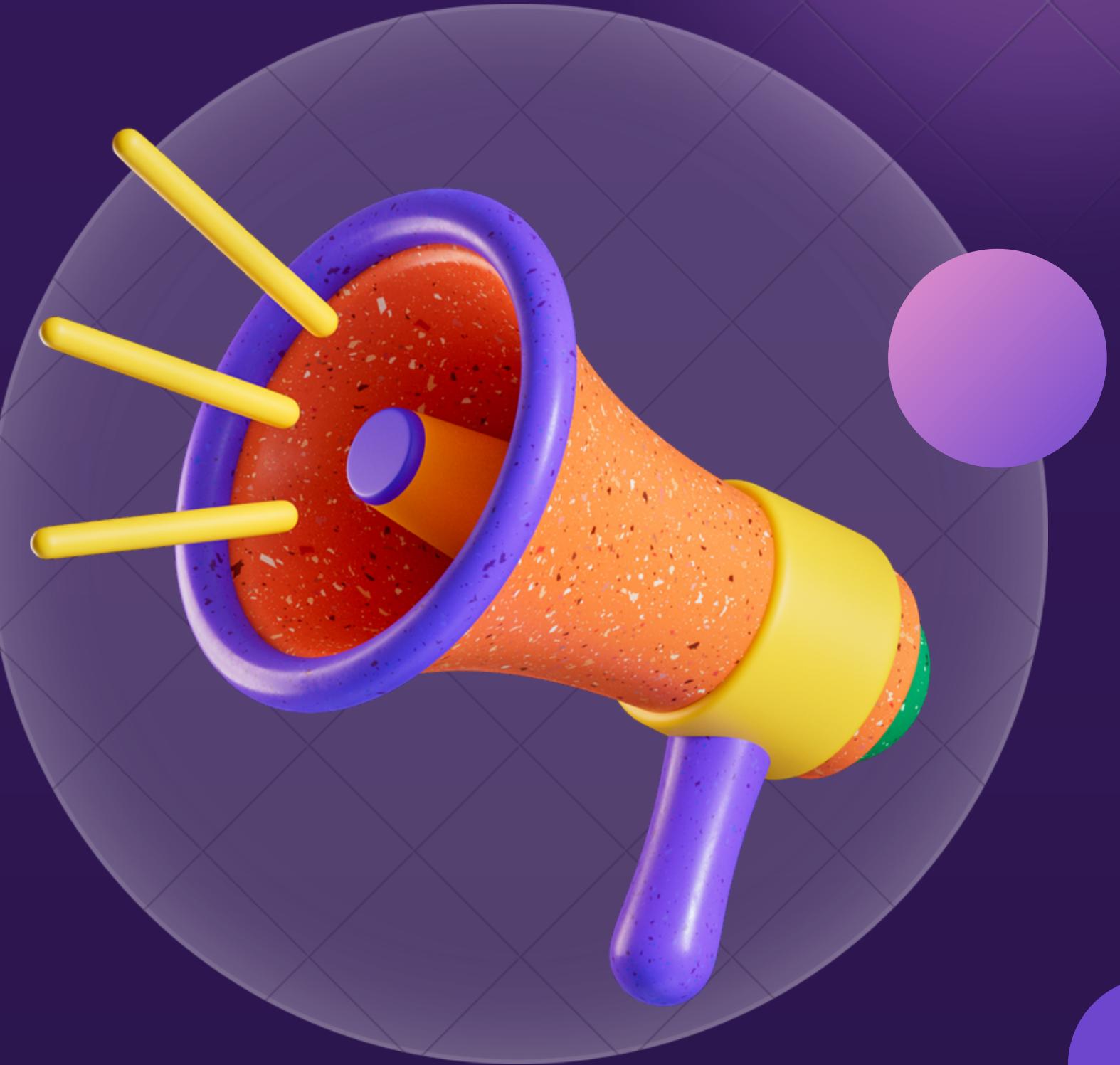


STRATEGY PS

A THOROUGH
ANALYSIS UNVEILED!



