

EZScale

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Executive Summary

- Due to frequent lockdowns, MSME's earnings have been impacted by 20-50%
- Banks ,NBFCs and Lenders are skeptical to lend to MSMEs.
- Need to boost market confidence and bring back regular cash flow in the economy.
- Our Company EZScale will help MSMEs regain and increase their footing in the market.
- We will provide all the services that is required to help MSMEs scale.
- Our Services will primarily include:
 - Easy and Collateral free Credit
 - Establishment of Online Business
 - All After Sales Services



Vision and Mission Statement

- We want to power small, independent businesses, MSMEs & startups with online stores , online payment solutions , affordable credit to help them scale their business successfully.

Vision

- To make affordable, quick and collateral free credit the norm.
- To help scale businesses affordably.
- To help MSMEs regain and increase their footing in the market.



EZScale

About Us



Deepak Yadav
(Finance Director)



Harshita Lakhotiya
(Managing Director)

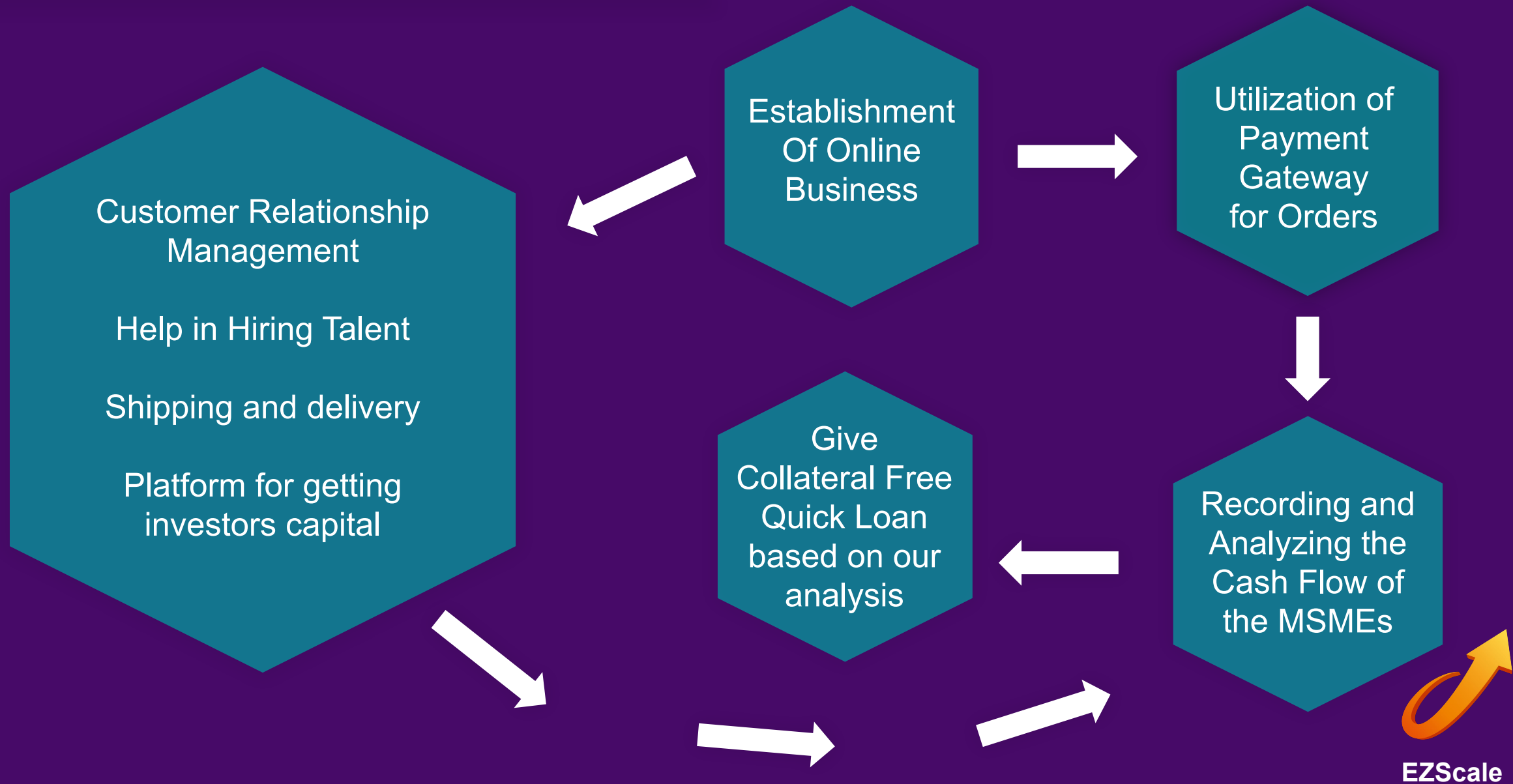


Rajat Shenoy
(Director of Technology)



