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forpreneuers **Pitch Deck**

Gowtham

forprenuers

Value proposition

The value proposition of Forprenuers is to empower solo founders and small to medium-sized enterprises (SMEs) by providing them with tailored resources and insights to turn their ideas into successful businesses. Forprenuers offers comprehensive support through a suite of innovative tools, such as market analysis, product validation, team-building, and strategic growth planning. Unlike traditional incubators and accelerators, Forprenuers focuses on delivering actionable insights and flexible solutions without taking equity or requiring funding commitments, enabling entrepreneurs to grow their businesses on their own terms.

Problems We Solve

Forpreneurs can provide comprehensive support that goes beyond traditional models, helping entrepreneurs overcome unique challenges and achieve sustainable growth.

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- Lack of Access to Market Insights



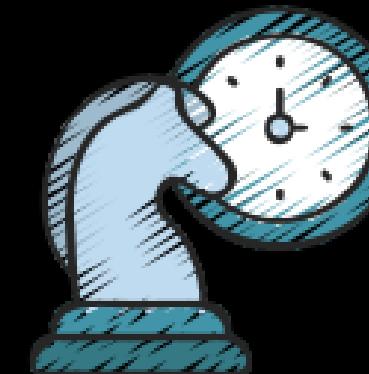
- Difficulty in Building Effective Teams



- Pre-Launch Validation Tools



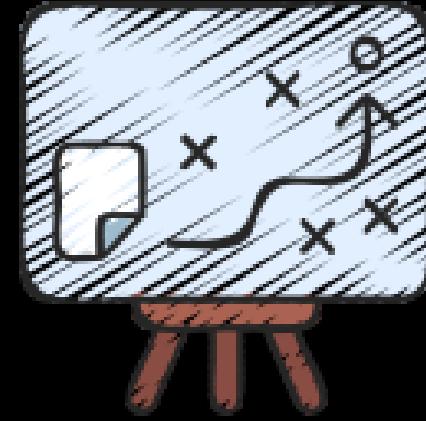
- Limited Resources for Aspiring Entrepreneurs



- Adaptive Business Strategies in Real-Time

Our Solutions

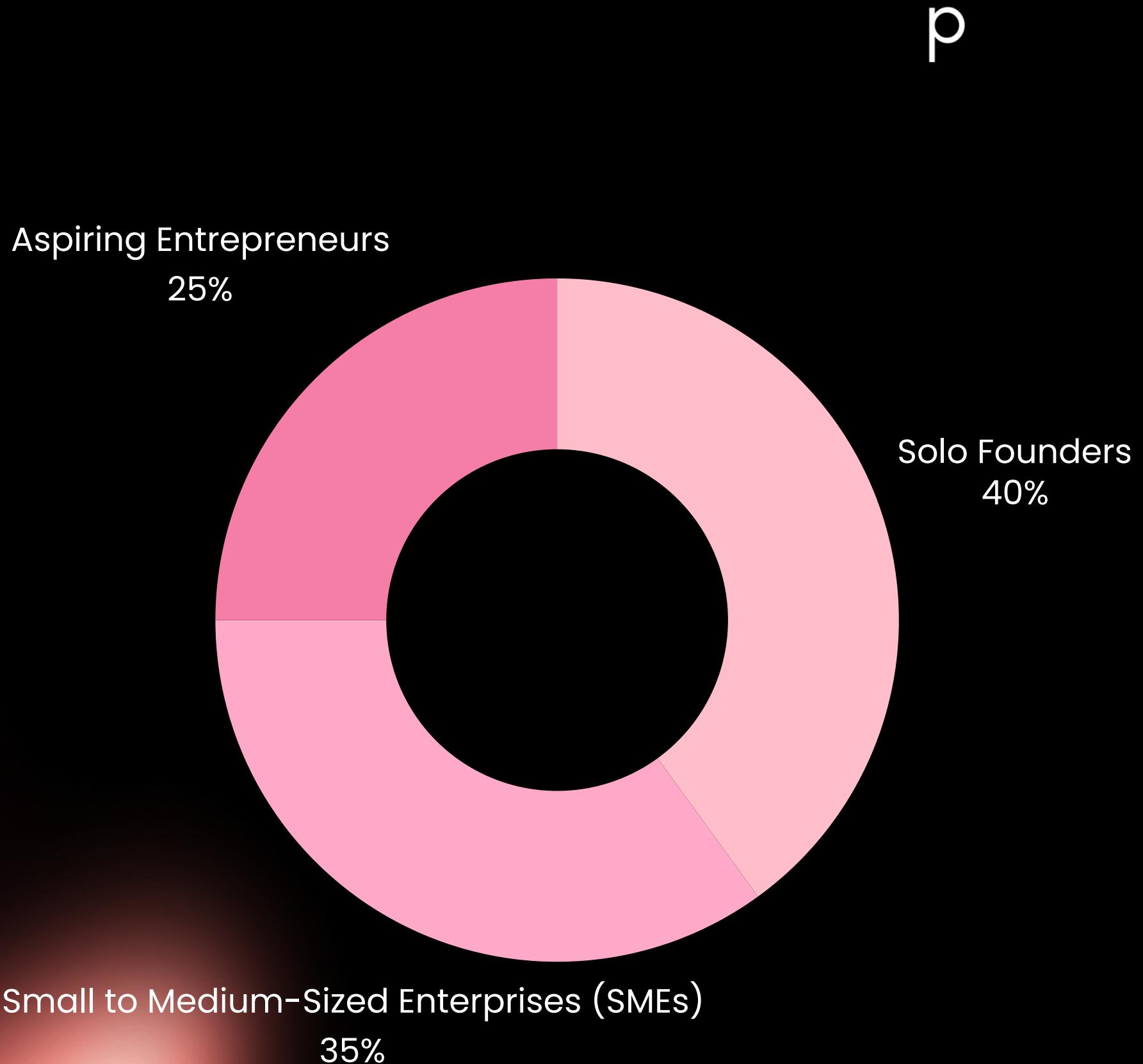
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- **Lack of Access to Market Insights**
“Unlock Market Secrets”
- **Tailored Business Plans**
“Maximize Your Resources”
- **Expert Team Assembly**
“Build Your Dream Team”
- **Product Validation Tools**
“Test Before You Invest”
- **Real-Time Strategy Adjustments**
“Stay Ahead of the Curve”

