

Project Synopsis/Project Concept Document

Project number	23
Project Title	<i>Design and Development of a Web Application for Portfolio Management of Startup Investments</i>
Document	DASS Project Concept Document
Creation date	25 th January, 2024
Created By	<i>Asish Bharadwaj, Chirag Dhamija, Prakhar Singhal, Sohan Gupta</i>
Client	<i>Anirudh Govindarajan - Founder & CEO, Venture Vault</i>

Description

Numerous startups are funded annually by investors such as venture capitalists, angel investors, etc. Without an appropriate, organized software platform to help, managing, monitoring, communicating, and strategizing for all those portfolio startups becomes more and more challenging.

Because of this, the main objective of our project is to develop a strong startup investment portfolio management software for investors, which includes features such as - data management, analytics, market trends, predictive insights, etc.

Profile of Users

The end-users that are going to be using the system are – Angel Investors, Venture Capitalists, Syndicates and Private Equity Firms.

- Angel Investors : Angels are the first investors to any startup.
- Venture Capitalists/ Syndicates : The investor who typically invests in an early stage of business, when the business is (typically) in a better situation – generating revenues, and the healthy inflow of revenue validates the business and its offerings.
- Private Equity : Investors who come into picture at a later stage when the company's success continues to grow. Private Equity investors invest at a mature stage and take a lesser risk compared to Venture Capitalists, and typically invest larger amounts.

There is a clear difference in the investment amount and the stage at which investments are made.

Usage Model

The “workflow of an investor” is as follows :-

1. Sourcing : Investor needs to find startups.
2. Due Diligence : Verification of facts and financial accounts of the startup.
3. Customer Relationship Management [CRM]
4. Data Room : Storage, preservation and verification of documents.
5. Transaction : From investor to the startup.
6. Portfolio Management : To track company valuation of the startup.

