



Offline Shopping made easy

A Hyperlocal Ad-Tech & Discovery Startup that gives information about the Best Deals, offers, events, and upcoming sales from all shops and malls in the city.



The Problems

1. For Customers

- Lack of a digital platform to access information on upcoming **sale, Deals & Discounts** from brands & malls in a city.
- Lack of a platform that gives information about various **activities & events** happening in one's city.

2. For Shopkeepers

- Unlike big brands, Small & middle-level shopkeepers lack a **Digital platform to Inform their customers** of Discounts, Offers & newly launched products in their shop. (12 Million Small Retail Shops)
- Small manufacturers and MSMEs face difficulty in market outreach and in the **digital marketing of their products**.

The Solutions

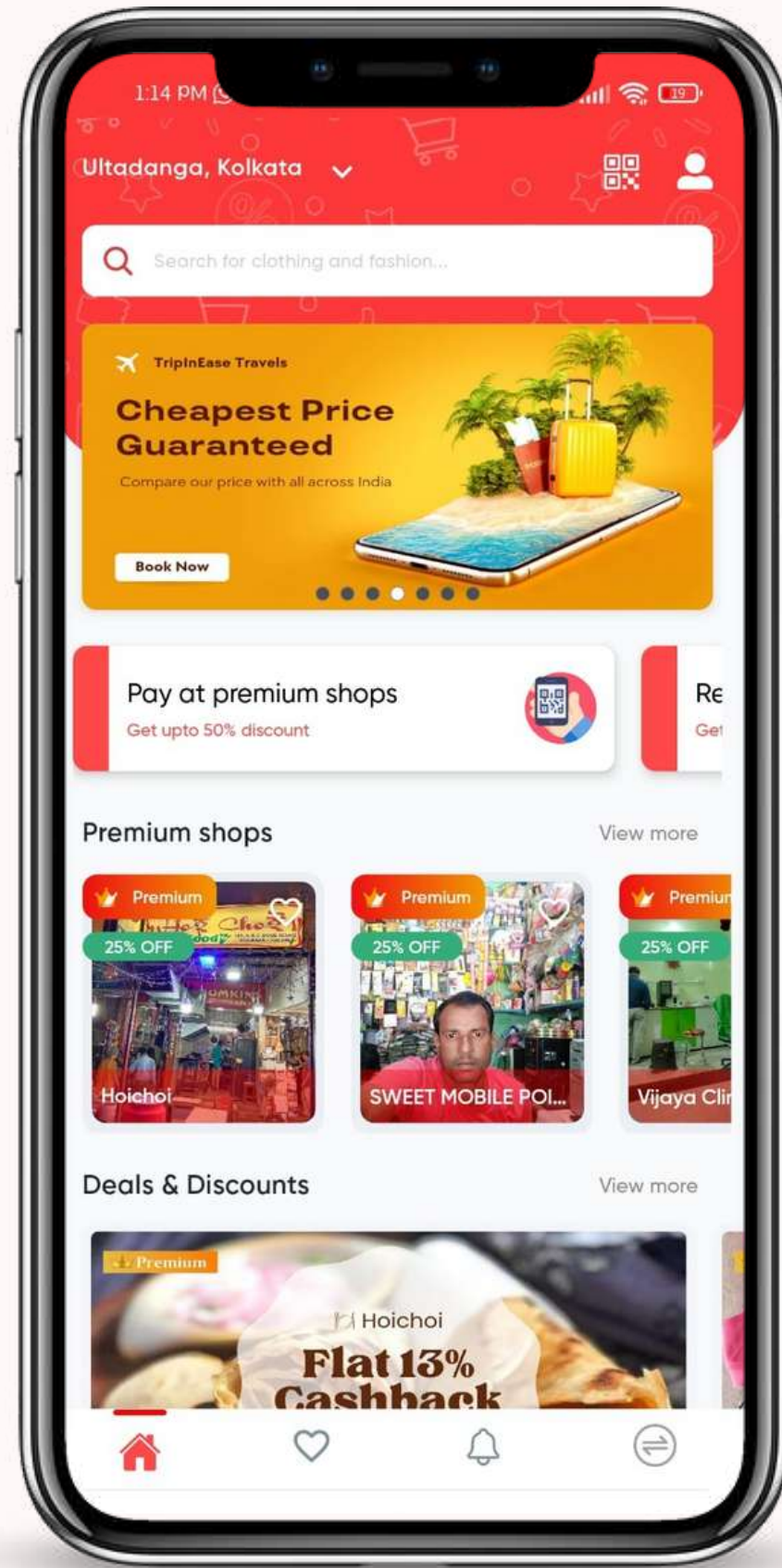
1. For Customers

- Our platform provides information about all types of deals, discounts, offers, ongoing and upcoming sale from all shops and malls in a city.
- With Fydo, People can get information about all the events that are happening in their city and book tickets with us.

