

OLynk AI - Pitch Deck

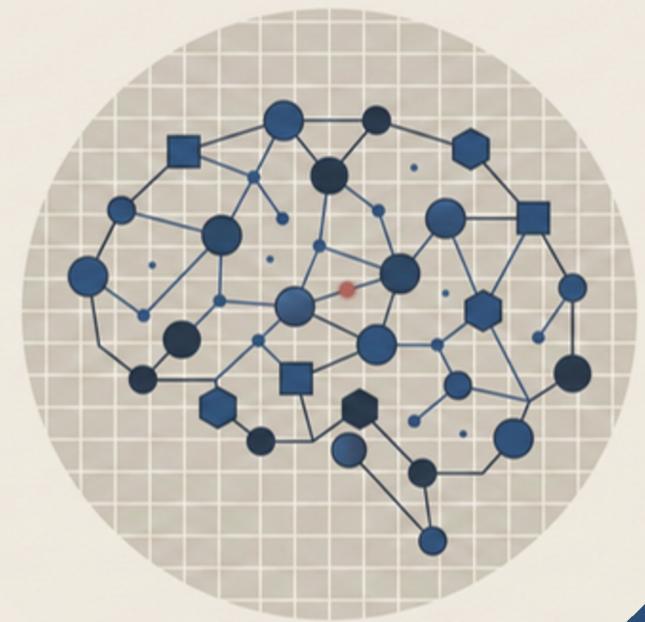
The AI Operations Brain for India's Fast-Growing D2C Brands

Transforming reactive, manual D2C operations into predictive,
automated, and self-correcting workflows.

Founder: Ch Sai Sathvik

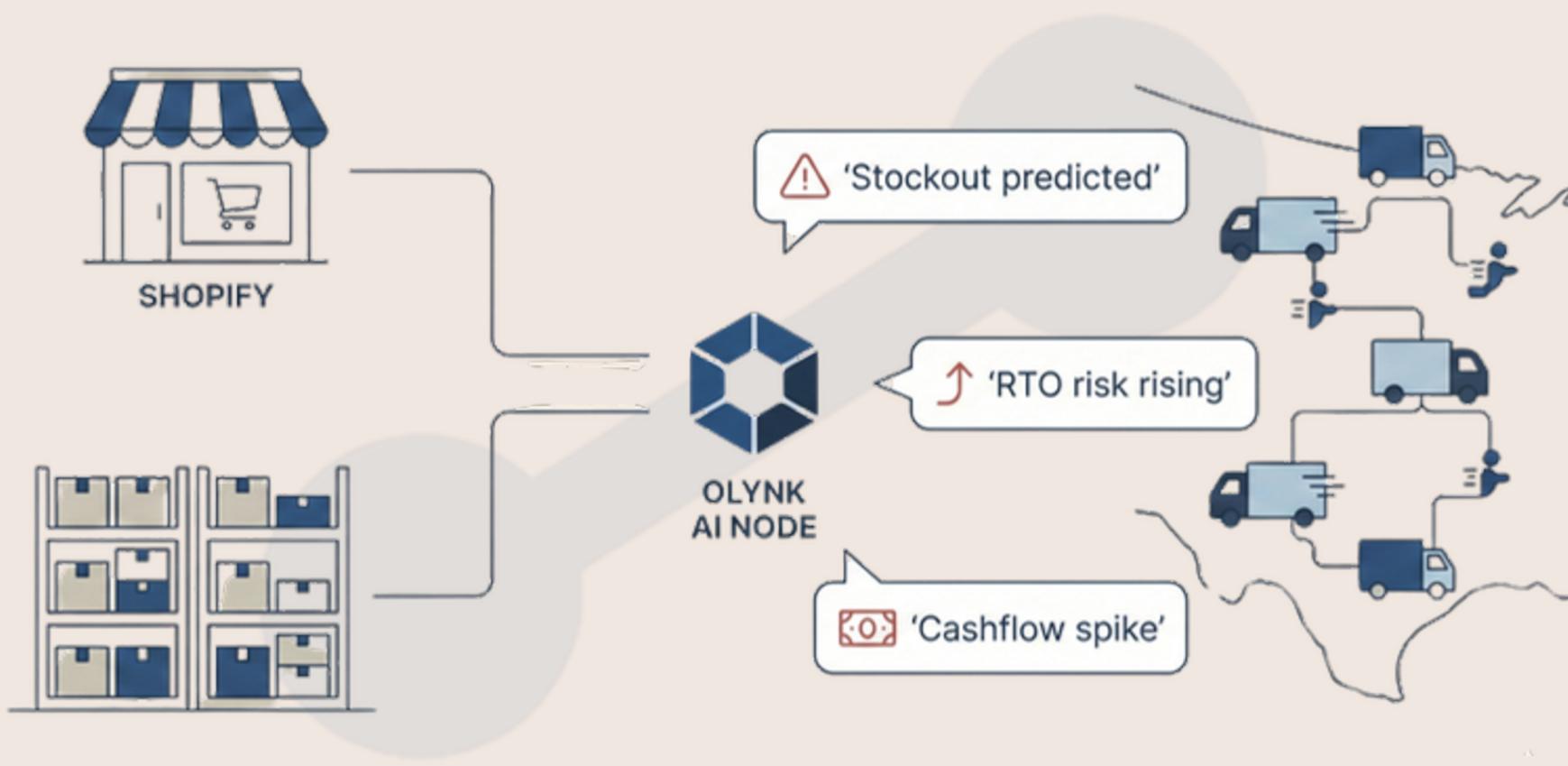
Co-founders: Ch Tarun & Arya Krishna Kumar

