



COMPANY																							
Company Name	Oswald Foundation (Oswald Technologies Pvt. Ltd.)																						
CEO Name	Anand Chowdhary																						
Contact Details	Email	anand@oswald.co.in																					
	Phone	+91 9555297989																					
	Skype	hello@oswald.foundation																					
	Twitter	@AnandChowdhary																					
	Linkedin	/in/anandchowdhary																					
Brief Company Description	Oswald Foundation is on a mission to make technology accessible to everyone, currently building the first smartphone for the over 500 Million illiterates, visually impaired, dyslexics, or senior citizens in India.																						
What problem do you solve?	India will have 1 Billion mobile users by 2020, and these primarily come from rural backgrounds, could be illiterate, speak only regional languages, or otherwise disabled, and are unable to operate the smartphones in the market today. We want to break these barriers and build a product to empower this population.																						
Industry	Mobile (Software)																						
Date of Incorporation	Founded on August 15, 2016 Currently incorporating																						
City and Country	New Delhi, India																						
Website Address	oswald.co.in																						
Stage of the Company	Seed (We have a prototype and are currently developing a market-friendly product.)																						
Milestones 'til Date	<p>We already have one product in the market (hereafter "Product 1" and are currently building our second product, the smartphone software.</p> <table border="1"> <tbody> <tr> <td>Product 1</td> <td>Prototype</td> <td>July 2016</td> </tr> <tr> <td>Product 1</td> <td>Beta + Launch</td> <td>August 2016</td> </tr> <tr> <td>Product 1</td> <td>FFF Round</td> <td>August 2016</td> </tr> <tr> <td>Product 1</td> <td>First Client</td> <td>August 2016</td> </tr> <tr> <td>Product 1</td> <td>Building Client Base</td> <td>September 2016</td> </tr> <tr> <td>Shravan</td> <td>Prototype</td> <td>September 2016</td> </tr> <tr> <td>Product 1</td> <td>200,000 Monthly</td> <td>October 2016</td> </tr> </tbody> </table>		Product 1	Prototype	July 2016	Product 1	Beta + Launch	August 2016	Product 1	FFF Round	August 2016	Product 1	First Client	August 2016	Product 1	Building Client Base	September 2016	Shravan	Prototype	September 2016	Product 1	200,000 Monthly	October 2016
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	Shravan	Team Building	November 2016																					
	Shravan	Patent-pending	December 2016																					
	Achivements include incubation in London/Berlin-based EYE Focus Accelerator, IBM Global Entrepreneur Program, winners at Startup India Rocks, P&G Sponsor Award, and numerous press mentions.																							
PRODUCT																								
Product Name and Brief Description	Shravan is a smartphone software that can be installed in any Android-based device. It is the smartphone for Digital India and has features like Aadhar integration, wallet, news, internet, free messaging, and works in 25+ native Indian languages. It can be used by illiterates, visually impaired, etc., using a patent-pending combination of speech, vibrations, and touch.																							
Who are you competitors?	Android devices work in multiple languages but our technology used speech and vibrations and is the first of its kind.																							
Why are you different/ better option than the rest?	<p>First to Market: We're the first company building an end-to-end smartphone solution targeting the disabled market.</p> <p>No Learning Curve: There is no learning curve for someone who has used a phone before, which makes Shravan incredibly easy to use.</p> <p>New Features: Adhaar integration, cashless payments, and everything that Digital India needs, for the first time built right into the phone software.</p> <p>Personalized: The interface is based on years of research and uses machine learning to make it personalized experience for the user.</p>																							
Barriers to Entry/ Intellectual Property	<p>Barriers: Significant barriers are imposed in scalability in small villages across the country, but can be overcome by strategic partnerships.</p> <p>IP: Our product uses accessible interface patterns with different modes for correcting system-wide settings using a patent-pending combination of vibrations, speech, and touch.</p>																							
Risk Factors																								
Monetizing Strategies (Business model; how do you make money?)	Licensing: We'll partner with hardware manufacturers (OEMs) and will be paid a commission on every device that has our software preinstalled.																							