Parameters Considered :

01 Problem Identification

02 Uniqueness of Solution

03 Market Opportunity

04 Business Model

05 Team

06 Traction

07 Technological
Advantage

08 Risks

09 Scalability

10 Legal Regulations

11 Customer Retention



Quantsapp

Overview

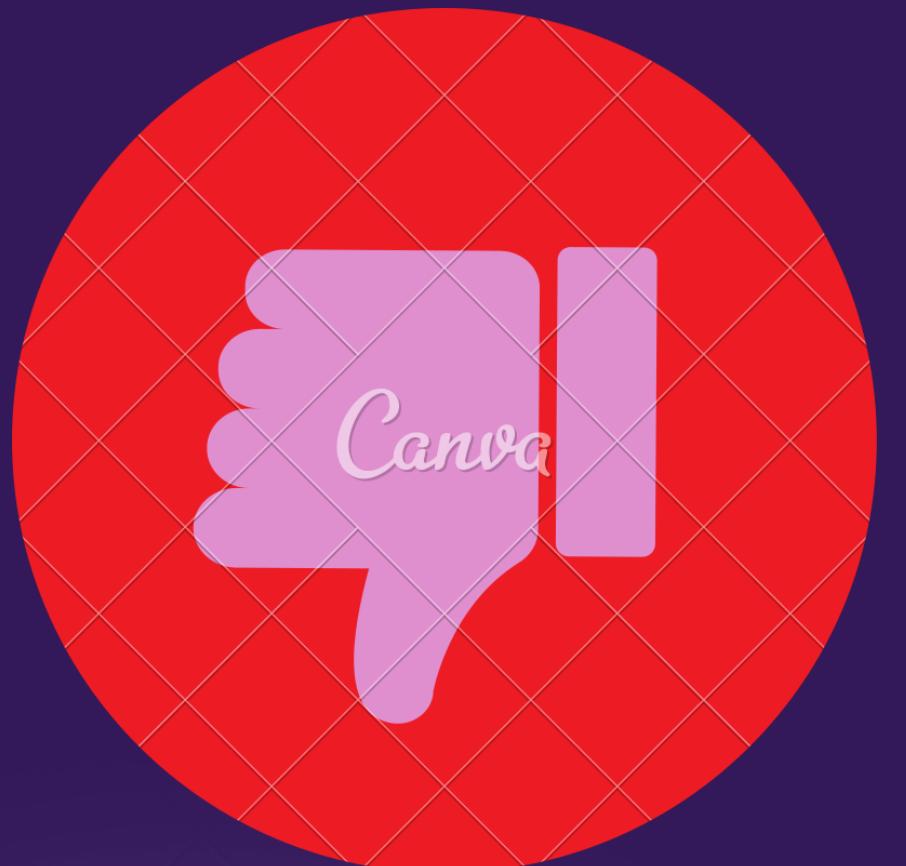
Established in 2017, Quantsapp was founded by a team of financial experts and technology enthusiasts. It is classified as a private limited company and is located in Mumbai, Maharashtra.

Proponents

An options trading analytics platform designed to empower traders with comprehensive data, insights, and strategies for making informed options trading decisions.



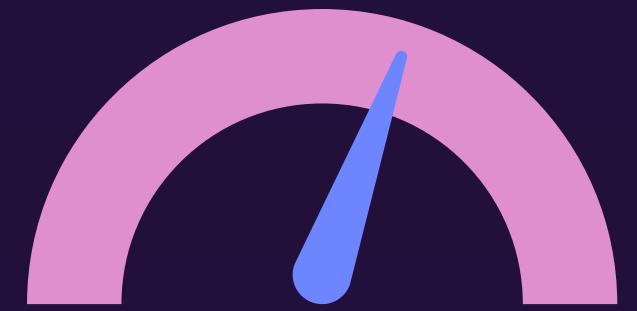
Reasons for Rejection



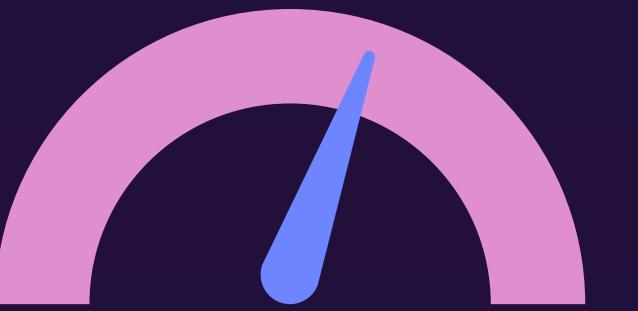
"BEGINNER UNFRIENDLY: PLATFORM COMPLEXITY ISSUE"