Total Addressable Market

The market for solo founders and SMEs in India is vast, with over 60 million such businesses. Forpreneurs can tap into this large market by offering essential support, including strategic insights, market validation, and team-building tools. This positions Forpreneurs to make a significant impact and capture a substantial share of this growing opportunity.



Revenue Model

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- **Application Fees**

Entrepreneurs pay a fee to apply for Forprenuers' programs. Different levels of service have different fees, creating a consistent income stream from applicants.

- **Limited Monthly Slots**

Every month, Forprenuers opens a set number of application slots. This limited availability encourages more entrepreneurs to apply quickly, boosting monthly revenue.

- **Equity Share in Startups**

For startups that are selected and supported, Forprenuers takes a small percentage of ownership. This equity share means that as these startups grow, Forprenuers benefits financially, aligning its success with the success of its clients.

- **Subscription Tiers**

Startups have access to different subscription tiers (Basic, Pro, and UltraPro) for additional services. These tiers are on a pay-per-use basis, providing ongoing revenue as startups grow and need more support.

Funding requirements

This strategic allocation would help launch a minimum viable product (MVP) and prepare Forpreneurs for growth.

Seeking
1LAKH

Marketing & User Acquisition

15K

Operational Costs

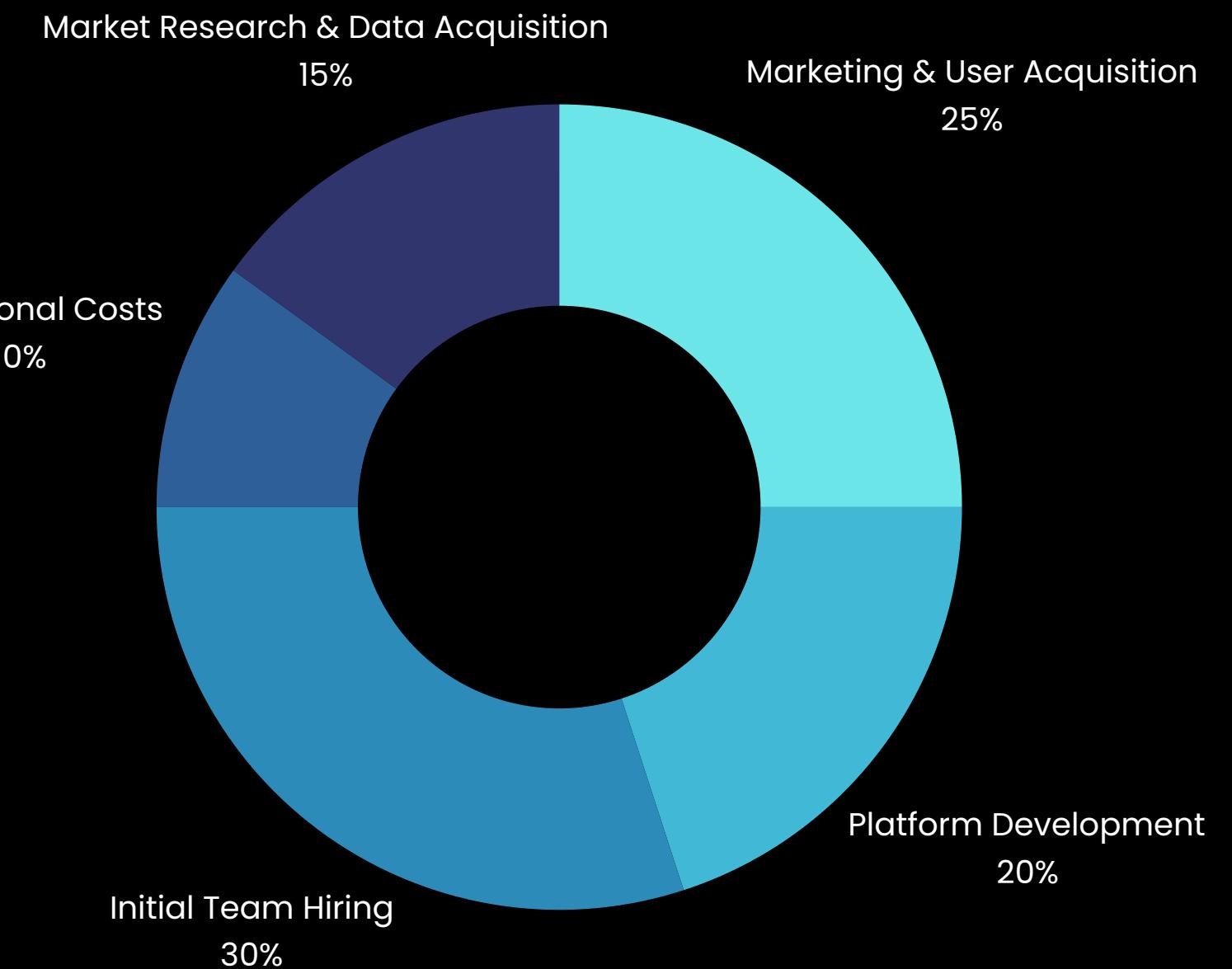
10K

Platform Development

20K

Initial Team Hiring

30K



Why forprenuers

Forprenuers provides essential support to solo founders and SMEs in their early stages without taking equity or providing funding. The platform focuses on offering tailored market and product analysis, team-building tools, and flexible pricing to help entrepreneurs thrive. However, once a startup reaches a growth stage and demonstrates significant revenue, Forprenuers may take up to 5% equity. This model ensures that founders receive crucial support early on while aligning Forprenuers' interests with the long-term success and expansion of the businesses it supports.

Competitive analysis

Aspect	Forpreneurs	Competitor	Strengths	Weaknesses
Equity Requirement	No equity required in early stages	Startup Accelerators & Incubators	Extensive resources and mentorship Strong investor network	Typically require equity Focus on later-stage startups
Market & Product Analysis	Advanced machine learning tools for tailored analysis	Business Consulting Firms	Comprehensive strategy and market analysis Deep expertise	High cost Less hands-on support