2. For Shopkeepers

- Fydo enables shops & brands with a digital platform to share information about any deals & discounts in their shops to local customers in their city.
- Fydo allows local manufacturers to have a larger market outreach and a platform for digital marketing of their products.

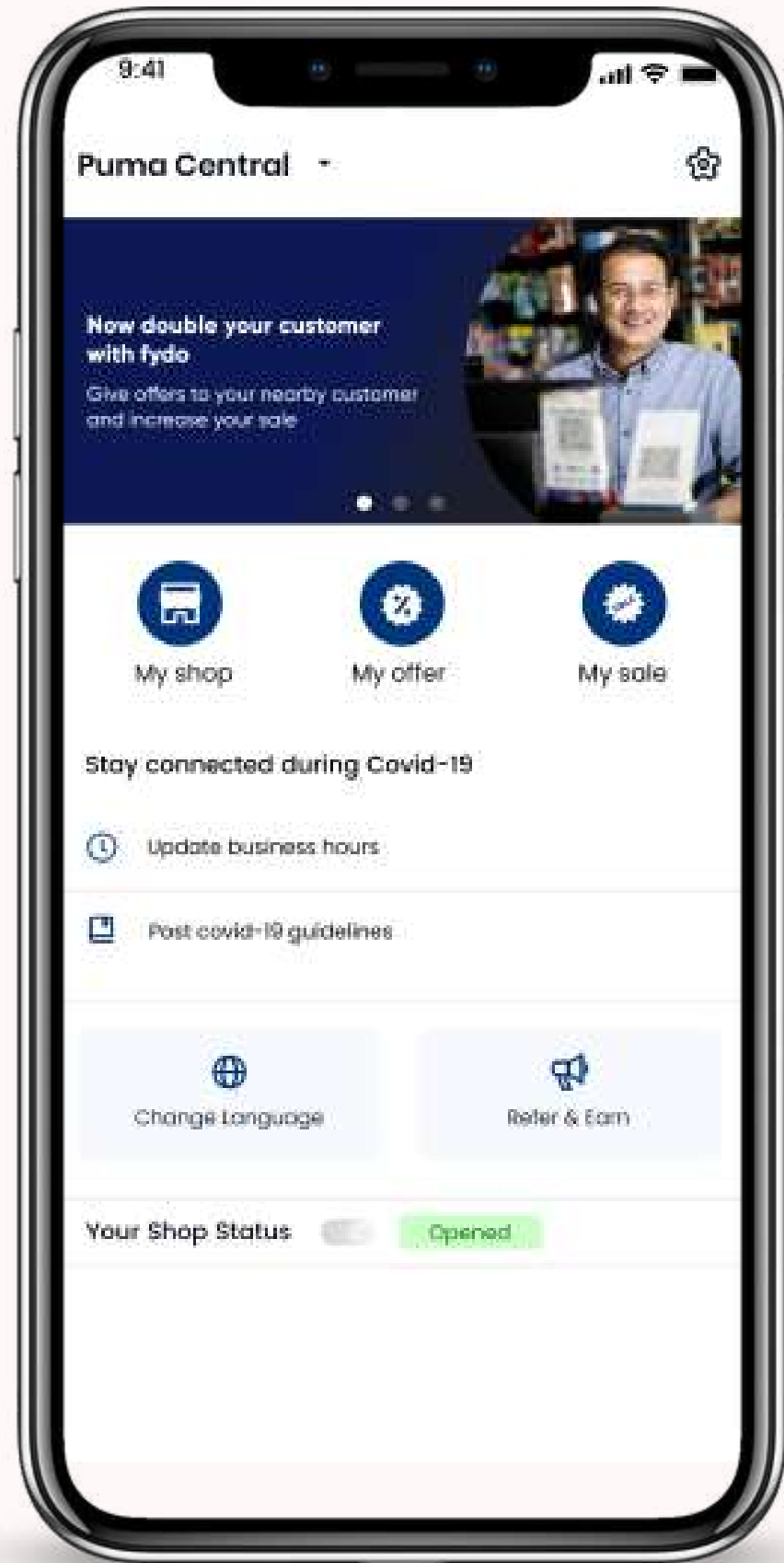
We basically work on freemium model



Product **Customer App**

With Fydo, Customers can have info on :-

- 🔍 Any Upcoming & Ongoing sale on different brands that are in their city.
- 🔍 Any Sale being organised by individual Shopping Outlets.
- 🔍 Individual products or services that are available & deals in them.
- 🔍 Different activities or events that are happening around their city.
- 🔍 Using Recommendation Engine (ML), Our customers getspecific notifications of brands they prefer.
- 🔍 Customers can get the benefit of cashback and discount in offline shopping on paying with Fydo App.



