
Investment Opportunities: January 2020

Imbibe Consultancy Services Pvt. Ltd. (the “**Company**”), based in Gurgaon, India, is a boutique consulting firm providing on-demand consulting expertise to corporates, MSMEs and start-ups. With 100+ functional experts and 350+ technology consultants our AceNet platform, we boast of having a strong global network of CXOs, senior executives, domain experts, technologists, entrepreneurs and mentors each bringing decades of experience. With start-ups, we work closely with founders on product-market fit, business model, go-to-market, fund raising, and so on. Our leadership team comes with 120+ years of consulting, sales and delivery experience with leading technology, financial services, insurance and healthcare firms across globe.

We are currently leading multiple strategic fund-raising (equity/debt) and M&A deals for our clients across e-mobility, logistics, SaaS-product, space-saving furniture, edTech, travel-Tech and steel sectors as listed below. In case any of these opportunities interest you, please contact at -

Email : connect@acenet.io

Telephone : +91.954.552.2848

You can find more details about the Company and our services at: www.imbibeconsultancy.com and www.acenet.io.

Disclaimer: Though, the utmost care has been taken to prepare this document, the Company reserves the right to modify/cancel/reissue/republish the document. This document has been prepared by the Company to provide the recipients with the relevant information pertaining to the Investee/Selling Firms and there by generate interest for potential investment/purchase in/of the Firms. This document is furnished on strictly confidential basis and is for the sole use of the person or firm to whom it is addressed or sent to. The Company will not be held responsible for any investment decisions and subsequent profits, losses, risks and other actions arising due to the investment(s) and/or deals made by the investors and buyers.

#	Equity Investments
1	<p>One of the leading companies providing sustainable green mobility and creating an ecosystem for EVs (electric vehicles) through partnerships with government bodies, departments, corporates and environmental agencies in India. It's the 1st company to introduce electric cars in Delhi-NCR and the 1st to introduce Mahindra e-Verito car in India. The firm is an end-to-end e-mobility solution provider with a fast-growing fleet of over 75 vehicles (order placed for another 50 cars) and 3 self-owned charging stations across Delhi-NCR and Hyderabad. Providing employee transportation solutions to corporates (B2B), collaborating with government bodies and metros for providing the last-mile connectivity solutions and maximizing fleet utilization by partnering with cab-aggregators such as Uber to provide B2C car rentals. The company is using technology for route optimization, employee transportation, vehicle diagnostics, data analytics, etc., resulting in significant travel-time and cost savings for its clients and reduction in pollution/CO2 emission in environment.</p> <p>With experience in fleet management, captive/public charging station setup and through strategic partnerships with leading car-manufacturers and charging OEMs, the company is well on-course to be the market leader in the EV space providing fleets and charging stations across India. The promoters bring 70+ years of strong experience in running logistics and transport businesses with a combined fleet of 1000+ cars carriers on a pan-India basis.</p> <p>The company is targeting robust revenue growth and seeking investment to increase the fleet size, leading strategic sales & marketing initiatives and growing business across India (and Europe).</p> <p>Industry: Electric Mobility Founded: 2016 Annual Revenue: USD 750,000 Fund Raised: Bootstrapped <u>Current Round</u> Investment Size: USD 3 Million Min Ticket Size: USD 75,000</p>

2	<p>A pedal and e-cycle rental firm having the first-mover advantage and the unique business model to service corporate (B2B) and retail (B2C) clients. Currently having multiple sports equipment retail stores and strategic multi-year cycle rental, retail and repair (RRR) contracts at corporates, colleges & defence campuses in India.</p> <p>Partnering with leading food delivery, e-commerce and logistics companies for providing environment friendly and cost-efficient mobility solutions, addressing last-mile-delivery challenges and supporting healthy lifestyle. The strong O2O (online-to-offline) presence, experience in e-cycle business, a great understanding of the market and direct connect with e-commerce and logistics clients and also EV/cycle manufactures strongly position the firm to venture into high-growth 2/3/4 wheeler EV (Electric Vehicle) segment.</p> <p>Experienced founders, passionate cyclists with engineering and Army background, bring a combined 35+ years of experience with over 10 years in B2B and B2C cycle rental & sports retail space.</p> <p>The company is seeking investment to meet growing demands from e-commerce and logistics firms and expanding offline and online retail business.</p>	<p>Industry: e-Cycle / Logistics Founded: 2015</p> <p>Annual Revenue: USD 250,000 Fund Raised: Bootstrapped</p> <p><u>Current Round</u> Investment Size: USD 500,000 Min Ticket Size: USD 50,000</p>
---	---	--