- 1 Poor User Interface
- 2 Competition and Innovation
- 3 Volatility of Options Market
- 4 Regulatory Compliance

EVIFY



"Founded in 2021 by EV enthusiasts, EVIFY aims to transform logistics through zero-emission deliveries and environmental sustainability."



"EVIFY is an EV logistics company that provides sustainable and cost-effective last-mile delivery solutions for businesses across India."



EVIFY

5-Reasons of Rejection



1

High Upfront Cost



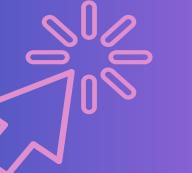
2

Logistics
Competition



5

Technological
Risks



4

Limited charging
infrastructure



3

Dependency on
Electric Vehicle
Infrastructure

06



MedisimVR

History

Established in 2017, the company was founded by a diverse team, including an engineer with a business background, a laparoscopic surgeon, and a game engine architect.

Aim

The company aims to revolutionize medical training by providing immersive and interactive simulations that allow healthcare professionals to practice and hone their skills in a safe and controlled virtual environment.

WHY REJECTED?

"Innovating VR,
Market Misalignment."

1

UNPROVEN
MARKET
DEMAND

2

REGULATORY
AND ADOPTION
HURDLES

3

TECHNOLOGICAL
LIMITATIONS

4

MANAGEMENT
AND EXECUTION
RISKS



KRISHITANTRA

Mission and Vision

Established in 2018, Krishitantra aims to merge traditional farming with modern technology. Offering services like soil testing, nutrient management, and crop health monitoring, empowered by IoT and data analytics for improved crop yields and resource management.