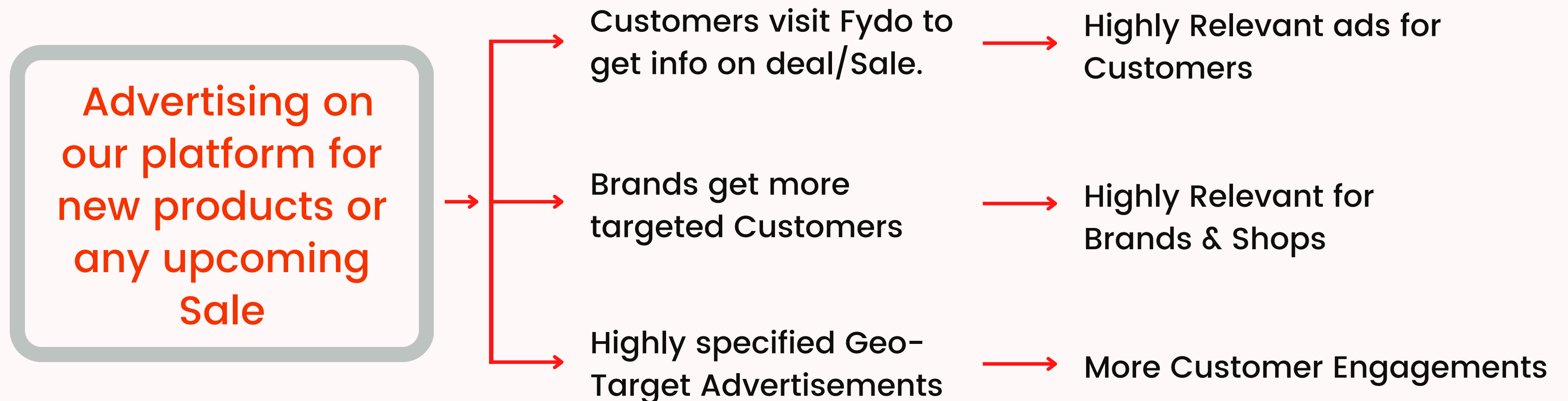
Product Merchants App

With Fydo Merchant App, Shopkeepers can :-

- 🔍 List New Products in their shop
- 🔍 Initiate their Own one day Sale
- 🔍 Provide discount on Individual Products
- 🔍 Provide info on live shop timings
- 🔍 Use our Customer Analytics

Business Model

App Monetization



Business Model

Channel Partner Plan – For Premium Merchants



Market Size

\$478
billion

Total Market Opportunity for hyper-local discovery & Adtech

\$150
billion

Serviceable obtainable
Market

\$88
billion

Current Market Size
of Ad-Tech Hyper Local
E-commerce in India.

13% Avg Growth Rate of Adtech market

Sources : "IThematic Research by GlobalData 2022
: Strategic investment Research unit

Competitors



Deals & Discounts



Sales



Events



Live Payments



Freemium



1,20,000+

Downloads

10,500+

Channel
Partners/Merchants
(2 states & 5 cities)

50,000+

Offers redeemed

80

NPS

₹ 12.8

Customer
Acquisition Cost

₹4500+

Customer Lifetime
Value

App Traction

(Oct-Jan)

500+

Transactions/day

10% (DAU)

Daily Active User

58% (MAU)

