



Growth with Control.

WhatsApp-Simple. ERP-Strong. AI-Smart.



*Built for rising mid-size
businesses*



*Mobile-first, branch-heavy,
staff-dependent realities*



*Strong enough for ERP-grade
finance discipline*

**Strictly Private &
Confidential**

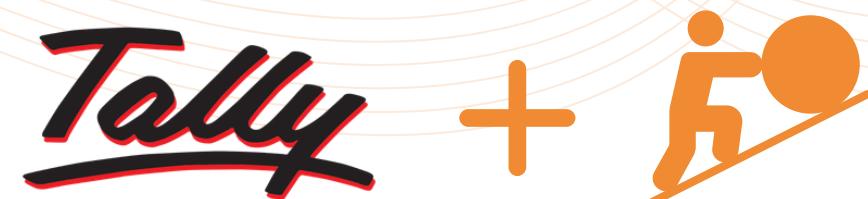
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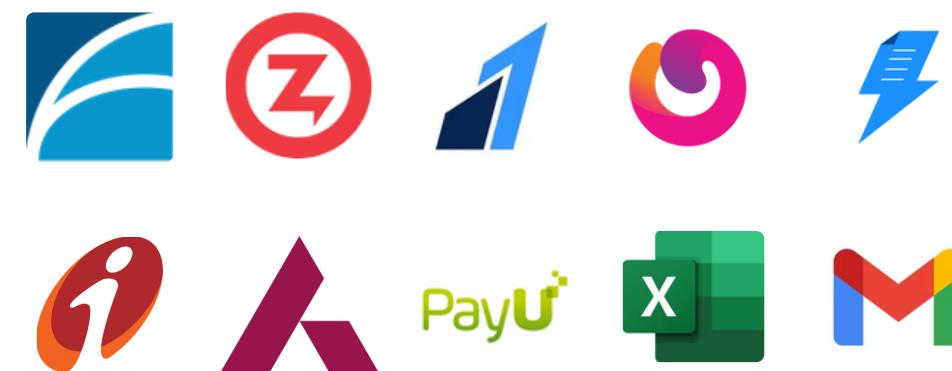
Stuck: Mid-Sized Businesses are Constrained

“Driven by Manual Processes”



Spreadsheets, phone calls, and paper ledgers — growth slows at every step.

“Minor Optimizations but Disintegrated”



FieldAssist for SFA, Zaggle for Expenses, Emails for Approvals, Excel for Reports — confusion scales faster than business.

“Expensive or Custom ERPs as solutions”



Big systems demand big budgets and teams — mid-sized firms lose flexibility and speed.

Stuck: Mid-Sized Businesses are Constrained

“Driven by Manual Processes”



**CONTROL
IS LOST.**

Stuck in spreadsheets.
Dependent on people.
Growth slows at every step.

“Minor Optimizations but Disintegrated”



**SPEED
IS AFFECTED.**

Patchwork tools.
No single source of truth.
Confusion scales faster than business.

“Expensive or Custom ERPs vs. Solutions”