KRISHITANTRA
Harvesting Happiness



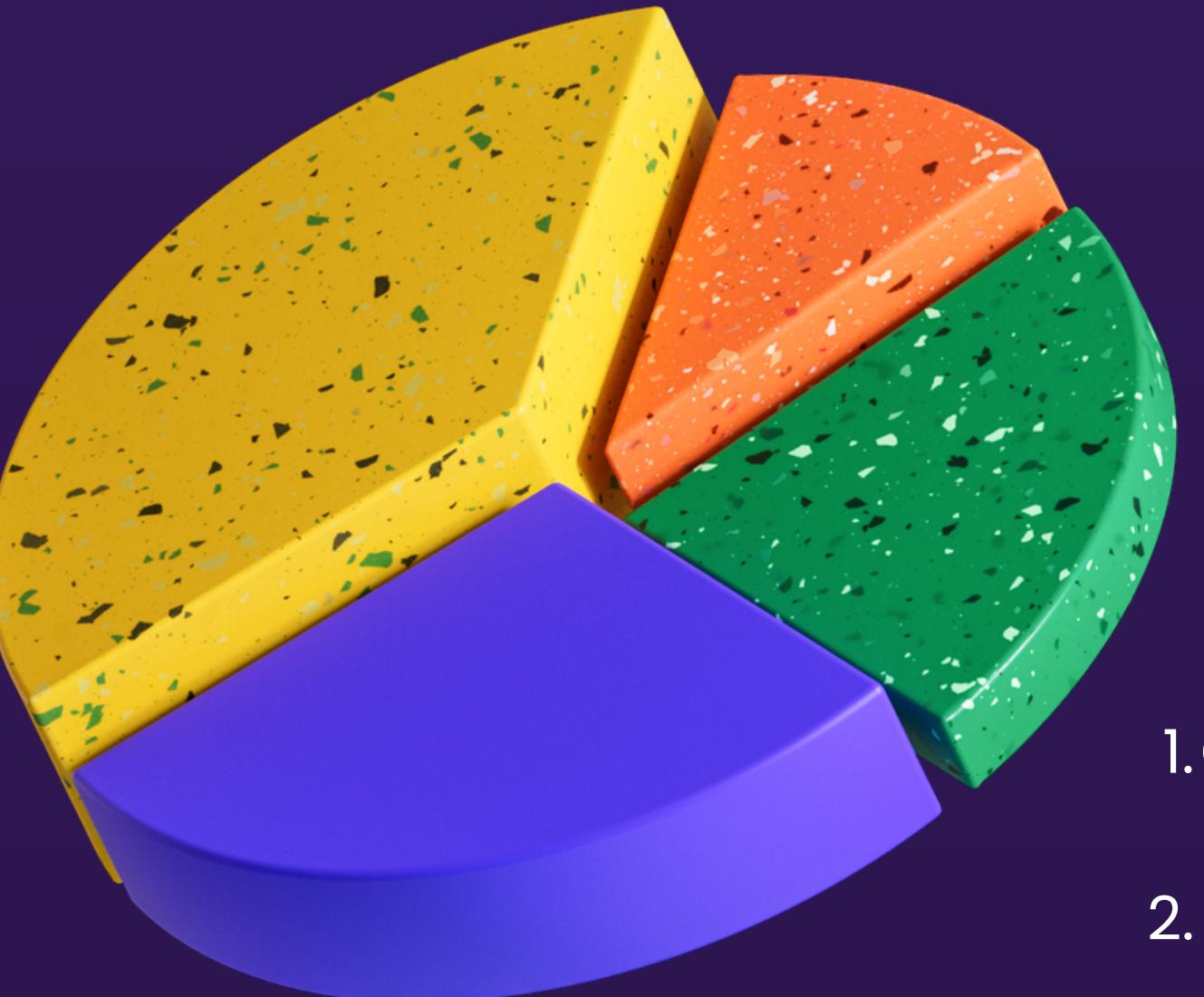
SWOT

STRENGTHS:

1. Comprehensive Agricultural Information
2. Multilingual Content
3. Expert Advice and Networking

WEAKNESSES:

1. Limited Reach
2. Technological Dependency
3. Content Credibility



OPPORTUNITIES:

1. Mobile App Development
2. Partnerships with Agricultural Organisations
3. Data-Driven Insights

THREATS:

1. Competition from Established Platforms
2. Misinformation and Unreliable Sources
3. Technological Barriers



KRISHITANTRA'S REJECTION



Facing competition from established market players

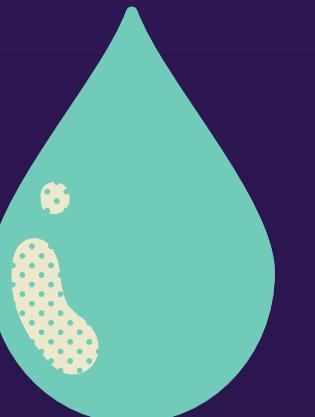
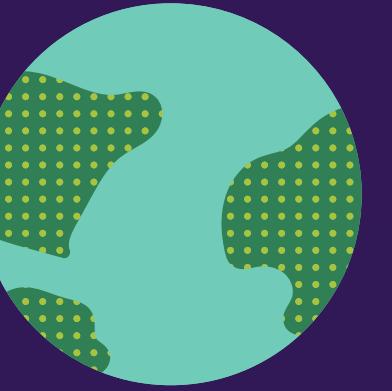


Risk of reduced product sales due to proximity-based adoption



Single-product focus poses revenue potential and concentration risk

InnoDI



Established in 2016, INNODI (Innovative De-Ionization) is a private limited company led by IIT Madras in collaboration with Prof. Pradeep's lab

Innodi is driven by a mission to address the global water crisis by providing sustainable and cost-effective technologies for producing clean drinking water.

