



VENTURE VERSE

*Investing in Tomorrow,
Today: Where Vision
Meets Venture.*

MEET THE TEAM



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NEED AND URGENCY

Intermediate

- In-demand idea.
- Govt Organisations may have immediate use.
- 858 active competitors.

SCOPE OF EXPANSION

Intermediate

- More companies are focussing on secure data transfer
- Currently there are not many competitors and so Arishti can easily establish its dominance in market

UPSELL AND CROSS-SELL

- Upsell additional security features or modules to existing clients.
- Cross-selling related products or services, such as security audits,



REGULATORY ENVIRONMENT

Positive effect

If the product streamlines government messaging and data transfer, policies will support it.

COST OF CUSTOMER ACQUISITION

Low

COCA will be less because the companies will benefit from Arishti and hence will be willing to invest both effort and money.

SPEED OF TRANSACTION

Low

- High levels of security and compliance can sometimes introduce some overhead, reducing speed of transaction
- Implementing high levels of security and encryption can introduce complexity impacting negatively.

RISK ANALYSIS

Cybersecurity Vulnerabilities

Any breach or vulnerability in its platform could lead to reputational damage

Product Development Challenges:

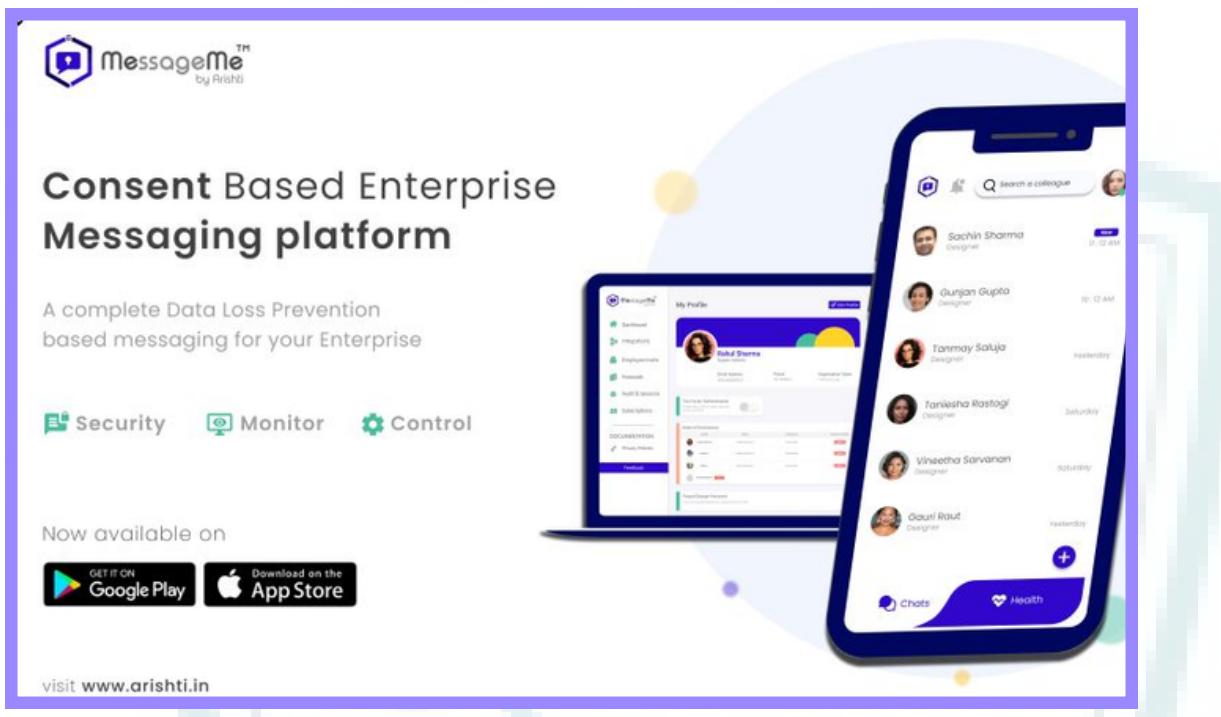
Maintaining a secure messaging platform is technically complex.

Client Dependency:

If Arishti becomes overly dependent on a few key clients, a loss of one major client could have a significant impact on revenue.