LLPIN: ACQ-0149 | **DPIIT No.:** DIPP222080



OLynk AI

One-Minute Elevator Pitch



OLynk AI unifies every operational signal, orders, inventory, logistics, finance, marketing, into a real-time intelligence graph that predicts issues before they happen and automates resolutions.

- Brands today operate with **fragmented data** across 15-20 tools.
 - OLynk builds the operational “brain” that **interprets data**.
 - AI agents **diagnose risks**: stockouts, RTO spikes, fulfilment delays, cashflow gaps.
 - The system **recommends and executes** corrective actions.
-
- **Starting wedge:** Predictive Stockouts (high-frequency, high-loss problem)
 - **Expansion:** Full AI COO for ops automation across the entire merchant stack.

OLynk AI

D2C Operations Are Fundamentally Broken

D2C brands lose lakhs every month because their operations are reactive, fragmented, and dependent on manual coordination across disconnected tools.



"I spent 6 hours figuring out why my Amazon inventory was off, turned out it was stuck in transit. This happens weekly." - Fashion Brand Founder

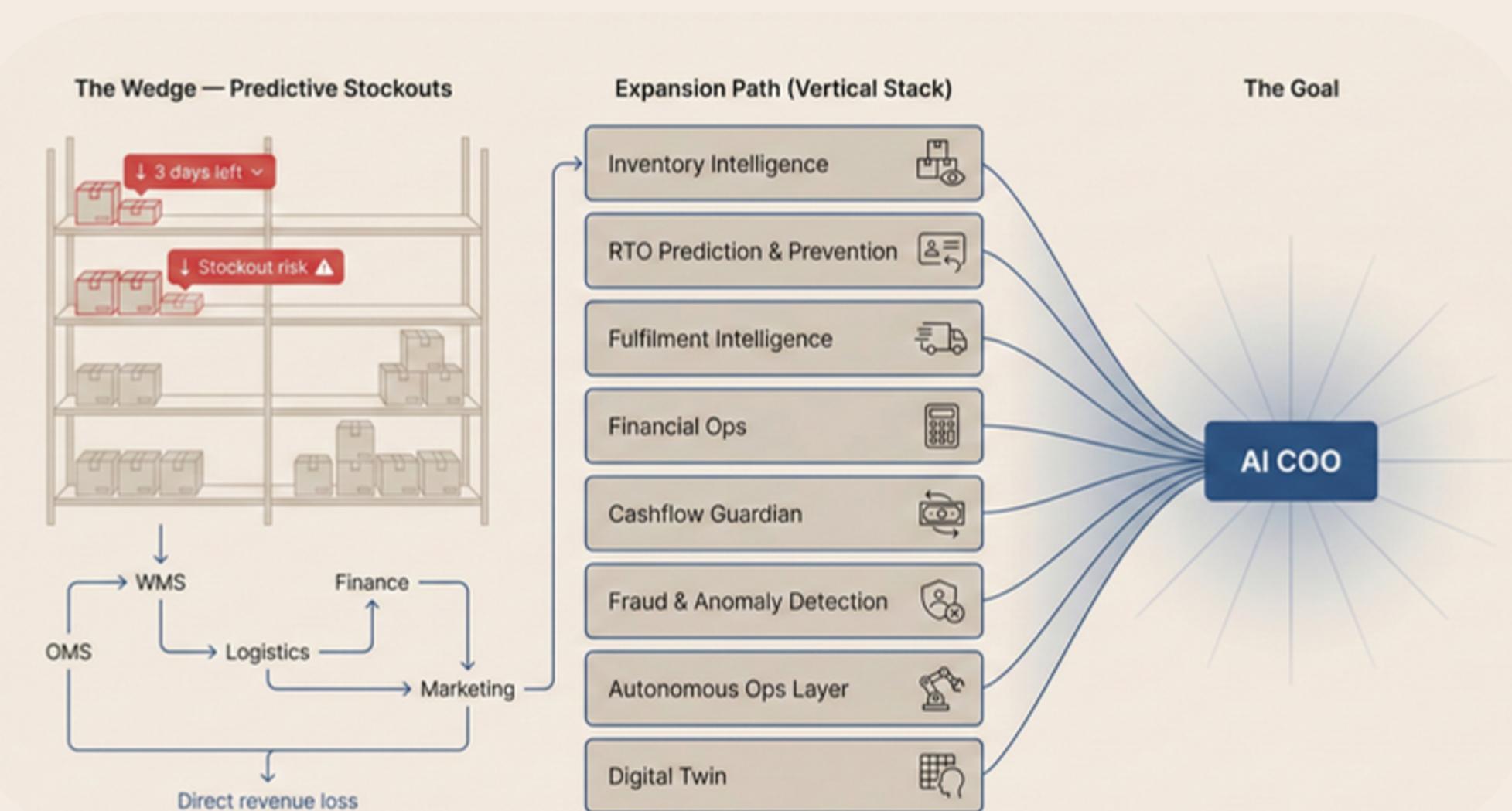
- **No single source of truth** – data scattered across marketplaces, OMS, WMS, finance tools.
- **Zero predictability** – stockouts, RTO surges, stuck shipments discovered only after damage.
- **20-35% revenue leakage** – from poor inventory alignment, fulfilment breakdowns, financial mismatch.
- **Manual firefighting** – operators spend 50-60% of time reconciling, monitoring, and coordinating.
- **Cross-functional blindness** – marketing decisions impact ops, ops impact finance, none are connected.
- **Delayed intelligence** – BI tools tell you what happened, not what will happen.

The Result: A business that looks automated from the outside but internally runs on manual corrections, spreadsheets, and guesswork.