Team Building	"Team" tool for assembling a customized team	Freelancer Platforms	Wide range of professionals Flexible and cost-effective	Variable quality Less focus on comprehensive support
Pricing Model	Flexible tiered pricing with free access based on idea approval	Online Business Analysis Platforms	Accessible tools Affordable and flexible	Generic tools Less personalized support
Focus on Early-Stage Support	Specialized in early-stage support and validation	Consulting Firms, Accelerators	Targeted support for growth stages	May not focus on early-stage support

Market valuation forpreneurs

The potential revenue for Forpreneurs, we start with the average annual fee per user of ₹2,000. For solo founders, with a total of 3 million users, the annual revenue would amount to ₹6 billion ($3,000,000$ users \times ₹2,000). Similarly, targeting SMEs, where 10% of the 30 million SMEs are considered, translates to 3 million SMEs. The annual revenue from these SMEs would also be ₹6 billion ($3,000,000$ SMEs \times ₹2,000). Combining the revenue from both segments, the total potential market size is ₹12 billion (₹6 billion from solo founders + ₹6 billion from SMEs). Adjusting for a realistic capture rate of 5%, the projected revenue is ₹600 million (₹12 billion \times 0.05).

Market Potential for Forpreneurs

MAHARASHTRA

Assume an average annual fee of ₹2,000 per user for both solo founders and SMEs.

Solo Founders: 1 million

Entrepreneurs (Including SMEs): 1.5 million

Targeted Segment (10% of Entrepreneurs): 150,000 entrepreneurs

Total Market Size

Maharashtra: ₹2 billion (solo founders)+₹300 million (entrepreneurs)=₹2.3 billion

Realistic Capture Rate (5%)

Maharashtra: ₹2.3 billion×0.05=₹115 million

Market Potential for Forpreneurs

KARNATAKA

Assume an average annual fee of ₹2,000 per user for both solo founders and SMEs.

Solo Founders: 500,000

Entrepreneurs (Including SMEs): 1 million

Targeted Segment (10% of Entrepreneurs): 100,000 entrepreneurs

Total Market Size

Karnataka: ₹1 billion (solo founders) + ₹200 million (entrepreneurs) = ₹1.2 billion

Realistic Capture Rate (5%)

Karnataka: ₹1.2 billion × 0.05 = ₹60 million

Market Potential for Forpreneurs

DELHI

Assume an average annual fee of ₹2,000 per user for both solo founders and SMEs.

Solo Founders: 400,000

Entrepreneurs (Including SMEs): 800,000

Targeted Segment (10% of Entrepreneurs): 80,000 entrepreneurs

Total Market Size

Delhi: ₹800 million (solo founders) + ₹160 million (entrepreneurs) = ₹960 million

Realistic Capture Rate (5%)

Delhi: ₹960 million × 0.05 = ₹48 million

Growth Plans

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