UNIQUE SELLING PRODUCT

End-to-End Secure Messaging and quantum encrypted messaging



MARKET SIZE, GROWTH AND TRENDS

- Size- Medium and large enterprises and government organizations
- Headquarters of Arishti is in Pune - a large IT hub and hence it is easy to approach customers.
- With increasing importance of cybersecurity, there is potential for growth in this market.

BARRIERS TO ENTRY

High

- Due to the need for robust security features and compliance with regulations
- It is difficult to reach large organisations and convince them to use your app

TEAM SIZE AND EXPERTISE

Intermediate

Arishti has only 2-10 employees as of 2023. It is an IIT-Bombay cyber security venture with members specialised cybersecurity.

NEED AND URGENCY

High

- Working for social cause of environmental pollution.
- Highly in demand with increasing fuel prices.

SCOPE OF EXPANSION

Very High

- Pollution is a growing concern and switching to electric vehicles is a necessary option in current future.
- Since Evify ranks 5th among all its competitors it can establish its dominance in the market.

REGULATORY ENVIRONMENT

Intermediate

- Evify is improving environment and hence govt. policies will favour it.
- Any change in trade policies might affect it.



COST OF CUSTOMER ACQUISITION

High

It has contracts with big companies like Swiggy, and Zomato and hence it is easy to acquire a customer.

Evify Key Metrics

Founded Year	2021	Employee Count	40 as on Aug 31, 2023 View historical trend
Location	Surat, India	Valuation	\$5.35M as on Nov 08, 2022
Company Stage	Seed	Annual Revenue	\$10.2K as on Mar 31, 2022
Total Funding	\$398K	Competitor Rank	5th out of 18 competitors with a Tracxn Score of 39/100 What is this?
Latest Funding Round	\$200K, Seed, Mar 23, 2023		

RISK ANALYSIS

Financial Risk

Breaking a contract with any big company can negatively impact.

Regulatory and Environmental Risk.

Changes in regulations or unexpected environmental issues could impact their operations and add compliance costs.

Operational Risks:

Vehicle maintenance, charging infrastructure, and driver management.

TEAM SIZE

Intermediate

Evify has 40 employees as of Aug 2023.



MARKET SIZE, GROWTH AND TRENDS

- Market Growth: E-commerce expansion, same-day/next-day delivery are driving market growth.
- The global transportation and last-mile delivery market is substantial.
- Regulatory/environmental focus are key trends

BARRIERS TO ENTRY

Intermediate

- Capital Costs
- Operational Efficiency
- Technological Investments
- Competition

UNIQUE SELLING PRODUCT

India's 1st Carbon Negative EV fleet operator.

COMPETITOR ANALYSIS

- Evify has 18 active competitors and it ranks 5th among them.
- 7 of its competitors are funded
- There is no private Unicorn in the entire competition set.
- Top competitors are Zypp electric, MoEving and DOT.

NEED AND URGENCY

Option trading can be daunting for beginner investors. Quantsapp making it accessible to a broader audience by integrating and developing advanced/robust **algorithms** and automation tools

CAPEX AND OPEX

CAPEX:High

OPEX:High

Capex would include initial development costs and licensing fees for trading data and analytics tools.

Opex would involve ongoing expenses such as server maintenance, software updates, marketing and promotional activities,etc.

REGULATORY ENVIRONMENT

Ensure compliance with:

- regulations set by **SEBI**
- Personal Data Protection Bill
- **RBI's regulations** related to payment gateways and digital transactions

QUANTSAPP

SCOPE OF EXPANSION

HIGH, because of **rise of retail investors** and **Advances in machine learning, artificial intelligence, and data analytics** enable the development of sophisticated algorithms.

COST OF CUSTOMER ACQUISITION

Moderate to High, as acquiring users who are well-versed in options trading and willing to explore new platforms might require more strategic and **personalized marketing campaigns**,

CASH CONVERSION CYCLE

LOW due to real time nature of financial markets

UPSELL AND CROSSSELL

Upsell- premium analyzing tools

Cross-sell- mutual funds,ETFs,stock screeners

RISK ANALYSIS

Market Volatility

Sudden market fluctuations could lead to unexpected losses for users, impacting their trust in the app

Data Security:

Handling sensitive financial data poses cybersecurity risk

Fraud and Security:

Identifying theft and payment fraud is crucial

SUPPLIER AND BUYER POWER

Supplier Power- Moderate, as the industry relies on specialized suppliers for cutting-edge analytics tools, but the presence of multiple providers ensures competitive pricing and reduces the dominance of any single supplier.