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Operation Management



Our Services



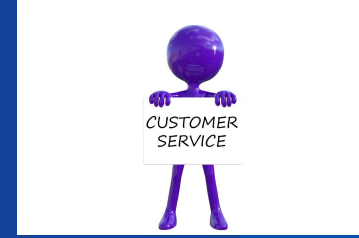
Establishing
online
business



E-Payment



Delivery



Aftersales



Hiring
Talent



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Our Services



Maintain financial
statements of
MSMEs



Increase
revenue and cut
down expenses
of MSMEs



Assess credit
quality to bridge
the credit gap
to help lenders



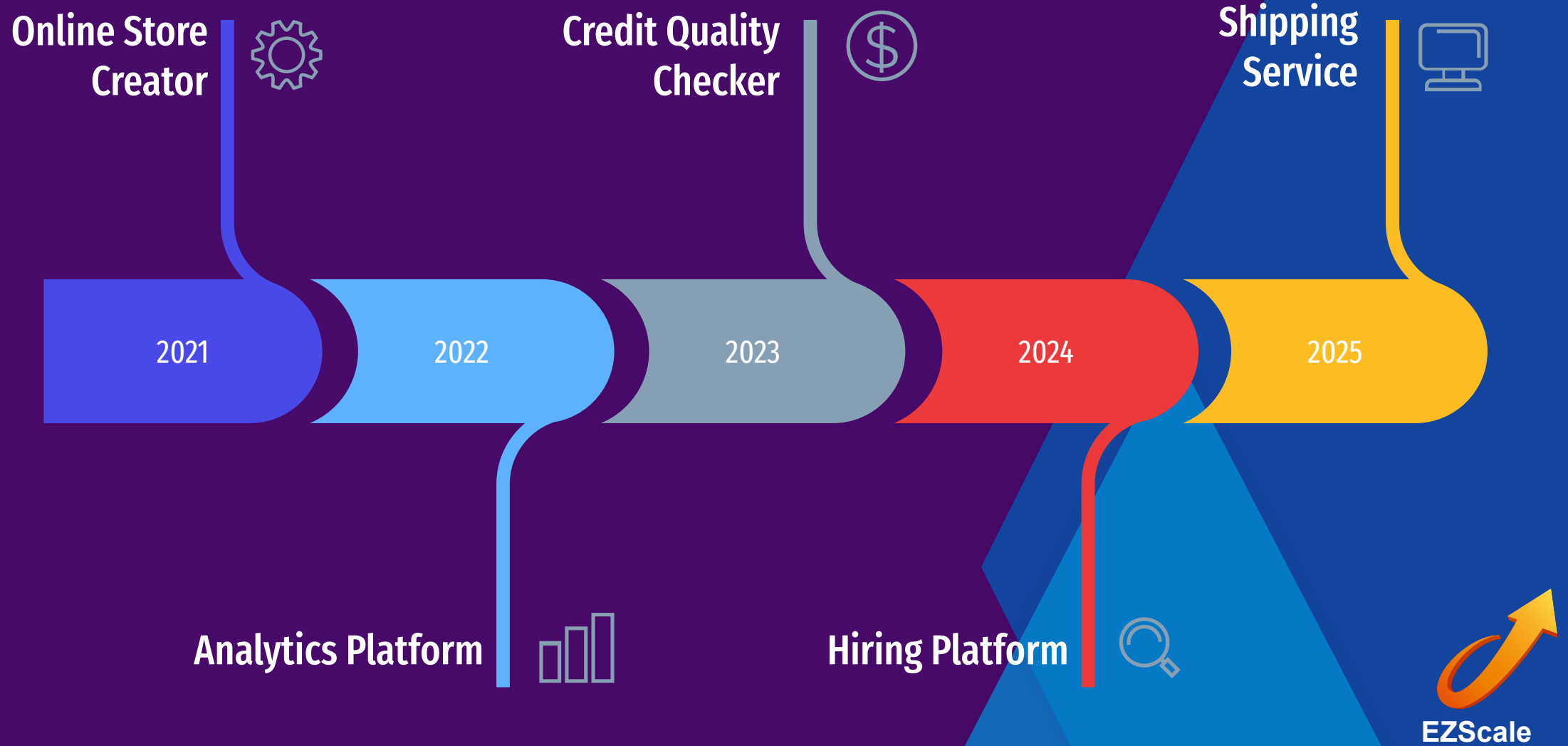
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Marketing Plan