FINANCIALS																								
Some Numbers (Currency: INR ₹)	<p>This forecast assumes an OEM partnership in 2017-end with emerging revenues in 2018.</p> <table><tr><td></td><td>2016 (Actuals)</td><td>2017 (Forecast)</td><td>2018 (Forecast)</td><td>2019 (Forecast)</td></tr><tr><td>Revenues</td><td>50,000</td><td>5,00,000</td><td>1,00,00,000</td><td>1,50,00,000</td></tr><tr><td>Expenses</td><td>5,00,000</td><td>1,20,00,000</td><td>1,20,00,000</td><td>1,20,00,000</td></tr><tr><td>Profits</td><td>-4,50,000</td><td>-1,15,00,000</td><td>-20,00,000</td><td>30,00,000</td></tr></table>					2016 (Actuals)	2017 (Forecast)	2018 (Forecast)	2019 (Forecast)	Revenues	50,000	5,00,000	1,00,00,000	1,50,00,000	Expenses	5,00,000	1,20,00,000	1,20,00,000	1,20,00,000	Profits	-4,50,000	-1,15,00,000	-20,00,000	30,00,000
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Cap Table	<table> <tr> <th></th> <th>Amount</th> <th>Shares</th> <th>Equity %</th> </tr> <tr> <td>Anand Chowdhary</td> <td>Cofounder</td> <td>35,000</td> <td>35%</td> </tr> <tr> <td>Nishant Gadihoke</td> <td>Cofounder</td> <td>30,000</td> <td>30%</td> </tr> <tr> <td>Mahendra Singh Raghuwanshi</td> <td>Cofounder</td> <td>30,000</td> <td>30%</td> </tr> <tr> <td>FFF</td> <td>₹5,00,000</td> <td>5,000</td> <td>5%</td> </tr> </table>					Amount	Shares	Equity %	Anand Chowdhary	Cofounder	35,000	35%	Nishant Gadihoke	Cofounder	30,000	30%	Mahendra Singh Raghuwanshi	Cofounder	30,000	30%	FFF	₹5,00,000	5,000	5%				
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Pre/Post Valuation, Basis (Currency: USD)	Pre-money Valuation		1,500,000																									
	Post-money Valuation		1,650,000																									
How much capital do you need for this round? (Currency: USD)	150,000																											
Use of New Funds	<table> <tr> <td>Marketing & Sales</td> <td>35%</td> </tr> <tr> <td>Product Development</td> <td>25%</td> </tr> <tr> <td>Hiring Team</td> <td>5%</td> </tr> <tr> <td>Internationalization</td> <td>0%</td> </tr> <tr> <td>IP, Patents, Legal</td> <td>5%</td> </tr> <tr> <td>Covering Debt & Restructur</td> <td>0%</td> </tr> <tr> <td>Founders Salary</td> <td>15%</td> </tr> <tr> <td>New Office/ Retail</td> <td>5%</td> </tr> <tr> <td>Capital Equipment</td> <td>0%</td> </tr> <tr> <td>Supply Chain</td> <td>0%</td> </tr> <tr> <td>M&A</td> <td>0%</td> </tr> <tr> <td>Working Capital</td> <td>10%</td> </tr> </table>				Marketing & Sales	35%	Product Development	25%	Hiring Team	5%	Internationalization	0%	IP, Patents, Legal	5%	Covering Debt & Restructur	0%	Founders Salary	15%	New Office/ Retail	5%	Capital Equipment	0%	Supply Chain	0%	M&A	0%	Working Capital	10%
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Are previous investors participating in this round?	N/A This is our first round of outside investment.																											
