**Industry and market size:**

* Industry Reports - [Attached in Drive](https://drive.google.com/drive/folders/1HUsOYcjRZ9H3cg8QRmJNOJB1_ELDC2fu?usp=drive_link)
* Technology Reports - NA

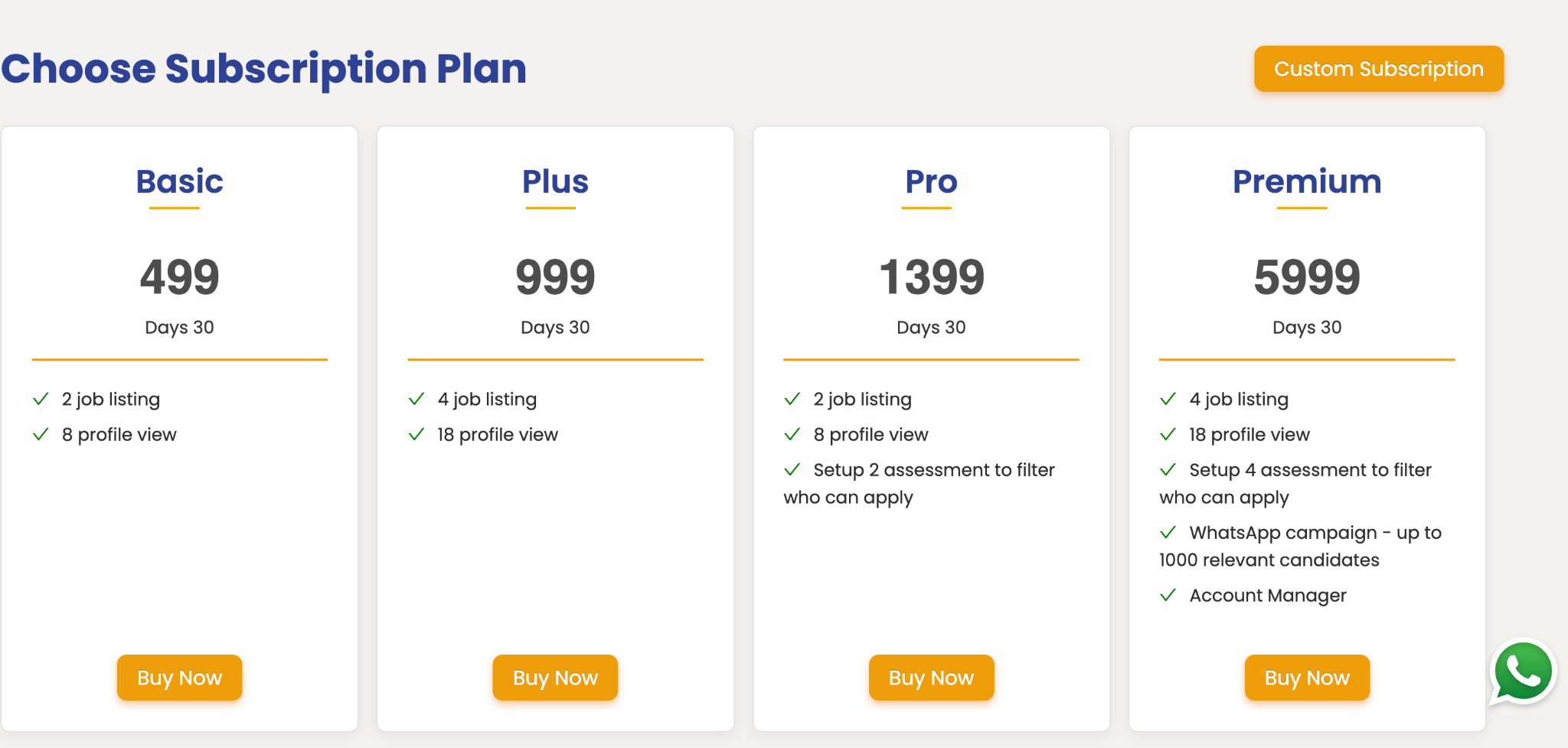
### **Revenue Streams**

* Clearly define all sources of revenue. For each stream, include:
  + **Name of the Revenue Stream**: (e.g., Subscription Fees, Commission, Product Sales).
  + **Description**:
    - What is it?
    - How does it work?
  + **Target Audience**: Who is paying?
  + **Percentage Contribution**: Share of total revenue (if available).

