

AI Enabled Actionable Intelligence Solutions

***We offer Multi-Industry, Affordable, Domain Specialist Voice
Bots which provide an Actionable Intel to Make Crucial
Business Decisions On Demand***

By

**PURSULLENCE GLOBAL BUSINESS
SOLUTIONS**

Exclusively Prepared for,
Strategic Investors

CONTENT

Investment Pitch

- 1.** Pursullence, as a Corporate
- 2.** Pursullence Product Portfolio
- 3.** Pursullence Other Offerings
- 4.** Pursullence Upcoming Products
- 5.** Market Needs
- 6.** Market Size
- 7.** Our Value Proposition
- 8.** Business Model
- 9.** Revenue Model
- 10.** Revenue Projections FY 2020-23
- 11.** Pursullence, as an Investment Case

Appendix

- 1.** Pursullence Corporate Profile
- 2.** Team Pursullence
- 3.** v-Ruddhi Technical Landscape
- 4.** Pursullence GTM Plans
 - ◆ SaaS Based
 - ◆ Industry-Academia Model
 - ◆ Industry Program Model
 - ◆ Strategic Alliances & Partnerships Model
- 5.** Pursullence Business Scalability
- 6.** Pursullence Legal & Operations
- 7.** Pursullence Competitors, Our Differentiation
- 8.** Pursullence Timelines-Short Term

PURSULLENCE, AS A CORPORATE

- We are a 3+ years young Decision Science Company, pioneer in India to work on LEAN Constr.
- We have built out 4 diversified advanced analytical software products/voice-bots based on the statistical premises and patent pending concept.
- We offer business solutions across 4 industries currently - Mfg., Constr., e-Gov, & Politics; with roadmap to add 3 more products - Retail, Healthcare, and IT.
- Our other offerings are Consulting, Services, Industry Program, LSS Corp. & Academic Trainings

- Patent-pending IP (ID # 201721041332)
- Department of Industrial Policy and Promotion (India Govt.) Recognized Company (ID # DIPP7603)
- GST # 27AAUFP3898H1ZB
- Selected as one of the top 500 start-ups in India (www.smartfifty.com) in 2017
- Member of DIPP-MH Forum
- Global Presence: India, Europe, Middle East

What We Do



Corporate Highlights

Subsidiaries



Corporate Profile

- Founded by 2 Co-Founders, Six-Sigma Master Black-Belt and MBA from USA, with global experience of 14+ years
- An early player in Industrial Analytics area with cumulative global experience of 50+ years
- SaaS based Software Solutions Offering, PaaS in the pipeline
- Industry Specific 4 Software AI Products – Manufacturing, Construction-Infra, Politics, and e-Governance

PURSULLENCE PRODUCT PORTFOLIO

Construction/Infra

A cloud based, predictive construction analytical software that tracks the lean waste in construction system on real time basis; then based on this real time data, it establishes statistical trends and patterns. We make accurate predictions of possible lean wastes up to each floor level's construction activities.

Manufacturing

In this platform, we convert 'hidden factory' of manufacturing system into 100 + micro level metrics and track them on real time basis. Based on this real time data, we establish trends and patterns. Then with statistical premise, we make accurate predictions of possible inefficiencies before they happen.

AI Enabled BI Products

Helps to conduct demographics page level analysis, provide election performance analysis, manage campaigns, conduct Psephology analysis, and manage election-day logistics

Politics

E-Governance

GEO tracking based Project Monitoring & Operating Cost Reduction System to track and optimize fund management and reduce duplication of work in Municipal Councils/Corporations.

PURSULLENCE OTHER OFFERINGS

Consulting

- a-Vantage: Business Excellence Consulting Services

Trainings

- Corporate & Academic Trainings on Statistics, LEAN, Six Sigma, etc.

Consulting, Training,
Industry Program, and
Services

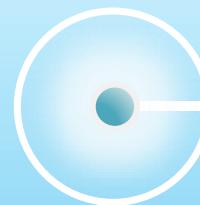
- LEAN Construction Efficiency Improvement Program
- Manufacturing Competitiveness & Productivity Improvement Program

Industry Program

Services

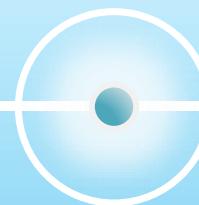
- Managed Services
- Data Science Services
- Product Support

PURSULLENCE UPCOMING PRODUCTS



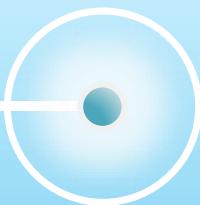
RETAIL

Technology to help tech-savvy retailers to analyze the product performance, manage inventory, have deep insights into performance, build strategies around discounting, etc.



HEALTHCARE

Generates business intelligence out of healthcare data and provide predictive analytics on some influential parameters which would help health care stakeholders to derive statistically proven business outlook.



IT/ITES

Helps to increase efficiency, utilization, manage client satisfaction, bench mgt., server utilization, measure performances and ROI across all hierarchies.

MARKET NEEDS - WHY NOW?

