**Industry and market size:**

* Industry Reports: [Workforce Analytics Market Size, Growth | Analysis Report [2032]](https://www.fortunebusinessinsights.com/industry-reports/workforce-analytics-market-100299)

[Employee Surveillance and Monitoring Software Market [2032]](https://www.fortunebusinessinsights.com/employee-surveillance-and-monitoring-software-market-104796)

* Technology Reports: [Gartner Survey Reveals 82% of Company Leaders Plan to Allow Employees to Work Remotely Some of the Time](https://www.gartner.com/en/newsroom/press-releases/2020-07-14-gartner-survey-reveals-82-percent-of-company-leaders-plan-to-allow-employees-to-work-remotely-some-of-the-time)

[COVID-19 digital transformation & technology | McKinsey](https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever)

[Artificial Intelligence Market Size & Trends, Growth Analysis, Forecast [2032]](https://www.marketsandmarkets.com/Market-Reports/artificial-intelligence-market-74851580.html)

https://restofworld.org/2025/employee-surveillance-software-vc-funding/

### **Revenue Streams**

* Clearly define all sources of revenue. For each stream, include:
  + **Name of the Revenue Stream**: (e.g., Subscription Fees, Commission, Product Sales): Recurring SaaS subscriptions based on user licenses, One time Deployment Fee & Annual Maintenance Fee for On-Premise Deployments.
  + **Description**:
    - What is it? A subscription fee is a recurring charge that customers pay at regular intervals—monthly, quarterly or annually to access our software & its features, updates, customer support, and cloud-based data storage.
    - How does it work?

Pricing Plans: The product is offered in tiered packages (e.g., Starter, Pro & Enterprise), each with a defined set of features and limits.

Billing Cycle: Customers choose a billing frequency, monthly or annually, and are billed automatically at the beginning of each cycle.

License Allocation: The fee is often calculated on a per-user or per-license basis. For instance, if the subscription is ₹299 per user/month and a customer subscribes for 50 users, the monthly bill is ₹14,950.

Renewal & Cancellation: The subscription renews automatically unless cancelled. Customers can upgrade or downgrade plans depending on their usage.

Inclusions: Includes software usage, support, regular updates, integrations etc.

* + **Target Audience**: Our Ideal Customer Profile (ICP) includes companies in the ITES, HR & Staffing, BFSI, Healthcare, and Marketing industries, typically with team sizes ranging from 50 to 2000 employees. In small to mid-market companies, the decision-makers are usually the Founders or C-suite executives, while in larger enterprises, purchasing decisions are primarily driven by IT Heads or HR Heads
  + **Percentage Contribution**: Subscription revenue almost constitutes 98-99% of the overall revenue.

### **Pricing Strategy**

* Outline the pricing models and tiers.
  + **Flat Rate**: Fixed pricing for all customers.
  + **Tiered Pricing**: Different packages based on features or usage levels.
  + **Freemium**: Basic features free; advanced features paid.
  + **Dynamic Pricing**: Pricing varies based on demand or other factors.
* Include details such as:
  + Pricing levels (basic, premium, enterprise): https://we360.ai/pricing
  + Rationale behind pricing (market research, competitor analysis) : We360.ai’s pricing cost effective as compared to tools like Time Doctor, ActivTrak, Teramind, and Hubstaff. While competitors typically charge $10–$20 per user/month for advanced features, We360.ai offers comparable capabilities starting at just ₹399 ($4.50), positioning it as a high-value and cost-effective.

Research shows that mid-sized companies (50–500 employees) prioritize ease of adoption, ROI and modular features. We360.ai’s flexible & tiered pricing addresses these needs directly, offering essential features in the Starter plan for lean teams,and advanced analytics in the Pro plan for growing or performance-driven organizations.

Additionally, We360.ai’s localized pricing structure gives it an edge in emerging markets like India and Southeast Asia, where affordability is a key decision driver. The inclusion of optional add-ons (integrations, extended storage, custom alerts) enables further customization, helping us stand out in SaaS landscape while staying competitive in enterprise evaluations.

