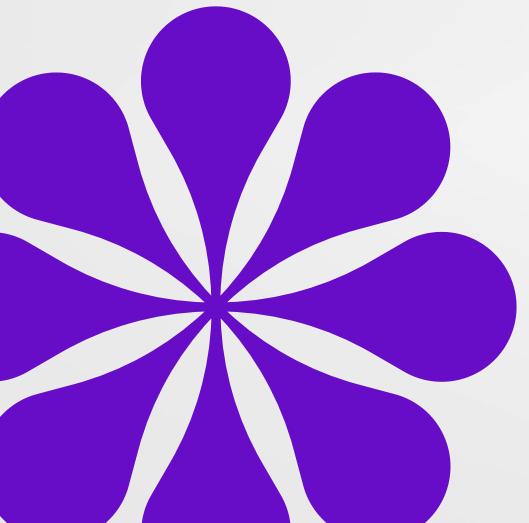
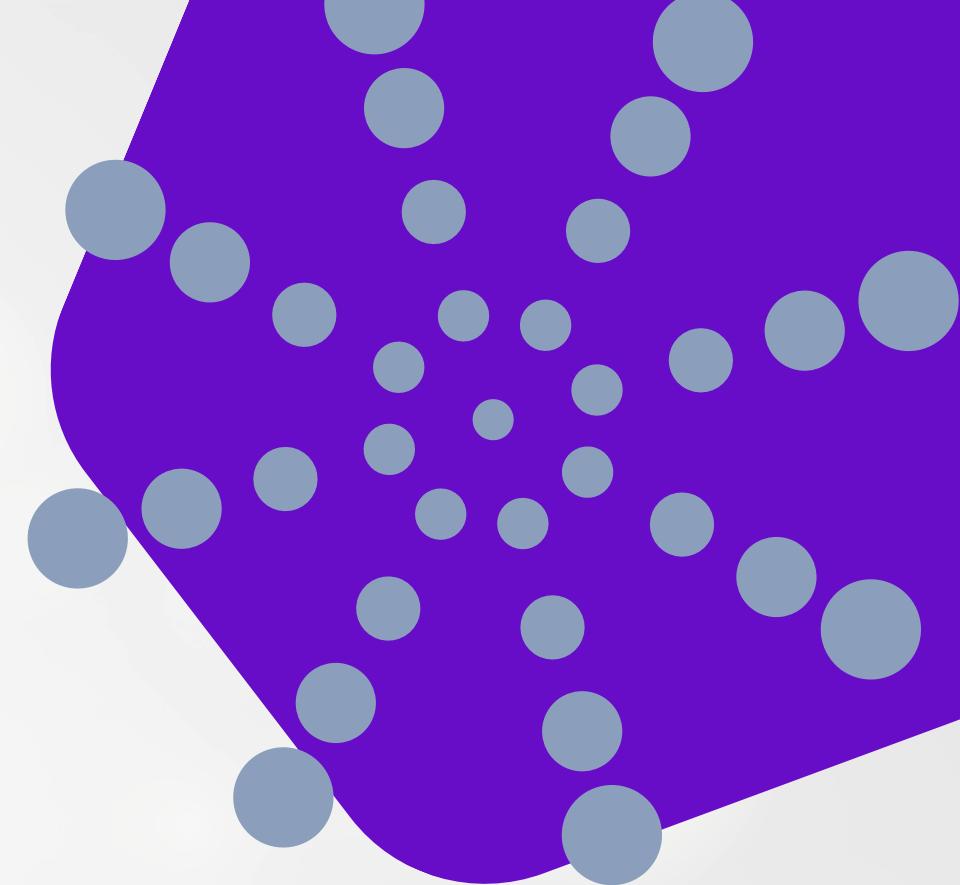