1

Proportion of hidden factory or cost of inefficiency hidden in the business systems/processes is almost 40-50% of current operating cost

2

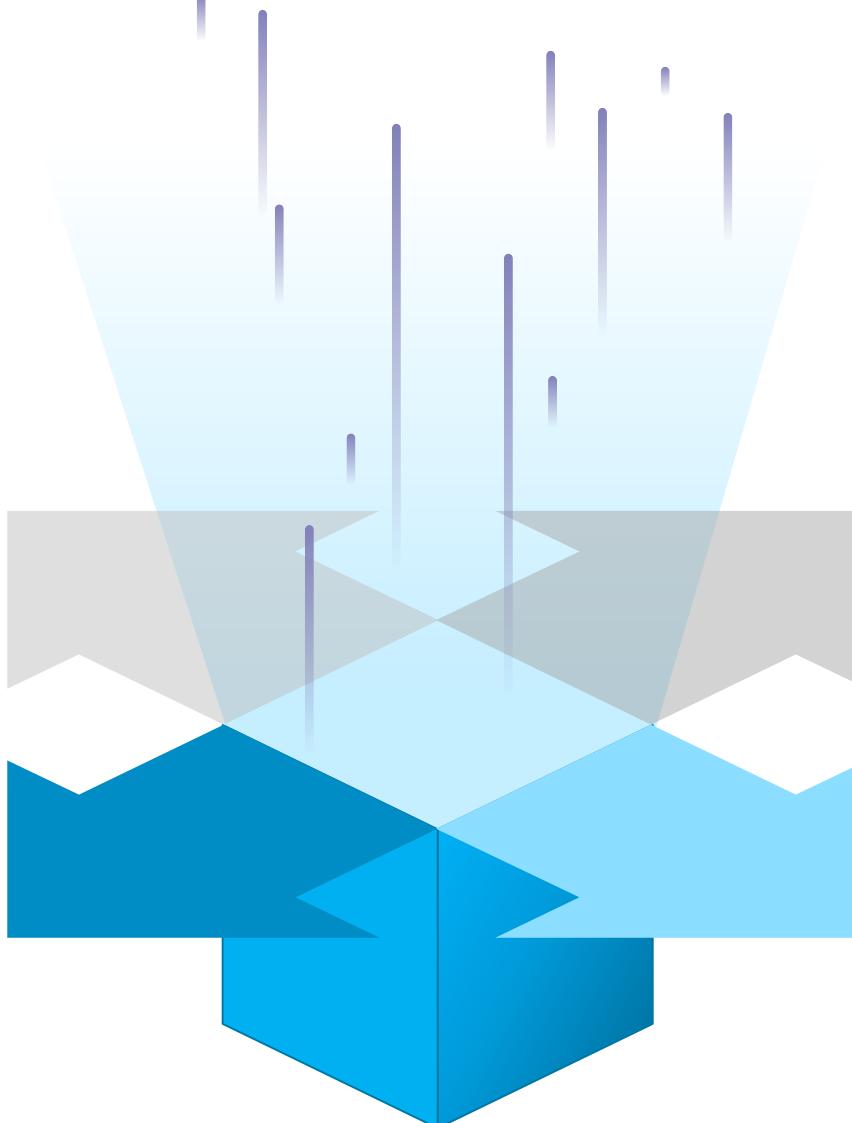
Companies, especially MSMEs, are not able to afford costly Automation tools, ERPs, BPMs, etc.

3

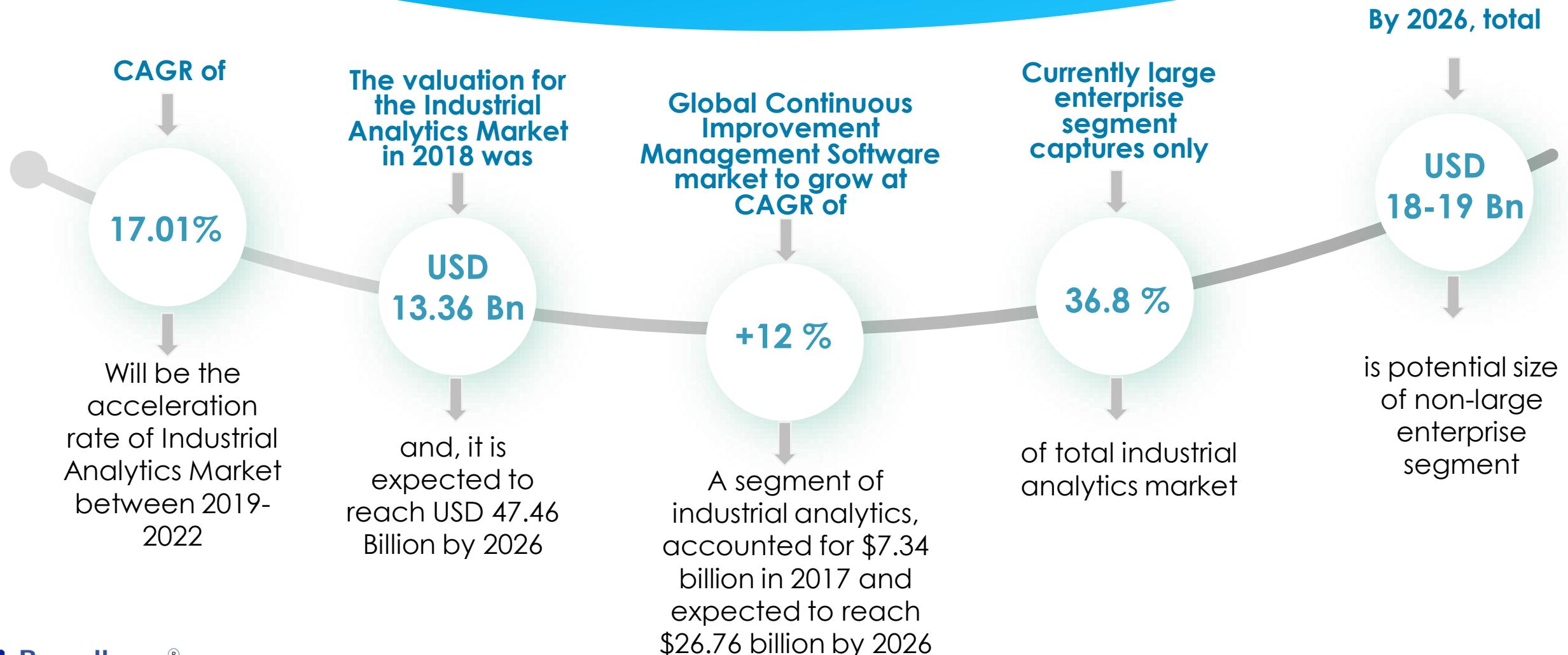
A system driven approach with AI based continuous monitoring of inefficiency & losses and accurate predictions of them before they occur.