Buyer Power-High, due to wide array of options for traders when choosing trading platform

BARRIERS TO ENTRY

High, because of

- Data Access
- Brand Recognition
- Capital Requirements

COMPETITOR ANALYSIS

SENSIBULL vs QUANTSAPP vs OPSTRA

SENSIBULL-fully free for Zerodha Users(India's largest stock broker),cheaper plans than Quantsapp

OPSTRA- easier to understand user interface for beginners than Quantsapp

However, **QUANTSAPP** provides more tools compared to either of these companies

Tools	Sensibull	Opstra	Quanstapp	My FnO
Advance & Decline	Not Available	Not Available	Free	Paid
Ban List	Not Available	Free	Free	Not Available
Basis	Not Available	Not Available	Free	Paid
Futures Data Build up	Not Available	Free	Free	Not Available
Circulars	Not Available	Not Available	Free	Not Available
Comparative Analysis of Stocks	Not Available	Not Available	Paid	Paid
Deals and Holdings	Not Available	Not Available	Free	Not Available
Event Calender	Free	Not Available	Not Available	Not Available
Most Active F&O contracts	Not Available	Not Available	Paid	Not Available
F&O Scanner	Not Available	Free	Paid	Paid
FII DII Data	Free	Free	Free	Paid
FII DII Derivatives Historical Data	Not Available	Not Available	Paid	Paid
Future Dashboard / Synopsis	Paid	Free	Free	Paid
Future OI	Paid	Free	Free	Not Available
Gainers & Losers	Not Available	Not Available	Free	Paid
Trading Holidays	Not Available	Not Available	Free	Not Available
IV Chart	Paid	Paid	Free	Paid
Volatility Skew	Not Available	Paid	Free	Not Available
Historical Volatility	Not Available	Not Available	Free	Not Available
Implied Volatility Rank & Percentile	Not Available	Not Available	Free	Not Available
Liquidity Scanner	Not Available	Not Available	Free	Not Available

MARKET SEGMENTATION

Psychographics: targeted towards traders willing to engage in high risk high reward strategies

Demographics:

- Young Professionals interested in high growth investments
- Middle-Aged Investors focusing on wealth accumulation and retirement planning

NEED AND URGENCY

High

- Innovative Idea for training in medical sector to revolutionalize technology

SCOPE OF EXPANSION

High

- **In India:** Already with full backing from the government
- **Western world** has already started adopting AR/VR techniques for medical training

RISK ANALYSIS

- **Funding**
- **High cost of Research and Development**
- **Technology viability**

BARRIERS TO ENTRY

High

- **Reluctance of Doctors** to switch over to artificial intelligence in healthcare
- **Being a specific B2B, market entry is hard**

MEDISIM VR

UNIQUE SELLING PRODUCT

The below mentioned features makes Medisim VR special:

- Skill Training in VR
- Diagnose in VR
- Nursing in VR
- Education in VR
- Therapy in VR