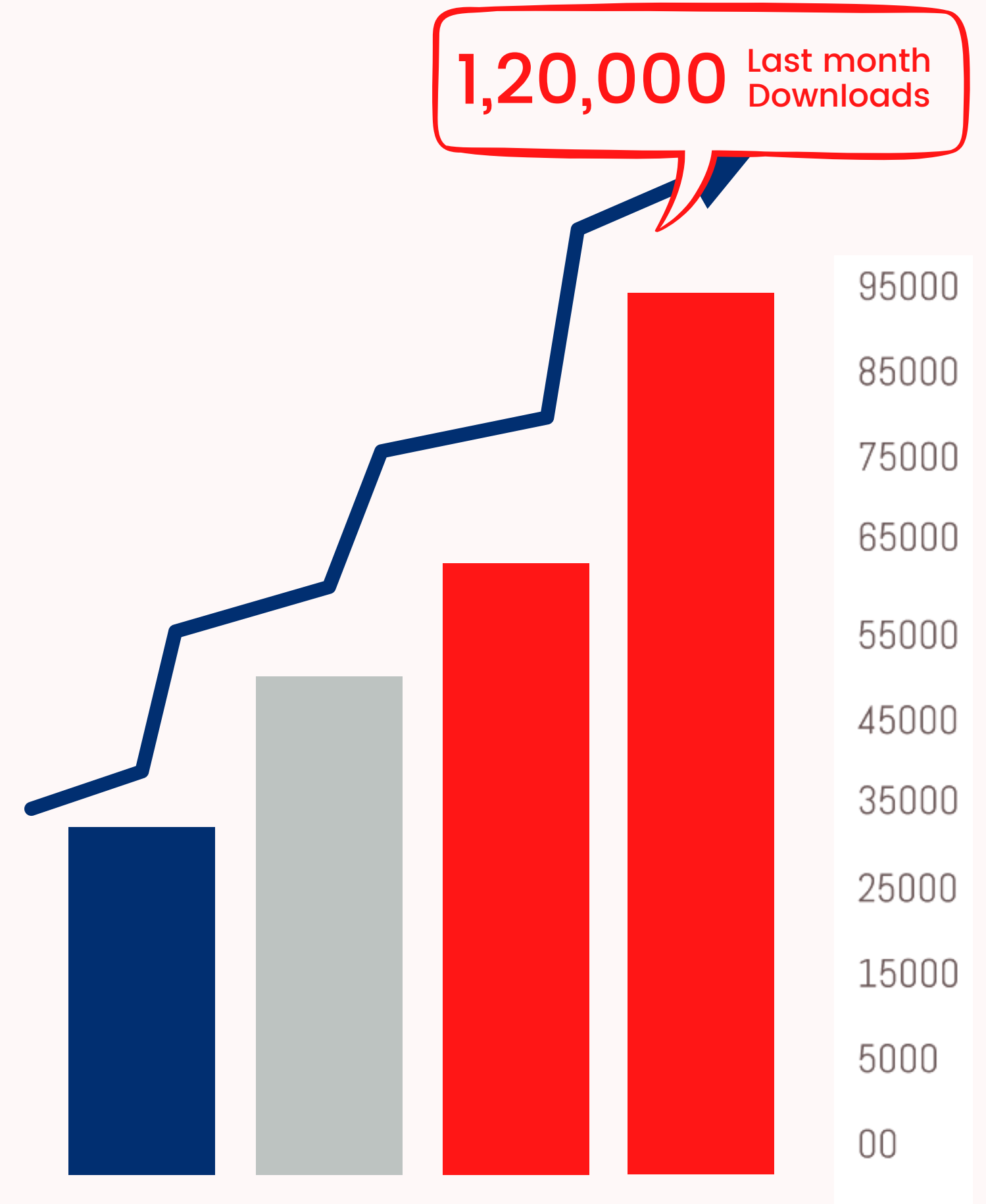
Monthly Active Users

34%

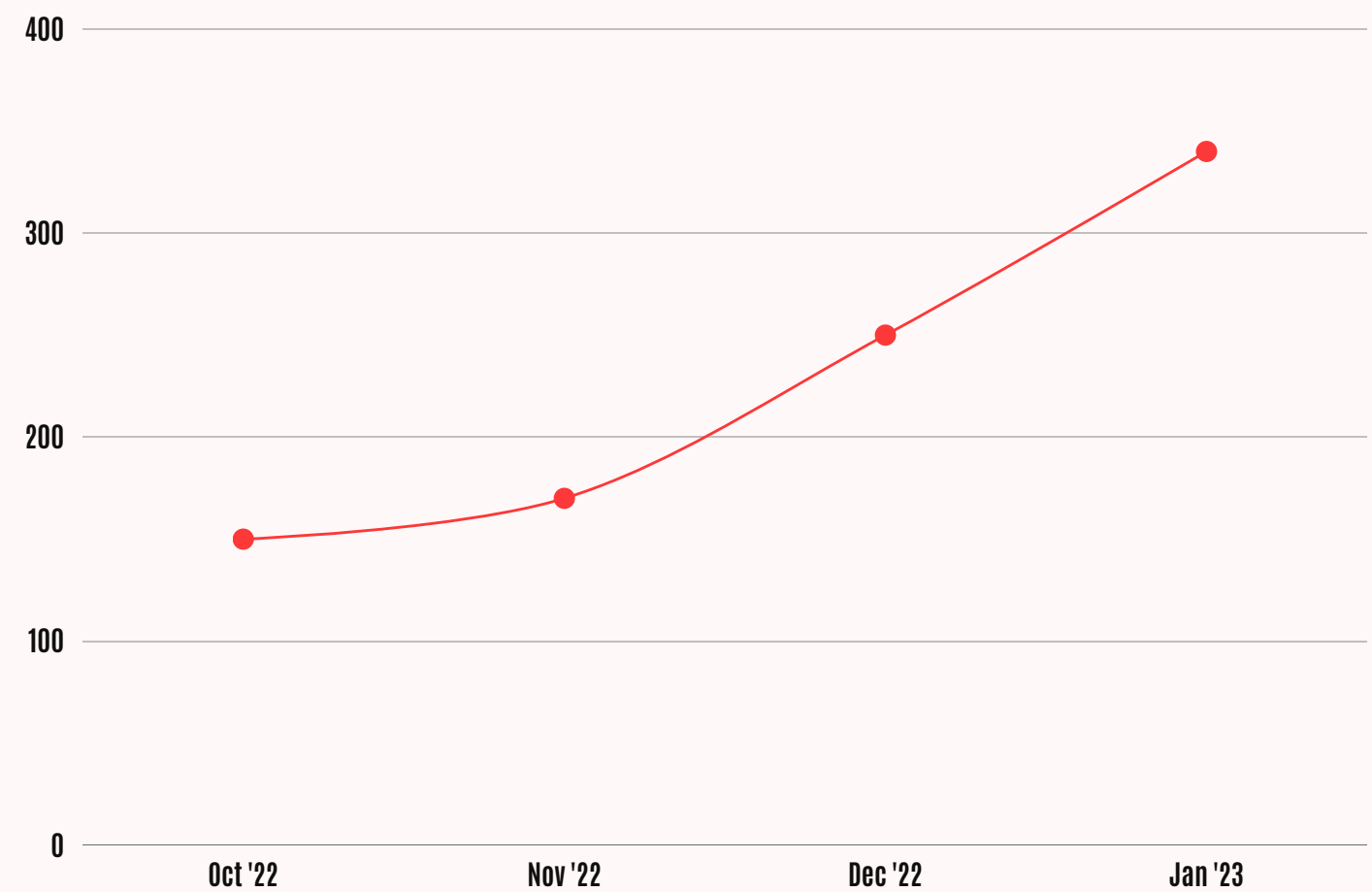
DAU : MAU

2000+

Event Tickets booked



Customer Engagement



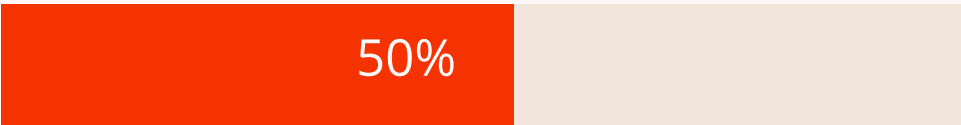
Oct-Jan

133.33%

Growth of Average Transaction Value(October - January)