4

Faster communication of ground level performance on real time basis for right and on time decision has been a need of every business for decades...Because, Even though they don't tell, every business owner is worried about rising cost!



MARKET SIZE



OUR VALUE PROPOSITION

CURRENT SCENARIO

- Industry Front:
 - India's industrial growth falls to 0.5% in Nov. 2019
 - Construction industry CAGR is as low as 1.5% per year
- Employment Front:
 - 54% engineers are unemployed
 - Unemployment rate is as high as 7.8%
 - Total unemployed or underemployed beyond 5 crs.
- Skill Front:
 - Skilled employee rate (SER) is 4.69% in India, compared to global 50% approx.
- Efficiency Front:
 - With SER of 50%, global inefficiency is 20-30% of total revenue
 - With SER of 4.69% in India, inefficiency will be beyond 50-60%
 - With SER of 1% for MSMEs in India, cost of inefficiency will be unimaginable

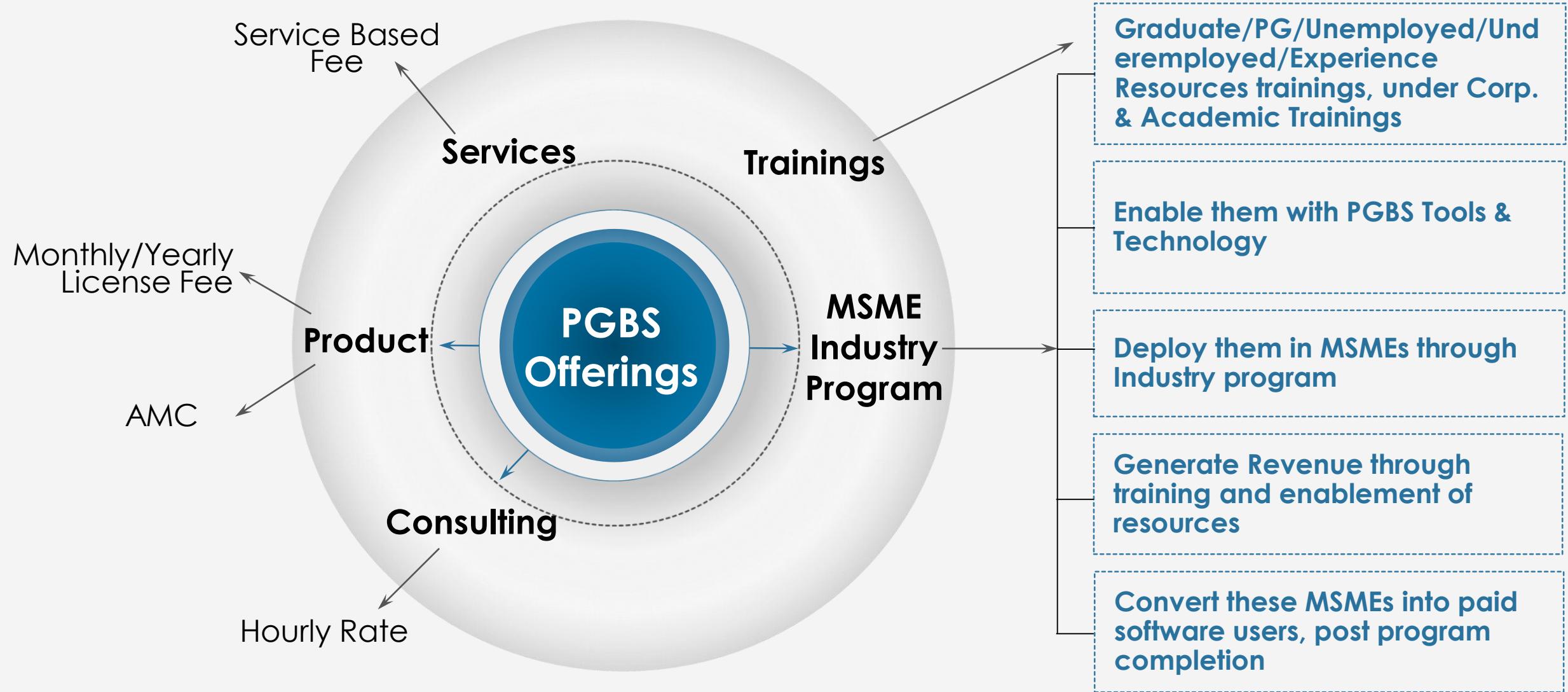
CURRENT SOLUTIONS & CHALLENGES

- Industrial automation, ERPs, BPMs, data integration software with high cost of implementation & maintenance and hidden cost of risks
- Unaffordable
- No assurance of results
- No accountability
- Costly & time-consuming yet no assured output with trainings & consulting
- Costlier remedy than disease...!!

