

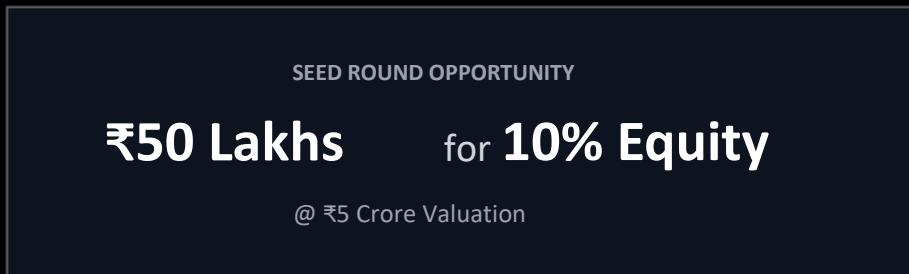


EXPLORING SYNERGY, EMPOWERING LIVES

GREENBERG ENGINEERING

PVT. LTD.

Building India's Infrastructure Intelligence Layer



SEED ROUND OPPORTUNITY

₹50 Lakhs for 10% Equity

@ ₹5 Crore Valuation

THE CORE PROBLEM

In India, Infrastructure Expertise is FRAGMENTED.



REPEATED
FAILURE

Delhi Fire Safety
Audit: FAILED

Error Code: FS-402
(Ventilation Gap)

The same fire safety mistake made in Delhi gets repeated in Lucknow, then again in Raebareli.

Knowledge is LOCKED in static project files, never codified into reusable, intelligent systems.

ANNUAL COST TO INDIAN ECONOMY

₹50,000+
Crores

In design rework, project delays, safety incidents, and wasted man-hours.



SAME
MISTAKE

Lucknow Project
Project #482:
FAILED

Error Code: FS-402
(Ventilation Gap)

Problem for 10 Years



**Devansh
Gulati**

Founder & Technical
Director

“

Every project, I saw the same issues: clients don't know what they need, consultants deliver generic templates, and contractors improvise on-site.

EDUCATION



MTech
Environmental Eng.
(NIT Allahabad)

BTech Mechanical •
GATE Qualified

GLOBAL SAFETY



NEBOSH
International
Diploma (IDIP)

Highest standard in
in OHS globally

8

MEGA
FACTORIES
BUILT

50+

PROJECTS
EXECUTED
END-TO-END

₹5+

CRORES
CONTRACTS
AWARDED



FIRE PROTECTION PROTECTION

NFPA Certified
Specialist (CFPS)

● EXECUTION CREDIBILITY VERIFIED

We're Not A Startup. We're A Scale-Up.

PROJECTS AWARDED & EXECUTED
EXECUTED

Greenberg Today: A Profitable Execution Company

We aren't testing a hypothesis. We are scaling a proven model.



Profitable

15%

NET MARGINS (AFTER CONTINGENCIES)



Market Leader

#1

IN LUCKNOW REGION / HIGH REPEAT RATE

CORE SECTORS EXECUTED

FIRE SAFETY (EPC/SITC)

HVAC SYSTEMS

MEP CONSULTING

PROJECT MANAGEMENT (PMC)

COMPLETED PROJECTS PORTFOLIO

8 Mega Manufacturing Facilities (End-to-End Fire Safety)

Hotels, Hospitals & Residential Towers

THE GROWTH CONSTRAINT

CURRENT CAPACITY

~10 Projects / Year

MARKET NEED

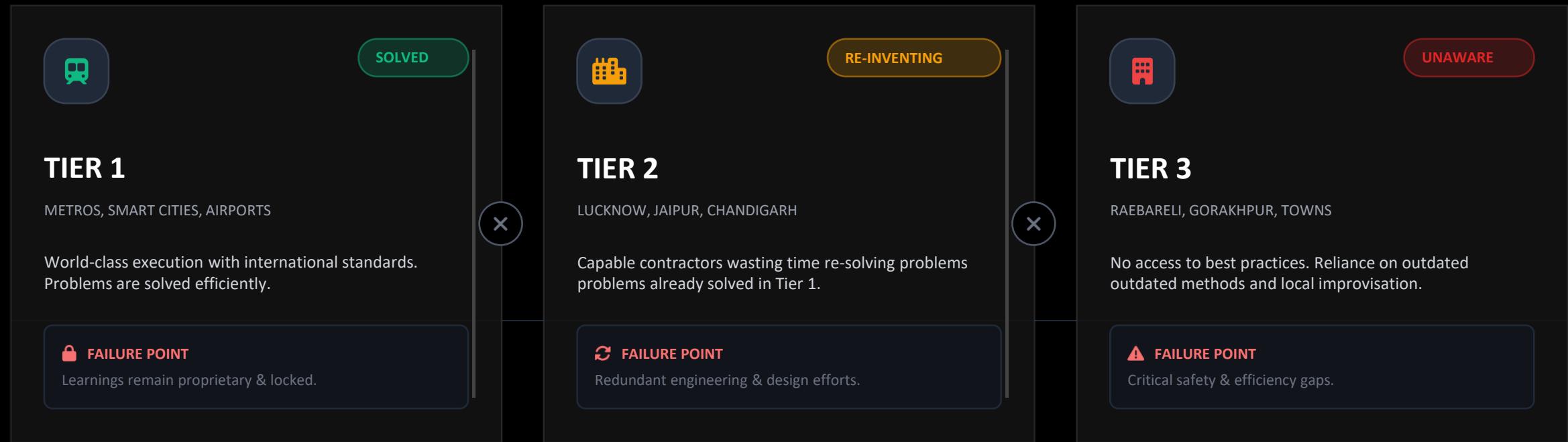
1,000+ Cities

We have the IP. But manual execution cannot scale.

