

NeuroStore – India's Sovereign Cloud

Decentralized, S3-compatible storage that leverages idle capacity across Tier2 /Tier3-India data centers to undercut hyperscalers by ~80% while meeting data-localization and compliance needs.

- ❑ Vision: Make compliant, enterprise-grade cloud storage affordable across India — priced in INR, built for Indian infrastructure realities.

The Problem – The Indian Data Tax

- Hyperscaler pricing: AWS/GCP/Azure impose an effective "datatax" (bandwidth + egress + storage tiering).
- Data-localization pressure: DPDP & enterprise compliance demand on-shore storage and residency assurances.
- Centralized risk: Large single-cloud outages, geopolitical exposure, and vendor lock-in threaten availability and sovereignty.



Customer Impact

MSMEs and enterprises pay premium prices or compromise on compliance—drives shadow IT and fragmented backups.

Market Gap

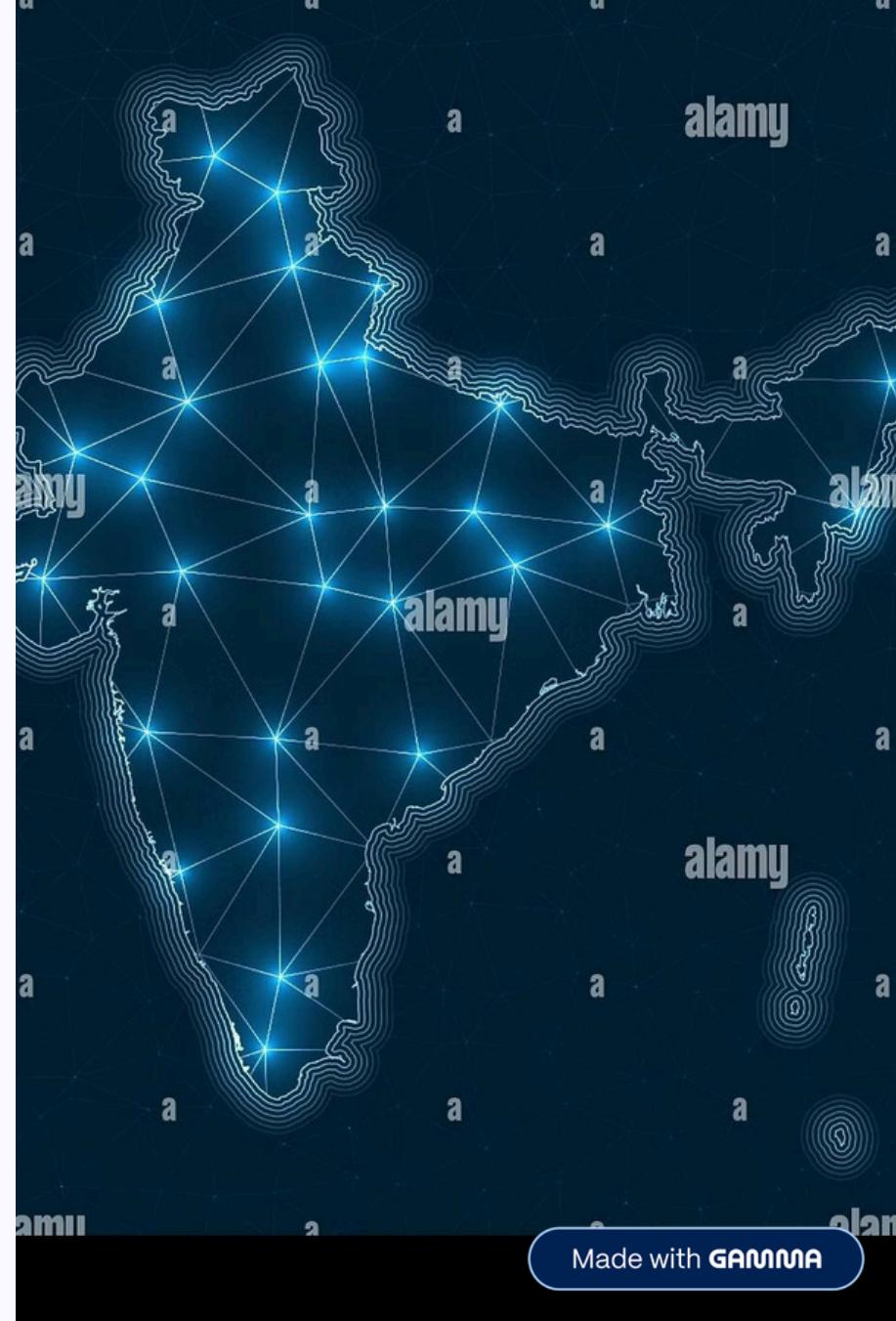
No scalable, local, cost-efficient S3-compatible alternative designed for Indian tiered supply.

