htraction

About the product

We are building a AI platform for startups and investors to speed the funding process. We will match startups with revelant investors whose investment thesis aligns. We will properly analyse a startup on the basis of its pitch deck and few inputs and then provide a detailed holistic score and a report to the startup and will allow them to apply to matched investors who are on the platform.

Problem Statement

1. **For Startups**: Early stage startups are finding it difficult to connect with relevant investors and this entire fundraising process becomes spray and pray. founders spend more time raise funds rather than focusing on the product.
2. **For Investor**: For early stage investors and vcs, it has become a big issue to find good potential startups from 1000s of email, dms and application. Investment analysis spend countless hours to go through mutliple startup application and some times, they missout seriously good startups.

Goal & Success Metrics

We want to help early stage startups connect with relevant investors easily. Also, Help investors scout good startup to invest in which aligns with their investment thesis.

KPI:

1. No. of Startup and Investors Match
2. No. of startups getting response from investors
3. No. of funding deal closed on our platform

Target Users

1. Early Stage startups with MVP and decent traction
2. Early stage investing firms and Angel investor who funds around 50L-5cr.

User Flow

1. For Startups:
    1. Login/Sign with google, linkedin, email
    2. Thank you for signing up + Steps for Onboarding
    3. Setup Company (Name, Logo, Is incorporated or not, HQ, Industry type, T&C checkbox)

4. Complete company profile (asking 40 Qs divided into 8 different sections)
5. Dashboard (Company Profile, Startup Report & Score, Matched Investors)
6. Payment Page (Pay per usage model, 1k rs/application)

Feature it should have:

1. Quick Apply to Investor
2. Dealroom
3. Startup Report dashboard

Design Style
Font: Manrope
CSS: Tailwind

Tech Stack
Nextjs