COST OF CUSTOMER ACQUISITION

Low

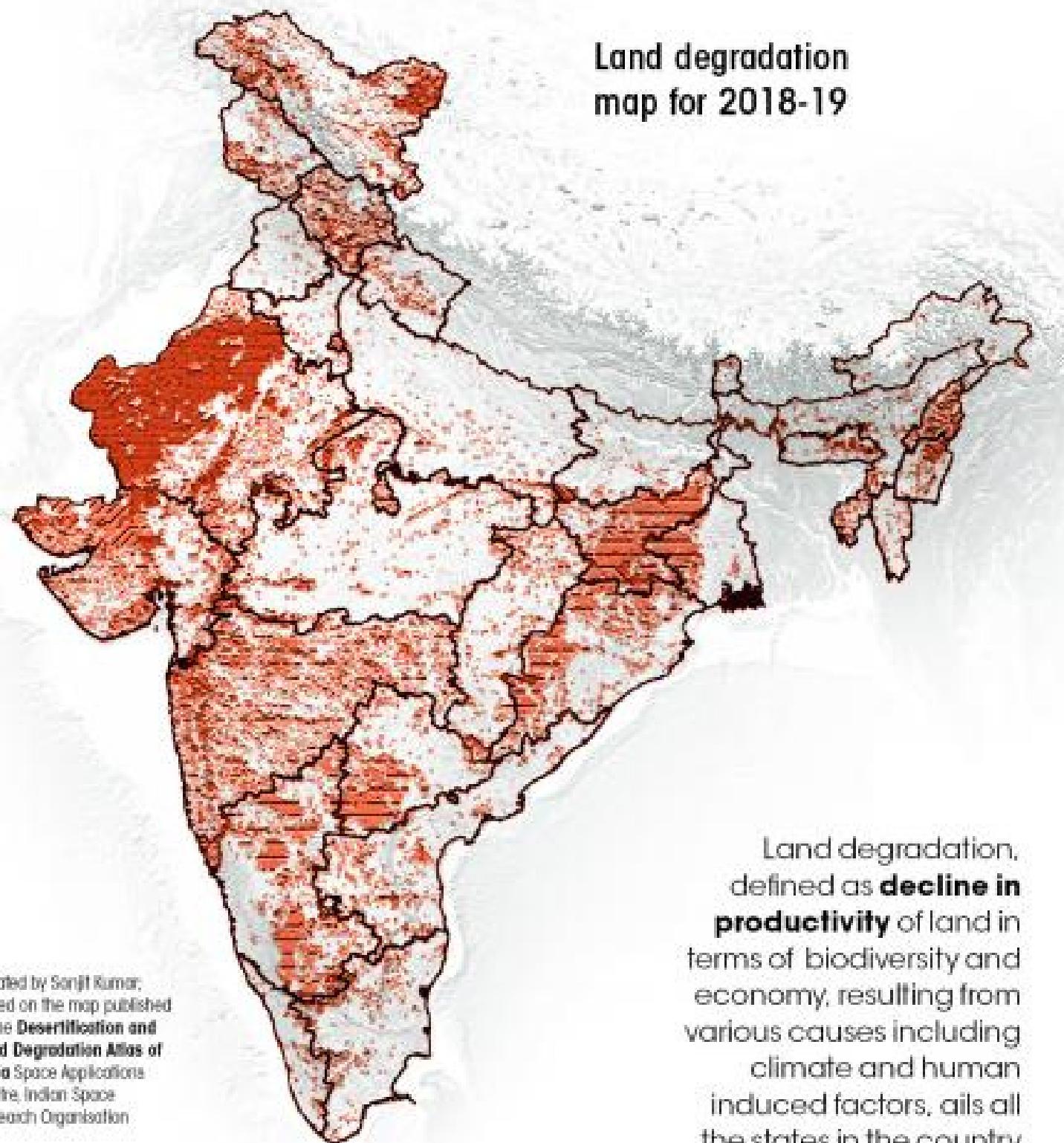
Since the target audience are medical institutes(a learned part of the society), easier for them to understand this new concept and thus easy to get customer base

MARKET ANALYSIS AND TRENDS

- **Market Analysis:** Medical Devices industry in India is worth 11 Billion USD.
- **Market Trends:** Steady increase in demand because of rapid increase in number of medical students and colleges but not a very high increase in no. of doctors

Losing land

Almost 30% of India land area is under desertification



Soil degradation in India is estimated to be occurring on 147 million hectares (Mha) of land.

India's fertilizer usage was about 500 lakh metric tonnes/year in the last decade.

Soil health can be replenished by effective implementations based on soil test report .

The Agri-tech industry is expected to grow 8 fold at CAGR of 50% between 2022 and 2027 and expected to reach \$35 billion in 2025.

Land degradation leads to reduced agricultural yields, soil erosion, desertification, biodiversity loss, water pollution, and heightened vulnerability to natural disasters

NEED AND URGENCY

High

- **Govt cannot** alone solve the problem
- **Fast, cheap** and effective soil health solutions
- Increases soil yield by **12-28%**

USP

- Provides soil tests results within **30-40 mins** at a cost of **250 Rs.**
- Suggest appropriate fertilizers and soil treatment **via message.**

SCOPE OF EXPANSION

Moderate

- Effective implementation.
- Govt Organisations may have immediate use.
- Currently working to increase the number of **tests 800-1000** per day and establish **500 centers** across India.