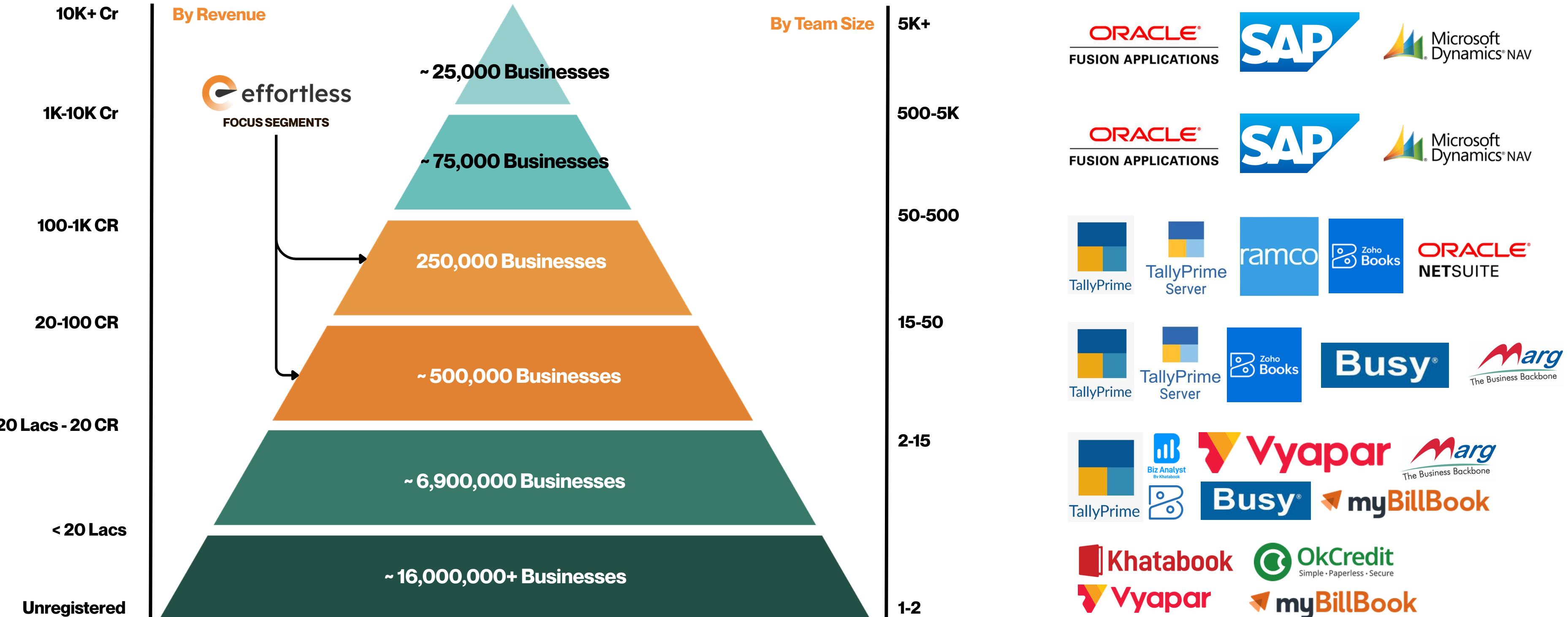


**VISIBILITY
IS BLURRED.**

Big ERPs demand big budgets, big teams,
and big compromises.
Hyper-specialization is the expectation.

 **85% of mid-sized firms rely on Excel + Tally – losing 80% of man-hours monthly**

Our Market: Unpacking the Pyramid of Indian SMBs



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Our Market: Dynamic and Always Growing

OPPORTUNITY SIZE	BEACHHEAD MARKETS	ACCOUNTING MARKET
<p>750K Mid-Sized Businesses India's core serviceable addressable market representing our primary growth opportunity</p> <p>\$10B Market Size by 2030 Projected market value demonstrating significant expansion potential</p> <p>30K YoY Expansion New Businesses entering the Market on a Year-on-Year basis</p>	<p>BEACHHEAD MARKETS</p>  <p>Distribution-led Businesses</p>  <p>Manufacturing Businesses</p>  <p>Construction & Project Management Businesses</p>  <p>Retail Chains</p>  <p>Multi-Location Branches</p>  <p>Service Businesses</p>	<p>Manual workflows across 750K businesses = a massive automation opportunity</p> <p>INR 45K avg salary × 5 accountants × 750K mid-sized businesses = INR 2.03L Cr / \$23B annual spend on Accounting Manpower</p> <p>This is the India Mid-Corporate Accountant TAM</p> <p>Accountant TAM excludes salaries and charges for the following roles: CFOs, Controllers, and CA firms</p>