3	<p>A technology enabled end-to-end integrated intercity logistics service provider having an Asset Light business model and unique service offerings -</p> <ul style="list-style-type: none"> - B2B service provider for contractual & on-demand market - A comprehensive cloud-based logistics marketplace servicing on-demand market - Track and Trace, for market vehicles with an exclusive capability of return logistics for devices - Working capital solution, in strategic partnership with a leading bank, for SMEs <p>With deep customer relationships and strong network, in the two years since inception, the Company has achieved 300+ vendors, 100+ routes, 100+ average loads per month. Strong founding team with a combined experience of 75+ years in supply chain and logistics servicing FMCG, beverages, ecommerce and media clients across India and Middle East.</p> <p>The company is seeking investment for technology innovation, product development, sales and marketing and business expansion.</p>	<p>Industry: Transport & Logistics Founded: 2017</p> <p>Annual Revenue: USD 750,000 Fund Raised: USD 28,500</p> <p><u>Current Round</u> Investment Size: USD 1 Million Min Ticket Size: USD 50,000</p>
---	--	--

4	<p>An IT product firm providing an end-to-end sales, channel & distribution, asset/inventory, field-force and after-sale service management solutions. One of the leading firms in DMS and after-sales space enabling product tracking and servicing across primary, secondary and tertiary sales channels on almost real-time basis. Ease of integration with enterprise solutions such as Oracle ERP, SAP, Tally, Busy, MS Dynamics, etc. Mobility solution enhancing reporting and effectiveness of field sales force and offering higher customer engagement and satisfaction resulting in additional revenue for the clients.</p> <p>Highly experience management team with 70+ years of experience in the industry. Strong domain knowledge and experience in supporting top brands across telecom (mobile handset), FMCD, battery, plywood and other domains. The products have huge potential in other industries such as consumer electronics, FMCG, automobile, apparel, eCommerce, etc. The products can be easily scaled up and customized to meet the needs of domestic and international clients.</p> <p>Promoters are seeking strategic investment to migrate the existing products onto SAAS platform for targeting larger client base with an all new enterprise-SAAS solution on latest technology offering faster implementations, greater efficiency and cost saving.</p>	<p>Industry: Technology - Product Founded: 2002</p> <p>Annual Revenue: USD 220,000 Fund Raised: Bootstrapped</p> <p><u>Current Round</u> Investment Size: USD 350,000 Min Ticket Size: USD 75,000</p>
---	---	---

5	<p>First Company in India to offer integrated design-to-delivery one-stop-shop solutions in the furniture and interior sector, coupled with innovative Smart Furniture solutions powered by SpaceMax Concept Homes and Design Studio, a virtual product library and an inhouse manufacturing capability. The innovative 'smart space' solutions focusing on space utilization and providing multi-purpose furniture for residential and commercial setups. Products include space saving, multifunctional, motion and bespoke solutions such as wall-beds, sofa-beds, wall-cabinets, storage solutions, modular kitchens, mattresses and other accessories.</p> <p>Growing rapidly across Pune, Mumbai, Bengaluru, Chennai, Kochi, Gurgaon and other cities. Received multiple awards in categories such as Best Smart Furniture Company of the Year 2019 by APS Media, Best Bespoke Furniture company of the Year 2019 by Asia's Emerging Brands 2019, and so on. Founded by an experienced IT executive who is extremely passionate about conceptualizing and designing space saving solutions.</p> <p>The firm is seeking investment for setting up new experience centres, expanding production capacity, product and technology innovation (e.g. virtual reality, motion furniture) and sales and marketing.</p>	<p>Industry: Space Saving Furniture Founded: 2013</p> <p>Annual Revenue: USD 600,000 Fund Raised: USD 80,000</p> <p><u>Current Round</u> Investment Size: USD 1.5 Million Min Ticket Size: USD 75,000</p>
---	---	---