We are capped by geography and time. To serve India's infrastructure boom, we must productize our expertise.

Why India's Infrastructure Keeps Failing

Knowledge is trapped in silos. Learnings do not travel.



THE RESULT:

IP FRAGMENTATION

Every project starts from scratch

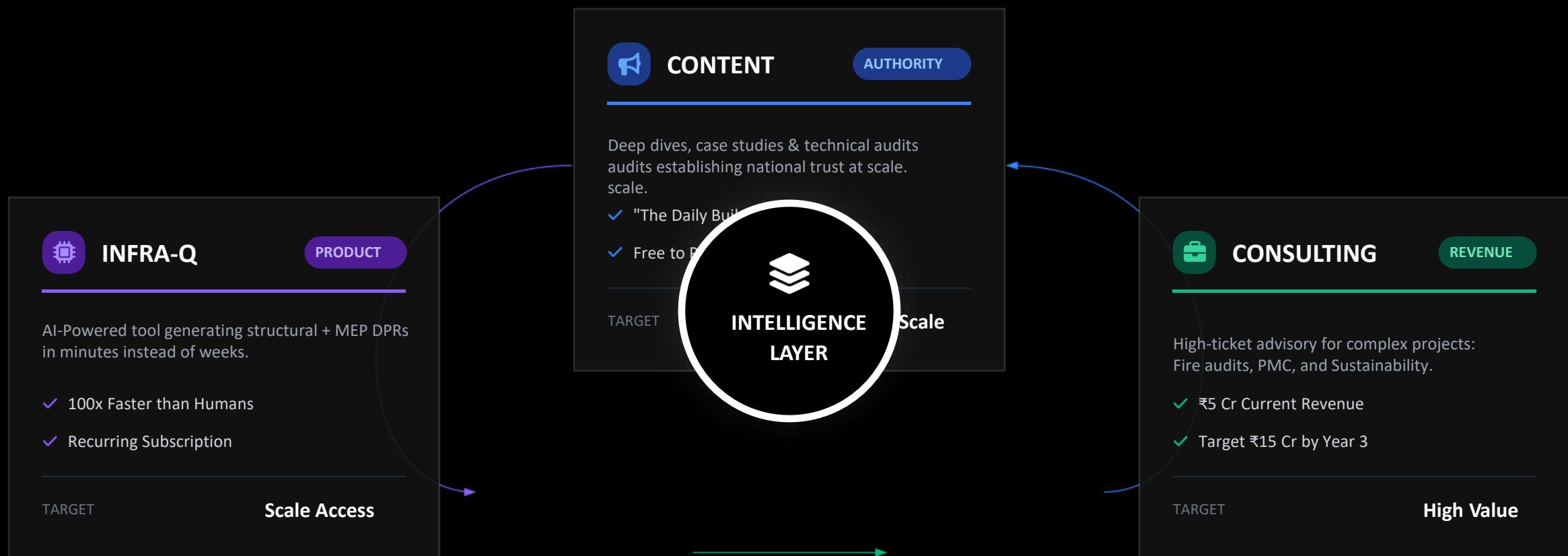
Knowledge trapped in PDFs

No feedback loop to design



The Infrastructure Intelligence Flywheel

Converting 10 years of field execution into scalable IP. Each engine feeds the others.



Our Content is NOT Marketing. It is IP Distribution.

We build trust at scale by open-sourcing our engineering knowledge, creating a funnel from curious viewers to high-ticket clients.

SECTORS COVERED

FIRE SAFETY

MEP SYSTEMS

CLEAN ROOMS

SUSTAINABILITY & ESG

TOWN PLANNING

OCCUPATIONAL HEALTH

Awareness

FREE DISTRIBUTION



LinkedIn Carousels

Quick insights, checklists, diagrams

Reels / Shorts

60-second technical explainers

METRICS

Growing

Engagement

Deep Dive

LEAD CAPTURE / LOW TICKET



E-Books

₹199-699

Sector-specific technical guides

Long-Form Video

"Traffic of India" style audits

GOAL

Authority

Building

Mastery

MONETIZATION



Courses

₹599-4,999

Certification-level training

Consulting Leads

Direct pipeline to high-value projects

GOAL

Revenue

Generation

CONTENT SAMPLES LIVE / READY



Plastic Rain (Microplastics)



India's Safety Codes (Nov 2025)

Current Traction

✓ "Daily Build" Series Launched

VISION

Become India's

Infra-Q: AI-Powered Infrastructure Consultant

STATUS
MVP Ready

TYPE

SaaS / Subscription

infra-q_dashboard.exe

WITHOUT INFRA-Q	WITH INFRA-Q
2-4 Weeks Turnaround time	~5 Minutes Instant generation
₹50k - ₹5L Cost per DPR	Subscription Affordable SaaS model
Variable Quality Copy-paste errors common	Standardized Indian Codes Built-in

PRODUCT ROADMAP

- V1.0 - CURRENT MVP**
DPR Generation
Structural + MEP basic reports based on Indian standards.
- V2.0 - Q3 2026**
Cost Estimation
Automated BOQ (Bill of Quantities) and budget forecasting.
- V3.0 - 2027**
Tender & Compliance
Auto-generation of tender docs and compliance checklists.
- V4.0 - 2028**
Mobile & Regional
App-based field input with vernacular language support.