***Timbuckdo Revenue Streams***

1. ***Employer Subscription***

**Description** : Employers prepay to access and use Timbuckdo’s recruitment platform. This includes job postings, AI-generated job descriptions and assessments, and access to student profiles enriched with ratings, match scores, and portfolios.



**How it works** : Employers select from tiered packages (₹499–₹5,999) based on features and usage.

There are two types of job posts:

* **Regular Jobs**: ~₹20 per profile view (access profile), with discounts on volume.
* **Skilled Jobs**: ~₹50 per profile view; includes AI-assisted assessment setup and gated applications (only qualified students can apply).

**Target Audience :** Businesses and individuals with part-time staffing needs, including startups, MSMEs, solopreneurs, and gig economy users (e.g., dog walkers, tutors, event hosts).

**% Contribution :** 25%

1. ***Commissions from Deals and Discounts***

**Description** : Brands pay commissions for sales driven via student-exclusive discounts on Timbuckdo. Timbuckdo functions as an affiliate marketing channel.

**How it works** :

* Partner brands offer Gen Z-focused deals through unique coupon codes on the platform.
* Timbuckdo directs traffic to any web page of brands choice where the coupon can be redeemed. Coupons can also be redeemed in offline stores. Timbuckdo has recently launched a [QR code based payment system](https://cxotoday.com/press-release/timbuckdo-launches-innovative-payment-platform-for-gen-z-and-college-students/) for offline redemption amongst students. This makes the entire process hassle free for students.
* Timbuckdo earns a pre-agreed commission on each successful sale using these codes / redemptions.

**Target Audience :** Brands & Merchants who want to promote their products/services to Gen Z

**% Contribution :** 15%

1. ***Revenue from Campus Gigs***

**Description** : Timbuckdo helps brands execute on-ground college activities by extending their reach via its robust [Campus Ambassador network](https://businessnewsweek.in/business/timbuckdo-launches-indias-first-salesmanship-campus-ambassador-program-across-300-colleges-universities/#google_vignette). With our core strength being our reach into Gen Z, brands leverage our distribution on campuses and offer student short term gigs.

**How it works** :

* Brands set activation goals (hiring, surveys, sampling, promotions, influencer promotions etc).
* Timbuckdo mobilizes its CA network across relevant campuses to execute campaigns.
* Post-activation, brands receive detailed execution reports and impact metrics.

**Target Audience :** Brands & Merchants who want to increase their reach on ground within colleges.

**% Contribution :** 60%

### **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).
  + Rationale behind pricing (market research, competitor analysis).

***Timbuckdo Pricing Strategy***

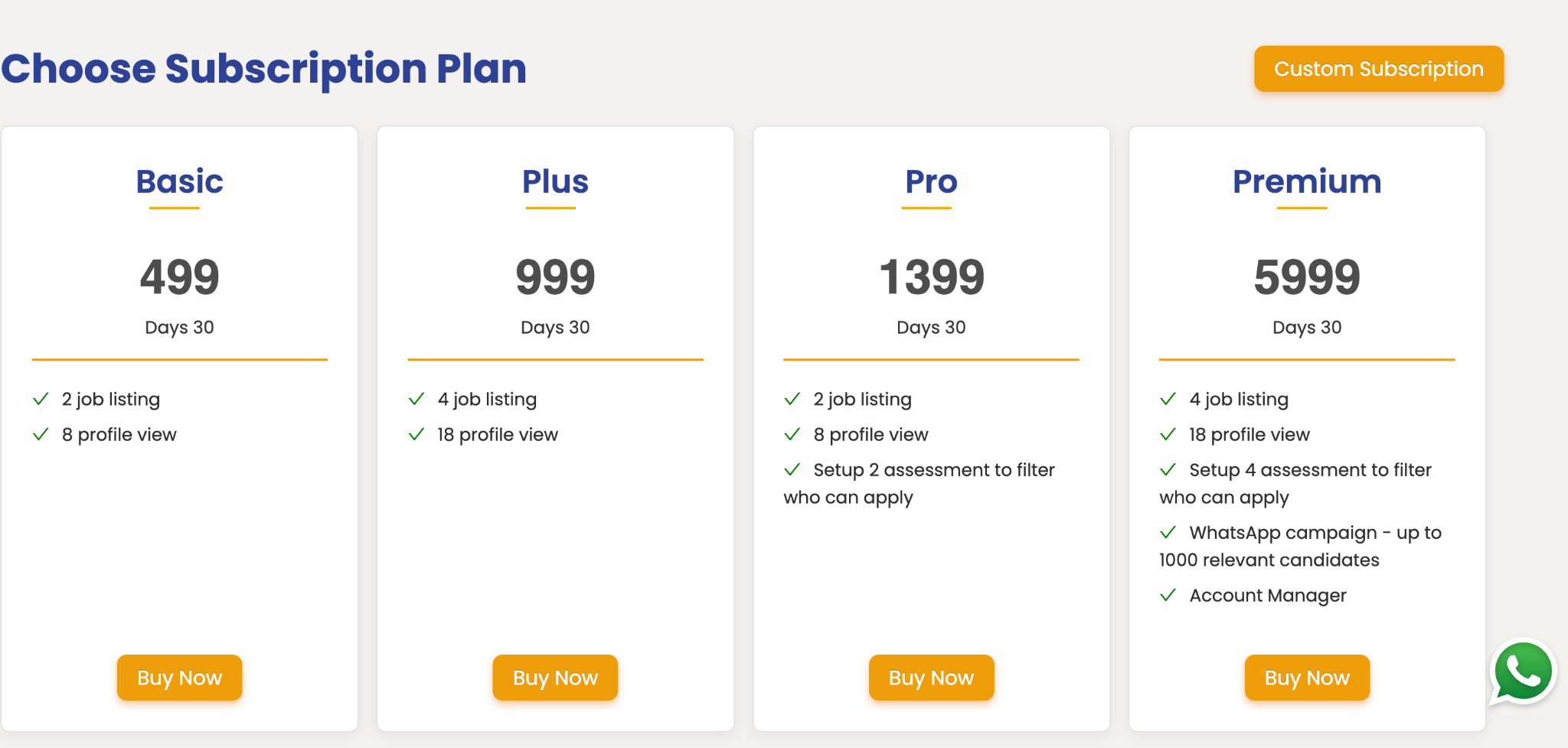
***Pricing Models & Tiers : Employer Subscription***