The company's primary focus is on Capacitive Deionization (CDI) technology, a novel approach to water desalination that utilizes electricity to remove salt ions from water



STRENGTHS

1. CDI Technology Leader.
2. State-of-the-Art Manufacturing.
3. Low Operating Costs.
4. Environmentally Friendly.

S

O

WEAKNESS

1. Competition from new entrants
2. Ineffective against bacteria or viruses
3. Not suitable for large-scale water desalination

W

T

OPPORTUNITIES

1. Growing Clean Water Demand.
2. Global Market Expansion.
3. Smart Water Solutions.

THREATS

1. Competition in Water Purification.
2. Regulatory Changes.
3. Economic Downturns.
4. Technological Advancements.

1

Company's
CDI
technology is
new and
unproven

2

No guarantee
of widespread
market
adoption

3

Limited to
purifying
brackish
water, not
seawater

4

Ineffective
against
bacteria or
viruses

5

Not suitable
for large-
scale water
desalination

REASONS FOR INNODI'S REJECTION

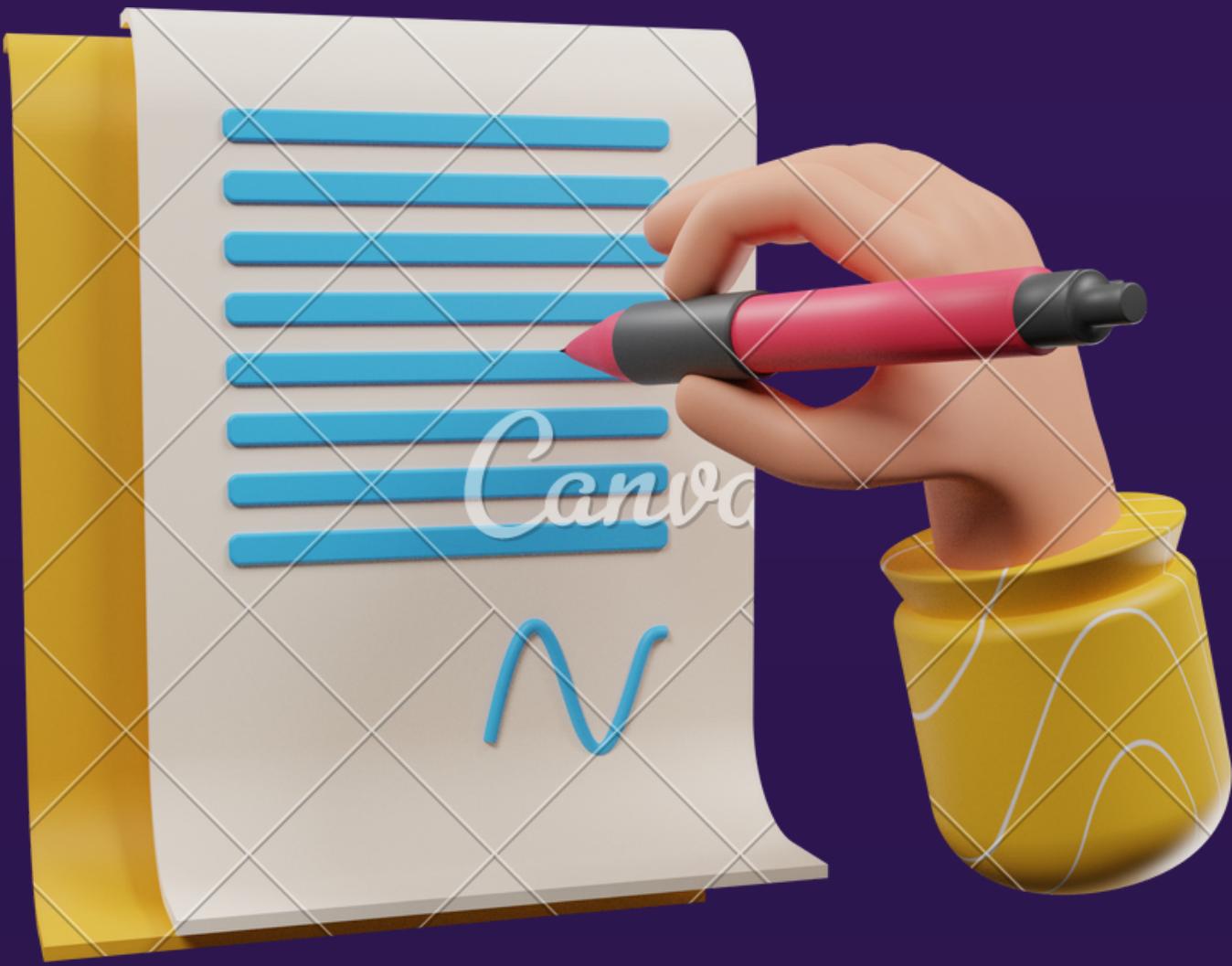


ARISHTI Our Company

Founded in 2019 by IIT Bombay alumni, Arishti is developing MessageMe a quantum secure messaging platform for enterprises.