OUR COMPETITIVE MOAT

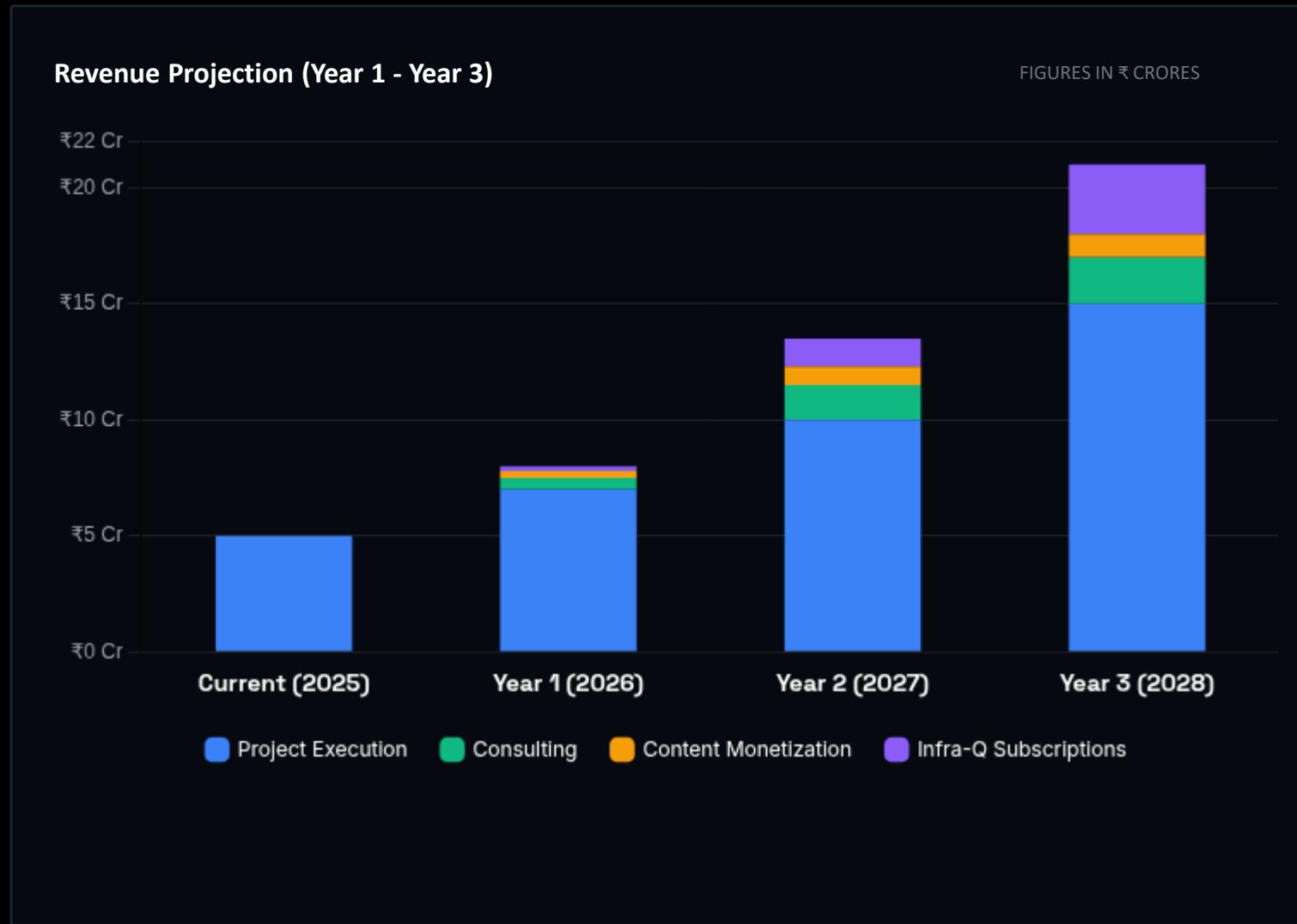
- Indian Building Codes
- Regional Languages
- Lived Execution Data
- Pure Functional Eng.

TARGET USERS

- Contractors
- Developers
- Govt Depts
- Architects

Diversified Revenue Streams

4X GROWTH BY YEAR 3



REVENUE BREAKDOWN

Project Execution	15% Margin
Fire Safety EPC/SITC, HVAC, MEP	
Current: ₹5 Cr	Y3 Target: ₹15 Cr
Consulting	High Margin
DPRs, Audits, Design, PMC	
Leverage Content	Y3 Target: ₹2 Cr
Content Monetization	Scale
E-books, Courses, Ads, Affiliates	
IP Distribution	Y3 Target: ₹1 Cr
Infra-Q Subscription	Recurring
AI-Powered SaaS Revenue	
~2,000 Users	Y3 Target: ₹3 Cr