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Timeline Plan



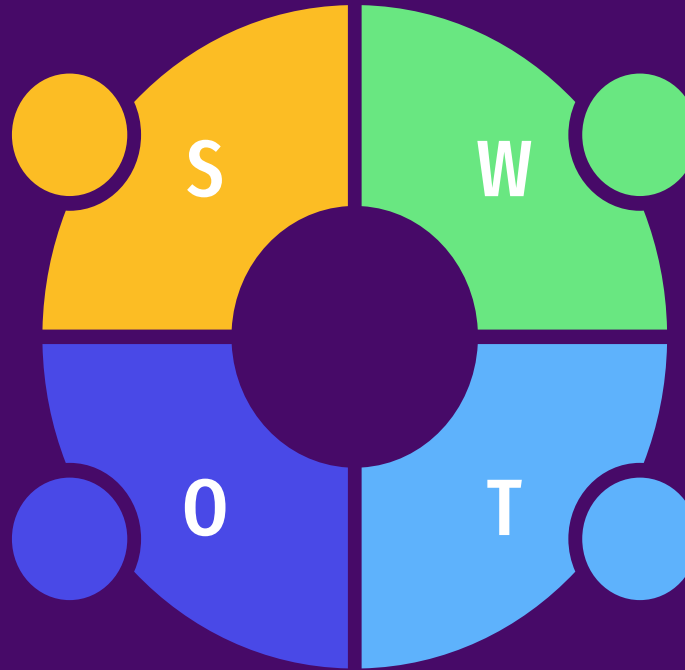
SWOT Analysis

Strengths

- Easy and Collateral Free Credit
- Strong Credit Quality Asseser
- One stop solution for Scaling a Business

Opportunities

- 63.3 million MSMEs
- \$380 billion Credit Gap to the MSMEs
- No One Stop Solution for scaling a business



Weaknesses

- MSMEs are quite skeptical about technology
- NBFCs/ Banks are quite skeptical about investing in MSMEs

Threats

- Competition exists in each of our services that we provide
- NBFCs and Banks need their money to be very safe and cannot afford losses



Financial Plan

	2021	2022	2023	2024	2025
Number of Customers	100 (100)	300 (300)	800 (440 + 260 + 70+30)*	2000 (1200 + 500 + 200+100)*	5000 (2700 + 1600 + 500 + 200)*
Number of Employees	6	10	18	25	45
Revenue	6,99,900+ 10,00,000	20,99,700+ 30,00,000	85,29,200+ 80,00,000	2,75,98,00+ 2,00,00,000	7,04,40,584+ 5,00,00,000
Expenses	40,25,000	69,75,000	1,76,50,000	3,92,50,000	8,42,50,000
Profits	23,25,100	18,75,300	11,20,800	83,48,000	3,61,90,584

*(Plan 1 customers + Plan 2 Customers + Plan 3 Customers + Plan 4 Customers)



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Financial Plan - Expenses

	After sale services	Maintenance of the portal	Shipping	Advertising	Employee
2021	25,000	50,000	$100*50*30 = 1,50,000$	2,00,000	$6*6,00,000 = 36,00,000$
2022	75,000	1,00,000	$300*50*30= 4,50,000$	3,50,000	$10*6,00,000 = 60,00,000$
2023	1,50,000	2,00,000	$500*100*30= 24,00,000$	5,00,000	$18*8,00,000= 1,44,00,000$
2024	5,00,000	5,00,000	$2000*250*30 = 1,50,00,000$	7,50,000	$25*9,00,000= 2,25,00,000$
2025	15,00,000	10,00,000	$5000*400*20 = 4,00,00,000$	12,50,000	4,05,00,000



Competitor Analysis

	Instamojo	Shopify	Capital Float
Services	<ul style="list-style-type: none">• Online Store Setup• Payment Gateway• Shipping• Analytics	<ul style="list-style-type: none">• Online Store Setup• Marketing and Sales• Visual Content and Branding• Content Writing	<ul style="list-style-type: none">• Unsecured Credit• Online Application for Loan• Personal and Business Finance
Users	1.2M	218M	2M
Employees	127	5000	453
Funding	\$4.57M	\$122M (2013)	\$154M
Revenue	\$15.2M	\$1.58B	\$34.2M