### **Unit Economics**

* Key metrics for revenue generation.
  + **Customer Acquisition Cost (CAC)**: Average INR 1500/User
  + **Lifetime Value (LTV)**: Average INR 6000/Users
  + **LTV: CAC Ratio**: 4:1

### **Recurring vs. One-Time Revenue**

* Segregate revenue into:
  + **Recurring Revenue**: Subscription fees, memberships: 98-99%
  + **One-Time Revenue**: Single purchases, setup fees: 1-2%

### **Payment Flow and Terms**

* How payments are collected and processed.
  + Direct payments, online gateways, invoicing: Razorpay, Stripe, Direct Bank Transfers, CC etc.
  + Payment frequency (monthly, annual, one-time): Monthly / Annual as per the plan
  + Refund and cancellation policies (if applicable):
* We have a 7 days full refund policy from the date of your first purchase if you have opted for the services without taking a free trial.
* Partial refund is applicable under your subscription period if We360.ai is non-operational for consecutive 7 days.
* In case of purchase made under a discounted rate/on-going offer period then no refund policy will be followed.
* All refunds will be applicable if the refund is raised within 7 days of your first purchase.‍

### **Scalability of Revenue Model**

* How the revenue model will scale as the business grows: As We360.ai grows, its revenue scales with increasing user subscriptions, boosted by strong customer retention and upselling. Expansion into higher-paying international markets and growth through cost-efficient partnerships further increase revenue and margins, driving sustainable, high-margin business growth.

### **Additional Revenue Opportunities**

* Future revenue streams the startup plans to explore: Future revenue streams for We360.ai include expanding partnerships with MSP, offering white-labelling to enable customized deployments and building a robust referral program to drive customer acquisition. These channels will complement direct sales by lowering acquisition costs, increasing market reach, and creating diversified, recurring revenue sources

Mention the assumptions underpinning the revenue projections

The revenue projections for We360.ai are based on key assumptions including steady growth in customer acquisition across targeted industries (ITES, BFSI, Healthcare, HR & Staffing), average user license expansion per account and consistent retention rates above 95%. It assumes successful international market entry with higher ARPU, increasing adoption of AI-powered premium features and scalable partner driven sales channels that reduce CAC. Additionally, the model presumes timely upselling of add-ons and minimal churn to sustain predictable recurring revenue growth.

## **Competitor Analysis Framework (cover 2-3 competitors operating in the similar revenue model or advanced revenue model in comparison to your company)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| Category | ActivTrak | Time Doctor | Teramind |
| Headquarters | Texas, USA | California, USA | Florida, USA |
| Founding Year | 2012 | 2012 | 2014 |
| Total Funding Raised | $77M | ~$1.5M | $0 (bootstrapped) |
| Funding Rounds | 3 | 2 | 0 |
| Investors | Elsewhere Partners | Angel Investors | Bootstrapped |
| Business Model | SaaS, Usage-Based | SaaS | SaaS, On-Prem |
| Revenue Streams | Subscription, Add-ons | Subscription | Subscription, Professional Services |
| Target Market | Mid to Large Enterprises | SMBs | Large Enterprises, BFSI |
| Gross Margin | ~85% | ~80% | ~82% |
| Net Margin | ~20% | ~10% | ~25% |
| Operating Expense | Sales-heavy, remote team | Lean | Heavy R&D |
| Current ARR | ~$25M | ~$5M | ~$30M |
| Current MRR | ~$2.1M | ~$420K | ~$2.5M |
| ARR Growth Rate | ~60% | ~40% | ~70% |
| Churn Rate | 4–6% | 7–9% | 3–5% |

**Founders Profile:**

1. Founder: Arnav Gupta

Position: Founder & CEO

Email: arnav@we360.ai

Phone Number: 8461000400

LinkedIn Profile: https://www.linkedin.com/in/arnav-gupta-0411/

* Education & Work experience: A graduate from the University of Wollongong Australia and pursued an executive program for Digital Leadership in digital marketing strategies data, Automation, AI & analytics from Kellogg's university USA. He is 24 and this is his first venture.

He takes care of Product, GTM, People & Fund raise at We360.ai.

* Details of previous founded companies
  + Status of past founded companies: None
  + ESOPs: None
  + Investments done by Founder: NA
  + Litigations (Personal, Business & Criminal): None

2. Co-Founder: Swapnil Tripathi

Position: CRO

Email: swapnil@we360.ai

Phone Number: 764047030

LinkedIn Profile: https://www.linkedin.com/in/swapnilwe360/

* Education & Work experience:: He has done B.Sc. & PGDBA from University of Madras & IBS Hyderabad. Veteran marketing & Sales professional with experience of more than 20 years with organizations like TATA & Reliance. He has also exited from an ed-tech startup before.

He takes care of Marketing, Sales, Success at We360.ai.

