



# FORTE

Where Talent Meets Recognition

# PROBLEM



## High Attrition = High Costs

Companies lose millions in productivity, hiring, and training due to employee turnover.

## Disengaged Workforce Hurts Growth

Lack of recognition, motivation, and appraisals lead to low morale and poor performance.

## Manual Talent Identification is Inefficient

Recognizing high-potential employees manually is slow, biased, and unsustainable.

# SOLUTION



## Recognize & Retain Top Talent

Identify high-potential employees and ensure they feel valued and engaged.

## Predict Attrition Before It Happens

Detect early warning signs of disengagement to reduce turnover.

## Personalized Retention Strategies

Get actionable insights to improve employee satisfaction

# MARKET OPPORTUNITY



A wide-angle photograph of a modern office space. The room is filled with natural light from large windows on the left. The walls are painted in vibrant colors like pink, yellow, and teal. There are several wooden desks arranged in rows, each equipped with black office chairs. A person is seen from behind, working at one of the desks. The floor is a light-colored polished concrete. In the foreground, there's a large white circular overlay containing text. Another smaller white circle is visible in the background near the center-left.

**54,000+**  
Companies

**9,00,000+**  
Employees

**10Cr+**  
yearly cost of  
employee  
turnover



# BUSINESS MODEL

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## Basic Tier

Employee sentiment & performance insights  
150rs per employee/month

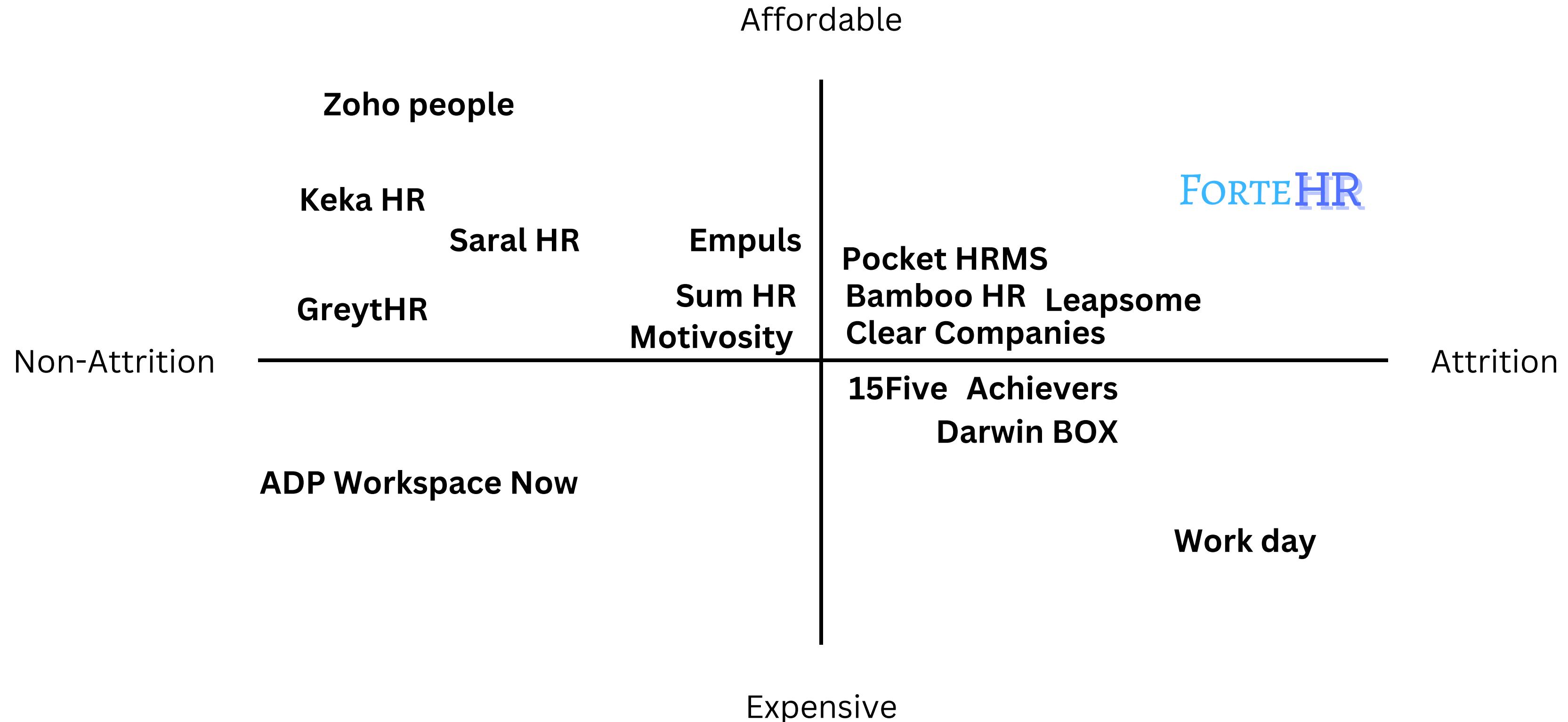
## Pro Tier - Includes Basic

Advanced AI-driven analytics, attrition prediction  
250rs per employee/month

## Enterprise - includes Basic+Pro

Full automation & HR integrations  
500rs per employee/month

# COMPETITION





# Go-To-MARKET STRATEGY

## Phase 1: Pilot Launch (First 6 Months)

Target 10+ companies for Beta testing (partnerships with HR professionals).

Offer free trials to early adopters & collect testimonials.

## Phase 2: Scaling Up (6-12 Months)

LinkedIn Ads, HR tech webinars, B2B marketing campaigns.

Partner with HR SaaS providers (BambooHR, Workday, etc.).

## Phase 3: Enterprise Expansion (1+ Year)

Full integration with HR platforms & AI-driven workforce analytics dashboards.

Expansion into international markets.



# FINANCIAL PROJECTIONS

## Year 1 - Targeting 0.1 % of employees

Target 50+ companies and 900+ employees

Base Tier: 150 employees -  $150 \times 300 = 45,000\text{rs/month}$

Pro Tier: 150 employees -  $250 \times 300 = 75,000\text{rs/month}$

Enterprise: 150 employees -  $500 \times 300 = 1,50,000\text{rs/month}$

$2,70,000\text{rs/month} \times 12 = \text{32,40,000rs Annual Revenue}$

## Year 2

900 employees (Existing) + 450 employees (Target)

$\text{48,60,000rs Annual Revenue}$

## Year 3

1350 employees (Existing) + 450 employees (Target)

$\text{64,80,000rs Annual Revenue}$

# TEAM

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**THANK YOU**