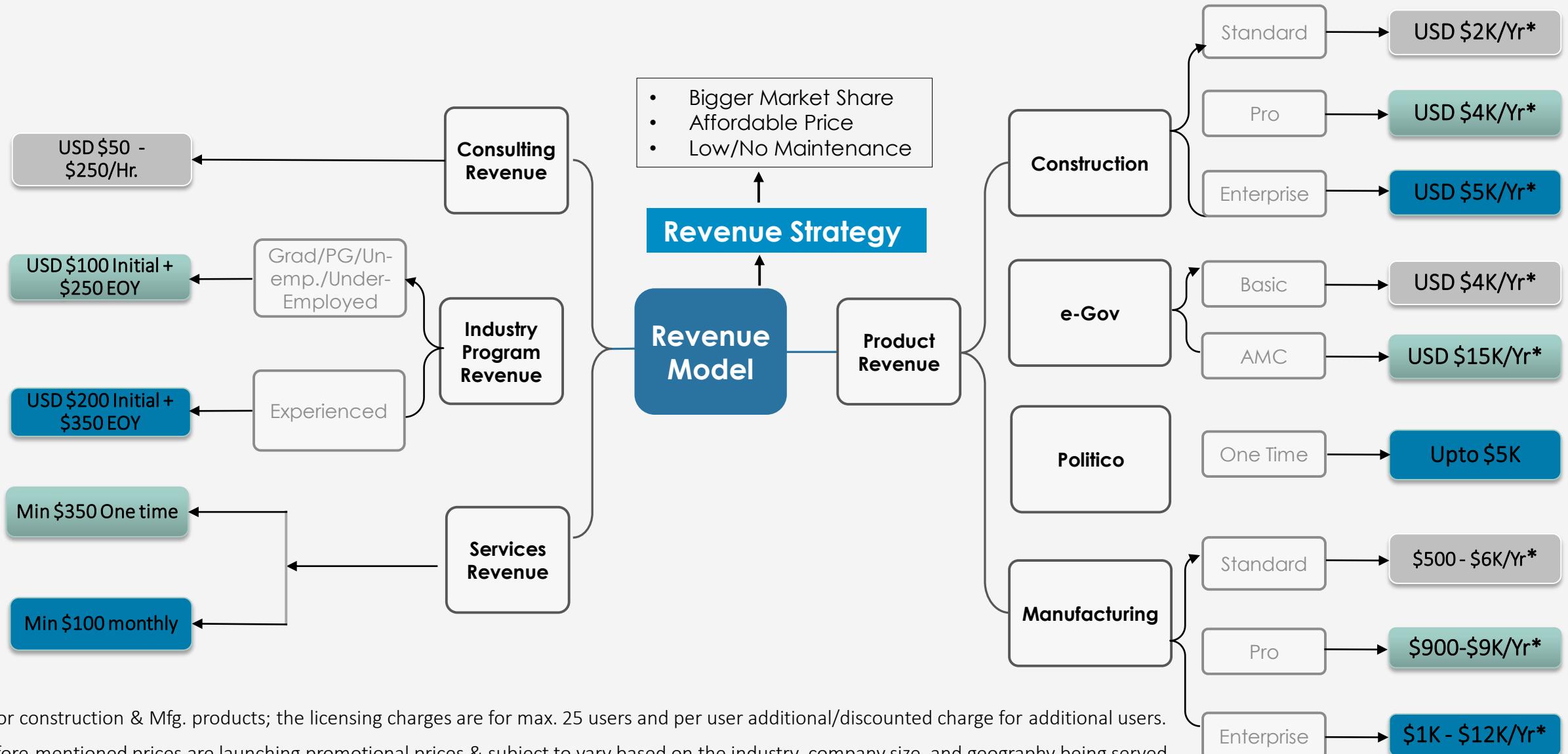
OUR SOLUTION

- Affordable with Free Trial B2B products
- Statistical premise based multi-industry software solutions, supported by globally proven methods such as LEAN
- Upcoming B2C mobile apps for users working in Construction & Mfg. industries
- Results oriented, risk-free high-tech business solutions
- Consulting & Services
- Free Industry Programs with trainings & software access, for bulk companies
 - MANCPRO-100 days Mfg. Program
 - CEIP-60 days Constr. Program
- Corporate & Academic Trainings in Statistics, LEAN, Six-Sigma, etc. to convert unskillful resources into Skillful assets with **Trainings + Access to Tech + Hands-On Experience through Industry Program**

BUSINESS MODEL



REVENUE MODEL



*For construction & Mfg. products; the licensing charges are for max. 25 users and per user additional/discounted charge for additional users.

Afore-mentioned prices are launching promotional prices & subject to vary based on the industry, company size, and geography being served.

Manufacturing product prices are in the range as they are based on MSMEs categorization.

