VERTX

Enabling founders to be pitch-perfect

Backed and Believed by

NVIDIA Inception Program | Microsoft For Startups | Founder University | LAUNCH | Google for Startups | FOUNDER INSTITUTE DELHI, INDIA | aws startups
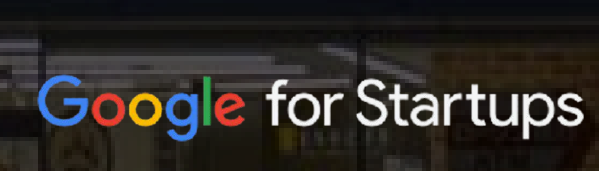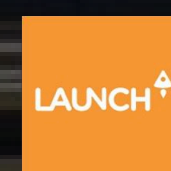
Vertxlabs, Inc | Octartech Private Limited

Founders struggle to communicate their vision clearly to investors.

Traditionally achieved through fundraising advisors, a slow and expensive process where founders outsource deck creation and storytelling.

Expensive

~$250/hour

Approximate consulting cost including for just pitch
deck refining, investor intros start from $5,000

Long Process

>3months

This takes at least 4months to be good enough.
Involves multiple functions and it might be even longer.

Problem

There's no affordable way to be **pitch-perfect** and get **connected to investors** in short time.

Solution

AI Powered Fully Fundraising Stack as a SaaS

Affordable

Personalized

Simple & Quick

Product

We have already built a mvp which founders can use for fundraising

1. **Evaluate** - **Analyze your pitch deck and access report under 60secs.**

2. **Mock Pitching** - **Talk with an AI Investor which exactly sound like a human.**

3. **Outreach and Leads** - **Generate the leads based on your profile.**

Product helps founders to master their pitch and be confident with clarity while taking a real pitch call.

Product Snapshots

Company

This company helps A to solve B by addition of C and D.

www.companyname.com

Manage   Find   Target

Manage your fundraising

Current Round   History

Angel 2 Bridge Round   Update Round   Close Round

$ 10,000   10% raised of 100K target

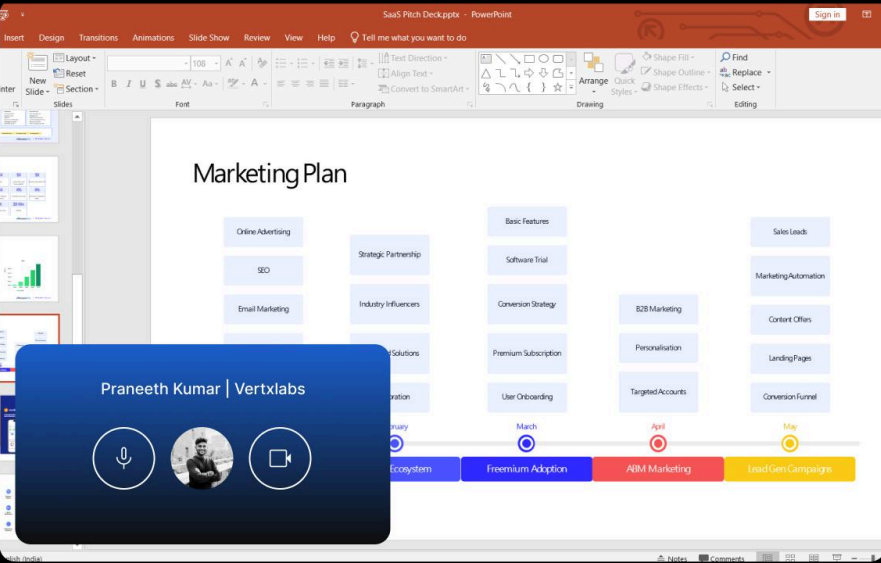| Amount to raise | Closing in | Lead Investor | Term Sheet |
| $90,000 | 130 days | Secured | Signed |

You have a good structure in marketing plan

Thank you persona, we want to cover all possibilities to fulfill vertx as an unicorn.

