

Business Model Canvas & Financial Summary

1. Business Model Canvas

| Building Block | Key Details |
|------------------------|---|
| Customer Segments | Primary: Mid-to-Large Enterprises (Technology, Financial Services, Manufacturing); VC/PE (Venture Capital & Private Equity) Firms. Secondary: High-growth Startups (Series B+); Audit & Consulting OEM (Original Equipment Manufacturer) partners. |
| Value Propositions | <ul style="list-style-type: none">50 % audit-time reduction (5–10 % profit uplift).“Loophole Finder” for VC/PE tax arbitrage.Rebrandable API (Application Programming Interface) with audit trail.Chat-first interface with advisory-only disclaimers. |
| Channels | 1. Consulting & ERP (Enterprise Resource Planning) partnerships (Big 4, Oracle, SAP). 2. Dedicated Enterprise Sales (Account Executives to CFOs & General Counsel). 3. Digital & Content Marketing (whitepapers, webinars, SEO). 4. API marketplace listings. |
| Customer Relationships | Enterprises & VC/PE: Dedicated Customer Success, pilot POCs (Proof-of-Concepts), quarterly reviews. OEM partners: partner-onboarding, revenue share. Startups: Freemium self-service portal, tiered support. |
| Revenue Streams | SaaS (Software-as-a-Service) subscriptions (Enterprise \$50 K–\$150 K ACV — Annual Contract Value; Mid-Market \$15 K–\$50 K ACV). Usage-based API fees (\$0.05 per analysis unit). Implementation & professional services (\$10 K–\$25 K). OEM licensing (20 % revenue-share). |
| Key Resources | Legal-financial LLM (Large Language Model); ingestion pipelines; ML (Machine Learning) engineers; legal-tech specialists; Manupatra/SCC data feeds; HIPAA-grade cloud. |
| Key Activities | Product R&D; (Research & Development: Retrieval-Augmented Generation pipelines, AI accuracy); compliance monitoring; sales & marketing enablement; onboarding & SLA (Service-Level Agreement) support. |
| Key Partners | AWS (Amazon Web Services), GCP (Google Cloud Platform), Azure; Big 4 consultancies; Oracle/SAP; Manupatra, LexisNexis. |
| Cost Structure | Recurring: Salaries 40 %, LLM compute 25 %, cloud 20 %, sales & marketing 15 %. One-time: Data licensing, audit-rule setup, professional-services ramp. |

2. Market Sizing & Benchmarks

| Metric | Value |
|---|---|
| TAM (Total Addressable Market) | US \$354.7 M → ₹3,012 Cr (India RegTech, 2024, 37.8 % YoY growth) |
| SAM (Serviceable Addressable Market) | 65 % of TAM → ₹1,957.8 Cr |
| SOM (Serviceable Obtainable Market) | 10 % initial penetration → ₹195.8 Cr |
| Typical SaaS GM (Gross Margin) | 70–85 % |
| Enterprise ACV (Annual Contract Value) | \$75 K avg (₹63 L); market range \$50 K–\$200 K |
| CAC Payback (Customer Acquisition Cost) | Target ≤ 12 months (market benchmark 6–12 months) |
| LTV/CAC (Customer Lifetime Value / CAC) | Target ~ 6× (≥ 3× considered strong) |

3. \$1 M Pre-Seed Allocation

| Use of Funds | % of Round | Amount (USD) |
|---------------------------------|------------|--------------|
| Engineering & Data Operations | 45 % | 450 K |
| Sales & Marketing | 30 % | 300 K |
| Compliance & Legal Partnerships | 10 % | 100 K |
| General & Administrative (G&A) | 15 % | 150 K |

4. High-Burn 12-Month Cash Schedule (USD)

| Month | Engg. & Data Ops (37.5 K) | Sales & Mktg. (25 K) | Compliance (8.3 K) | G&A; & Ops (12.5 K) | Total (83.3 K) |
|-------|------------------------------|-------------------------|-----------------------|------------------------|-------------------|
| 1 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 2 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 3 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 4 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 5 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 6 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 7 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 8 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 9 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 10 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 11 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |
| 12 | 37,500 | 25,000 | 8,333 | 12,500 | 83,333 |

5. Financial Projections

| Year | Revenue | CAC | LTV | Payback |
|------|---------|--------|---------|---------|
| 2025 | \$0.5 M | \$20 K | \$150 K | 9 mo |
| 2026 | \$2.5 M | \$18 K | \$180 K | 8 mo |
| 2027 | \$7.5 M | \$15 K | \$220 K | 6 mo |
| 2028 | \$15 M | \$12 K | \$300 K | 5 mo |

6. Milestones & KPIs (Key Performance Indicators)

| Timeline | Goals |
|------------|--|
| By Q4 2025 | MVP pilot (3 clients); ship “Loophole Finder”; 5-10 % ROI uplift. |
| By Q2 2026 | 10 enterprise customers; \$2.5 M ARR (Annual Recurring Revenue); ≥ 2 Big 4 partnerships. |
| By Q4 2026 | \$7.5 M ARR; expand to APAC (Asia-Pacific) & EMEA (Europe, Middle East & Africa); public API marketplace launch. |