OLynk AI Wedge → Expansion Strategy

Expansion Path: AI-Driven Operations Across the Stack

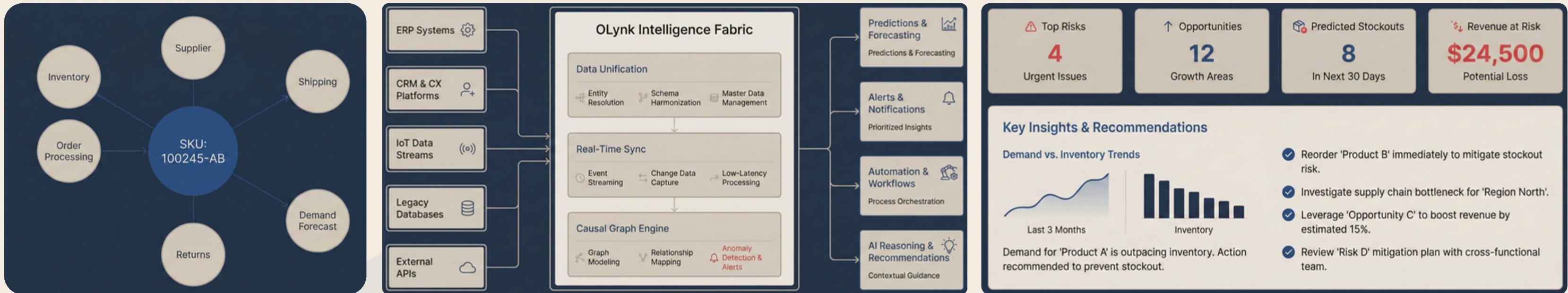
1. **Inventory Intelligence** (forecasting, replenishment planning)
2. **RTO Prediction & Prevention** (address quality, courier issues, mismatch detection)
3. **Fulfilment Intelligence** (SLA breaches, stuck shipments, routing)
4. **Financial Ops** (reconciliation, settlement prediction, leakage detection)
5. **Cashflow Guardian** (predicting liquidity gaps based on ops)
6. **Fraud & Anomaly Detection**
7. **Autonomous Ops Layer** (automating 30–40% daily operations)
8. **Digital Twin** (simulate scenarios: campaigns, spikes, delays)



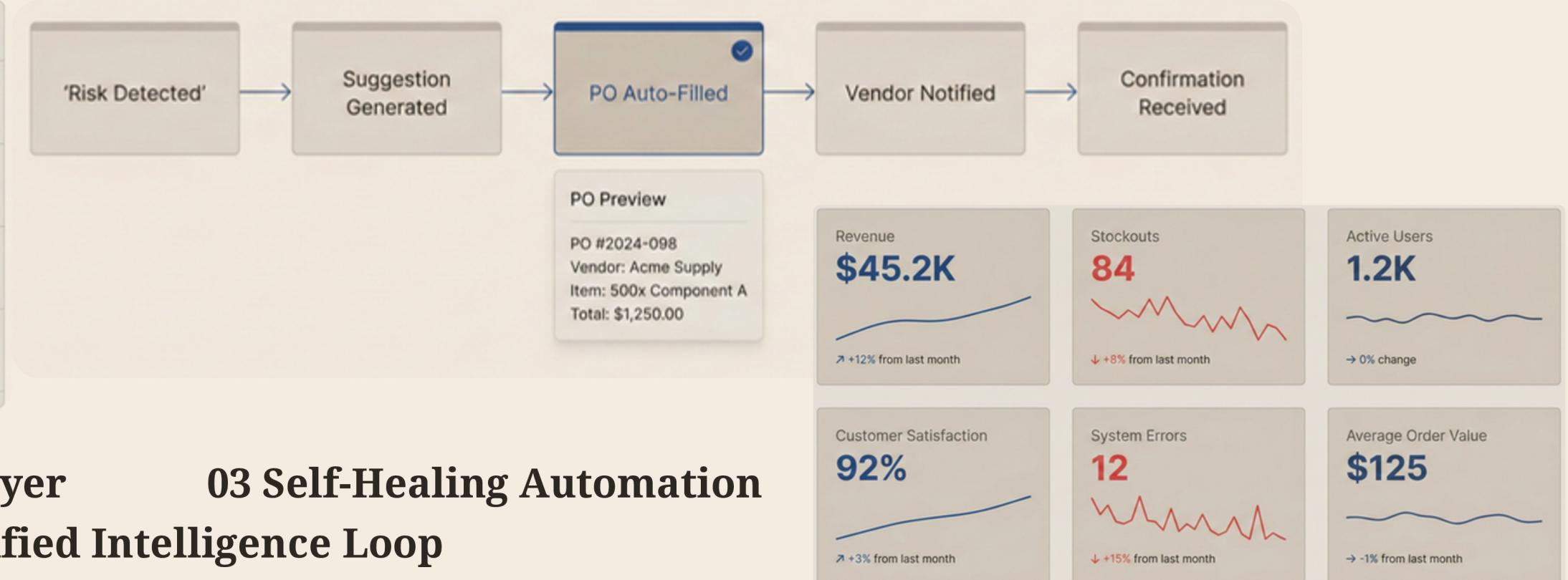
The Goal
OLynk becomes the AI COO for every operational decision.

