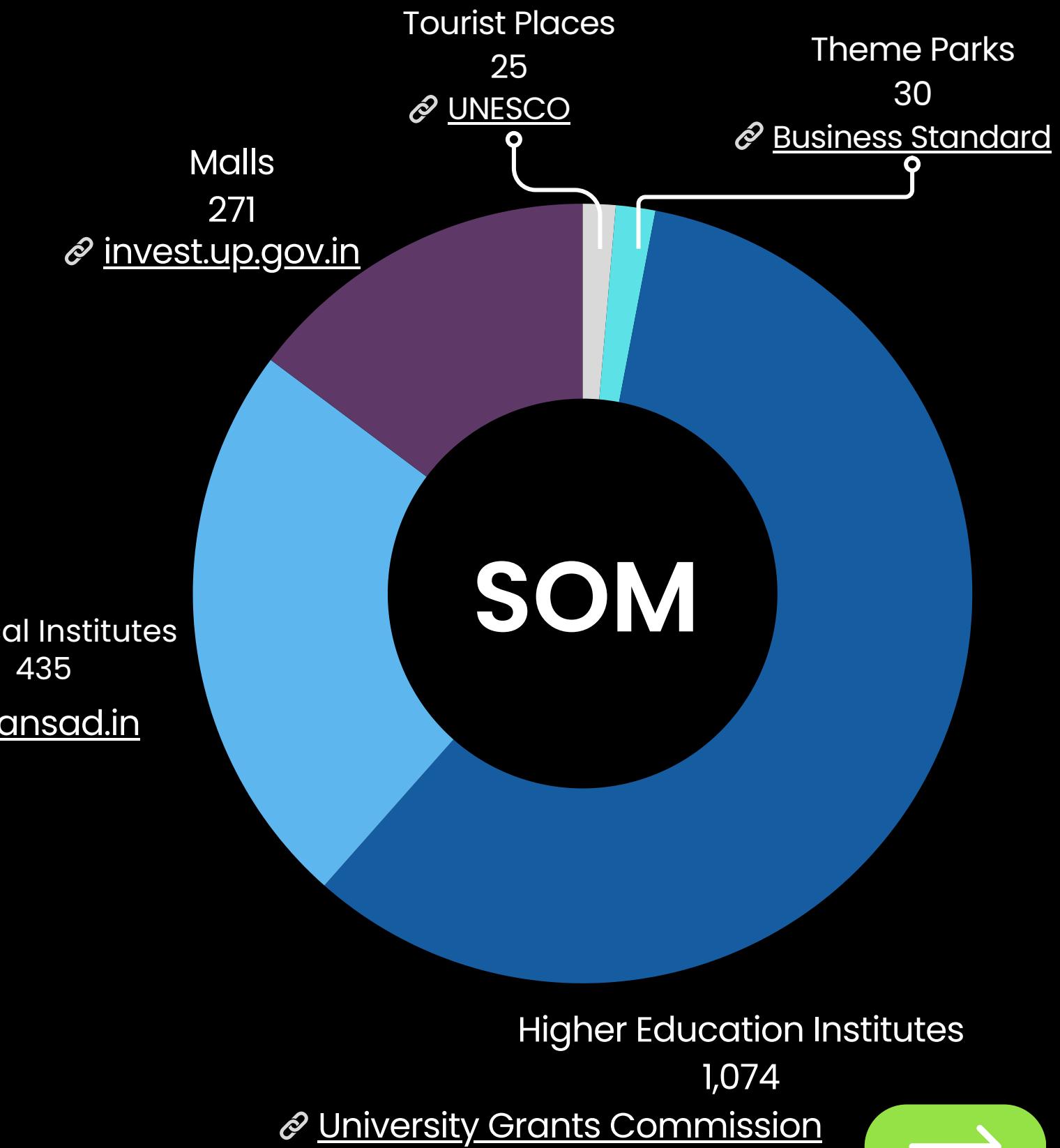
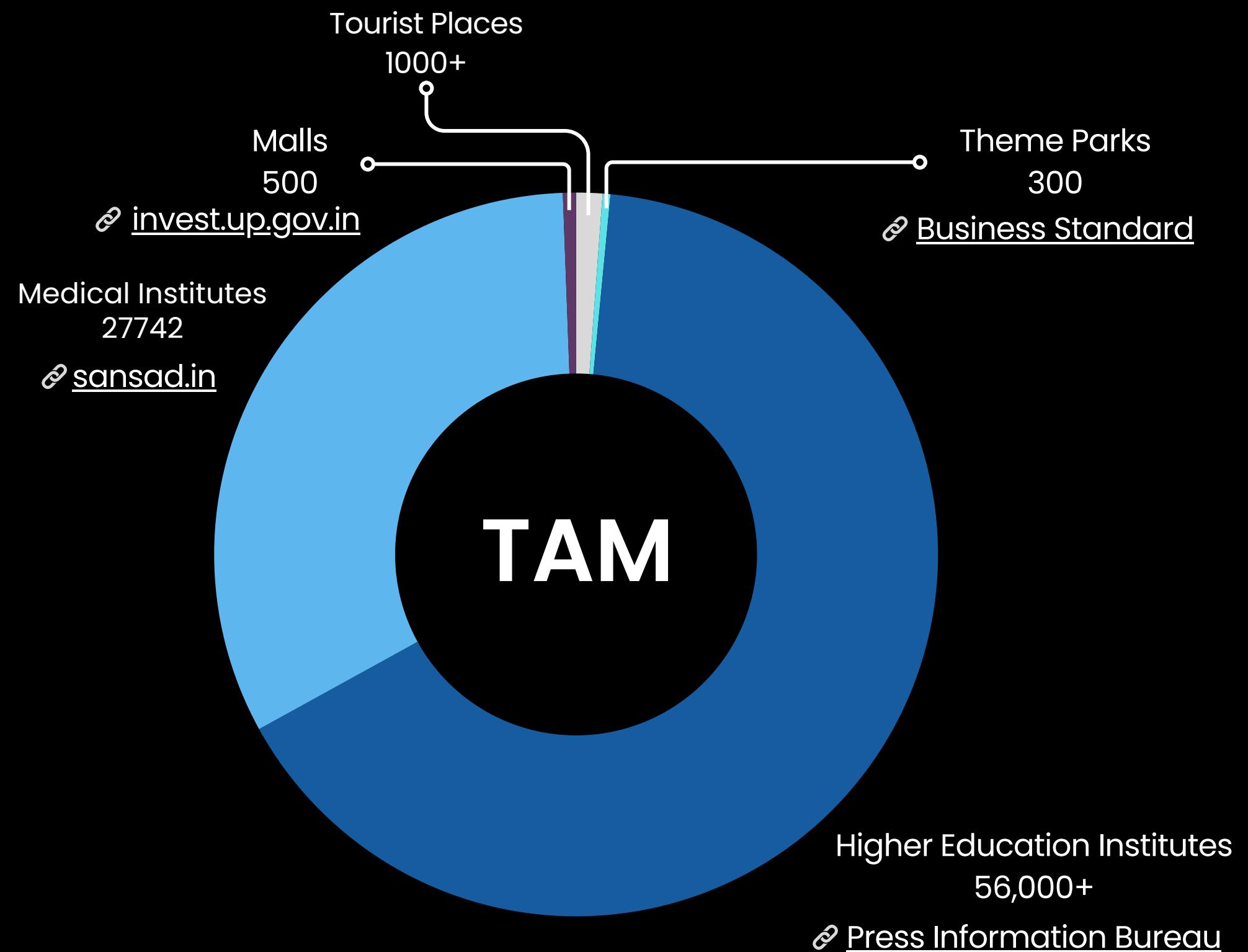
Drone Images are used to generate a dense point cloud.