**Pricing Model:** Tiered Flat rate

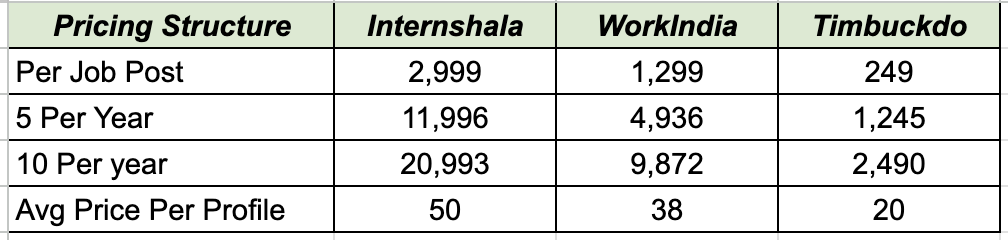
* Fixed pricing for all customers. Whether you are an individual or a business, our pricing logic remains the same.

**Tiers**:

* Plans range from ₹499 to ₹5,999 based on access level and usage.
* Customized packages available for bulk usage or enterprise needs.



Rationale behind pricing:



* Pricing is uniform across individual and business users to ensure simplicity.
* Strategically positioned below platforms like Internshala and WorkIndia to reduce trial friction and lower CAC.
* Competitive benchmarking ensures affordability while delivering added value through AI-matched profiles and assessments.
* *We’ve adopted a lean pricing model aligned with the nature of student gigs—low-skill, short-term, high-volume—to drive adoption and build network effects. Our future monetization strategy focuses on volume scaling and upselling value-added services.*

***Pricing Models & Tiers : Student Deals & Discounts***

**Pricing Model**: Commission-Based (Affiliate)

**Tiers**:

* Standard commission: ~10% on successful sales.
* Variable commissions for larger brands and certain categories, negotiated case-by-case.
* No listing fees currently, to accelerate platform adoption and partner onboarding.

**Rationale**:

* Designed to be plug-and-play for brands with student-targeted offerings.
* The zero-listing-fee approach helps increase marketplace liquidity during the growth phase.

***Pricing Models & Tiers : Campus gigs***

**Pricing Model**: Tiered Flat Rate (Per College)

**Tiers**:

* **Standard**: ₹19,999 — Light activation in selected colleges.
* **Enhanced**: ₹29,999 — Moderate scale activations with defined outcomes.
* **Premium**: ₹39,999 — Extensive engagement including promotions, surveys, and hiring drives.

**Rationale**:

* Standardized packages make it easy for brands to choose based on budget and activation goals.
* These fixed-tier rates simplify procurement processes for clients and streamline sales conversations.