OLynk AI

Our Solution: Your AI-Powered Operations Advisor



Product Name	SKU	Demand	Inventory	Status	Trend
ErgoChair Pro	ECP-001	1500 Units	1200 Units	In Stock	
Desk Lamp Slim	DLS-102	800 Units	850 Units	In Stock	
Wireless Keyboard K2	WKK2-055	2000 Units	10 Units	Stockout Warning	
Monitor Stand MS-4	MS4-300	1200 Units	1100 Units	In Stock	



01 Unified Data Fabric

02 AI Agent Layer

03 Self-Healing Automation

04 Orbit Command Center

05 Unified Intelligence Loop

OLynk AI is the intelligence fabric of modern D2C brands 4 unifying data, predicting outcomes, and automating action.

OLynk AI

System Architecture & Early Momentum

Data Sources

20+ integrations

Unified Hub

Real-time sync

AI Agents

Specialized agents

Recommendations

Predictive insights

Automations

Self-healing actions

Founder Action

Strategic decisions

45+

Founder Interviews

Deep insights from D2C operators validating pain points and solution fit

3

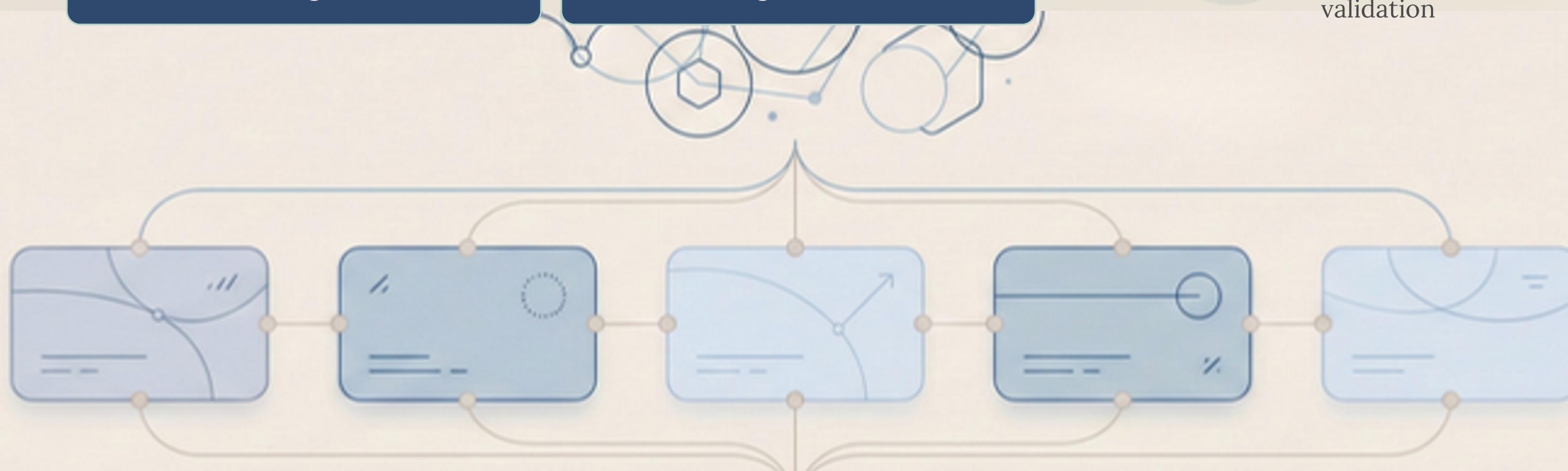
Pilot Partners

Brands in pipeline:
Organik Truck, Manaca,
and TAOS ready for validation phase

30+

Demo's given

Functional prototype demoed to multiple brands for validation



Market Opportunity - Massive & Growing

50K+

E-commerce MSMEs

Active businesses in the ₹2–10 Cr revenue range.