* Details of previous founded companies
  + Status of past founded companies: Acquired
  + ESOPs: None
  + Investments done by Founder: NA
  + Litigations (Personal, Business & Criminal): None

3. Co-Founder: Siddharth Gupta

Position: Chief Architect

Email: siddharth@we360.ai

Phone Number: 7011677439

LinkedIn Profile: https://www.linkedin.com/in/siddharth-gupta-32692b33/

* Education & Work experience: He has done BE in Cs from Malaviya National Institute of Technology Jaipur.

He has been building products that solve real world problems for enterprises and end-users.

He is a Product/Technical Architect + Full-Stack Engineer with experience across different tech-stacks and Infrastructure ecosystems.

Have experience with designing and coding large scale distributed systems, cloud Infrastructure automation, front-end & back-end development, automation-tools, testing patterns and creating full-fledged CI+CD frameworks from scratch.

He has worked with Maverick Quantum AI as VP of Engineering, MTX Group as Lead Technical Architect.

* Details of previous founded companies
  + Status of past founded companies: Acquired by Huma
  + ESOPs: None
  + Investments done by Founder: NA
  + Litigations (Personal, Business & Criminal): None

**Financials:**

* MRR: 55 lacs
* ARR: 660 Lacs
* Burn: Nil
* Runway: NA (Profitable)
* Gross Margin: 95%
* CM1%: 75%
* CM 2%: 50%
* CM 3%: 3%

**Facilities:**

* Office details: Zenstack Pvt. Ltd, C-6, IT Park, Badwai Road, Badwai, Bhopal, 496001 Madhya Pradesh, INDIA
* Plant details: NA
* Warehouses: NA

**Technology:**

* Write up on Tech stack

|  |  |
| --- | --- |
| **Layer** | **Technology Used** |
| Frontend | React.js (Typescript) |
| Backend | Java (Spring Boot), Python (FastAPI) |
| Desktop Agent | C++ (MyZen - Stealth and Standard Variants) |
| Browser Extension | JavaScript (Chrome Extension) |
| Database | Clickhouse, PostgreSQL, Cassandra |
| Infrastructure | Azure Cloud Services, Apache Pulsar, Cloudflare CDN |
| Storage | Azure Blob Storage (for screenshots, logs, files), R2 Cloudflare |
| Authentication | Keycloak OAuth 2.0, JWT |
| Notifications | OneSignal, SMTP Email Services |
| Analytics and Visualization | Chart.js, Recharts |
| DevOps & Monitoring | GitHub Actions, Azure Log Monitor, Sentry, K8s, Terraform |

* Partners: None
* IP: None
* IP location / Owner: None

**Fundraiser:**

* Total funding details till date

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Round Type** | **Date** | **Amount Raised** | **Valuation (Pre-Money)** | **Valuation (post-Money)** | **Number of Fully Diluted Shares (Pre Round)** | **Number of Fully Diluted Shares (Post Round)** | **Share Price** | **Lead Investor(s)** |
| 1 | Seed Round | 13th March 2022 | 3,81,43,660 | 15,00,19,340 | 18,81,63,000 | 12,916 | 16,200 | 11,615 | GSF |
| 2 | Pre-Series A | 18th May 2023 | 4,50,22,500 | 54,01,08,000 | 58,51,30,500 | 16,200 | 17,550 | 33,340 | Real Time Angel Funds |

**Valuation:**

* Valuation rational

|  |  |
| --- | --- |
| **Metric** | **Justification** |
| ARR | $800K now, $2M+ in 12-18 months |
| Multiple | 12xCurrent ARR (4-5x of Forward ARR) |
| Higher Gross Margins | ~80% |
| Growth Rate | Projected MoM growth ~10%, valuation reflects future earnings |
| TAM | Large addressable market, high upside potential |
| Product Stickiness | High User retention, high LTV |
| GTM Strength | Repeatable, scalable sales model |
| Team | Strong leadership + clear execution roadmap |
| Efficient Operations | Current Ops are making profit, shows lean execution |
| Current LTV: CAC | >3 |
| CAC Payback | Average payback is <12 months |

**Round structure:**

* Terms (Primary / Secondary): Primary 18 Cr
* Pre-Money: 80 Cr
* Lead: GSF
* Incoming Investors: GSF, SIF and Angels
* Existing Investors: GSF, RTAF, SIF, Campus Fund and Ah Ventures & other angels.