FUNDING REQUIREMENTS, UTILIZATION PLANS



REVENUE PROJECTIONS FY 2020-23

Pursulence Revenue Projections FY 2021-2024

Offerings	2021			2022			2023			2024		
Revenue Stream	# of Users	Avg. Revenue/user (global /domestic)	Total	# of Users	Avg. Revenue/user (global /domestic)	Total	# of Users	Avg. Revenue/user (global /domestic)	Total	# of Users	Avg. Revenue/user (global /domestic)	Total
Product	20	\$ 21,428.57	\$ 428,571.43	30	\$ 23,571.43	\$ 707,142.86	40	\$ 25,928.57	\$ 1,037,142.86	60	\$ 28,521.43	\$ 1,711,285.71
Consulting	5	\$ 7,142.86	\$ 35,714.29	8	\$ 7,857.14	\$ 62,857.14	8.8	\$ 8,642.86	\$ 76,057.14	9.68	\$ 9,507.14	\$ 83,662.86
Services	6	\$ 3,571.43	\$ 21,428.57	8	\$ 3,928.57	\$ 31,428.57	8.8	\$ 4,321.43	\$ 38,028.57	9.68	\$ 4,753.57	\$ 41,831.43
Corp. & Academic trainings	5	\$ 4,285.71	\$ 21,428.57	8	\$ 4,714.29	\$ 37,714.29	8.8	\$ 5,185.71	\$ 45,634.29	9.68	\$ 5,704.29	\$ 50,197.71
Industry Programs	600	\$ 357.14	\$ 214,285.71	1000	\$ 392.86	\$ 392,857.14	2000	\$ 432.14	\$ 864,285.71	4000	\$ 475.36	\$ 950,714.29
Total			\$ 721,428.57			\$ 1,232,000.00			\$ 2,061,148.57			\$ 2,837,692.00
USD \$ Total Approx.	\$700K			\$1.2M			\$2M			\$2.8M		

Note: The afore-mentioned figures are based on global & domestic business potential and determined at very modest level.

PURSULLENCE AS AN INVESTMENT CASE....

1.

Very few early players in the Industrial Analytics Market, Pursulence is one of them

2.

Technology future is all about AI, Machine Learning, Voicebot, iOT, and Decision/Data Science

3.

Hardly any industry specialist cost efficient smart BOT out there which will monitor ground level performances, bring transparency to the management, make the best use of the raw data generated and build predictability around business decisions & eventually outcomes.

Why
Now?

4.

Industries are in need of an affordable technology, especially MSMEs.

5.

Last but not the least, need of industry specialist cost efficient smart BOT is sector/industry/region agnistics phenomena...

APPENDIX

PURSULLENCE CORPORATE PROFILE

VISION



Make industries better
through communication
intelligence platform

CORPORATE VALUES



MISSION



We aim to provide 24*7 AI enabled
actionable intelligence through
voice-bot, across the industries.

v-Ruddhi™

Virtuous | Reliable | Unique | Diligent | Delivery | Humble | Innovation

PURSULLENCE CORPORATE PROFILE

BACKGROUND

Founded by 2 Co-Founders, Six-Sigma Master Black-Belt and MBA from USA, with global experience of 14+ years

An early player in Industrial Analytics area with cumulative global experience of 50+ years

SaaS based Software Solutions Offering, PaaS in the pipeline.

Industry Specific 4 Software AI Products – Manufacturing, Construction-Infra, Politics, and e-Governance

PURSULLENCE CORPORATE PROFILE

- Patent-pending IP
(ID # 201721041332)
- Department of Industrial Policy and Promotion (India Govt.) Recognized Company
(ID # DIPP7603)
- GST # 27AAUFP3898H1ZB
- Selected as one of the top 500 start-ups in India
(www.smartfifty.com) in 2017
- Member of DIPP-MH Forum



- Co-Founder: MBA, Master Black Belt, PMP
- Co-Founder: MBA (USA), PAHM
- Leads/Data Consultants: Top ranked Masters in Statistics, MBAs
- Separate Software Development Streams for each Software Product

TEAM PURSULLENCE

Santosh Awasarkar,
Co-Founder

- Study at University of Wisconsin-Madison, MBA from India
- PMI certified PMP, ASQ Certified Six Sigma Black Belt, Certified Master Black Belt (Swiss-BOK), Certified Lean Practitioner and SSON Certified Outsourcing Professional.
- Over 14 yrs. glocal exp. in deploying business optimization, business reengineering and business transformational key programs with high ROI by implementing advanced technologies

Pankaj S Bhandari,
Co-Founder

- MBA with Honors from University of Louisiana at Monroe, USA
- PAHM, PMP Trained, and Black-Belt Trained
- Over 14 yrs. global experience in IT industry in areas like Software Design & Development, Presales & Sales, Project Management, Solutioning, Project & People Management, Business Strategy, Revenue Management, Consulting, Client Services Delivery, etc.

4 Lead Decision Scientists

- Top Master Graduates from the best colleges in Pune, India
- Proficient in Statistics, data science, and algorithm building
- Expertise across predictive analytical software like Minitab, R, SPSS
- Highly Proficient in advance excel and other MS-office tools etc.

4 Software Development
Partners

- Skilled Software Development Companies
- Good Industry exposure in building highly complex products
- One partner towards one product development of Pursulence products