Idea2Unicorn

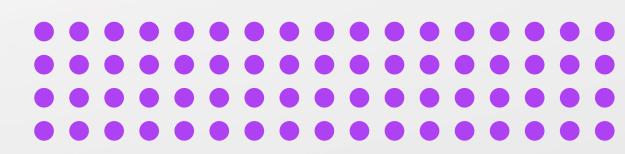
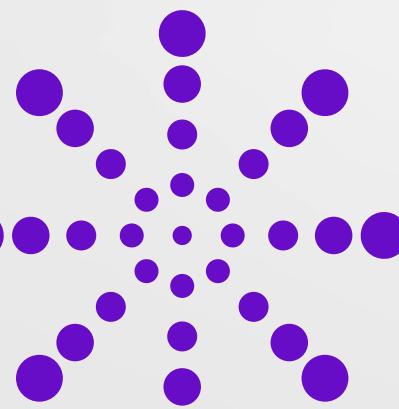


www.Idea2unicorn.ai



INTRODUCTION

Idea2Unicorn (I2U/ITU) is a startup growth platform that empowers entrepreneurs with mentorship, investor access, and structured accelerator programs. Its mission is to help founders grow smarter, raise funds faster, and boost their chances of becoming unicorns in India's trusted startup ecosystem



I2U PROPRIETARY WORKSHOPS

Business Visioning

Our proprietary Idea2Unicorn workshop using a 5-step visual method to transform your business vision across all spheres of life.

Conceptualize Your Unicorn

Transform your startup idea into a structured unicorn blueprint using our proven 10-book methodology framework.

Funding Mastery Workshop Coming Soon

Master the art of raising capital and securing funding for your startup with proven strategies and investor insights.

Digital Transformation Coming Soon

Transform your business with cutting-edge digital strategies, AI integration, and technology implementation.

I2U PROPRIETARY WORKSHOPS

Leadership Excellence

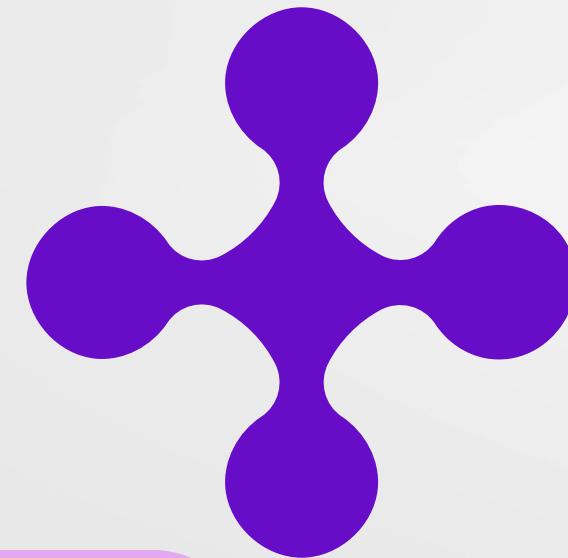
Develop exceptional leadership skills, build high-performing teams, and create lasting organizational impact.

Franchising Mastery

Learn from the 'Franchising King' how to build scalable franchise models and expand your business globally.

FinTech Innovation Workshop

Navigate the FinTech landscape, understand regulatory requirements, and build innovative financial solutions.



TEAM



Sandeep (Sandipp) K Vij (vijj)

Founder and CEO

www.idea2unicorn.ai

MBA – IIMA | Retail and Visioning Expert

- MBA, IIM Ahmedabad | Based in Dallas, TX
- 25+ years in startups, fintech & high-growth markets
- Mastered Crossing the Chasm – achieved twice in fintech within 6 years
- Raised ₹150 Cr at Escorts Finance & ₹10 Cr via mutual fund revival
- Created Bharat Petro Card – world's largest smart card loyalty program
- Captured 70% market share in EFTPOS terminals (Equifax subsidiary deal)
- Pioneered Easy Bill – India's first electronic bill payment system
- Saved \$5M upfront, created \$40M value, noticed by President Bill Clinton
- Launched branded retail chain with Philip Morris (Godfrey Phillips) in Delhi

TEAM



Ansshav Jain

Visioning Expert

Serial entrepreneur and venture capitalist

linkedin.com/in/anshavavatar



Dinesh Makhija

Advisor, AI & Technology

Technology leader in software development

linkedin.com/in/dinesh-makhija-5774141



Amardeep Bajpai

Online Digital Marketing Expert

Digital marketing veteran, entrepreneur

linkedin.com/in/amardeepbajpai



Sahil Makkar

Chairman & CEO of Punjab Angels Network

Leading Financial Strategist

linkedin.com/in/casahilmakkar



Sam Kundu

Franchising Expert

Product management and franchise development

linkedin.com/in/samirankundu

TEAM



Rajiv Kapahi

CA & Startup Strategist
Serial entrepreneur and venture capitalist
linkedin.com/in/rajiv-p-kapahi