MANAGEMENT																												
Key Bios	<p>Cofounders</p> <p>Anand Chowdhary (CEO) has worked as a consultant to 10+ startups and organizations like Poster Gully, Cyankart, and the Government of Delhi. He dropped out of college and founded this company. His primary skillset lies in product management and development.</p> <p>Nishant Gadihoke (CTO) has worked with companies like Google in San Fransico, Khan Academy, and the Wikimedia Foundation. He is a student and UI/UX designer and developer and has built a lot of the technology that we are currently using.</p> <p>Mahendra Singh Raghuwanshi (COO) worked with Nokia as a Radio Engineer after BTech and has significant experience with smartphones. He also founded an ecommerce and manufacturing company 4 years ago and has a diverse business-related skillset.</p> <p>Advisors</p>																											

	<p>Erik Hasenoehrl is a Research Fellow and Principle Scientist at Procter & Gamble in the Cincinnati Area in Kentucky (USA). He holds a PhD in Analytical Chemistry and brings onboard over 24 years of experience in R&D, innovation, and management.</p> <p>Gagan Bhasin is an NPO Director at Nokia Networks in Gurugram and was Mahendra (COO)'s boss during his tenure at Nokia. He has an immense experience with devices and communications, and continues to be a great advisor for our company's big-picture goals.</p> <p>Abhinav Tandon is ex-IIT Delhi and the founder of Lasie Foundation, a leading NGO in Delhi-NCR. Abhinav bring us access to various NGOs, nonprofits, relief organizations, old age homes, etc., which can connect us directly to our target audience and help with user testing.</p> <p>Pankaj Kankaria is a Director at Scale Ventures in Indore. He was previously an Associate Director at Ola and an alumunus of the University of Edinburgh, and brings onboard quite a diverse skillset in the ecosystem, having himself invested in quite a few startups.</p> <p>Siddharth Shetty is a Product Manager at Exotel in Bengaluru. He founded his first startup at the age of 17 and has been a significant contributor to IndiaStack (the team behind Aadhaar/UPI/e-KYC tech) and helps us implement Digital India features in our software.</p> <p>Tobias Stone is the Founder of EYE Focus Accelerator, a Berlin and London-based program which is the world's only accelerator focussed on visual impairment-related startups and guides a different, solution-oriented angle to products and their technologies.</p>							
MARKETING & SALES								
Go-to-market Strategy	<p>Partnerships: We are partnering with blind schools, relief organizations, and other NGOs working for the disabled to get our product directly in the hands of our customers.</p> <p>Retail: We'll partner with device manufacturers (OEMs) to product the hardware for our smartphone and use their wide retail network across the country to distribute the product.</p>							
How many clients or users do you have to date?	<p>Product 1: 5 paying customers with over 2,00,000 monthly views on pages with the accessibility widget we have developed. We expect to exponentially increase this next year.</p> <p>Product 2: No customers.</p>							
Who is your client?	<div>Product 1</div> <div>Product 2</div> <div>B2B: Content publishers</div> <div>B2C: General public</div>							
Sales Channels	Our partnership with OEMs will give us access to their nationwide network of retail outlets and ecommerce stores. We will also partner with local retailers and phone brand stores as an indirect sales channel.							
Pipeline (Who/ Amount)	<table><tr><td>Year</td><td>Sales</td></tr><tr><td>2017</td><td>1,000 devices</td></tr><tr><td>2018</td><td>5,00,000 devices</td></tr></table>		Year	Sales	2017	1,000 devices	2018	5,00,000 devices
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Market Size (What is your market? How big is it?)	Target Countries Size of the Market	India (currently) 500 Million		
EXIT STRATEGY				
What's the exit strategy?	Acquisition or next round of investment in late 2017.			
Timing for Exit	3 to 5 years			
Potential Acquirers	International OEMs and hardware manufacturers like Samsung, Xiaomi, HTC, and local like Karbonn, Lava, etc. Mobile software companies like Google, Microsoft, BlackBerry, Intel, HP, Mozilla, Cyanogen, etc. Local NSPs like Jio, RCom, Bharti, and international like Vodafone, Telenor, Verizon, AT&T, Sprint, etc.			