₹18-20 Cr
09 / 23

The Market is MASSIVE - And Growing



MARKET BREAKDOWN

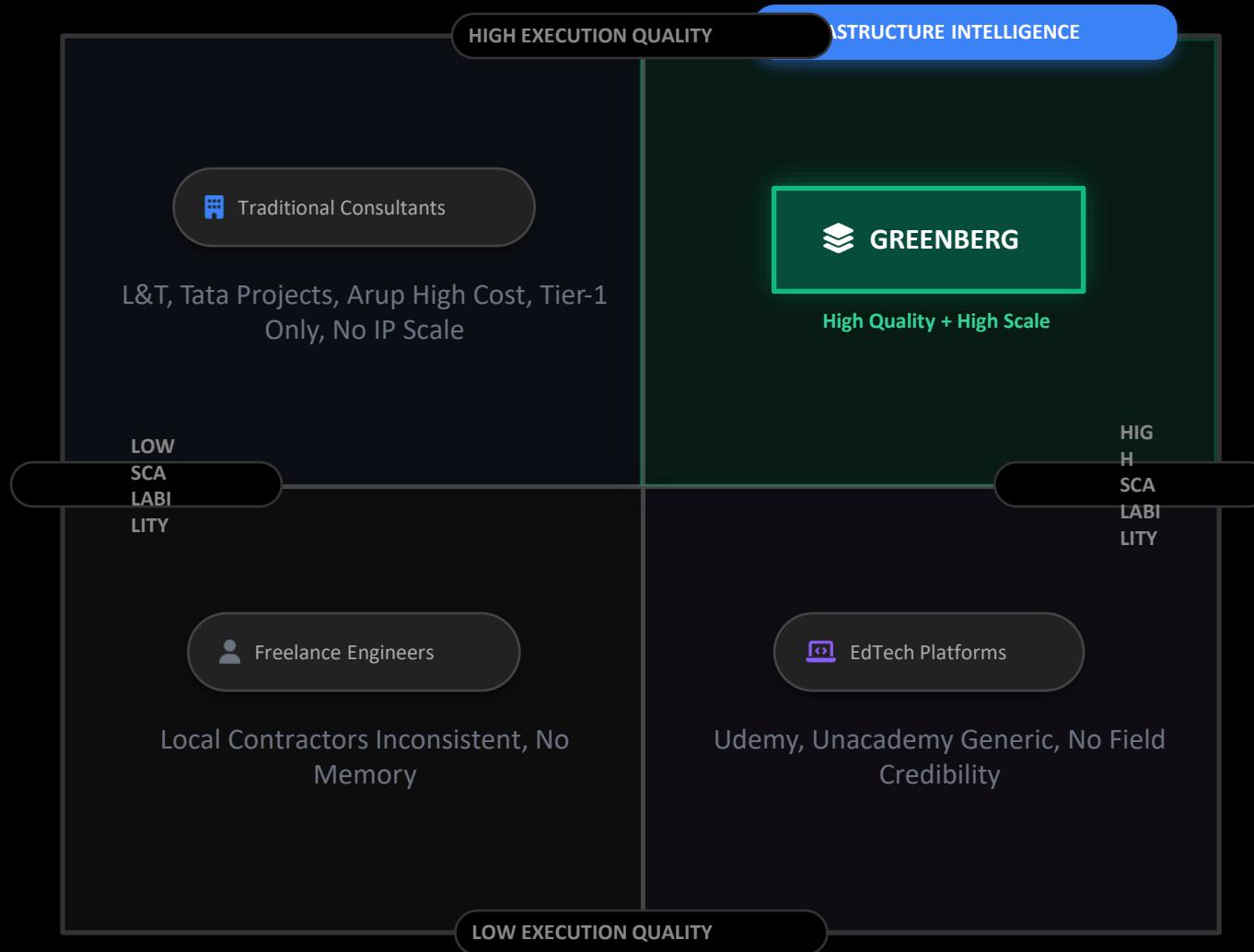
Engineering Services	₹30,000 Cr
Vocational Training	₹38,000 Cr
EdTech (Technical)	₹86,000 Cr
Fire Safety & MEP Consulting	₹8,000 Cr
Infrastructure Training	₹12,000 Cr
Achievability: High	0.08% of SAM

GROWTH TAILWINDS

- National Infra Pipeline
₹111 Lakh Cr investment planned
- New OSH Codes (Nov 2025)
Mandatory safety compliance enforcement
- ESG & Sustainability
Corporate mandates driving green audits