Source: MSME Annual Report 2024–25 (Udyam data) + industry estimates.

₹20,000 Cr+

Total Addressable Market

Entire MSME ops software + logistics + automation category.

₹4,000 Cr+

Serviceable Market

Digitally mature ₹2–150 Cr brands actively investing in ops.

₹1,000 Cr+

Revenue Opportunity

Realizable through deep AI verticalization over 5–7 years.

Sweet Spot Segments

- **Fashion & Lifestyle:** Highest volatility, highest pain points.
- **FMCG & Beauty:** High growth potential, frequent repeat purchases.
- **Electronics & Home Goods:** High margins, complex inventory management.

Market Drivers

- Quick-commerce explosion driving demand spikes.
- Increasing complexity of multi-channel selling.
- Rising customer expectations for fulfillment efficiency.
- Growing importance of regulatory compliance.

The Competitive Landscape: Where Others Fall Short

Today's D2C businesses face a fragmented tooling ecosystem. While existing solutions handle isolated functions well, they fundamentally lack the operational intelligence and predictive power needed to scale efficiently in India's dynamic market.



E-commerce Analytics

Players: Triple Whale, Peel, Life timely Marketing attribution and revenue dashboards excel at ad performance tracking, but completely miss supply chain operations and inventory optimization.



Traditional ERP

Players: Tally, Zoho Books, SAP B1 Financial bookkeeping systems built for legacy businesses. Reactive reporting without D2C workflows, automation, or AI-driven insights.



Inventory Management

Players: Unicommerce, Vinculum Multi-channel focused on order routing. Rule-based systems lack forecasting intelligence and prescriptive analytics capabilities.



Business Intelligence

Players: Power BI, Tableau, Metabase Visualization-only tools requiring technical expertise. They show you what happened, but can't predict what's coming or recommend what to do.



Automation Platforms

Players: Zapier, Make, Microsoft Flow Simple workflow triggers without contextual understanding. Connect apps but lack operational intelligence to drive strategic decisions.

The market is crowded with point solutions. None bridge the gap between data visibility and intelligent action leaving MSMEs to manually connect the dots.

Predictable & Scalable Revenue Model

Our hybrid pricing model is designed for mutual growth, protecting revenue while aligning costs with client value and usage.

Base Fee: Foundational Value: Usage-Based Charges: Dynamic Scale

A consistent monthly fee ensures predictable revenue and comprehensive support for core functionalities:

- Core dashboards and essential KPIs
- Automated reporting and analytics
- Platform monitoring and uptime guarantees
- Initial onboarding and basic consulting
- Monthly cost: **12K-15K**

Component	Unit	Suggested Charge (₹)
Extra storage	Per GB	100
AI compute	Per 1,000 tokens	1-2
Extra integrations	Per connector	1,000
Extra seats	Per seat	1,000
Advanced analytics	Per query/module	100-200
Dedicated instance	Flat	25,000-50,000

Meet the Founding Team

Ch Sai Sathvik

Co-founder & CEO

- Leads product vision, strategy, and market direction
- Conducted 50+ founder interviews to validate
- Background in Data Science, business and entrepreneurship
- Focused on product-market fit, AI usability, and growth strategy

Esteemed Mentors

- **Dr.M.K. Kaushik:** Director of Innovation & Entrepreneurship, SVES; CEO of Vishnu Foundation TBI.
- **Srinivas Chennapragada:** Delivery Head, TCS; Program & Product Management Leader.
- **Phanideep T:** IIM Alum, AI/ML & Data Architect at VIU
- **Rohith Sirpa:** Incubation & Fundraising Expert and incubation manager at VVLF.

