**Industry and market size: -**

* Industry Reports - [**Added Here**](https://drive.google.com/drive/folders/1N7LflmwIHJY-BXZVaKqu0kKi2-aDfhh2?usp=drive_link)
* Technology Reports - [**Added Here**](https://drive.google.com/drive/folders/1N7LflmwIHJY-BXZVaKqu0kKi2-aDfhh2?usp=drive_link)

**Documents to be provided to LV:**

* Pitch Deck - [**Added Here**](https://drive.google.com/drive/folders/1N7LflmwIHJY-BXZVaKqu0kKi2-aDfhh2?usp=drive_link)
* Investment Note
* MIS - [**Added Here**](https://drive.google.com/drive/folders/1N7LflmwIHJY-BXZVaKqu0kKi2-aDfhh2?usp=drive_link)
* 3 years Financial Projections - [**Added Here**](https://drive.google.com/drive/folders/1N7LflmwIHJY-BXZVaKqu0kKi2-aDfhh2?usp=drive_link)
* Margin profile -

### **Revenue Streams -** [**Added Here**](https://drive.google.com/drive/folders/1frKYJ_6BMdKPJfuD8WTPeGlNeVwCUAT5?usp=drive_link)

* 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).

### **Pricing Strategy** [**Added Here**](https://drive.google.com/drive/folders/1frKYJ_6BMdKPJfuD8WTPeGlNeVwCUAT5?usp=drive_link)

* 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).

### **Unit Economics**

* Key metrics for revenue generation.
  + **Customer Acquisition Cost (CAC)**: How much it costs to acquire a customer.
    - **Meta CAC - 764**
    - **Overall CAC - Rs. 3100**
  + **Lifetime Value (LTV)**: Revenue generated from a customer during their relationship.
    - **LTV - 1,27,755**
  + **LTV:CAC Ratio**: Indicator of profitability.

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

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

### **Payment Flow and Terms**

* How payments are collected and processed.
  + Direct payments, online gateways, invoicing.
    - **Payments are collected directly from the website using Payment Gateways, UPI or COD.**
  + Payment frequency (monthly, annual, one-time).
    - **Payment per purchase.**
  + Refund and cancellation policies (if applicable).
    - **Once the order is delivered the customer has 24 hours until they can place a return request. Returns are not valid on final sale products.**

### **Scalability of Revenue Model -** [**Added Here**](https://drive.google.com/file/d/1yB65JFKc86Xtk-M_IynZT9zdj6np6Ywz/view?usp=drive_link)

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

### **Additional Revenue Opportunities -** [**Added Here**](https://drive.google.com/file/d/1yB65JFKc86Xtk-M_IynZT9zdj6np6Ywz/view?usp=drive_link)

* Future revenue streams the startup plans to explore.

Mention the assumptions underpinning the revenue projections

## **Competitor Analysis Framework -** [**Added Here**](https://drive.google.com/drive/folders/1N7LflmwIHJY-BXZVaKqu0kKi2-aDfhh2?usp=drive_link) **(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** |
| --- | --- | --- | --- |
| 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
  + **Ashri Jaiswal -** [**Linkedin Profile**](https://www.linkedin.com/in/ashri-jaiswal/)
    - **B.tech in IT - Jaypee Institute of Information Technology, Noida**
    - **Master’s in Engineering Management - The George Washington University, Washington DC**
  + **Varun Ramani -** [**Linkedin Profile**](https://www.linkedin.com/in/varunramani/)
    - **B.E in EC - MVJ College of Engineering, Bangalore**
* Work experience
  + **Ashri Jaiswal**
    - **Worked as a Project Management Analyst in the US and India with a total experience of 3 years before launching Ziniosa.**
    - **Guest Mentor & Coach with UN Women**
    - **TedX Speaker**
  + **Varun Ramani**
    - **Worked as a Systems Integration Engineer in the US with Philips and Keithley Instruments.**
* Details of previous founded companies
  + Status of past founded companies
    - **Ziniosa**
  + ESOPs
    - **NA**
  + Investments done by Founder
    - **NOTO - Ashri Jaiswal**
    - **Gladful - Ashri Jaiswal**
  + Litigations (Personal, Business & Criminal)
    - **NA**

**Financials: Included in the MIS.** [**Attached Here**](https://drive.google.com/drive/folders/1N7LflmwIHJY-BXZVaKqu0kKi2-aDfhh2?usp=drive_link)

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

**Facilities:**

* Office details
* Plant details
* Warehouses

**Technology:**

* Write up on Tech stack
  + **Website is built on Shopify**
* Partners
  + **NA**
* IP
  + **NA**
* IP location / Owner
  + **NA**