Average Transaction Value

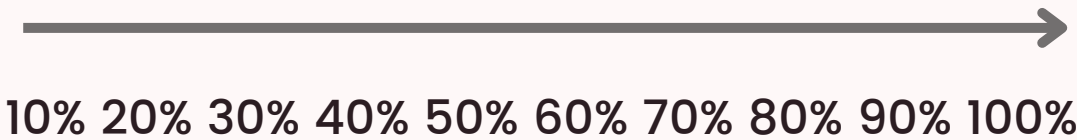
Transact >10 times



Transact >5times



Transact Once

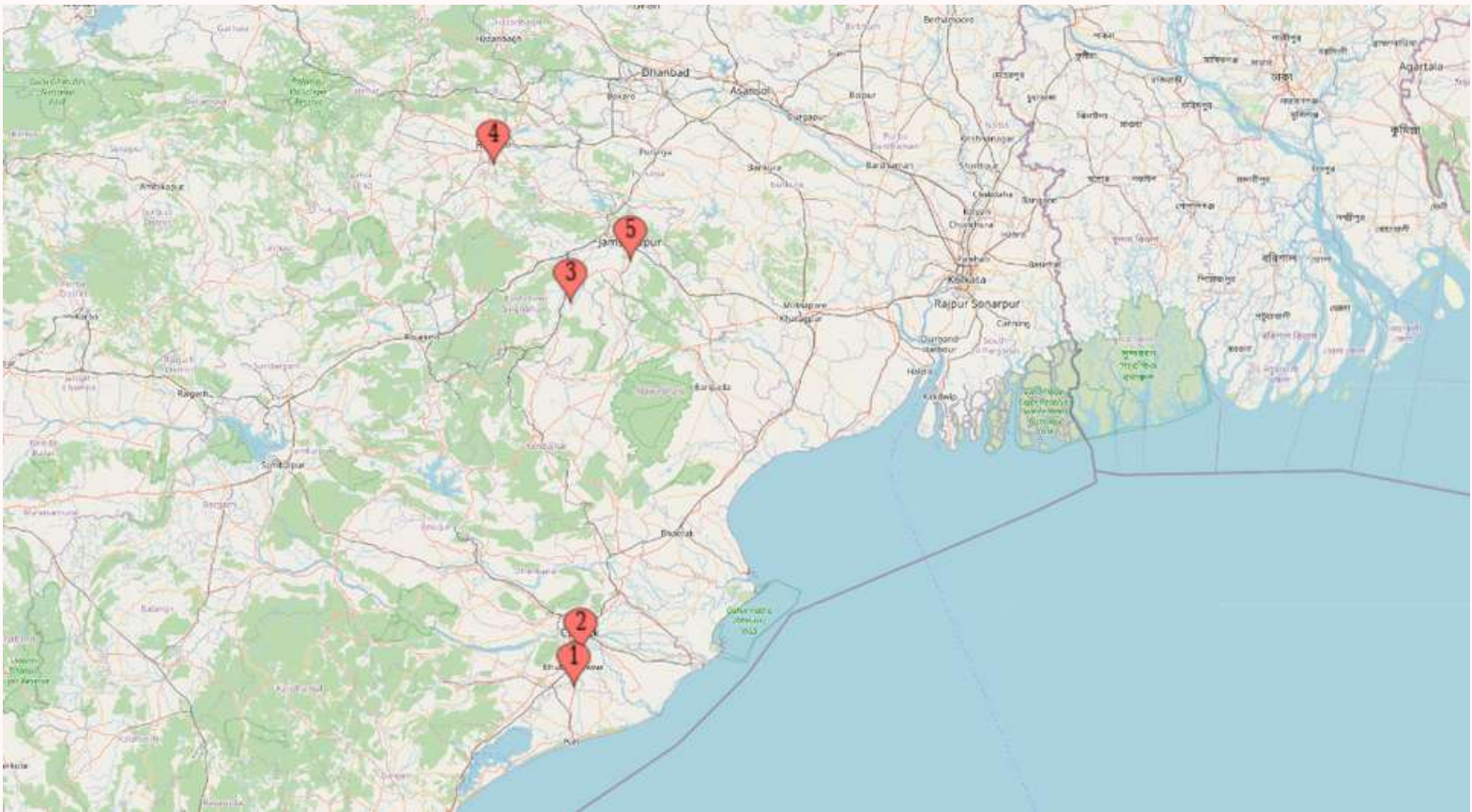


Repetitive Customer Per Month

Current Traction

Current Operational Cities

Bhubaneswar Cuttack Chaibasa
Jamshedpur Ranchi



Current Shops & Mall Tie-up (8+ Malls in Pipeline)



Current Brand Tie-Ups

(45+ Pan India Brands)



User Feedback

Customer App

Ratings and reviews

Ratings and reviews are verified and are from people who use the same type of device that you use

5.0

★★★★★

1,004

5

4

3

2

1

Ananda Narayan Mishra

★★★★★

30/01/23

Nice App...very user friendly. I got a good deal in Bhubaneswar local shop through FYDO. Thank You FYDO.

Was this review helpful?

Yes

No

B

BIKRAM KUMAR MOHANTY

★★★★★

28/12/22

waOoooit's a great and very helpful ap.i mostly recommend to all students and Bachelors ,

Was this review helpful?

Yes

No

Merchants App

Ratings and reviews

4.7

★★★★★

103

5

4

3

2

1

Kamala lochan Behera

★★★★★

15/12/21

I think,this application is very useful for local Shop keeper

Was this review helpful?