Our team's domain expertise is amplified by a network of seasoned mentors, guiding us towards market leadership.

Arya Krishna Kumar

Co-founder & CTO

- Leads AI systems architecture and full-stack engineering
- Heads AI agent development and technical infrastructure
- Designs core platform backend and orchestration layer
- Background in computer science and applied machine learning

Ch Tarun

Co-founder & COO

- Drives integration architecture and product execution
- Leads B2B2B partnership strategy and ecosystem development
- Oversees operations, delivery, and execution pipelines
- Background in technology management and systems integration

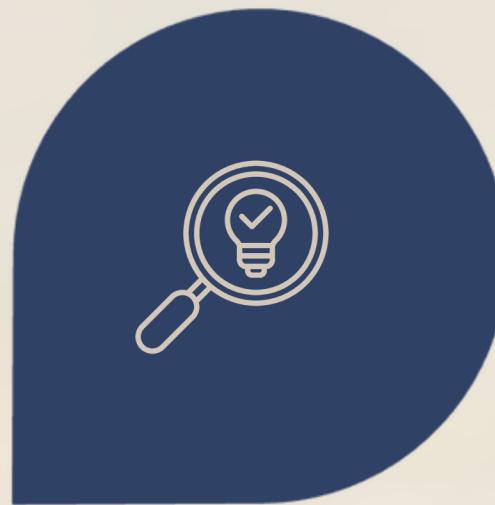
Vision — The Future of D2C Intelligence Vision

Building India's AI Backbone for Growing D2C Brands

"To become India's intelligent nervous system for digital commerce, where every operational decision is data-driven, every workflow is optimized, and every brand can scale without operational complexity. From data chaos to actionable insights, empowering founders to scale faster, smarter, and simpler."

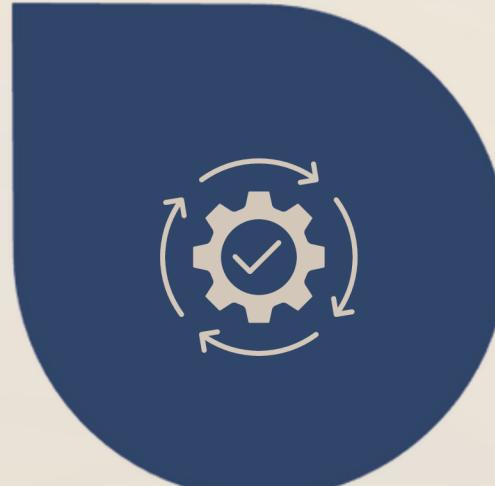
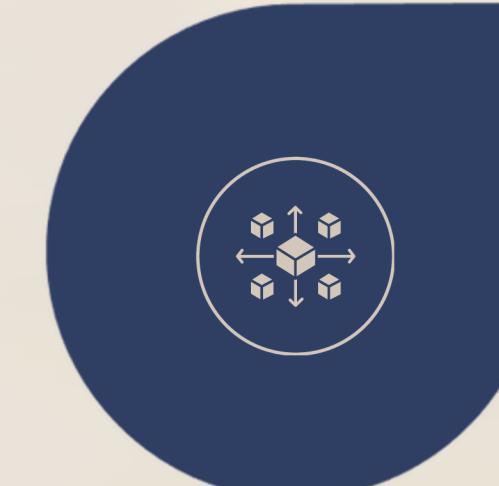
Single Source of Truth

Integrate all operational data from sales, marketing, inventory, and customer feedback.



Scalable Platform

Designed for current mid-size D2C brands with a roadmap to support vertical expansion.



Actionable Insights

Predictive and prescriptive AI tells you not just what happened, but what to do next.

Automation First

Routine operational tasks executed automatically, freeing founders to focus on growth.

Thank you for considering OLynk AI.

Let's build the future of D2C operations together.

Contact & Demo: Sathvik.chenna@olynkai.com

Phone number: 7993359150

Live Demo: Join the waitlist on our website

<https://olynkai.com/>