Why Greenberg Will Win

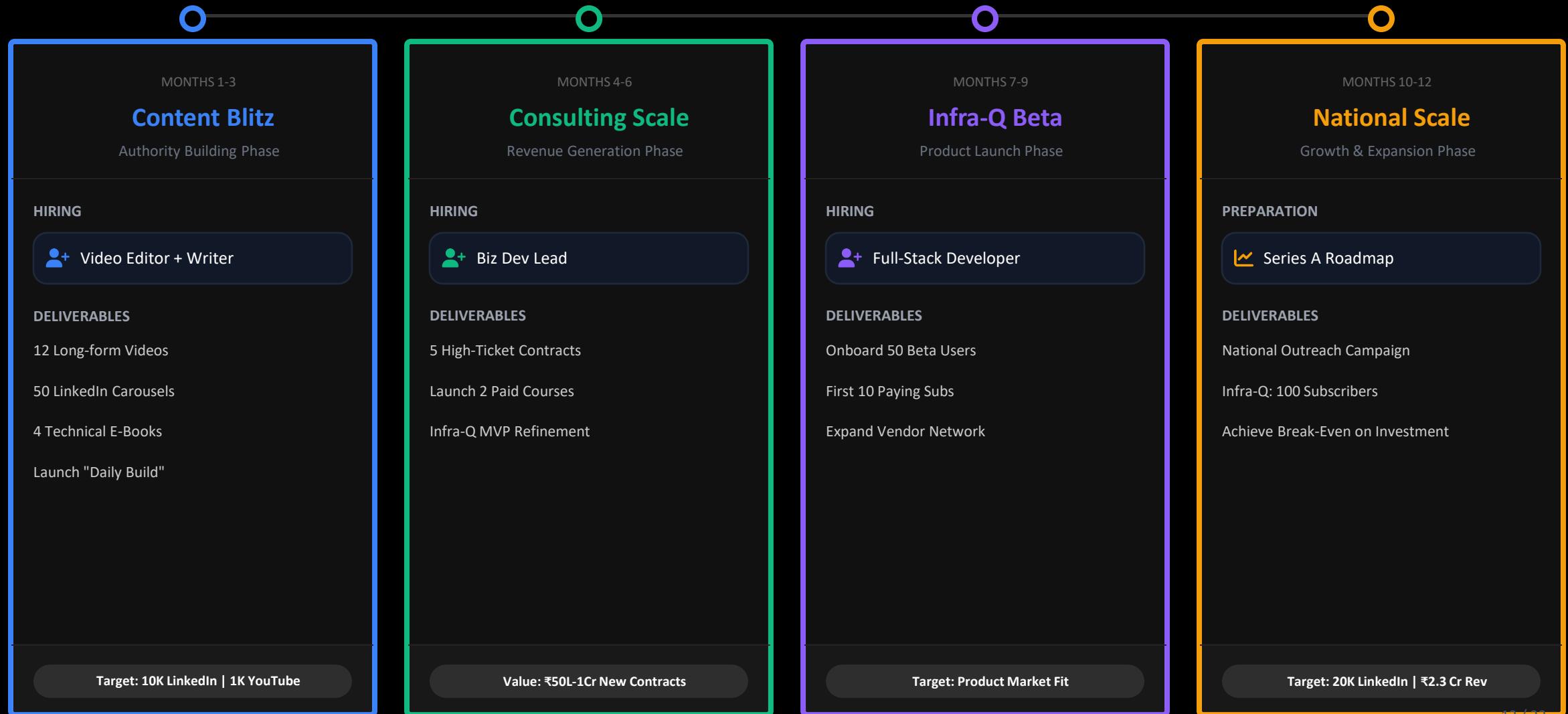
Creating a New Category



- ### 👑 Our Unfair Advantages
- Field Credibility**
₹5 Cr+ projects executed, 8 mega factories
 - Founder Credentials**
MTech NIT + NEBOSH + NFPA + ISO Auditor
 - Content Flywheel**
Free content drives high-ticket consulting
 - Regional & Code Focus**
Hindi content + Indian Standards alignment
 - Infra-Q AI Tool**
Only AI DPR generator for Indian market
 - Think Tank Positioning**
Policy influence & research leadership

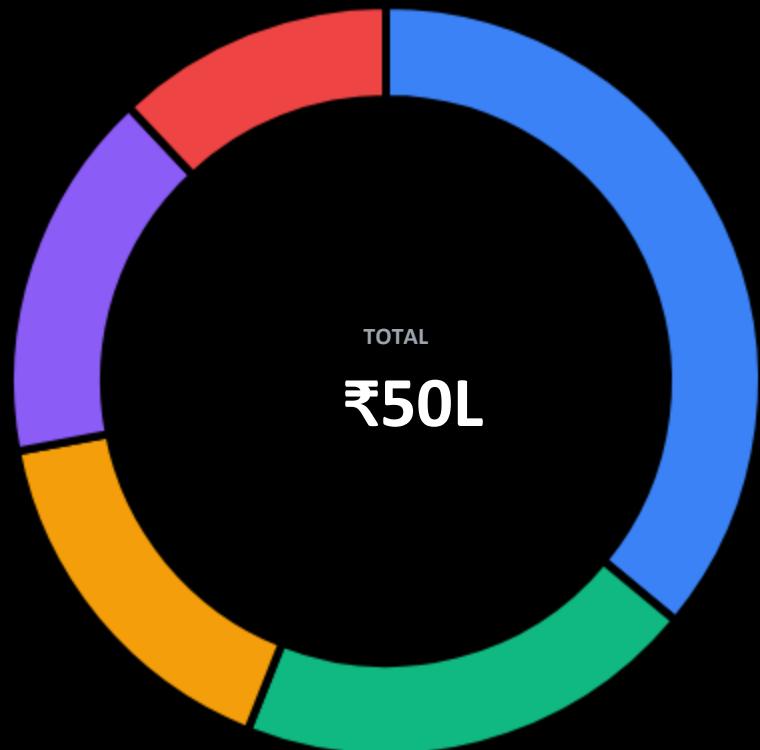
Go-To-Market: First 12 Months

Scale Execution & Authority



Every Rupee Accounted For

₹50 Lakhs



ALLOCATION BREAKDOWN

● **Core Team Expansion** ₹18 Lakhs (36%)

Video Editor (₹6L), Content Writer (₹5L), BD Lead (₹7L)

● **Content Production** ₹10 Lakhs (20%)

Studio setup, equipment, freelance videographers, editing tools

● **Marketing & PR** ₹8 Lakhs (16%)

Paid ads (LinkedIn/YouTube), SEO, PR agency, event sponsorships

● **Digital Infrastructure** ₹8 Lakhs (16%)

Infra-Q development, cloud hosting, CRM, website/app

● **Founder's Compensation** ₹6 Lakhs (12%)

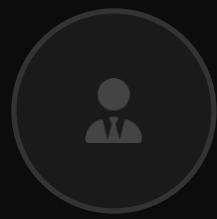
Operational sustenance for founders to ensure full-time focus

● **Strategic Focus**

Over 70% of funds directed toward growth engines (Team, Content, Tech) rather than overheads.