KRISHITANTRA

UPFRONT INVESTMENT

High

- **High CAPEX** of setting up labs and cost of Krishi RAASTA being Rs 1.2 Lakhs.
- **Low OPEX** including marketing and cost of other business operations.

ENTRY BARRIER

High

- **Cost Advantage** from competitors.
- Includes high **quality research**
- Large capital requirements
- Efforts in setting up communication channels via micro-entrepreneurs and FPOs.

MARKET SIZE AND GROWTH

High

- Huge market size for 50 million people involved in agriculture.
- The Agri-tech industry is expected to **grow 8 fold** between 2022 and 2027 and expected to reach **\$35 billion** in 2025.



Gramophone



PRICING STRATEGY

Effective pricing

- **Affordable** by farmers being at 250 Rs which later provides for cost cutting solutions.
- **High value proposition** by providing info on soil fertility and reducing overdose of fertilizers.

COMPETITOR ANALYSIS

Gramophone - Very High

- Full stack intelligent farming platform that guides farmers throughout the crop cycle, **increases soil yield by 40%**.
- Operative in 5 major farming states by working directly with farmers and partnered with Tata Rallis, PI Industries and Bayer.
- **Involved more than 2.5 million farmers**, created network of 4000+ traders and raised close to \$17 million.
- With such an established competitor it requires regular innovation and intelligent marketing to survive in such a user dependent industry with Krishitantra lacks.

NEED AND URGENCY

Moderate

- **25% decrease** in per capita water availability and **36% reduction** in average annual rainfall expected by 2025.
- **48.4 trillion liters** of water is wasted everyday in India.
- However, water supply is a bigger issue than waste water management which has big players already.

UPFRONT INVESTMENT

Moderate

- **High CAPEX** of installation of all three devices- point of entry, smart water dispenser and digital water kiosk.
- **Low OPEX** as CDI cells last for 4-5 years at low energy costing only **10 paise per liter**.

USP

- **Chemical free** saline water treatment using Capacitive De-ionization.
- **Low water wastage** of about 20% compared to 70% in RO technology.

INNODI

ENTRY BARRIER

High

- Includes high research for development of CDI cells
- Large capital requirements
- To change the reliance of consumers on RO water to CDI cell technology.

SCOPE OF EXPANSION

Low

- Currently has done 300+ installations for 25+ clients including hospitals, schools and hostels.
- Aims to provide an industry level solution for ultra pure water.

MARKET SIZE AND GROWTH

High

- Total water demand is projected to increase by 22% to 32% between 2025 and 2030.
- The water purifier market is expected to grow at a CAGR of 17.3% between 2021 and 2029 to \$3.7 billion.