Its consent based, features AI content filtering and integrates with existing system

Highlights



TRACTION

MeMe™ platform awarded by Indian govt (IT&telecom, Hrd)

Key partnerships with Indian giants (TCS, WIPRO, Infosys)

Raised over ₹100 crore in funding from investors

MARKET OVERVIEW AND WINNING STRATEGIES

The global secure messaging market size is expected to reach USD 7.43 billion in 2023 and grow at CAGR of 22.45% to reach USD 20.46 billion by 2028.

01 Industry focus:
Targeting high demand sectors like finance, healthcare and government.

02 Innovative solutions:
Developing advanced secure messaging for improved security performance and user friendliness.

03 Collaborative security:
Partnering for comprehensive cybersecurity.

04 Scalability:
The company is using cloud based infrastructure to provide its solutions with scalability.

SWOT Analysis

S

Strengths

- Innovative Technology
- Consent-based Approach
- Recognitions and Awards
- Talented Team
- Enterprise Integration

W

Weaknesses

- Early Stage
- High competition
- Technical Challenges
- High upfront costs
- Lack of brand awareness

O

Opportunities

- Growing Security concerns
- Government support
- Partnerships with other companies
- Regulatory Compliance

T

Threats

- Changing Regulations
- Cybersecurity Threats
- Adoption Challenges
- Economic Factors



PESTEL Analysis

Political

Investment in cybersecurity is a world-wide phenomenon. India enforces stricter data privacy regulations and hence a surge in the demand for data privacy solutions is expected.

Economical

Global Economic growth increases the demand for cybersecurity while inflation may deter investments. India's economic growth creates opportunities and the rising threat of cyber attacks emphasizes the significance of cybersecurity.

Social

Heightened awareness of cybersecurity threats, a surge in digital technology adoption and evolving work patterns are advantageous for the company



PESTEL Analysis



Technological

Utilize AI nad ML to enhance cybersecurity, while remaining observant against the evolving cyber threats. Embrace emerging technologies like IoT and blockchain and take advantage of the growth in messaging platform.

Environmental

Climate change poses risk as it can lead to the data center damage and supply chain disruptions.

Legal

The company must comply with data privacy regulations to prevent legal repercussions. Also Arishti must protect its technology with patents and operate within Indian cybersecurity and cybercrime laws.