Industry Veterans & Media Experts

19+ Years Combined



Devansh Gulati

FOUNDER & TECHNICAL DIRECTOR

MTech Environmental (NIT)

BTech Mechanical (GATE)

NEBOSH IDIP

NFPA CFPS

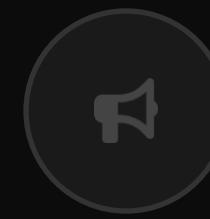
ISO Lead Auditor

TRACK RECORD

10+ Years Field Experience in Infrastructure

Executed 8 Mega Factories & 50+ Projects

Awarded ₹5+ Crores in Contracts



Gunjan Singh

CO-FOUNDER & GROWTH DIRECTOR

9+ Years Media & PR

Brand Strategy

Growth Marketing

Partnerships

KEY RESPONSIBILITIES

Leads Content Strategy & IP Distribution

Manages Brand Partnerships & Public Relations

Drives User Acquisition for Infra-Q

Extended Bench Strength

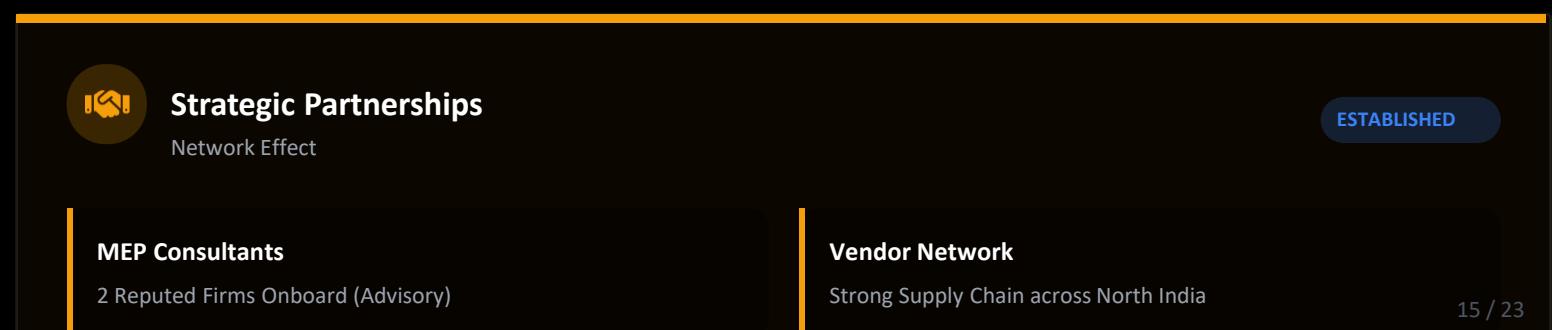
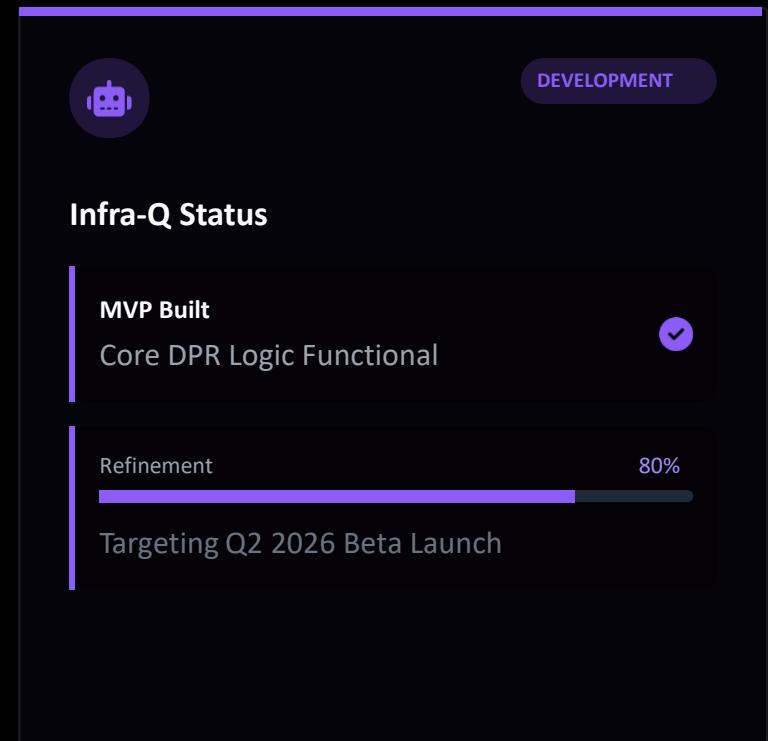
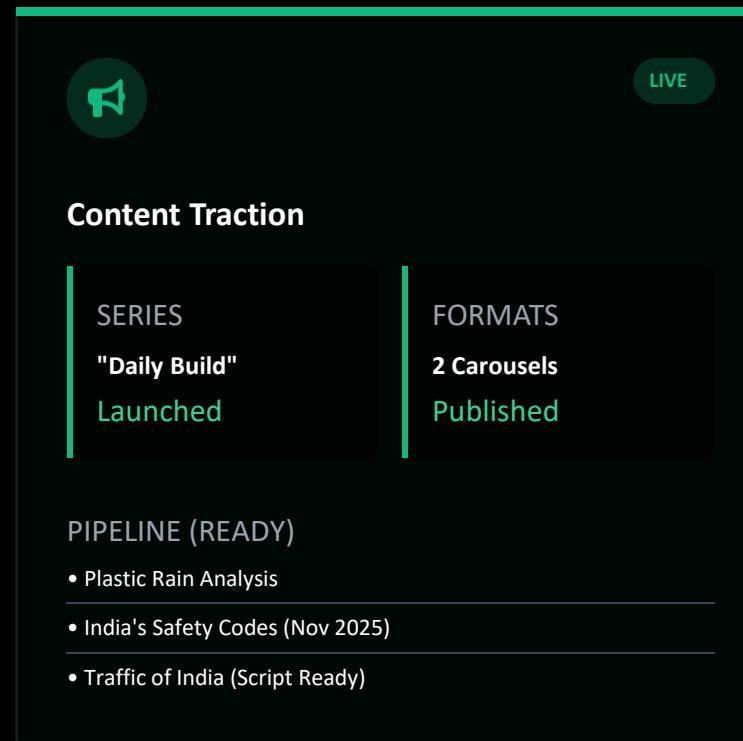
- 2 Reputed MEP Consultants (Advisory)
- On-Ground Execution Engineers
- Digital Marketing Team
- Legal & Compliance Advisors