One Platform: Dynamic and Cross-Collaborative



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 **effortless**

The Effortless View of Intelligence

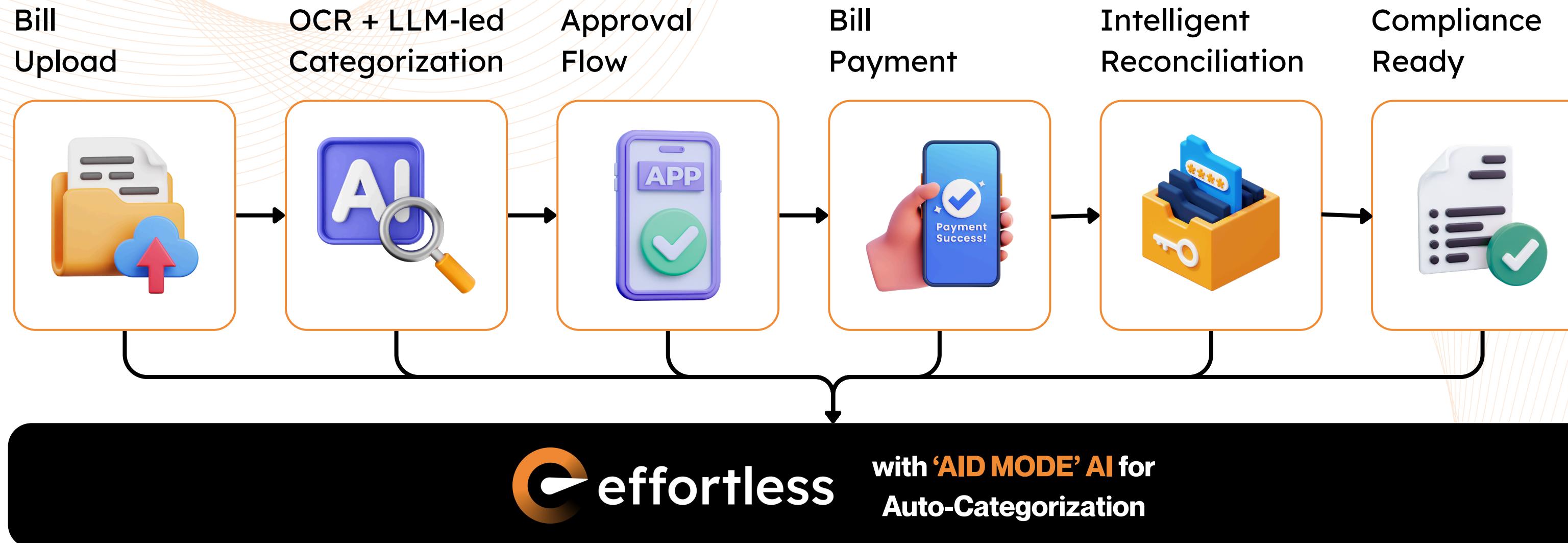
From Assistance → Autonomy : Predicts risk, highlights anomalies, and surfaces insights.



AID MODE (aka "The Assistant")	GUIDED MODE (aka "The Analyst")	AGENT MODE (aka "The Operator")
Automates Data Entry, Reconciliation, and saves 70% Manual Effort	Predict Risk, Highlight Anomalies, and Deliver Insights	Zero-Day Book Closure, Execute Approvals, and Sync your Systems
● Live	● Scope Definition Underway	● Yet to Start
✓ Used by Customers	⌚ 4-6 Months with Focused Customer Pilots	🚀 6-12 Months with Foundation Building in Q3-Q4 2026

Data becomes Insight. Insight becomes Action. Action becomes Learning.

Our Breakthrough: The First Workflow We Dominate



We dominate finance workflows first – then deep-dive into sales and management control.

Why Us: Built to Succeed



Data Flywheel

More transactions → Smarter predictions

Every invoice, bill, and reconciliation refines our models — improving anomaly detection, nudging precision, and financial insight accuracy.



Partner Network Lock-In

Partners become nodes in our ecosystem

Our channel partners evolve from resellers into value creators — integrating their clients, driving adoption, and deepening network stickiness.



Cross-Department Adoption

Every module expands the footprint

Starting with finance workflows, customers naturally extend to sales, inventory, and compliance — increasing data depth and switching costs.



India-Trained AI Layer

Built on India's real complexity, not generic global templates

Our AI is natively trained on India-specific workflows — GST, TDS, Tally schemas — enabling precision automation that global ERPs can't match.

Execution Strength becomes Defensibility.

Experience Scaling Code, Capital, and Business



CA Jayakumar M. **CA Priya R.**

Co-Founder & CEO



- Chartered Accountant
- Built Agrya into a \$1Mn+ Business in vCFO Services
- PGDM from Symbiosis International University



Co-Founder & COO



- Chartered Accountant
- Auditor at Deloitte for 15 years
- Seed Committee member of RTBI since 2014



Anshul Gupta
Chief Business Officer



- Ex-VP of Business Operations, Khatabook
- Scaled Businesses from \$0-\$10Mn 4x times
- MBA from MDI Gurgaon



CA Ram Prakash
Co-Founder & CSO



- Chartered Accountant
- Co-Founder, Actionboard
- Ex-Deloitte



CA Arunkumar L.
Co-Founder & CPO



- Chartered Accountant
- Co-Founder, Actionboard
- Previously founded Edisonplan

Our clients



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Our clients



The Ask: Raising \$2 Million for Seed Capital



Prove AI Value

Complete live pilots for Guided & Agent modes with 50+ mid-corp customers.

Demonstrate measurable ROI on AI-driven workflows led by our CTO.



Scale GTM

Acquire 500+ mid-corp customers through channel leverage with 80% retention.

Prepare for Multi-Country Launches - GCC, SEA Countries



Reach \$1M ARR

Achieve \$1M+ ARR within 6-9 months.

Scale the unit economics of the partner-led model.

Launch Effortless-for-Brands.