Yes

No

D

Dipak Behera

★★★★★

30/03/22

Best app for local businesses

Was this review helpful?

Yes

No

TEAM MEMBERS



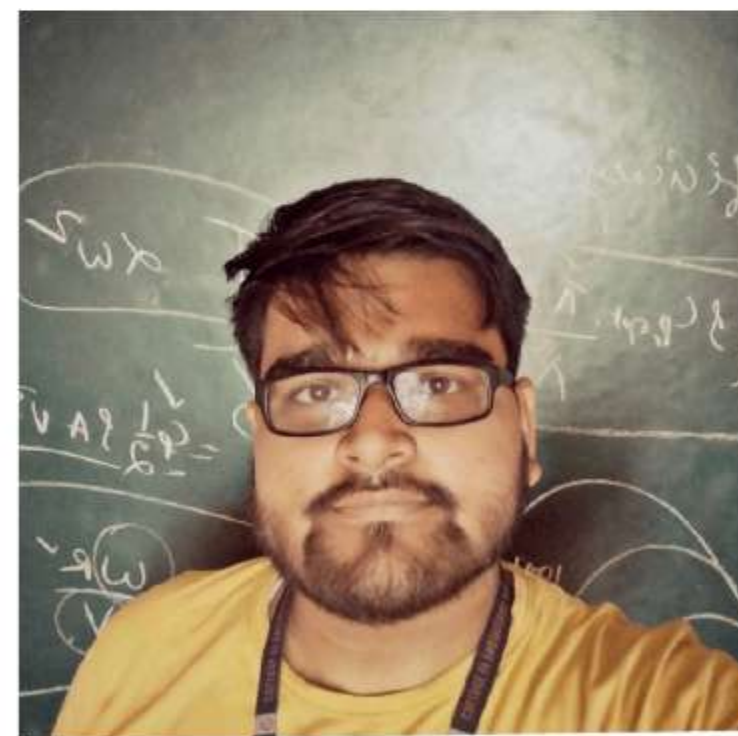
Satyajeet Patnayak



Sinchan Ku Mishra



Sandip Mohapatra



Shaktikanta Das



Naina Sharma



Aman Narola

OUR ADVISORS



Strategic advisors

Santosh Sharma,
Founder – BookMyJet



Strategic advisors

Prabhas Nirbhay
Founder– Jharkhand angels



Marketing advisors

Gunjan Khetan
VP Marketing–Dettol, Durex



Legal advisors

Lawyered



Technical advisor

Sanjeev Kumar
Former CTO– Pinelabs



Strategic advisor

Sandeep Mahapatra
Ex founder Animall

BACKED BY



Accolades & Recognition

- 🔍 Only startup from Odisha, selected to be part of Indian delegation for Slush 2022 at Helsinki, Finland
- 🔍 Was in Top 10% of Startups Pitched at Y Combinator
- 🔍 Incubated in Microsoft Founders Hub Programme
- 🔍 Selected in Top 20 Startups in whole Odisha
- 🔍 Top 100 Startups in South Asia in Innopreneurs Competition
- 🔍 Featured in Yourstory, Dainik Bhaskar, MidDay, India Saga, and several other News Publications
- 🔍 Backed by NASSCOM, Kolkata Warehouse, Recognised by Startup India Startup Odisha and Atal Incubation labs.

Projections over next 4 years

Financial Year	2023-24	2024-25	2025-26	2026-27
GMV	2.06 Cr	13.95Cr	121.55 Cr	453.50 Cr
Ad-Revenue	0.08 Cr	2.96 Cr	16.52 Cr	41.43 Cr
Channel Partner Plan (Margin- 2-20%)	0.07 Cr	3.43 Cr	9.53 Cr	26.35 Cr
Event ticket	0.01 Cr	0.16 Cr	1.54 Cr	7.55 Cr
Net Revenue	0.16 Cr	6.55 Cr	27.61 Cr	75.40 Cr
Total Expenses	3.8 Cr	6.34 Cr	14.65 Cr	30.20Cr
EBITDA (INR)	-3.64 Cr	0.21 Cr	12.96 Cr	45.2Cr