Legal Assurance



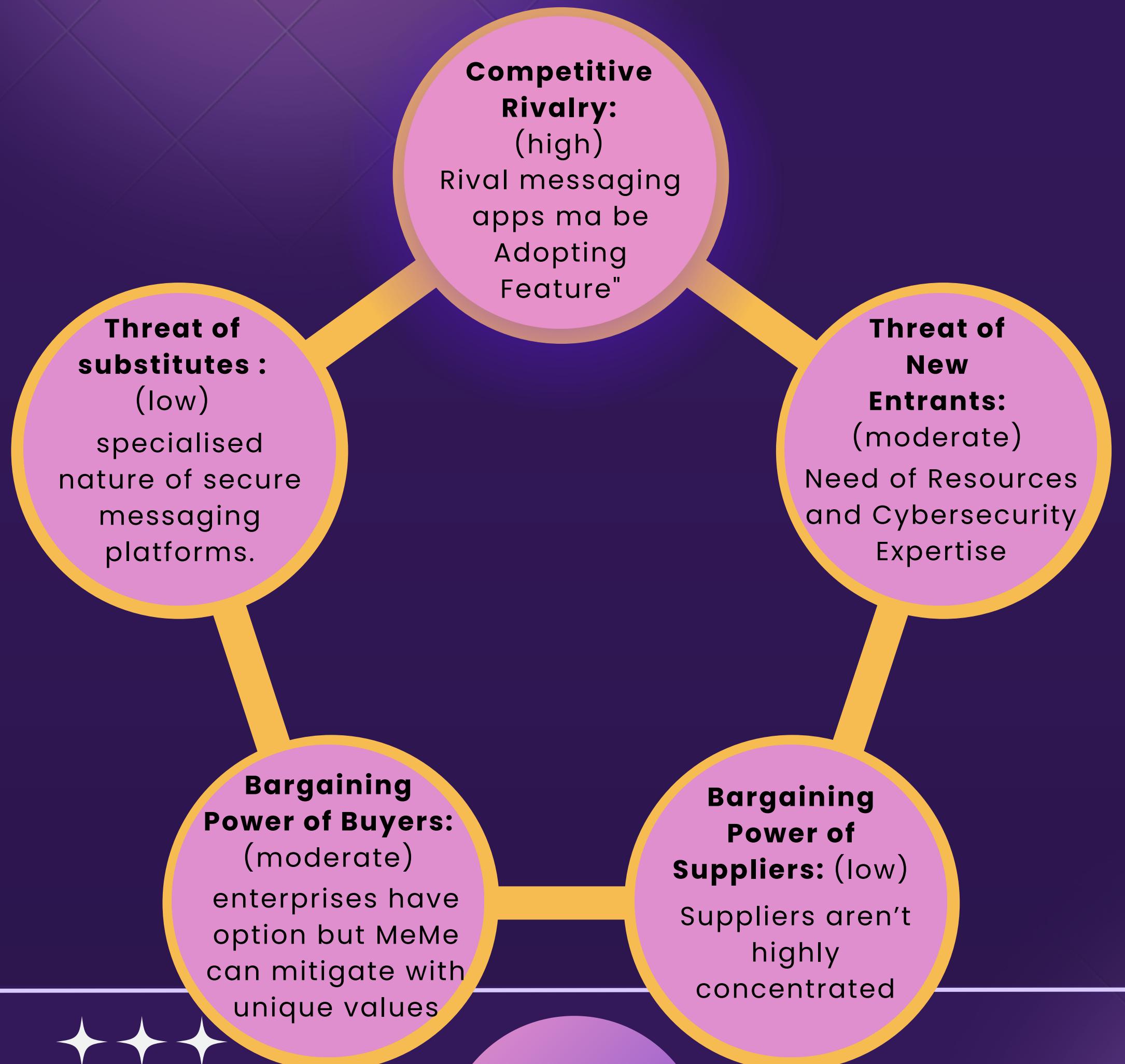
HAS A COMPREHENSIVE RISK MANAGEMENT PROGRAM THAT HELPS TO IDENTIFY AND MITIGATE POTENTIAL LEGAL RISKS.

COLLABORATING WITH LEGAL EXPERTS FOR LEGAL COMPLIANCE OF QUANTUM CRYPTOGRAPHY SOLUTIONS

ENSURING ADEQUATE INSURANCE COVERAGE FOR LEGAL PROTECTION

ESTABLISHING A RESPONSE PLAN FOR DATA BREACHES AND INTELLECTUAL PROPERTY INFRINGEMENT LAWSUITS

Porter's Five Forces



HOW TO SURPASS COMPETITORS?



Patent worthy Innovations:

Arishti distinguishes itself by developing cutting-edge quantum cryptography solutions, claimed to be the world's most secure alongside AI-powered content filtering and secure file sharing.



Differentiation through Innovation:

The company possesses multiple innovative technologies with strong patent potential.



Tailored Quantum solutions:

The company is crafting patented quantum cryptography solutions tailored for the financial, healthcare and government sectors.



Eminent customer base:

Serving sensitive and high profile organizations in India underscores the company's commitment to delivering top-tier products and services.

Risks →



Technological risk:

01

The quantum cryptography industry is new and faces technical hurdles. Employing these technology can be expansive to set up and need strong security to prevent tampering.

Market risk:

02

This market is relatively new and is in its early stages also its adoption rate is uncertain. Factors like cost and complexity of QKD systems as well as limited awareness are key reasons for uncertainty.

Financial risk:

03

The company may need to raise additional funding to support its growth and development

Thank You