Turning ₹16 Crores into India's Category-Defining Growth Platform for Ambitious Mid-Corporates

“India’s next 10 million growth businesses will either run on Effortless... or run out of control.”



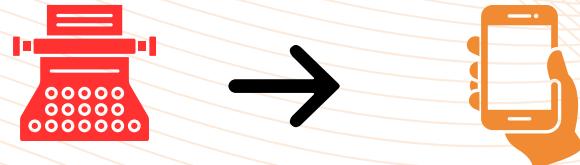
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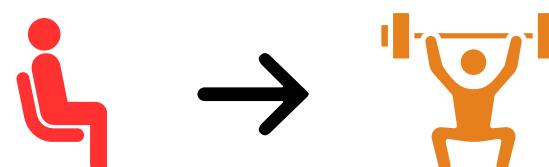
Why #GoEffortless in a Tally-Dominant World?



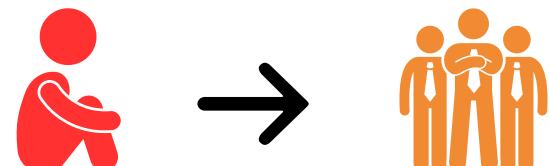
Tally is built to be a **System of Record**.
Effortless is built to run your business as a **System of Intelligence**.



Tally is **Horizontal** and Desktop-Only.
Effortless **Vertical**, AI-Native, Cloud-First, and Mobile-First.



Tally **sits** with the accountant for accounting.
Effortless **empowers** founders, sales teams, and finance heads to manage business.



Tally targets **Every Business** from INR 50 Lacs to INR 1000 Crores.
Effortless targets **Mid-Corporates** from INR 20 Crores and Above.

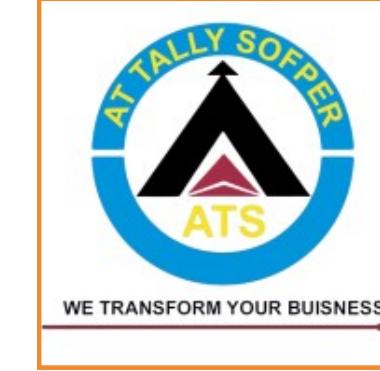
Our aspiration to serve businesses doesn't start and end at Tally - we're a FinOps Platform building for the Mid corporates - we're will also build connectors for SAP B1, SAP HANA, Oracle NetSuite, and other ERPs.

\$39B in India: Part of a Global Race for the Accountant

LAYER	PLAYERS	FUNDING/VALUATION	ACCOUNTANT MONETIZATION
PLATFORM LAYER	     	\$500M-\$2B+	Charge per Transaction or Approval Replaced
ACCOUNTING INTELLIGENCE	     	\$200M-\$600M	Subscription for Automated Close/Reporting
PROCESS AUTOMATION & AI OPS	     	\$50M-\$200M	Per-Seat Automation or Reconciliation Fees
TAX, COMPLIANCE, & REPORTING	     	\$100M-\$800M	Filing and Compliance Automation SaaS

Effortless is working to empower accountants where it matters most -
for India's 1.2M fast-growing, mid-corporate businesses.

Our Partners Network: Accelerating our GTM



... and many more
Partners across
the country !



A Team with Proven Experience and Deep Skills

				
Madhur M.	CA Manoj S.	Somasundaram P.	Saravanan P.	Vignesh S.
<i>National Sales Manager - Channel Business</i>	<i>Product Manager</i>	<i>Development Team Lead</i>	<i>Customer Success Manager</i>	<i>Founder's Office: Strategy & Growth</i>
<ul style="list-style-type: none">• 16+ years in IT Sales• Ex-Tally Solutions and iBall India• Focused on partner acquisition and revenue expansion.	<ul style="list-style-type: none">• Chartered Accountant• AI-led Product Management• 100+ Sales Demos• Deep Domain Expertise	<ul style="list-style-type: none">• Technical Lead for the Effortless Product• Leading a Team of 11 Developers• Full-Stack Developer	<ul style="list-style-type: none">• 7+ years in B2C and B2B Customer Success• Ex-BizAnalyst, Housing.com, Brick & Bolt	<ul style="list-style-type: none">• Multi-hat operator• Experience in Product & New Media Marketing• Ex-EdCast, IIMA Ventures