COMPETITOR ANALYSIS

Very High

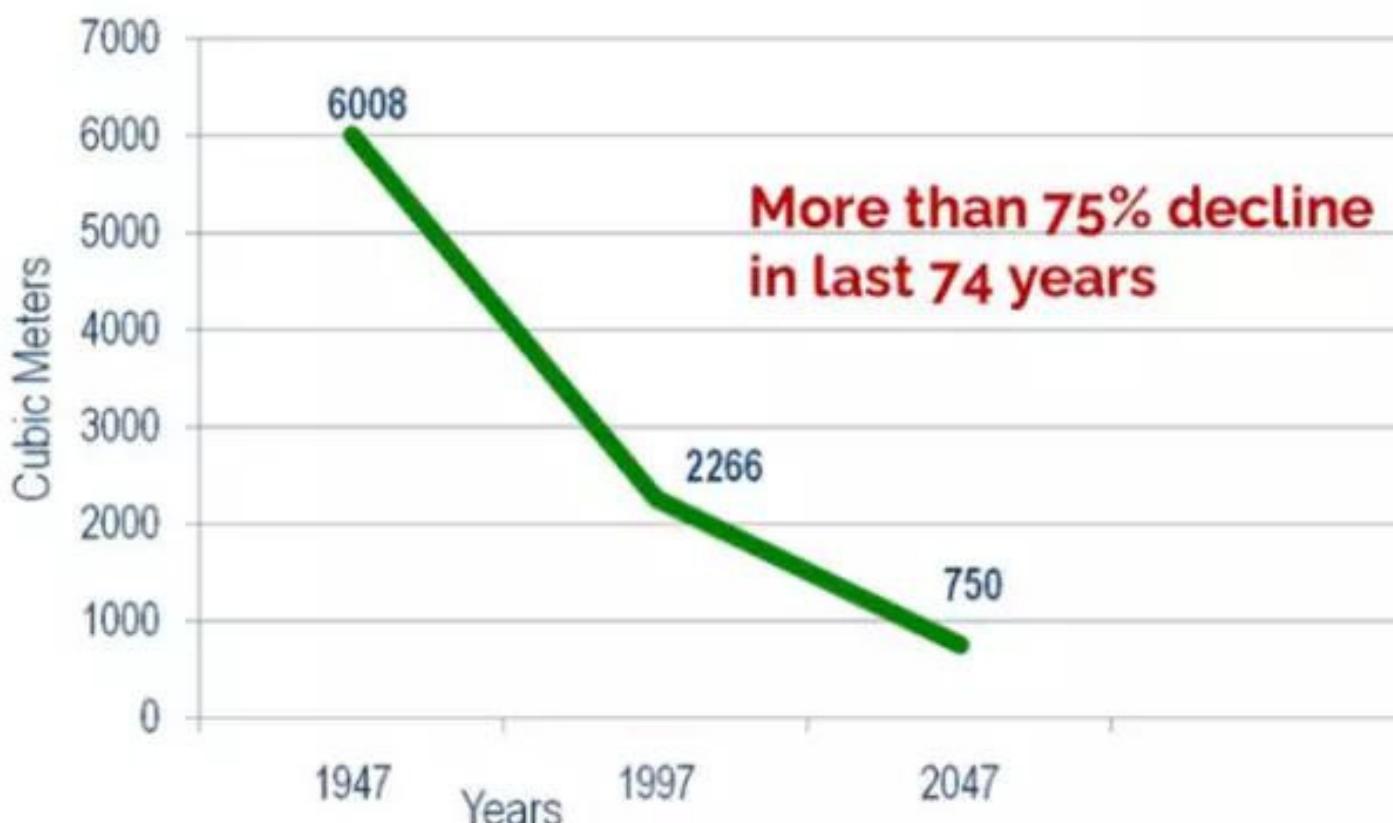
- Huge international giants including Eureka Forbes Ltd, Kent RO Systems, Tata Chemicals, Livpure pvt. Ltd, Panasonic India Ltd, LG electronics, Blue Star Ltd and Okaya Power Pvt. Ltd.

RISK ANALYSIS

High Risks

- **Technical viability** The development of a new technology and its performance . There is a huge dependence of Innodi over their tech stack.
- **Financial Risks** Innodi has managed a funding of mere 300K dollars in 2 rounds since september 2017, this can also lead to low capital and **negative cash flow**.
- **Market risks** Innodi is competing in a highly competitive market with pre-reliance of people over RO technology.

India, which had enough drinking water in 1947 at 6,008 M³ per person per year, is becoming a water-deficient country.



In 2021, Per Capita Water Availability is 1486 M³ / year

After carefully studying and analyzing all the 6 startups we came across the conclusion that **Evify** stands out as the best startup to invest from the POV of a venture capitalist.