### **Unit Economics**

* Key metrics for revenue generation.
  + **Customer Acquisition Cost (CAC)**: How much it costs to acquire a customer.
  + **Lifetime Value (LTV)**: Revenue generated from a customer during their relationship.
  + **LTV: CAC Ratio**: Indicator of profitability.

***Timbuckdo Unit Economics***

#### **Customer Acquisition Cost (CAC) – Student Side**

* **Blended CAC**: ₹15 (last 6 months)  
   Includes digital acquisition, campus activations, and student verification processes.

#### **Retention Cost:**

* ₹50 per student (2 years)  
   Spent on engagement, reactivation, and community-led programs to ensure sustained platform usage.
* Student Spend (2 Years) - Rs 65

#### **Lifetime Value (LTV) - Blended Lifetime of a student on Timbuckdo is 2 years**

* **₹286 per student (2 Years)** Driven by repeat profile views by employers, student deal redemptions, and participation in brand activations.

#### **LTV : CAC Ratio**

* **4.4 : 1**

**Recurring vs. One-Time Revenue**

* Segregate revenue into:
  + **Recurring Revenue**: Subscription fees, memberships.
  + **One-Time Revenue**: Single purchases, setup fees.

***Recurring vs One Time Revenue***

#### **Recurring Revenue - 30%**

* **Employer Subscriptions** Employers subscribe to access and post jobs, view verified student profiles, and use AI-based job description and assessment tools.
* **Affiliate Commissions (Partial)** For brands that run continuous campaigns or have ongoing product discounts through Timbuckdo, affiliate commissions can recur over time.  
   Frequency: Ongoing as long as coupon codes are active and conversions occur.

#### **One-Time Revenue - 70%**

* **Campus Activation Fees** Brands pay a one-time activation fee (Bronze/Silver/Gold) per campaign per college. These are project-based revenues with defined deliverables.  
   Frequency: Based on brand campaigns — seasonal, ad hoc, or quarterly.
* **Skilled Assessment Add-ons** Employers may opt to pay per profile view or for setting up skill assessments (e.g., Java, Python). These are usage-based, not bundled into a subscription.  
   Frequency: One-time or per hiring requirement.

### 

### **Payment Flow and Terms**

* How payments are collected and processed.
  + Direct payments, online gateways, invoicing.
  + Payment frequency (monthly, annual, one-time).
  + Refund and cancellation policies (if applicable).

### ***Payment Flow and Terms***

#### **Employer Subscriptions**

* **Collection Mode**: Online payments via CC Avenue on the Timbuckdo app.
* **Payment Terms**: 100% advance at the time of subscription.
* **Frequency**: Monthly or as per selected plan.
* **Refund Policy**: No refunds post subscription activation; however, support is provided for technical or listing issues.

#### **Student Shopping (In App Shopping)**

* **Collection Mode**: Online payments via CC Avenue within the app at the point of purchase.
* **Payment Terms**: 100% advance.
* **Frequency**: One-time, per transaction.
* **Refund Policy**: As per merchant policies; Timbuckdo facilitates coordination in case of disputes.

#### **Deals & Commission (Affiliate Revenue) - Model 1 (Online / In App)**

* **Collection Mode**: Invoicing to partner brands.
* **Payment Terms**: Monthly billing cycle based on tracked redemptions via Timbuckdo coupon codes.
* **Frequency**: Monthly.
* **Refund Policy**: Not applicable.

#### **Deals & Commission (Affiliate Revenue) - Model 2 (In Store Purchase)**

* **Collection Mode**: Real Time via [QR based payment collection](https://cxotoday.com/press-release/timbuckdo-launches-innovative-payment-platform-for-gen-z-and-college-students/)
* **Payment Terms**: T+1 Settlement via escrow system
* **Frequency**: Per Transaction
* **Refund Policy**: Not applicable.

#### **On Campus Gigs**

* **Collection Mode**: Invoice-based payments.
* **Payment Terms**: 70% advance on confirmation, 30% within 7–21 days of campaign execution.
* **Frequency**: One-time per campaign.
* **Refund Policy**: No refunds post campaign initiation; brand receives campaign execution reports.

### **Scalability of Revenue Model**

* How the revenue model will scale as the business grows.

### ***Scalability of Revenue Model***

Timbuckdo operates **a two-sided marketplace** with built-in network effects. As our student community scales, we unlock exponential monetization opportunities:

• **Demand-Side Growth:** A larger student base increases the platform’s value to employers seeking flexible, cost-effective talent—driving more gig listings and repeat usage.