01

## Image Capture

A bird's view camera is used to capture high quality 4k static images of the building

# Market Size



# Competitive Analysis

## Unique Value Propositions

| Features<br>Competitors  | Event Management  | API Access  | Analytics   | Dynamic Maps  | 3-D Navigation<br>(Indoor + Outdoor)  | AR+VR   |
|--|---|---|---|---|---|---|
|  <b>Pointr</b>                            |  |  |  |  |  |  |
|  <b>CONCEPT3D</b>                        |  |  |  |  |  |  |
|  <b>MazeMap</b>                          |  |  |  |  |  |  |
|  <b>NAKSHATRA</b><br>—mapping solutions— |  |  |  |  |  |  |



# Business Model



## Essential

- **2-D Maps**(Interactive + static)
- Updates in every **6 months**
- **Email** based support

₹

## Advanced

(Everything in Essential)+

- **3-D based static maps**
- **Event Management**
- **Priority** customer support

₹₹

## Ultimate

(Everything in Advanced)+

- **A fully white labelled product with complete customization of every feature based on needs.**
- **Indoor Mapping**
- **Detailed insights** on events managed
- **Dedicated support agent** at campus

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**\*Ad Space: Dedicated advertisement spaces for brands to advertise**

**\*Sample Price: For a campus size of 5,50,000 sq. ft. the approximate price would be 50k per month**  
**Price is subject to change based on customization**



# GTM Strategy

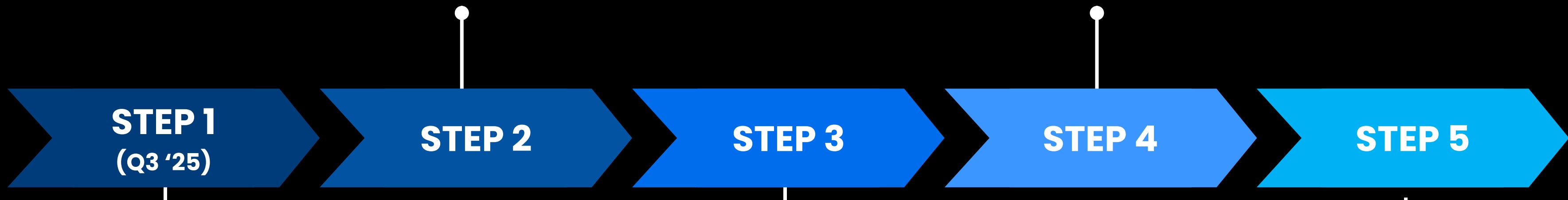


## Curate ready-made Packages

Meet potential clients and understand their most needed features to curate packages

## User Awareness

**The market has never seen a product like this!** So to make the users as comfortable as possible with the interface is our goal



**STEP 1**  
(Q3 '25)

**STEP 2**

**STEP 3**

**STEP 4**

**STEP 5**

## Pilot using MapMIT

MapMIT is our pilot project at MIT Manipal, with feature testing planned for August 2025.

## Launch Product

Launch a full fledged product, focus on brand awareness and client onboarding

## Scale

Once the initial clients are onboarded and users are comfortable, the next step is to scale and- **Revolutionize Mapping!**



# Project Timeline



| Nov '24        | Jan '25                         | July '25                          | Aug-Dec '25   | Dec '25                                      | May '26                        |
|----------------|---------------------------------|-----------------------------------|---|--|--------------------------------|
| 2-D Static Map | Interactive Web Map Integration | 3-D Model and web map integration | Large scale launch in MIT, Manipal, and data collection | Approaching potential clients and onboarding | Expansion into further domains |

**March 2025:**

**We are the official Mapping Partner for Revels '25- the annual cultural fest of MIT, Manipal.**





# About Us!

**Host Institution:**



**Incubated At:**

**Innovation Centre MIT, Manipal**

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