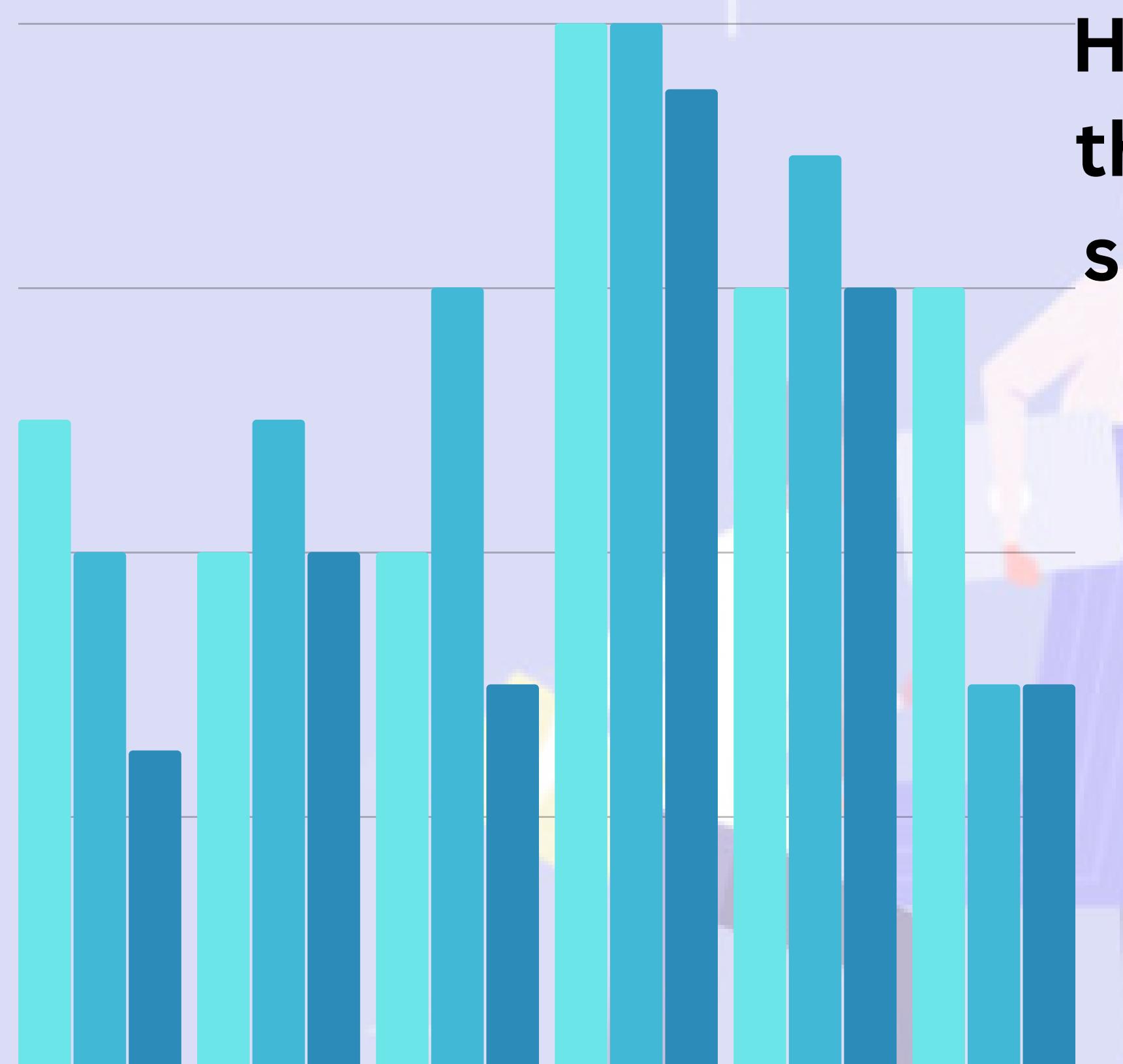
Factors considered for evaluation

- Need and Urgency
- Scope of Expansion
- Business model
- Funding Received
- Cost of customer acquisition

Company worth investing



■ Expansion Scope ■ Need & Urgency
■ Business Model



Here we are judging the 6 startups on the basis of 3 parameters : Expansion scope, Need & Urgency and Business model.

As it is very clear from our Analysis that Evify outperforms others in these parameters and also from an investor point of view Evify is the best amongst others as the parameters included are essential for judging a startup.

■ Tie-ups and customer base



REASONS FOR CHOOSING EVIFY :

Reputation -> Evify has got a very good reputation among major players like Swiggy, Zomato and Flipkart. This ensures that it will also easily get contracts from other small courier services in T1,T2 cities. It has already registered 30,36,000 green Kms through its services.

Evify also has a very big networking and a large customer base of more than 500,000 deliveries through all company partnerships . Also there are not many rivals of this in that very niche sector using EV for last mile deliveries .

Also considering the environmental concerns which directly affect government policies , Evify has an edge . It has saved the carbon emissions by 400,000 Kgs. This is also a very important aspect of a startup as it will not face any legal concerns in the future

Reasons for rejecting other startups:

Arishti: No Funding, Confidentiality Issues, Ranks low amongst competitors

Quantsapp: High cost of customer acquisition, High Capex and Opex, moreover its direct rival is backed by India's largest stock broker

Krishitantra: High Competition, high technical viability

Medisim VR: Market Entry is Difficult

Innodi:High Competition, high technical viability