6	<p>An online travel platform offering hassle free DIY (Do-It-Yourself) group travel planning and booking solution. The firm is aiming to democratize the travel planning by solving group travel pain points. The platform enables group chats, bookings, payments, ticket issuance, checklists, media generation & storage, etc. for group travellers. Initially focusing on India market and subsequently, aiming to tap the global opportunity.</p> <p>The online travel booking platform is already in production and being used to make customer travel bookings. The DIY platform MVP is under development and is expected to launch by April 2020. The DIY platform uses AI to spot buying signals and identify sentiments; and RPA to create itinerary and automate customer support lowering the customer acquisition cost (CAC) to 1/5th of that for peers as the platform aims to onboard 8-10 users per trip.</p> <p>The founders come with 35+ years of product development background with leading global corporates and have engineering degrees from top NITs and IIMs.</p> <p>The company is seeking investment for technology innovation, product development, sales and marketing and business expansion.</p>	<p>Industry: Travel Tech Founded: 2018</p> <p>Annual Revenue: USD 80,000 Fund Raised: USD 25,000</p> <p><u>Current Round</u> Investment Size: USD 200,000 Min Ticket Size: USD 25,000</p>
---	---	---

7	<p>A vernacular online test-series company focusing on servicing 7.5 Crores students writing State Exams. Strong growth projections through subscription model and varying pricing ranging from Rs 99 to Rs 699 for the highly unorganized and untapped market. Able to sell Test Series within 4 days of new exam notification. With 117 active institutional partners (coaching centres, publishers, EdTech companies and influencers), over 27,000 paid users, 700+ exams covered and 12,000+ daily active users, the firm provides 4 times more tests than the second-largest provider in India through B2C, B2B2C and B2C (co-branded) models. The company reached cashflow breakeven in December 2019.</p> <p>Founders from top engineering colleges with vast experience in working with leading investment banks and technology firms. Well supported by established advisors and angel investors from ISRO, large business houses and professionals.</p> <p>The firm is regularly featured in 100+ media houses and recognized as one of the most promising start-ups. Founder is a regular speaker at top educational summits.</p> <p>The firm is seeking strategic investment for product development, sales and marketing and expanding the channel partner network across India.</p>	<p>Industry: EdTech Founded: 2016</p> <p>Annual Revenue: USD 150,000 Fund Raised: USD 250,000 VC Commitment: USD 200,000</p> <p><u>Current Round</u> Investment Size: USD 1 Million Min Ticket Size: USD 75,000</p>
---	---	---

#	Merger and Acquisition
1.	<p>The company has built an online technology platform to automate exam paper preparation, analysis and assessment there by saving a lot of time of teachers, administration and other staff and providing huge cost saving to the educational institutes. It's using artificial intelligence and machine learning to align the overall learning and development while adopting to cognitive domain learning approach of Bloom Taxonomy's and focusing on all-round development across knowledge, comprehension, application, analysis, synthezation and evaluation techniques as recommended by UGC, CBSE and other educational bodies and thus, providing accurate areas of improvements for students. It is providing automated reports highlighting strengths and areas of improvements for participating class and individual students.</p> <p>The marquee product, a B2B exam solution for K-12 and competitive exams, sold to 15+ schools in the first 6 months of the launch. The B2C test series solution is developed for retail clients (students) and offers great value through a subscription-model. The products can be scaled up and customized rapidly to meet the needs of domestic and international clients. The firm has limited competition as no other player services both B2B and B2C and supports both subjective and objective/multiple-choice questions.</p> <p>Founded by MBA and engineering graduates with years of experience in technology and education space including setting up MBA and other educational institutes across the country. The firm is self-funded and supported by leading business house in Maharashtra.</p> <p>The promoters are open for –</p> <ul style="list-style-type: none"> - strategic investment enabling technology innovation, product development, sales and marketing and business expansion. - divesting majority shareholding and management control to potential buyer / strategic partner in the business. <div> Industry: EdTech Founded: 2016 Annual Revenue: USD 80,000 Fund Raised: USD 25,000 <u>Current Round</u> Investment Size: USD 300,000 Min Ticket Size: USD 150,000 <u>Strategic Sale/Divestment</u> Expected Price: USD 750,000 </div>

#	Debt Investments	
1.	<p>Opportunity to invest in a greenfield Ferro Alloys manufacturing plant in Ethiopia. Seeking US\$ 1.5 million debt at 16% per annum interest rate with a 2 years lock-in. On investment over USD 125,000, the equity collateral, with a buy-back option, can be pledged. First interest payment will be after 6 months from the date of investment and subsequently, there will be a quarterly interest payment. Investment and repayment in USD or AED only.</p> <p>The promoters are owners of a 25+ years old business group with 1000+ Crores annual revenue and are leading Ferro Alloys manufacturer and Special Alloy producer in India.</p>	<p>Industry: Steel Manufacturing</p> <p>Investment Size: USD 2 Million</p> <p>Min Ticket Size: USD 50,000</p> <p>Coupon Rate: 16% per annum</p>