• **Supply-Side Monetization:** Simultaneously, growing student engagement allows us to monetize their attention and spending power through exclusive brand partnerships, discount listings, and in-app commerce.

• **Flywheel Effect:** More students → more brands and gigs → more activity → deeper data and engagement → higher LTV across both sides.

* **Dual-monetization approach**—earning (gigs) + spending (discount marketplace)—ensures that the business scales not linearly, but exponentially, as we approach critical mass.

### **Additional Revenue Opportunities**

* Future revenue streams the startup plans to explore.

Mention the assumptions underpinning the revenue projections

### ***Additional Revenue Opportunities***

**Evolving Revenue Opportunities in a Community-Driven Model**

Timbuckdo’s core strength lies in its deeply engaged Gen Z community, which not only drives stickiness but also unlocks multiple scalable and high-margin revenue opportunities beyond traditional gig commissions. As we scale, we are well-positioned to monetize across multiple touchpoints within the student journey:

**1. Commission on Student Payouts**

As employer adoption grows, we will introduce a 1–3% commission on student payouts processed through the platform—charging for convenience, trust, and verified disbursal.

* Assumption: Over 50% of payouts will be routed through Timbuckdo in the next 18–24 months.
* High-margin, recurring revenue without affecting student experience.

**2. Ad Monetization & Sponsored Placements**

With rising student traffic, we will unlock revenue from brands eager to target Gen Z:

* Homepage banners, deals page, and in-app content slots
* Branded content via Instagram, WhatsApp, and emailers
* Performance-based or CPM pricing models

**3. Timbuckdo Plus (Student Subscription Model)**

We plan to launch a freemium model offering exclusive perks:

* Early access to high-quality gigs
* Extra discount tiers
* Premium support  
  This introduces predictable, recurring revenue from power users.

**4. BNPL for Students (Timbuckdo BNPL)**

With students discovering products through Timbuckdo, we see strong potential to integrate Buy Now, Pay Later services on student purchases in collaboration with fintech partners, unlocking transactional revenue and affiliate margins.

**5. Timbuckdo Student Festival (Yearly IP)**

We’re building a flagship annual event—a physical + digital student festival powered by brands, music, learning, and commerce. This becomes a branded monetizable IP through sponsorships, booth sales, and brand activations.

**6. Timbuckdo Gift Cards & Prepaid Wallets**

We will introduce student-focused wallets and gift cards that can be used across gigs, discounts, and shopping on the platform. This creates closed-loop monetization and improves retention while earning float or transaction fees.

***Note:*** These revenue opportunities represent scalable models that we plan to evaluate and activate progressively, based on user behavior, platform maturity, and strategic fit.

## 

## 

## 

## **Competitor Analysis Framework (cover 2-3 competitors operating in the similar revenue model or advanced revenue model in comparison to your company) -** [**Link to sheet**](https://docs.google.com/document/d/1Yt1nDcmkAfewHVCQObj7AW-d8Ge79LuD/edit)

| **Category** | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| --- | --- | --- | --- |
| Company Name | [Name] | [Name] | [Name] |
| Headquarters | [Location] | [Location] | [Location] |
| Founding Year | [Year] | [Year] | [Year] |
| Total Funding Raised | [Amount] | [Amount] | [Amount] |
| Funding Rounds |  |  |  |
| Investors | [Investor 1.2.3] | [Investor 1.2.3] | [Investor 1.2.3] |
| Business Model | [Description] | [Description] | [Description] |
| Revenue Streams | [Primary, Secondary] | [Primary, Secondary] | [Primary, Secondary] |
| Target Market | [Customer Base] | [Customer Base] | [Customer Base] |
| Gross Margin | [Percentage] | [Percentage] | [Percentage] |
| Net Margin | [Percentage] | [Percentage] | [Percentage] |
| Operating expense | [Description] | [Description] | [Description] |
| Current ARR | [Amount] | [Amount] | [Amount] |
| Current MRR | [Amount] | [Amount] | [Amount] |
| ARR Growth Rate | [Percentage] | [Percentage] | [Percentage] |
| Churn Rate | [Percentage] | [Percentage] | [Percentage] |

**Founders Profile:**

* Education
* Work experience
* Details of previous founded companies
  + Status of past founded companies
  + ESOPs
  + Investments done by Founder
  + Litigations (Personal, Business & Criminal)

***Founders Profiles:***

Mythri Kumar HK - Co Founder & CEO

[Mythri Linkedin Profile](https://www.linkedin.com/in/mythri-kumar-hk/)