THE WINNING FORMULA

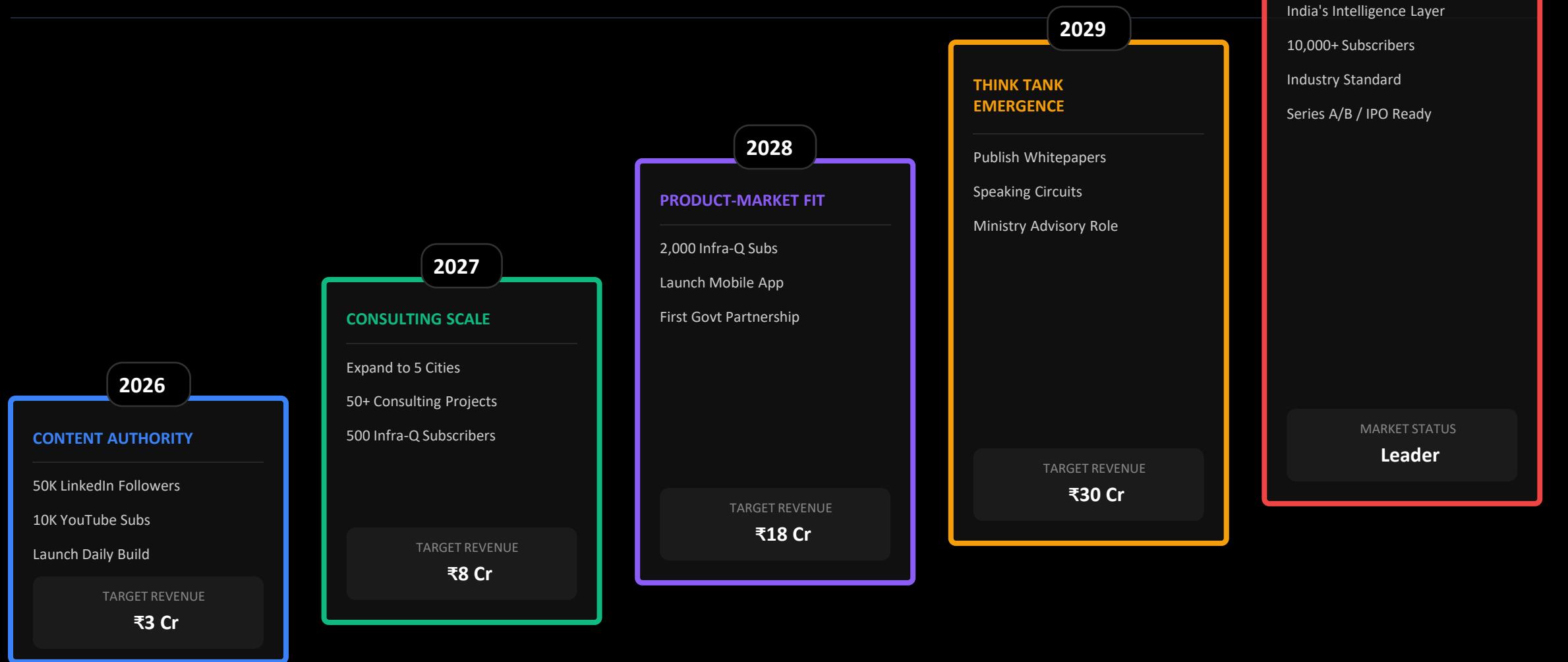
**Technical Depth + Media Amplification = RARE in
RARE in Infrastructure Space**

We're Already Moving

Execution Mode



From Execution to Intelligence



Path to ₹20 Crores by Year 3

4X Scale-Up



Key Growth Drivers

Execution Scaling

Grows 2X via national outreach. Content authority reduces CAC for high-ticket projects.

Consulting Leverage

Shift from pure labor to IP-based advisory. Higher margins, recurring contracts.

Infra-Q Adoption

Reaches ~2,000 subscribers @ ₹5,000/mo by Year 3. Becomes high-margin growth engine.

CAPITAL EFFICIENCY

40X Return Potential

₹50L Investment → ₹20 Cr Revenue

28%

YEAR 3 EBITDA

We've Thought Through the Challenges

Proactive Mitigation

POTENTIAL RISK

STRATEGIC MITIGATION

Medium Severity Content Traction Risk Content fails to build expected audience authority.

Execution First, Content Second

We rely on execution credibility (₹5 Cr projects) to drive content, not vice-versa. Our deep technical niche naturally filters for high-value audience vs mass appeal.

Medium Severity Infra-Q Adoption Speed Market Market slow to adopt AI-based DPR tools.

Product as Upside, Not Dependency

Y1 & Y2 revenue is driven by Execution & Consulting services. Infra-Q has a long runway to find product-market fit without burning cash.

High Severity Incumbent Competition Large firms (L&T, Tata) entering the digital advisory space.

Tier-2/3 Blue Ocean Strategy

Incumbents focus on Tier-1 mega projects. We target the fragmented Tier-2/3 market they ignore. Our Hindi/Regional content strategy creates a defensive moat.

Low Severity Regulatory Changes Changes in building codes or safety standards.

Certified Agility

Founder is an ISO Lead Auditor & NEBOSH certified. We are ahead of the curve on the new OSH codes (Nov 2025), turning regulation into a business catalyst.