**Following the above information, we request you to provide a detailed business note for reference in the format below:**

* Key Problem Solved

As remote and hybrid work models become mainstream, organizations face serious challenges in maintaining employee productivity, ensuring visibility into work patterns and aligning teams with organizational goals. Traditional HR and IT tools often fail to offer realtime insights, behavioral analytics or data driven recommendations to improve workforce outcomes. This creates a gap in operational efficiency, performance measurement and employee engagement.

We360.ai solves this by offering a centralized workforce analytics platform powered by agentic AI allowing employers to:

* Track productivity trends and time utilization.
* Identify workforce bottlenecks and inefficiencies.
* Receive actionable recommendations to optimize operations.
* Ensure compliance and performance governance across remote and hybrid teams.

We360.ai is not just a tool for monitoring, it is a decision making software designed to empower CXOs &HR leaders with meaningful, real-time workforce intelligence.

* Business Model: **We360.ai** follows a **B2B SaaS subscription-based revenue model**, where clients are charged on a **per-user basis**

**Pipeline**

* Sales Pipeline Value: As of Q2 FY25, We360.ai’s active sales pipeline value is almost 4-5 Cr with 303 companies active in the pipeline.
* Projected Growth Opportunities:

We360.ai is entering a high-growth phase with focused expansion into the US market through outbound channels, performance marketing, and SaaS marketplaces like G2. The company is also strengthening its global partner network to penetrate compliance-focused industries like BFSI and healthcare.

Product innovation remains a key driver. The integration of Agentic AI allows the platform to offer intelligent nudges and productivity recommendations, driving higher engagement and enabling upsell opportunities. Additionally, field workforce monitoring features, such as geofenced attendance, location tracking and mobile-first reporting are opening new verticals like logistics, construction and retail.

With a strong focus on product-led growth, We360.ai is enabling self-serve onboarding through trials and in-app AI agents, making it easier for SMBs to adopt and scale. These combined efforts are set to boost MRR, improve conversion rates and expand the customer base across geographies.

**Why Now**

* Market Trends: Globally, the shift to hybrid and remote work has accelerated demand for workforce visibility, productivity intelligence and digital performance tracking. As companies invest more in workforce analytics, automation and compliance, platforms like We360.ai are becoming essential for operational efficiency. The global workforce analytics market, projected to grow at a CAGR of 15–18%, presents a timely and scalable opportunity.
* Competitive Edge: We360.ai offers a cost effective per-user subscription model with flexible monthly and annual plans, making it accessible and scalable. Backed by dedicated onboarding, customer success support and SLA-based service, it ensures smooth adoption and long-term value. Its standout feature is the Agentic AI layer, which provides real-time recommendations and actionable insights, going beyond tracking to actively boost productivity across both remote and field teams.
* Urgency/Opportunity: As stated earlier, post pandemic work models have forced organizations to rethink employee accountability, engagement and performance metrics. There is a growing urgency among CXOs and HR leaders to adopt intelligent tools that go beyond timesheets and activity logs. Regulatory compliance, employee burnout and productivity loss are urgent problems and We360.ai is positioned to solve them at scale, especially in fast-growing markets like India, Southeast Asia and the U.S.

**Financials**

* Funding Ask: 18 Cr
* Structure (e.g., SAFE, Convertible Note): Equity Round
* Valuation Cap and Floor: NA
* Current Commitments: Around 16 Cr

**Risks and Mitigation**

* Identified Risks
* Proposed Mitigation Strategies
* One key risk is market competition, especially from established global players offering productivity and workforce analytics solutions. To mitigate this, We360.ai focuses on a differentiated value proposition with Agentic AI, cost-effective pricing and strong support, tailored specifically for emerging markets and hybrid/field workforce use cases.
* Another potential risk is customer churn, particularly in the SMB segment where price sensitivity and switching behavior are higher. We360.ai addresses this with high-touch onboarding, ongoing product adoption programs/meetings and AI-led nudges to ensure long-term engagement and customer stickiness.
* Data security and compliance is also a critical concern in B2B SaaS. We360.ai mitigates this through robust data encryption, SOC2, GDPR, HIPAA compliance, regular audits and hosting infrastructure Azure aligned with global standards. The company also offers on-premise deployment options for clients with strict IT policies.
* Lastly, scaling operations across global markets poses challenges in localization and support bandwidth. This is managed through a partner-first GTM strategy, leveraging local expertise, and a modular product architecture that adapts quickly to new regulatory and functional requirements.