Our Ask

**Looking For
\$650,000 (5 Cr)**

Pre money valuation - 35Cr

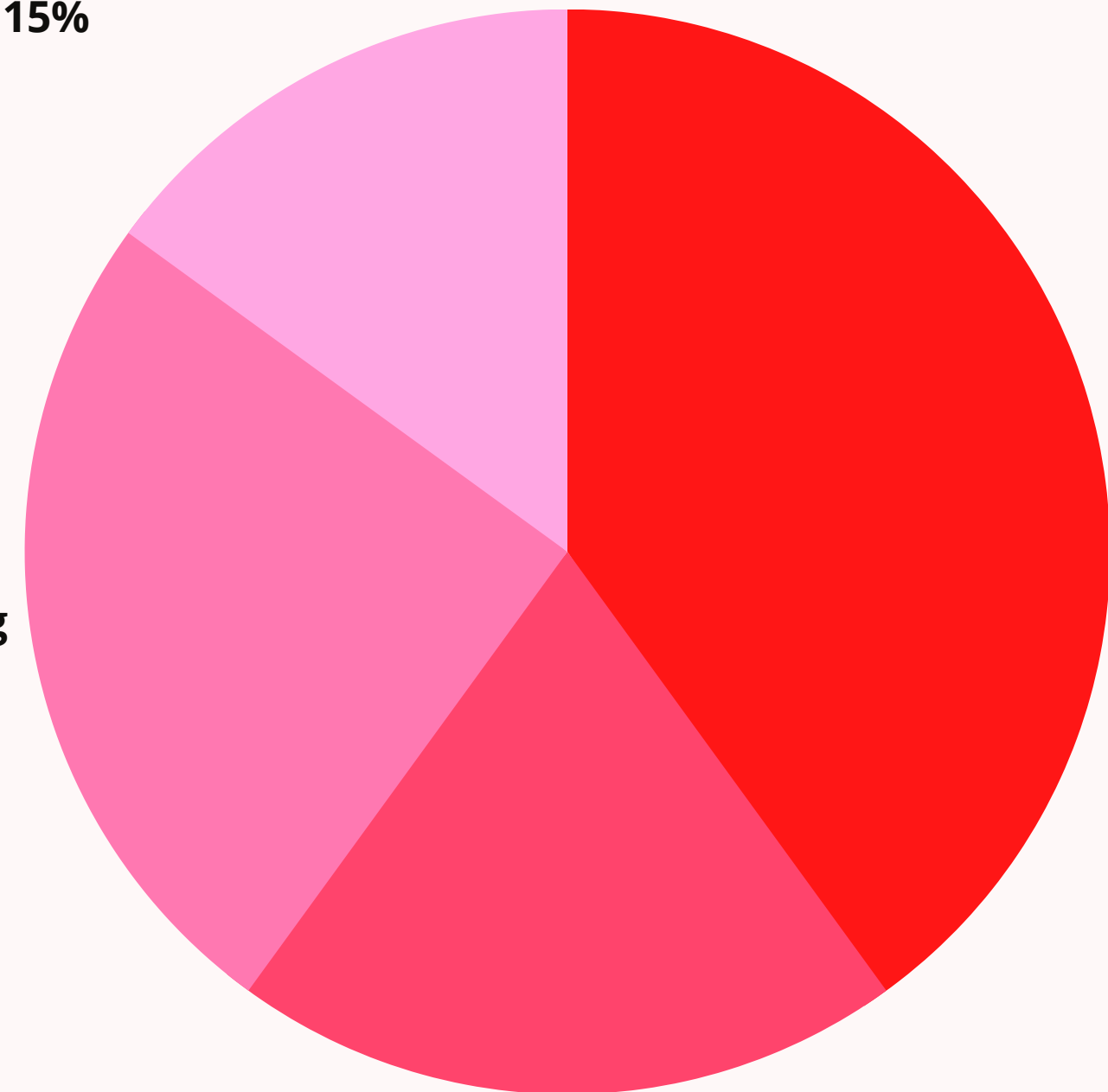
We raised 100K \$ in the last pre-seed round with a Pre-Money valuation of 7.5 Cr.

**Product Development
15%**

**Marketing
40%**

**Hiring
25%**

**Operations
20%**



Road Map

Cities Planned

Kolkata

Lucknow

Patna

Gwalior

Gaya

Indore

Upcoming Goals

Operations

- 1 Million Customers & 100 thousand Shopkeepers
- Official Marketing Outreach Partner of 35+ Mall across 15 Cities
- 150+ Pan India Brands Tie-Ups

Tech

- Explore Tab with Map View for unique user experience
- Revamped Organiser dashboard for Greet
- Unique Coupon and AD-spaces in app for more AD-tech revenue



Let's be in touch

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