**Education:** BA in Journalism - Mount Carmel College

**Work Experience :** Entrepreneur

* Cosmos Renewable Energy - Founded
* Vasshin Composites - Co founded
* ArisUnitern RE Solutions - Independent consultant
* Timbuckdo - Co founder and CEO

[Apoorv Sharma Prasad - Cofounder & COO](https://docs.google.com/document/d/1D9zVspWEst5URkgmVlMNZeJI6Es3dpfsdsRgt88AmNw/edit?tab=t.0)

[Apoorv Linkedin Profile](https://www.linkedin.com/in/apoorv-prasad/)

**Education:**

* Btech in Mechanical Engineering - BMS College of Engineering - 2014
* MBA in Marketing - T A Pai Management Institute - 2017

**Work Experience :**

* Wipro Technologies - Presales Consultant
* Jumbotail Technologies
  + Key Account Manager
  + Senior Category Manager
* Udaan - Private Brands Lead
* Swiggy - Cluster Growth Manager
* Timbuckdo - Cofounder & COO

Investments, Litigations - NA for both founders

**Financials:**

* MRR
* ARR
* Burn
* Runway
* Gross Margin
* CM1%
* CM 2%
* CM 3%

***Financials:***

* MRR - INR - 7.3 Lakh
* ARR - 88 Lakh
* Burn - 12 Lakh per Month
* Runway - 4 Months

Timbuckdo Average Spends Per Month

* Salaries - INR 6L
* Marketing - INR 3L
* Tech - INR 2L
* Admin & Miscellaneous - INR 1L

**Facilities:**

* Office details
* Plant details
* Warehouses

***Facilities:***

* Office details - No 5, 2nd Floor, 9th Main, 9th Cross, Shop Street, 2nd Block, Jayanagar, Bengaluru, Karnataka 560011
* Plant details - NA
* Warehouses - NA

***Technology:***

* Write up on Tech stack
* Partners
* IP
* IP location / Owner

Timbuckdo is built as a **React-based Progressive Web Application (PWA)** to ensure a fast, reliable, and engaging experience across devices, especially tailored for the digital-native Gen Z audience. The front-end is developed using **React JS**, while the back-end is powered by **Java with MySQL**, enabling a robust, scalable, and secure application architecture.

We have partnered with **Thoughtclan Technologies Pvt Ltd** under a **Build-Operate-Transfer (BOT)** model. While Thoughtclan leads the development in the current phase, **Timbuckdo fully owns the Intellectual Property (IP)** of the product. This ensures long-term strategic control, flexibility, and the ability to scale the platform independently.

**Key Highlights:**

* **Front-end:** React JS
* **Back-end:** Java with MySQL
* **PWA Architecture:** Delivers a seamless native-app-like experience via the web
* **Hosting & DevOps:** Scalable infrastructure on **Azure and Google Cloud**, supported by startup grants
* **Ownership:** 100% IP ownership retained by **Timbuckdo**

This carefully selected tech stack supports our mission to build a powerful, student-first platform that combines gig opportunities, social commerce, and on-ground engagement with digital infrastructure.

**Fundraiser:**

* Total funding details till date

***Fundraiser:***

* Round 1 - Friends & Family - INR 15 Lakh at Rs 1.5Cr Valuation (Post Money)
  + Netra Srinivasan & [Navin Dhanuka](https://www.linkedin.com/in/navin-dhanuka-101101a/)
* Round 2 - Pre Seed - INR 2Cr at Rs 8Cr (Post Money)
  + [Mr Nandkishore Kalambi](https://www.linkedin.com/in/kalambi/details/experience/) - Kanu Ventures LLC
  + [Mr Morton Meyerson](https://www.linkedin.com/in/morton-meyerson-449220210/) - Big Bend 60 ACo LLC

**Valuation Rationale** – Seed Round (₹2 Cr at ₹8 Cr Post-Money)

The valuation reflects early traction, a large underserved market, and the long-term potential of building a student-focused gig and commerce ecosystem. Backed by two US-based family offices—Mr. Morton Meyerson and Mr. Nandkishore Kalambi—the round validates our product-market fit, founder strength, and scalable business model.

**Valuation:**

* Valuation rational

**Round structure:**

* Terms (Primary / Secondary)
* Pre-Money
* Lead
* Incoming Investors
* Existing Investors

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

* Key Problem Solved
* Business Model

### ***Key Problem Solved***

Timbuckdo addresses a deep-rooted and underserved gap in India’s education-to-employment transition by building the country’s first trusted, structured, and scalable ecosystem for student gig work and youth monetization.