v-Ruddhi™ TECHNICAL LANDSCAPE



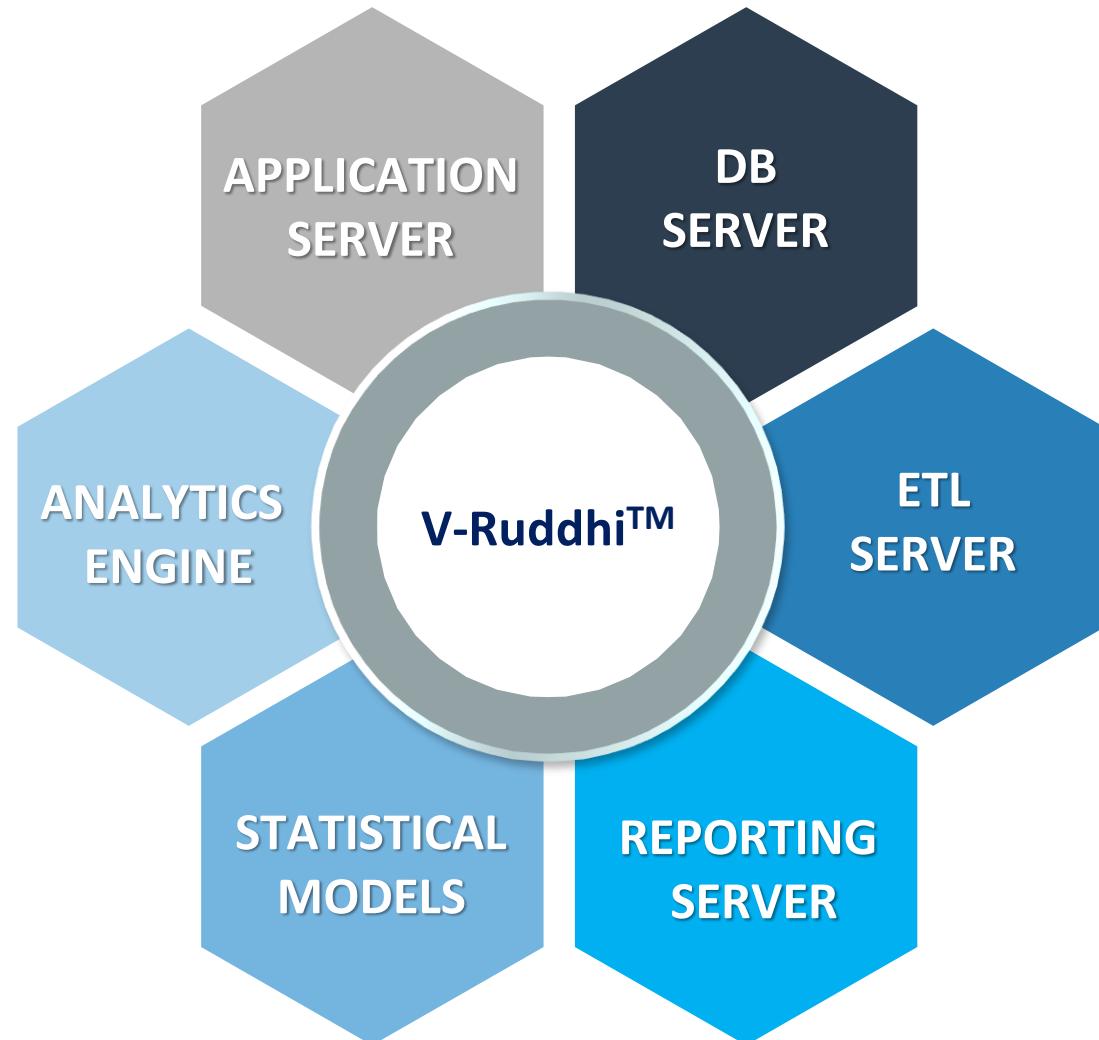
Conversational Artificial
Intelligence



iOT



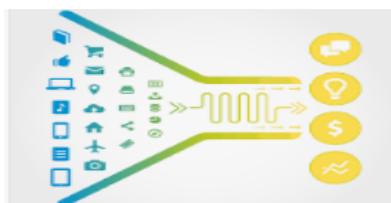
Machine Learning



Cloud Hosted



Web-based



Actionable Insights

PURSULLENCE GTM PLANS

SaaS B2B
BUSINESS
DEVELOPMENT

- Free Trial Option on each Software Product
- Attractive Discounting on multi-year subscriptions
- Team of Field Sales Representatives, for each industry
- Generate Leads through BD Partner Network
- Generate Leads through Industry Association Bodies/SMEs/Consultants
- Generate Leads through Website and Social Media
- Market Reach through Up-Selling and Cross-Selling with the help of Strategic Partners

GTM CHANNELS

- In-House BD team – Cold Calling, Cold-Mailing, Field Sales, etc.
- BD Partners
- Industry association bodies
- SMEs/Consultants
- Website, Webinar, and Social Media

GTM
TRACTIONS

- Few demos done
- 900+ Pune centric Construction leads identified
- Many Mfg. leads identified

PURSULLENCE GTM PLANS

B2C BUSINESS DEVELOPMENT

- Free Android & iOS mobile apps (mini versions of enterprise software versions)
- Promote installation of mobile apps by industry stakeholders to use and promote in their companies/network
- Generate leads/prospects through the mobile app users and convert 'em into paid enterprise version users

GTM CHANNELS

- Engineering Students & Alumni
- Engineering Faculty
- Individuals working in industries

GTM TRACTIONS

- Yet to start (Apps in development currently)

PURSULLENCE GTM PLANS

INDUSTRY-ACADEMIA TIE-UPS

- MoUs with Universities, Institutes, and Colleges on profit sharing basis
- Conduct technology awareness programs for the academic network companies
- Conduct training sessions and also promote Pursulence's products, consulting, and services

GTM CHANNELS

- Universities
- Engineering Institutes, Colleges, Coaching institutes

GTM TRACTIONS

- In talks with Pune University, COEP Pune, Sinhgad College Pune, NMIET Talegaon, Garware College Pune, Sangli College

GTM RESULTS

- MoU signed with NMIET
- One day session conducted at SP College Pune
- Program being scheduled with COEP-Civil Pune, SCOE Pune, Modern College Pune