Satyavir Yadav

Educationist, Entrepreneur
Education entrepreneur and social innovator
linkedin.com/in/dinesh-makhija-5774141



Arpit Singh

International business development leader
Education entrepreneur and social innovator
linkedin.com/in/arpitsinghyo



Atul Mehta

Visioning Expert
Business leader with 20+ years of global experience
linkedin.com/in/atulmehta07

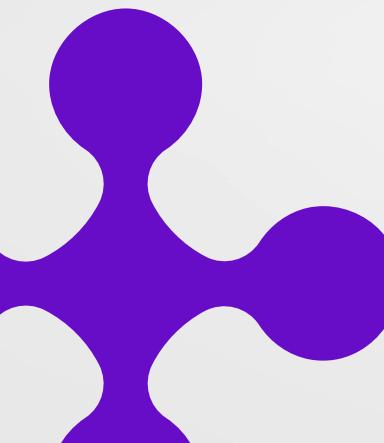


Achal Paul

Advisor, AI & Technology
Founder and Director at BUZZ Communications
linkedin.com/in/achal-paul-8a2385b

I2U PAN Collaboration

- **Collaborating across India with leading investors and regional angel networks to drive startup access to early-stage funding**
- **Joint initiatives and funding rounds for rapid scale;**



OUR VISION

- **What we do:** Mentor and accelerate startups using structured programs, market access, and funding readiness
- **How we do:** Proprietary workshops, hands-on founder support, and a one-stop platform from idea to unicorn blueprint 12

OUR USP

- **360 Degree Startup Support**
- **Rapid Blueprint Creation**
- **Expert led and Domain Diverse team**
- **Access to Early Funding**
- **Huge network of Investors**
- **Assured exit in 18 months for Angel investors**
- **AI expertise**

360 DEGREE SERVICES

COMMUNICATION
& DESIGN

LEGAL
SERVICES

WEBSITE
CREATION

CONTACT CENTRE/
BACK OFFICE

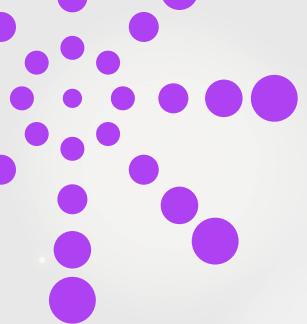
LEAD
GENERATION

SEO

INCORPORATION
SERVICES

DIGITAL MARKETING &
SOCIAL MEDIA





OUR APPROACH TO PRE-SEED CAPITAL, SEED CAPITAL, AND ANGELS FUNDING

Pre-seed

- Market Validation & Idea Articulation
- MVP Development Guidance
- Founding Team Alignment
- Early Customer Validation
- Operational Planning Support

Seed

- Growth Strategy & Go-to-Market Mapping
- Compelling Pitch & Valuation Support
- Business Plan Narrative Building
- KPI & Milestone Definition
- Traction Demonstration Guidance

Angel

- Investor Communication & Expectation Management
- Strategic Long-Term Scaling Planning
- Scalable Business Model Development
- Investor Network Leveraging
- Mentorship & Partnership Access

SANDEEP & SAHIL'S VISION

To form a ecosystem of 1000 of startups by educating through proprietary workshops, handholding/Preparing the startups for Funding.

Arranging Funding, Monitoring/Consulting for Value Creation upto Unicorn stage led by the vision of Mr. Sandeep and Mr. Sahil

TARGET

- Targeting **100 angel-funded startups, with 10 monitored to unicorn status in 2 years.**
- Building an ecosystem of **50+ consultants/knowledge workers** (full/ part-time) for portfolio support and deep founder engagement.
- **Aim:** create 100 unicorns, impact 1 million businesses, and drive \$5T in GDP growth through structured support