CEO's Speaking Notes: Frame hyperscalers as expensive and misaligned to India's legal and price-sensitive segments. Stress urgency from DPDP timelines and recurring outage headlines.

The Solution – Decentralized Edge Storage

- Edge-first, S3-compatible Gateway: plug-and-play for existing apps (one line of config)
- Zero-Knowledge crypto: providers never see plaintext; privacy by design for compliance
- Resilient architecture: Erasure coding + multi-node replication for 100% effective uptime SLA
- Pricing: target ~20% of AWS S3 (same semantics, huge TCO win)

CEO's Speaking Notes: Present NeuroStore as the intersection of sovereignty, cost, and availability. Emphasize that customers keep S3 semantics — no app rewrites.





How It Works – Core Tech

1. AES-256GCM client-side encryption: end-to-end confidentiality and tamper evidence.
2. Reed-Solomon (10+5) erasure coding: each object split into 15 shards — any 10 shards reconstruct data.
3. LibP2P Kademlia swarm: peer discovery, peer routing, and efficient shard retrieval across the mesh.

CEO's Speaking Notes: Give the quick math: 15 shards per object → tolerate up to 5 simultaneous node failures with automatic repair. Highlight that encryption keys never leave the client.

Strategic Advantage – The India Play



Supply-side arbitrage

Rent low-utilization racks in Tier-2/Tier-3 colocation centers at deep discounts vs. metro pricing.



Local compliance

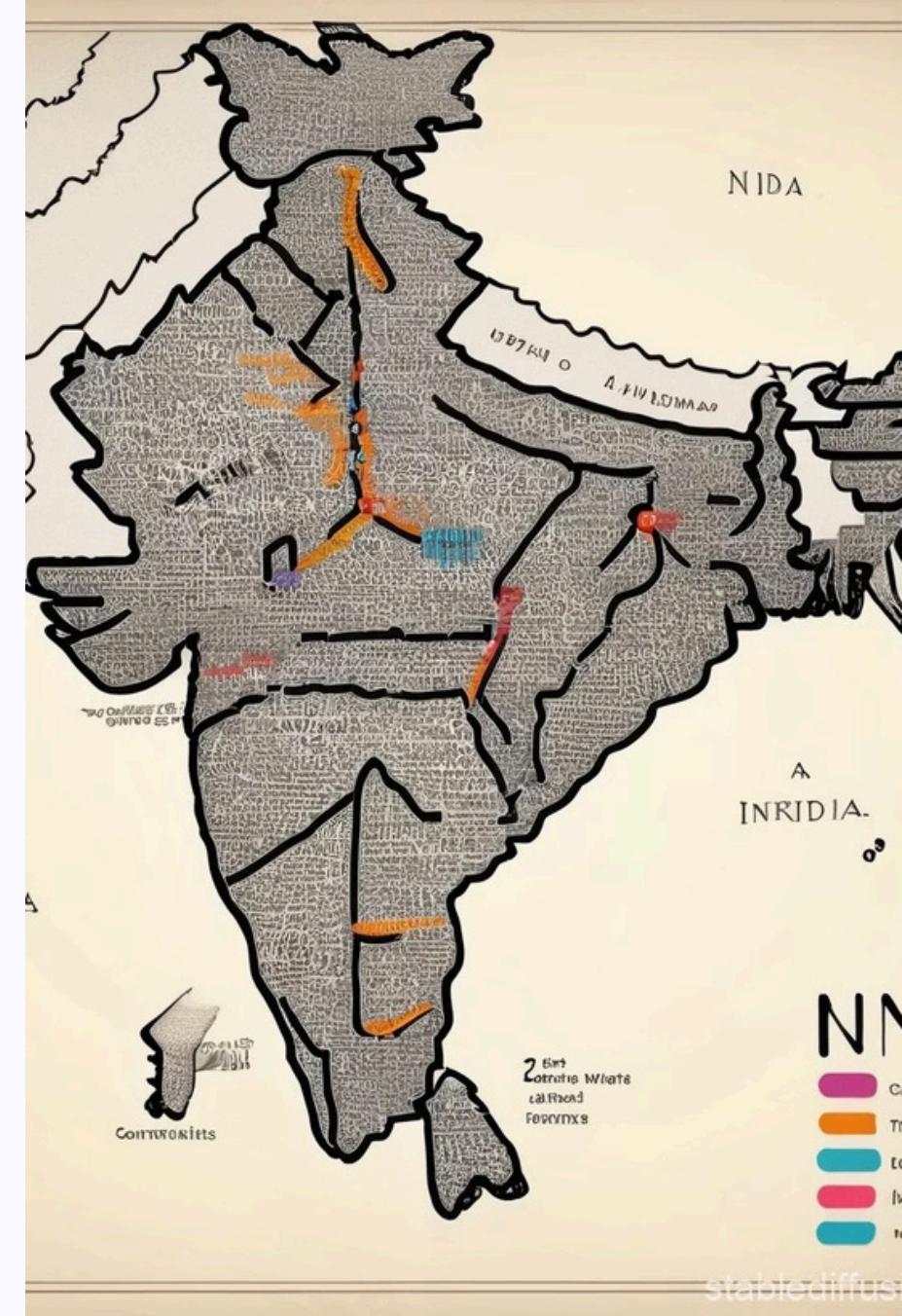
Nodes physically in India satisfy DPDG residency and reduce cross-border risk for regulated customers.