Our Technology Advisors: Mentorship + Direction

			
Name	Rakesh Agarwal	Jayaram R.	Vettrivel Sabapathy
Experience	25+ Years	11+ Years	25+ Years
Background and Accomplishments	<ul style="list-style-type: none">• IIT Delhi Alumnus• VP - Product Management, Khatabook• CPO, Tally Solutions• CPO, SAP India	<ul style="list-style-type: none">• CIT Alumnus• Senior Engineering Manager - Yubi• Founding Engineer - Vivrati Capital• Technical Lead - Freshworks	<ul style="list-style-type: none">• Engineering & Delivery - Tally Solutions

Growth Systems: Outlining the Use of Funds

CATEGORY	ALLOCATE	FOCUS AREAS	KEY OUTCOMES (8-10 MONTHS)
Product & AI Experiments	30%	<ul style="list-style-type: none">Launch Guided Mode pilots (50-75 accounts)Build Agent Mode (autonomous workflows)Expand ERP integrations (SAP, Oracle)Launch Effortless for Brands	<ul style="list-style-type: none">90%+ pilot conversion5x improved automation depthAI stack production-ready
GTM & Partner Expansion	40%	<ul style="list-style-type: none">Scale via 100+ certified partnersRun vertical GTMs for Beachheads (Slide #07)Digital-led customer acquisition	<ul style="list-style-type: none">500+ active Mid Corporates10x ARR growthNationwide partner-led GTM
Talent & Hiring	30%	<ul style="list-style-type: none">Build AI & Back-end teams; hire CTO and GTM leadersStrengthen product and customer success teamsLaunch customer hubs (Chennai, Pune) and AI-led onboarding	<ul style="list-style-type: none">Grow Team 30 → 4540% faster product releases95% retention, 50% faster onboarding+30% expansion revenue

Why Now?: India's Systems are Converging



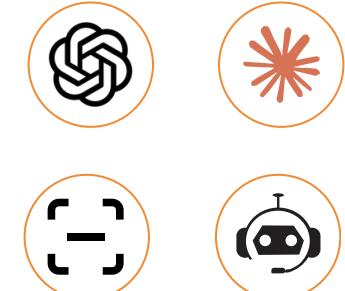
Unified Financial Data

GST, UPI, and e-Invoicing have unified financial data for the first time across India's business ecosystem.



AI for Everyone

AI tools make automation plug-and-play for every SMB, democratising enterprise-grade intelligence.



WhatsApp Native Businesses

Post-pandemic mid-corps are WhatsApp-native, multi-branch, and compliance-driven in their operations.



Compliance-First Growth

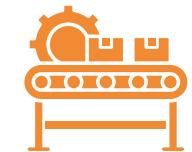
India's "compliance-first" regulatory environment makes automation mandatory, not optional.



The Rails have been built. The Opportunity now lies in Execution.

We Don't Just Save Time. We Unlock Crores in Value.

MID-SIZE MANUFACTURING BUSINESS



Size: ₹50 Cr+ Annual Revenue

Pain Point:

Manual GST/TDS compliance was consuming FTEs. High error risk.

Results with Effortless:

- ₹8–10L/yr saved in manpower + penalty prevention
- Compliance accuracy: 99.8%

NATIONAL RETAIL CHAIN



Size: 100+ Locations Pan-India

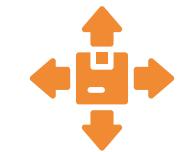
Pain Point:

30,000+ bills/month processed manually. Inventory reconciliation took weeks.

Results with Effortless:

- ₹12–15L+/yr in cost savings from 80% ops efficiency boost
- Full finance ops visibility

LARGE DISTRIBUTION ORGANIZATION



Size: ₹600 Cr+ Annual Revenue

Pain Point:

Order chaos + manual entry caused delays + lost revenue.

Results with Effortless:

- Orders processed **5x faster = ₹1–1.5 Cr impact** via saved time, error reduction, and margin control

We Don't Just Save Time. We Unlock Crores in Value.

	MID-SIZED MANUFACTURING BUSINESS	NATIONAL RETAIL CHAIN	LARGE DISTRIBUTION ORGANIZATION
Revenue	₹50 Cr+	100+ stores	₹600 Cr+
Effortless Replaced	2–3 full-time finance ops + manual GST/TDS filing	Manual bill entry + multi-location inventory reconciliation	Manual order ops across teams + high error rate in fulfillment
₹ Value Impact	₹8–10L/year saved + 99.8% compliance accuracy	₹12–15L+/year saved + real-time visibility	₹1–1.5 Cr value unlocked (time + margin gains)
What This Proves	Even a ₹50 Cr business sees ROI >5x ACV . Regulatory pain is a wedge.	Effortless handles scale. 30,000 txns/month fully automated.	This is not just an SME tool. Effortless works even at ₹500Cr+ scale .