Marketing Plan

Persona One | Example Capital

Praneeth Kumar | Vertxlabs

13:49 | Mock Pitching   End Call   Stop sharing

C Company

Home
Getting started

Flash BETA
Evaluate
Fundraising
Playground BETA

Your account
Upgrade plan
Leave a feedback
Log out

Company
Filename.pdf

Analysis   Overview   Suggestion

Score

| Critical | Weak | Average | Solid | VERTX Assured |

0   300   500   650   750   800
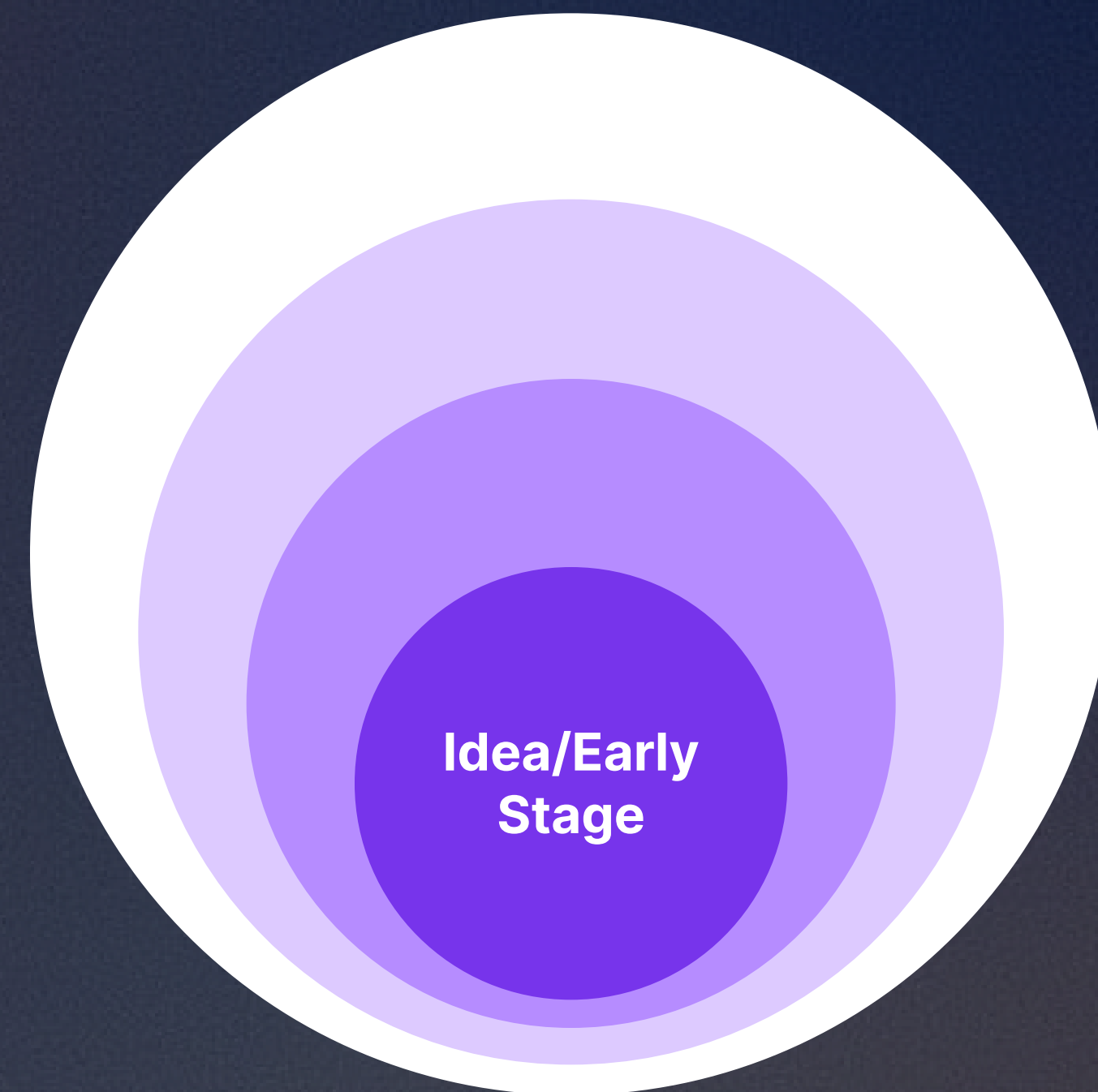
580
AVERAGE

Breakdown

Problem	38	Universally felt pain for founders. Strong articulation.
Solution	36	Clear and relevant, showing a real user flow would help.
Product	36	Modular and scalable. Visuals or demo would make it better.
Team	32	Excellent team slide with exit experience.

Easy Fundraising

Mock Pitching

Evaluate

Market Size

$150M+ Startups
Total Unrecognized worldwide startups are over 150M

$3.5M+ Startups
Total recognized unfunded worldwide startups are over 3.5M

$2.1M+ Startups
Total recognized unfunded startups across India, US and Europe are over 2.1M

TAM includes both registered and unregistered startups, while SAM considers only registered and active startups.

Idea/Early Stage

Source : Traxcn, Demandsage, Statista

Our Start (User Traction)

44%

Users(India)

40%

Users (US)

16%

Other

Out of 13,000 users, 84% are from India and the US and 60% of them signed up to use the paid version.

Business Model

We monetize **Vertx** through **recurring SaaS subscriptions** from founders.

Additionally, we're incorporating **Luminous - free for student founders.** monetized through license fees from universities, SaaS pricing for incubators, VCs, and angels

Competitive Edge

	Vertx	Carta	Foundersuite	Visible VC	Angelist	Open VC, Easy VC
Preferred Stage	Idea+	Growth+	Early-growth	Growth+	Early+	Idea+
Fundraising Suite	✓	✗	✓	✓	✓	✓
Post Fundraising Suite	✓	✓	✗	✓	✗	✗
AI Enabled	✓	✗	✗	✗	✓	✓
Centralized	✓	✗	✗	✗	✗	✗
Affordable	✓	✗	✗	✓	✓	✓

Timeline

MVP Launched (5 March, 2025)

Closed First Luminous Enterprise (20 April 2025)

Indian Entity Incorporation (3 July, 2025)

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Original Release - Vertx (26 July, 2025)

Luminous (Dec, 2025)
A Virtual Incubation software, platform to build and grow for students only.

Vertx Connect (2026/2027)
Post Fundraising Intelligence Platform

Team

Praneeth
CEO | Design and Business Head

Focus on the design and business operations.

Founder @Servzpe (Acquired to Retos)
Previously Design Team @ Infosys, Coding Ninjas
Startup Advisor & Consultant @Startup India
Technovate India 2024, Winner

Tharun
COO | Growth and Operations Head

Focus on operations, partnerships and collaborations.

Linkedin Influencer with 90K Followers
Previously Growth Team @ Microsoft, Betterplace
Gold Medalist 2022, Anna University

Surya
CTO | Head of product and technology

Focus on product building, tech enhancements.

Previously Product Team @ DistaGlobal, Servzpe
50+ Hackathon Winner

Raghavender
CXO | Advisor and Investments

Focus on investments and partnerships.

Angel Investor (4 Startups)
IPO Expert, Raised $50M+ for startups
Former KPMG Awardee

Early believers

Backed and Believed by **World's Top Organizations**:

Vision

Vertx's **fundraising stack** to power **seamless** communication between founder and an investor across any country.

From building and launching with **Luminous**, to getting funded through **Vertx**, and managing post-fundraising compliance with **Connect.**