**For Students:**

Timbuckdo empowers students to earn, explore, and build real-world experience early, bridging the critical education-to-employment gap in India.

In a fast-changing world of work, gig-based exposure is becoming the new internship—it fosters practical learning, time management, accountability, and communication skills far more effectively than classroom education or certificate-driven internships. Gigs allow students to test different industries, discover interests, and build confidence—resulting in clearer career decisions and greater industry readiness.

Beyond income, students today are seeking purpose, ownership, and flexibility in how they work. This cultural shift is particularly pronounced among Indian Gen Z, who are digital-first, outcome-driven, and increasingly selective about how they spend their time. Timbuckdo enables them to do meaningful work on their own terms, while building a portfolio of experience that adds real value to their future careers.

By making gig work structured, verified, and accessible, Timbuckdo is not just helping students earn—we’re shaping the next generation of India’s workforce.

**For Employers & Brands:**

There is no organized, tech-enabled gateway to access verified student talent for part-time roles, field gigs, or youth-led brand activations. Timbuckdo solves this with a curated, AI-assisted, and on-demand hiring platform that provides businesses with trusted access to Gen Z talent across India.

***Business Model***

Timbuckdo operates a multi-revenue, community-powered model with strong network effects on both sides of the platform:

**1. Employer Subscriptions**

Recruiters and companies pay to post gigs, view verified student profiles, and leverage AI-generated assessments. A recurring SaaS-like model with tiered pricing ensures consistent revenue and scalability.

**2. Commissions from Student Deals**

Brands list exclusive student discounts and cashback offers. Timbuckdo earns a commission per transaction, enabling monetization of student engagement, not just job activity.

**3. Activation Fees – Campus Ambassador Network**

We run brand campaigns through curated student ambassadors across India. Brands pay fixed activation fees (Gold, Silver, Bronze), creating an offline-to-online monetization engine at scale.

**Future Monetization Avenues**

As our student base and data grow, so do high-margin revenue opportunities:

* Commission on payouts (1–3%) for facilitating student earnings at scale
* Ad inventory sales across app, web, and student communications (WhatsApp, Insta, newsletters)
* Timbuckdo Plus – student subscription for early gig access and premium perks
* BNPL & Wallets for student commerce
* Annual IP (Student Festival) monetized via sponsorships and brand participation

***Pipeline***

* Sales Pipeline Value - 3Cr in 12 Months
* Projected Growth Opportunities - Mentioned above

**Why Now**

* Market Trends
* Competitive Edge
* Urgency/Opportunity

### ***Why Now***

#### **Market Trends**

* **India has over 25 crore college students**, and this number is growing. With increasing internet penetration, digital payments, and smartphone access, **Gen Z is more work-hungry, independent, and entrepreneurial than ever before**.
* There’s a clear **shift away from traditional internships** toward flexible, real-world gig experiences. Students today want **financial independence and meaningful, short-term work** that builds both soft skills and confidence.
* Simultaneously, **brands and employers are looking to tap into Gen Z audiences**—both as customers and as on-ground workforce—but lack a credible platform to do so at scale.
* The future of work is Gig. Gig is growing at a rapid pace (as identified by the attached Niti Aayog report).

#### 

#### **Competitive Edge**

* Unlike job boards or internship portals, **Timbuckdo is a verified, AI-powered gig marketplace** built specifically for students. It combines:  
  + Verified student profiles with ratings and past experience.
  + AI-matching and assessment tools to simplify hiring.
  + A fast-growing **on-ground presence in campuses** through our Campus Ambassador network.
  + A strong brand connects with Gen Z via exclusive deals and engaging content.
* No other player is combining **employment, brand activation, and community engagement** into a single student-facing platform like Timbuckdo.

**Competitive Edge**

Timbuckdo is not just a student job portal—it is a student-first ecosystem that solves both needs and wants of Gen Z through a tech-enabled, culturally attuned platform.

Unlike generic job boards or internship websites, Timbuckdo is a verified, AI-powered gig marketplace, purpose-built for students. Our competitive edge lies in the unique convergence of:

* **AI & LLM-powered matchmaking:** Our algorithms go beyond keywords—mapping students’ skills, time availability, goals, and past gig experience to suggest the most relevant, verified opportunities. Employers benefit from auto-generated job descriptions, student assessments, and smart shortlists that reduce time-to-hire and improve outcome quality.
* **Curated student community with verified profiles:** Every student profile is built with validated credentials, experience logs, and peer ratings—making trust and accountability core to every interaction.
* **Campus presence via Ambassador network:** With an expanding on-ground student force, we activate colleges with real-time feedback loops, localized campaigns, and student-led distribution—boosting both engagement and loyalty.
* **Solving Gen Z’s needs and wants in one place:** Students come to Timbuckdo to earn (need) and stay to engage (want)—through exclusive student deals, discovery of events, brand collaborations, and peer-generated content. This dual-purpose design enhances retention and lifetime value.
* **Built on cultural insight, not just code:** Gen Z demands meaning, flexibility, and digital ownership. Timbuckdo understands and reflects that—offering them autonomy, earning power, and visibility.