Operational SLA

Geographically dispersed nodes + erasure coding deliver high effective availability at low cost.

CEO's Speaking Notes: Explain how we convert idle capacity into predictable, high-margin supply, and why Indian colocation operators welcome monetization of underused racks.



The Wedge Product – S3-Compatible Gateway

- Drop-in S3gateway: preserves RESTsemantics, IAMintegration, and metadata behavior.
- Minimal migration: "one line of config change" for most workloads → immediate cost savings.
- Go-to-market focus: Cold storage verticals 4 CCTV, compliance logs, backup archives.



CCTV / Video Archives

High-volume, write-once read-rarely data 4 perfect for low-cost, high-durability cold tiers.



Logs & Audits

Regulatory retention (months3years) at a fraction of hyperscaler cost.

CEO's Speaking Notes: Emphasize go to market simplicity 4 target system integrators and CCTV vendors first, then expand to backups and archives.

Business Model – Unit Economics (INR)

Metric	Example / Assumption
Wholesale rack rent (monthly)	₹40,000 per rack (Tier-2 market)
Effective storage cost per GB	₹0.02 / GB / month (after amortization)
Target customer price	₹0.10 / GB / month (\approx 20% of AWS)
Gross margin	~80% on storage unit economics

CEO's Speaking Notes: Walk investors through the arbitrage: idle-disk economics → attractive gross margins even after operations, repair, and SLA insurance layers. Show path to profitability once supply anchors scale.

Market Opportunity – Why Now

- India MSME & enterprise storage demand: billions of GBs from CCTV, healthcare, edtech, fintech, and gov records.
- Data-localization tailwind: DPDP and sectoral rules drive on-shore spend — estimated >\$20B shift across cloud categories.
- Pricing-sensitive segments: MSMEs cannot afford hyperscaler TCO; they prioritize predictable INR pricing.

CEO's Speaking Notes: Quantify TAM/TAM expansion by showing how each CCTV installation or MSP contract converts to long-lived ARR. Stress stickiness of archive workloads.



Growth Strategy – Supply & Demand Flywheel



- Supply anchor: Partner with local ISPs and colo operators to secure racks and on-ramps.
- Demand engine: OEM partnerships with CCTV vendors, MSPs, and backup software providers.
- Channel sales: B2B sales teams focused on regional hubs (Pune, Coimbatore, Kochi, Jaipur).
- Network effects: More nodes → lower latency & higher redundancy → more enterprise wins.

CEO's Speaking Notes: Explain a two-pronged GTM: (1) lock cheap supply fast via revenue-sharing contracts, (2) land customers with SI partners who already manage CCTV/logging deployments.

Strategic Component Roadmap

Roadmap – 3 Phases to Scale

01

Phase 1 4 Cold Storage (03 months)

Deploy S3 Gateway, onboard CCTV & log customers, secure 200 racks across 6 Tier-2 cities.

02

Phase 2 4 Compute at the Edge (12 months)

Introduce lightweight edge compute for analytics/retention policies and near-camera processing.

03

Phase 3 4 Global Data-Center Mesh (24 months)

Expand mesh to regional partners, offer cross-border sovereignty controls and hybrid-cloud interoperability.

CEO's Speaking Notes: Illustrate measurable milestones and unit economics per phase. Emphasize how Phase 1 funds Phase 2 with predictable ARR streams.

