**I. What Is Bharatpreneurs?**

Bharatpreneurs is an event and networking platform for **SMEs, startups, founders, and investors** in India. It hosts major events (like Bharatpreneurs Conclave), offers promotion opportunities, and connects entrepreneurial ecosystems through digital and offline formats.

**II. Annual Strategic Roadmap (FY 2025–26)**

**Q1: April – June 2025**

**Objective**: Event execution, audience growth, and market visibility

* Launch and scale **Bharatpreneurs Conclave 2025** (June 27)
* Focus on **ticket sales, sponsorship deals, exhibitor revenue**
* Strengthen brand via **social media, PR, influencer tie-ups**
* Capture new database of **founders, SMEs, and partners**

**Primary Income**: Conclave tickets, sponsorships, booths  
 **Goal**: 2 Cr revenue in Q1 from Conclave

**Q2: July – September 2025**

**Objective**: Platform monetization + post-event brand value

* Launch **Bharatpreneurs Club Membership Model**
  + Monthly subscription: ₹499–₹999 for exclusive access
  + Perks: workshops, investor meetups, founder-only community
* Roll out **Digital Offerings**:
  + Webinar series / masterclasses
  + Co-branded content with partners
  + Launch merchandise store (limited drops)
* Prepare for **regional meetups or city chapters** (offline growth)

**Income**: Membership, online events, brand collabs  
 **Goal**: ₹15–20L+ from digital + recurring sources

**Q3: October – December 2025**

**Objective**: Business development + seed round prep

* Develop B2B offerings for:
  + Event services for other ecosystems (white-label)
  + Startup promotion packages
  + MSME digital enablement bundles (tools, workshops)
* Build pitch deck + metrics for raising seed capital
* Start **Investor Outreach**:
  + Angel investors, VCs in startup infra, event tech, community platforms
  + Focus on ₹1–2 Cr seed round

**Focus**: Business scalability, revenue diversity  
 **Goal**: Close first term sheet or investment commitment

**Q4: January – March 2026**

**Objective**: Growth funding + national expansion roadmap

* Finalize investor deal / close round
* Hire or onboard key team members:
* Sales led, community manager, tech consultant
* Announce **Bharatpreneurs Conclave 2026** dates + early bird launch
* Expand to 4–5 major startup cities for regional micro-events

**Outcome**: Enter next FY with funding, team, roadmap

**III. Financial Planning (FY 2025–26)**

| **Income Streams** | | **Target (INR)** | |
| --- | --- | --- | --- |
| Bharatpreneurs Conclave 2025 | | ₹2 Cr+ | |
| Booth & Sponsorship Revenue | | ₹1 Cr+ | |
| Digital Workshops / Masterclasses | | ₹10–15L | |
| Membership Program | | ₹15–20L (monthly) | |
| Merchandise & Co-branded Products | | ₹5–8L | |
| White-label Event Services | | ₹20L+ | |
| **Total Projected Revenue** | | **₹3.5–4 Cr+** | |
| **Expenses** | **Estimated (INR)** | |
| Event Production + Staff | ₹50–60L | |
| Tech / Platform + Development | ₹10–15L | |
| Marketing & Ad Campaigns | ₹20–25L | |
| Salaries + Hires | ₹25–30L | |
| Travel, Community Meetups, PR | ₹10–15L | |
| **Total Estimated Cost** | **₹1.2–1.5 Cr** | |

**Profitability Goal**: Reach ₹2 Cr+ margin by March 2026

**IV. Fundraising Strategy**

**Target Round: ₹1–2 Cr Seed Round (Aug–Dec 2025)**

**Funding Will Be Used For**:

* Team hiring
* Platform tech upgrades
* Regional expansion
* Marketing + paid growth

**How to Raise:**

* Prepare a **pitch deck** with:
  + Community size
  + Event success numbers
  + Recurring revenue potential
* Reach out to:
  + Angel investors in community/event tech space
  + Seed-stage funds like 100X.VC, Venture Catalysts
  + Government-backed MSME/Startup schemes

**Bonus:**

* Apply for **startup grants** from state/national startup programs
* Partner with ecosystem builders like NASSCOM, Google for Startups

**Team & Execution Structure**

| **Role** | **Status / Plan** |
| --- | --- |
| Founder/Planner (You) | Strategy & BD |
| Ops Manager | For event & booth management |
| Social Media Executive | For content + growth |
| Community Manager | For founder retention |
| Tech Consultant | For platform upgrades |
| Part-time Designers/Interns | For campaigns & reels |