**Captable:**

* Current Captable
  + **50% - Ashri Jaiswal**
  + **50% - Varun Ramani**
* New Proposed Captable
* Details of previous funding round
  + **NA**

**Customers: Will share during DD**

* List of top 10 customers
* Call with 3 customers

**Fundraiser:**

* Total funding details till date
  + **NA - Bootstrapped**
* List of current investors
  + **NA - Bootstrapped**

**Valuation:**

* Valuation rational - **Rs. 13.5 Cr pre-money valuation in mutual agreement with IPV for the current Rs. 2.5 Cr round**

**Round structure:**

* Terms (Primary / Secondary)
  + **CCPS**
* Pre-Money
  + **Pre-money Valuation - Rs. 13.5 Cr**
* Lead
  + **IPV**
* Incoming Investors
  + **IPV**
* Existing Investors
  + **NA - Bootstapped**

**Competition:**

* Top 3 competitors
  + **MyAlmari**
  + **Confidential Couture**
  + **Luxepolis**
* Total funding raised by them
  + **NA**
* Investors on their captable
  + **NA**
* Business model
  + **Preloved/Consignment Based Model**
* Margin profile
  + **NA**
* ARR **(shared by IPV from Tracxn)**
  + **Confidential Couture - 2.81 Cr (FY23)**
  + **Luxepolis - 2.62 Cr (FY 23)**
* Valuation
  + **NA**

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

**Basic Details**

* Company Name - **Ziniosa (Nithravya Pvt Ltd)**
* Website - **www.ziniosa.com**
* Industry - **E-commerce**
* Category - **Resale**

**Overview**

* Elevator Pitch
  + **Ziniosa—India’s Leading & Fastest-Growing Fashion Resale Service. We’re solving fashion’s biggest challenges—affordability, sustainability, and accessibility—through a data-driven resale model that allows customers to buy and consign luxury products with confidence.**
* Key Problem Solved
  + **Affordability of Luxury Products**
  + **Limited Access to Luxury Brands in India and online**
  + **A trusted and organised platform to sell your Luxury Products**
* Business Model **-** [**Added Here**](https://drive.google.com/file/d/13qm6rfGZ3d5vS5h8NB4wc3ul86UBLCKp/view?usp=drive_link)

**Traction**

* Revenue (e.g., ARR or MRR)
  + **ARR** 
    - **FY 23-24 - Rs. 3 Crore**
    - **FY 24-25 - Rs. 4.1 Crore**
  + **MRR**
    - **Rs. 40 Lakh**
* Key Metrics (e.g., customers, products sold, loans processed, etc.)
  + **Lifetime Unique Buyers - 4182 (Till January 2025)**
  + **Lifetime Unique Sellers - 2101 (Till January 2025)**
  + **Total Products Listed - 6452 (Till January 2025)**
* Notable Partnerships
  + **Ziniosa’s exclusive partnership with Tata Cliq Luxury to launch a preloved bags and belts platform on TCL’s website.**

**Pipeline**

* Sales Pipeline Value
* Projected Growth Opportunities

**Leadership and Team**

* Key Members and Roles - **NA**
* Advisory Board Members
  + **Pranav Sanghvi - Overall Growth and Funding**
  + **Arjun Vaidya - Overall Growth and Scaling**
  + **Preeti Sawhney - Branding & PR**

**Why Now - Included in the pitch deck**

* Market Trends
* Competitive Edge
* Urgency/Opportunity

**Financials**

* Funding Ask - **Rs. 2.5 Crore**
* Structure (e.g., SAFE, Convertible Note) - **CCPS**
* Valuation Cap and Floor - **Rs. 13.5 Crore pre-money valuation**
* Current Commitments
  + **Rs. 1.1 Crore - IPV**

**Risks and Mitigation**

* Identified Risks
  + **- Logistics - Preloved operations function on a two-way model—while sales are crucial, timely pickups from sellers are equally integral to our business. Delays in pickups not only affect inventory availability but also pose a risk to overall revenue generation.**
  + **- ⁠Buying Behaviour Waves - We experience a few predictable low-revenue periods throughout the year—such as the end of summer break, the onset of monsoons, and March, when the financial year ends and consumer spending typically dips. These seasonal irregularities in the market can be challenging to fully mitigate but are important considerations in our planning and forecasting.**
  + **- ⁠Irregular Supply Cycles - Since Ziniosa operates on a resale model and does not manufacture products, we typically have only one unit per SKU. As a result, when a product becomes a bestseller or is in high demand, we often have to wait to source a similar item again—making restocking dependent on availability in the secondhand market.**
* Proposed Mitigation Strategies