PURSULLENCE GTM PLANS

INDUSTRY PROGRAM

- Affiliate with Industry Bodies such as MCCIA, CREDAI, BAI, MBVA, etc. on commercial sharing basis
- Conduct technology awareness programs, which include 2-3 days of training session & free access to the software platform for limited trial period, for the industry body member companies
- Develop Industry network and promote Pursulence's products, consulting, and services during this program

GTM CHANNELS

- Industry Bodies

GTM TRACCTIONS

- In talks with CREDAI Pune, MCCIA Pune, BAI Pune, MBVA Pune

GTM RESULTS

- Propositions under review with the bodies

PURSULLENCE GTM PLANS

STRATEGIC ALLIANCES & PARTNERSHIPS

- Join hands with multiple business development agencies, individual consultants, etc. on BD partnership model
- Promote cross-selling & up-selling through industry stakeholders such as vendors, suppliers, service providers, etc.
- Strategic alliance with SaaS distributors

GTM CHANNELS

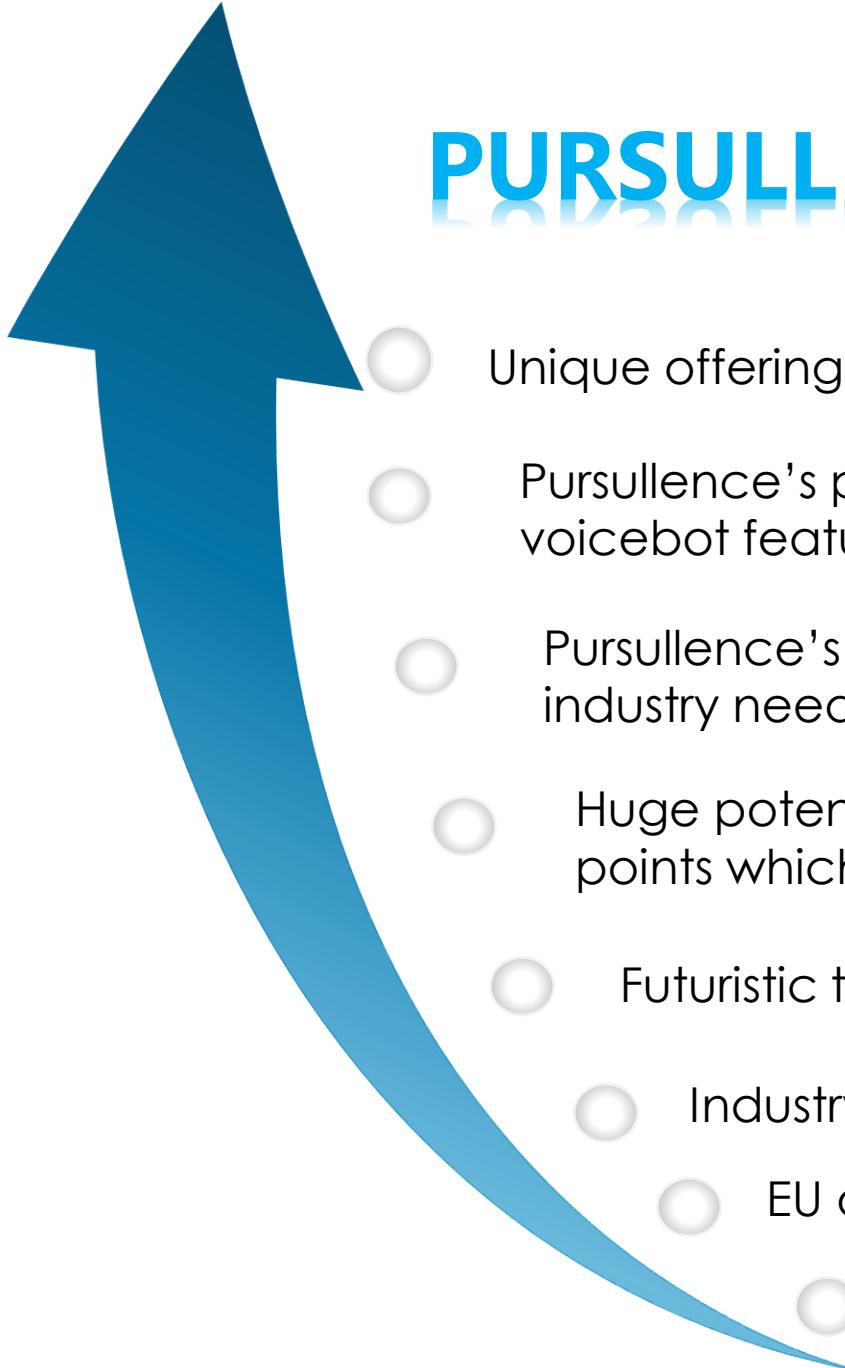
- Business Development Agencies
- Individual Consultants/SMEs
- Industry Vendors, Suppliers, Service Providers
- SaaS Distributors

GTM TRACTIONS

- In talks with multiple network companies & consultants

GTM RESULTS

- Agreement signed for the EU market with GMP Solutions, Germany



PURSULLENCE BUSINESS SCALABILITY

- Unique offerings through AI enabled products, consulting, services, and trainings
- Pursullence's products are based on statistical premises (data science) with voicebot features, which are first of it's kind in a way
- Pursullence's deep expertise in business excellence consulting and services are industry needed
- Huge potential to expand in domestic and global market due to industry pain points which can be addressed by Pursullence's offerings
- Futuristic technology with limited competition & huge market size
- Industry need of affordable technology provider
- EU operations already started, US is being planned out
- Diversified Product Portfolio across multiple industries