No other player integrates employment, brand engagement, and student community into a single, trust-based platform like Timbuckdo. Our moat is built not just on tech, but on deep alignment with the evolving aspirations of India’s Gen Z population

#### 

**Urgency / Opportunity**

India is at a critical inflection point in the evolution of its youth employment landscape—and Timbuckdo is perfectly timed to lead it.

* **No clear category leader in the student gig economy:** Despite India having over 100 million college students, there is no dominant, trusted platform exclusively serving their short-term employment needs. First-mover advantage is real and up for grabs.
* **India’s gig economy is maturing**, expected to reach $455 billion by 2024, but student gig work remains unstructured, informal, and invisible—offering massive white space for Timbuckdo to formalize and own.
* **Cost of user acquisition** is still low, and Gen Z shows high loyalty to platforms that provide value, flexibility, and autonomy. Early adoption can help us build a deeply entrenched brand presence before market saturation.
* **Campus digitization** and cultural shifts post-COVID have created a generation that is digitally native, value-driven, and eager to monetize free time. Platforms that respect their independence and aspirations will win this decade.
* We’re not just matching jobs—we’re **shaping career paths**. Early gig exposure leads to stronger resumes, sharper decision-making, and better career readiness, which makes Timbuckdo indispensable in the education-to-employment journey.
* Our **dual-sided marketplace** (students + employers/brands) means each new node increases value for both sides. Network effects and defensibility compound rapidly, especially with early campus onboarding.

The opportunity to become India’s default student employment and engagement platform is now—before global players adapt, and before the category becomes crowded. **Speed-to-scale is the moat.**

**Financials**

* Funding Ask
* Structure (e.g., SAFE, Convertible Note)
* Valuation Cap and Floor
* Current Commitments

***Financials***

* Funding Ask - $1.5Mn (Rs 12.8 Cr)
* Structure (e.g., SAFE, Convertible Note) - Open to discussion
* Valuation Cap and Floor - Open to discussion
* Current Commitments - $0.5Mn (Rs 4.3 Cr) from existing investors

**Risks and Mitigation**

* Identified Risks
* Proposed Mitigation Strategies

**Risks & Mitigation**

**1. Student Drop-off / Low Retention**

Risk: Students may sign up but not remain consistently engaged, affecting platform stickiness and lifetime value.

Mitigation:

* Gamified experiences tied to gig completions, referrals, and wallet benefits.
* Constant rotation of relevant gigs and exclusive, time-bound student-only deals.
* Launch of student-led communities, in-app polls, and leaderboards to build belonging and identity.

**2. Low Job Supply / Demand-Side Fragility**

Risk: Insufficient volume or variety of gigs could reduce platform trust and lead to student churn.

Mitigation:

* Accelerate the B2B2C model—empowering students and individuals to create jobs (e.g., pet walkers, tutors, organizers).
* Develop repeatable partnerships with high-volume gig creators (F&B chains, event firms, micro-businesses).
* Launch Ram-Jam campaigns in Tier 1–3 cities to generate quick, high-volume job postings.

**3. Cultural & Behavioral Adoption**

Risk: Gig work is still evolving in India, and students (or their families) may be hesitant to pursue or accept short-term, non-traditional jobs.

Mitigation:

* Leverage hyperlocal marketing infused with regional content, student testimonials, and trust-building narratives.
* Use micro-influencers and campus ambassadors as change agents to normalize gig work as aspirational.
* Highlight success stories, income milestones, and career clarity enabled by gigs.
* Deploy “proof of work” features to demonstrate how gig participation improves career readiness, confidence, and skill clarity.

**4. Platform Monetization Adoption (Employer + Brand Side)**

Risk: Employers or brands may take longer to see value in paying for student gigs or promotional access.

Mitigation:

* Offer starter plans with measurable ROI on micro-activations and lead generation.
* Integrate performance dashboards to showcase campaign success and student impact.
* Expand self-serve onboarding and automated matchmaking tools for ease and cost-efficiency.