Medium Severity Key Person Dependency Reliance on founder's technical expertise.

Systematizing Intelligence

The funding plan specifically allocates capital to hire institutional roles and build Infra-Q, shifting value from the founder's brain to the company's code.

Why Now: Tailwinds Converge

Perfect Storm



Policy Tailwinds

National Infra Pipeline: ₹111 Lakh Cr allocated for infrastructure development.

Smart Cities Mission: 100 cities being developed requiring modern compliance.

New OSH Codes (Nov 2025): Strict enforcement starting soon creates urgency for compliance audits.

Skill India & ESG: Government mandates aligning perfectly with our training and sustainability verticals.



Technology Tailwinds

AI/ML Maturity: Tools like Infra-Q are now technically feasible and affordable to build.

Content Platforms: LinkedIn & YouTube algorithms now rewarding deep technical content.

Digital Payments: UPI ubiquity makes subscription models for Infra-Q frictionless.

Regional Language Surge: Massive underserved audience for Hindi/regional technical content.

THE WINDOW IS NOW



Market Tailwinds

Tier-2/3 Boom: Rapid urbanization in Lucknow, Kanpur, Patna driving construction demand.

Quality Consciousness: Clients demanding better consultants post-pandemic.

Academia-Industry Gap: Widening disconnect creates desperate need for practical training (our content). (our content).

Safety Focus: Increased awareness and budget allocation for fire safety and OHS.



Competitive Timing

No Dominant Player: "Infrastructure Intelligence" category is wide open.

Incumbents Slow: Traditional firms stuck in legacy models, slow to adopt digital/content strategies.

EdTech Gap: Existing players lack field credibility and consulting integration.

Early But On Time: We are entering just as digital adoption in construction hits inflection point.

Partner With Us

SERB ROUND ASX

₹50 L

FOR 10% EQUITY

Valuation: ₹5 Cr (Pre-Money)

Valuation Justification

Proven Revenue: ₹5 Cr/year current run rate (1X revenue multiple).

Profitability: Healthy 15% net margins with positive cash flow flow.

Credentials: Founder is NIT MTech + NEBOSH + NFPA certified certified expert.

Growth Path: Clear roadmap to ₹20 Cr revenue by Year 3 (4X growth).

Defensible IP: Proprietary Infra-Q AI tool + Content Flywheel moat. Flywheel moat.

Investor Terms

Royalty Kicker

1.5% royalty on net revenue until 2X ROI is achieved (Starting Year 2). Paid before equity distributions.

Transparency: Quarterly financial updates & KPI dashboards sent dashboards sent directly to investors.

Advisory Role: Option for a seat on the advisory board to guide guide strategic direction.

Future Rights: Priority pro-rata rights in upcoming Series A/B rounds.

Exit Strategy: Flexible options to retain equity for long-term growth or partial exit in Series A/B.

Your ₹50L Unlocks

Capital will be deployed immediately to accelerate from accelerate from regional execution to national intelligence platform.



National Expansion



Content Scale



Infra-Q Launch



Intel Platform

IDEAL INVESTOR PROFILE

Infrastructure Angel

Family Office

Government Schemes & Grants

Multi-Channel



Startup India (SISFS)

UP TO ₹50L

Eligibility: DPIIT-recognized startup, tech-enabled scalability.

Fit: Infra-Q qualifies as innovative tech product.

Status: Application preparation in progress.



SIDBI / MSME

SUBSIDY / DEBT

Capital Subsidy: Credit Linked Capital Subsidy for tech upgradation.
upgradation.

Women Entrepreneurship: Special benefits via Co-Founder Gunjan
Gunjan Singh.

Status: Evaluating debt options for working capital.



UP Startup Policy

REIMBURSEMENTS

Infrastructure Subsidy: Reimbursement on office/utility costs.

Tax Benefits: 5-year exemptions for state-registered startups.
startups.

Fit: HQ in Lucknow aligns perfectly with state goals.



CSR Partnerships

PROJECT GRANTS

Partners: Tata, Reliance, Infosys Foundations.

Alignment: Skill Development, Safety, Sustainability mandates.
mandates.

Strategy: Pitching specialized training programs for rural youth.



Innovation Grants

PRIZE MONEY

NITI Aayog: Innovation challenges for infrastructure sector.

Smart India Hackathon: Hardware/Software track participation.
participation.

Atal Innovation Mission: Incubation support and grants.



Our Strategy

ACTIVE

Parallel Pursuit: We are applying to all eligible schemes
simultaneously.

Why Angel Investment? Schemes take 6-9 months to process. Angel
process. Angel funding provides immediate speed and flexibility to
flexibility to capture the market window NOW.

India is building fast — but without memory, intelligence, or systems. Every project re-invents the wheel; every city repeats the same mistakes. This is inefficient and unsafe.

Greenberg is building the infrastructure intelligence layer for Bharat — a brain that remembers, a system that learns, a platform that scales. From Lucknow to every corner of India.

Join us. Let's build the layer India's growth deserves.



Let's Talk

Ready to Scale

GREENBERG ENGINEERING PVT. LTD. LTD.

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Devansh Gulati

Founder & Technical Director

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Gunjan Singh

Co-Founder & Growth Director

"We're moving fast. India's infrastructure won't wait."
wait."

SCHEDULE CALL



1 2 3 Next Steps

- 1 Schedule 30-min intro call
- 2 Infra-Q product demo session
- 3 Due diligence (financials, contracts)
- 4 Term sheet discussion
- 5 Close round within 30 days

DOCUMENTS AVAILABLE

- 5-Year Financial Model
- Infra-Q Demo
- Client Contracts
- Founder Credentials
- Content Portfolio