PURSULLENCE LEGAL & OPERATIONS

01

Legal Formation: India Government Registered Limited Liability Partnership (LLP)
(Plans to change to Pvt. Ltd. in 2020)

02

Government Certification: LLP # AAJ-7949, India Govt. Recognition ID # DIPP7603

03

Patent Pending IP ID # (ID # 201721041332)

04

GST # 27AAUFP3898H1ZB

05

Revenue Stage: Pre-Revenue with 5 pilots conducted in few industries. 1 WO received for e-Gov. solution

06

Operational Cost: USD \$3-5k per month towards employee salaries and office rent

07

Investment Raised: Angel Investment of USD \$5k in return of equity, Self-Funded

08

Software Development Partnership Model: Currently Avg. 15% Net Profit Share
agreement for each product

09

Global plan : Association with an EU company for EU business, Plan to register global
headquarter in Singapore in 2020-21, Plan to form a LLC in USA in 2020-21.

PURSULLENCE COMPETITORS

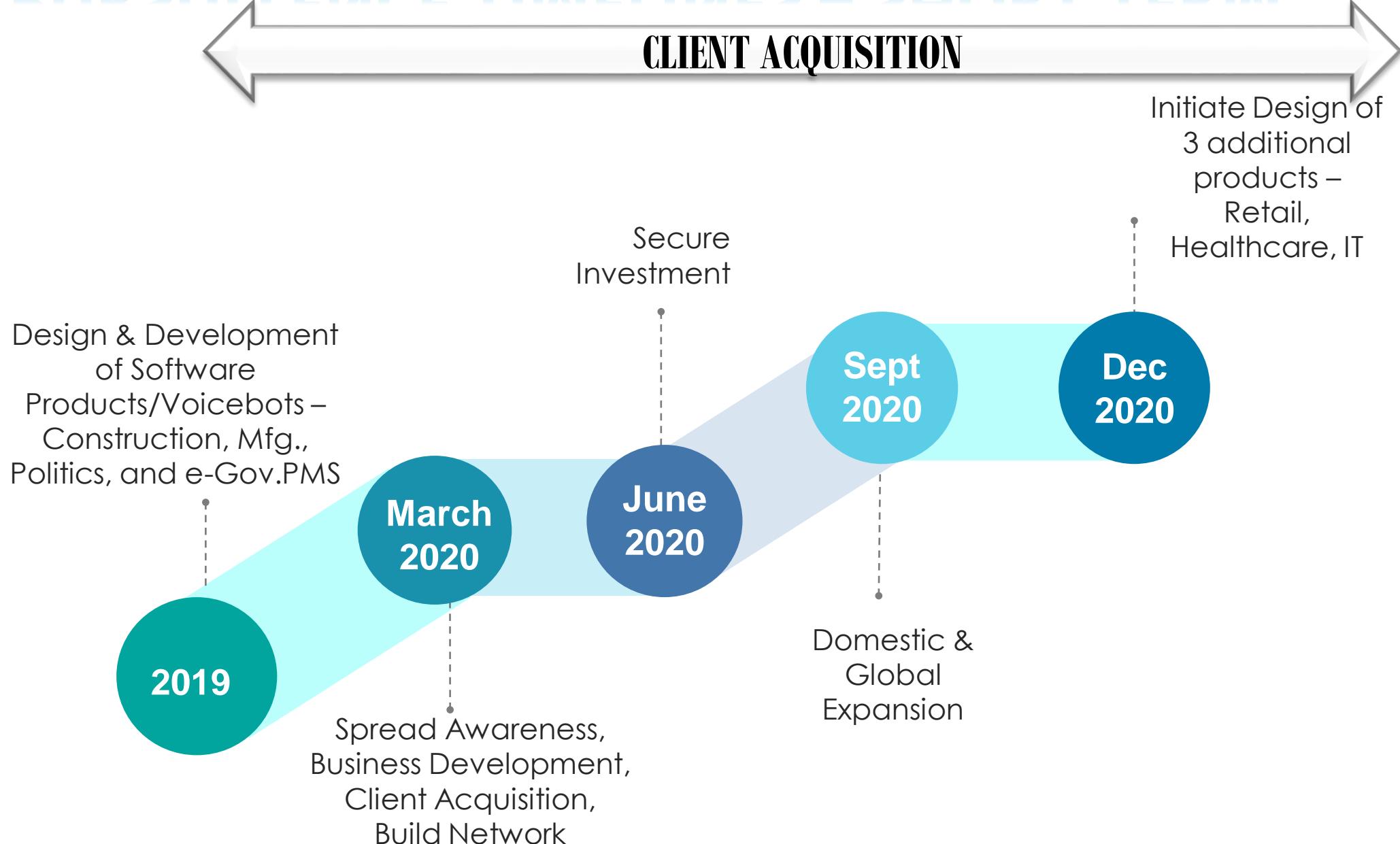
UPTAKE



Predikto

- Our Differentiation
 - Affordable products with free trial options
 - Statistical premise based products
 - Globally proven methods
 - Patent pending concept
 - Futuristic technical landscape
 - Diversified, Multi-Industry product portfolio

PURSULLENCE TIMELINES – SHORT TERM





THANK YOU

Please reach out to us through:

www.pursulence.com

Email: connect@pursulence.com

For more details, please contact

Phone Nos.: (+91) – 9518585373, 9403058209, 7720075098