



Entrepreneurship Cell  
IIT Kharagpur



GLOBAL  
ENTREPRENEURSHIP  
SUMMIT 2022

[axiomatic]

presents

# INVEST-O-SPECTIVE

in Association with



From the Perspective of an Investor



Select one Startup  
that you want to  
invest



Research and  
Analyze it from  
ground up



Explain why Startup  
has potential and is  
worth investing

Entrepreneurship Cell, IIT Kharagpur, and Axiomatic Ventures, in association with SeedVC, present you with "Invest-O-Spective", a unique competition, where you get to learn more about the process of analyzing a startup to make an informed decision on a potential investment.

Participate and demonstrate your analytical, communication, and presentation skills.

Choose one startup from a pool of pitch-decks that you believe has the potential to grow. Scrutinize it in every possible aspect and persuade our judges, explaining why it will be a successful and profitable venture, allowing them to exercise discretion when it comes to investing in the startup.

# Startup Decks

# **IMPORTANT POINTS TO COVER**

**Analyze any one of the Startup Pitch Decks**, create a report in the form of a document (.docx) or a presentation (.ppt). Before starting the report, explain briefly "Why you chose a particular startup" and "Why did you not choose the other three decks".

## **Points To Cover**

- **The extent of the problem** -  
Is it a problem that requires a solution? Does this problem have any impact on people?
- **Relevance of the solution** - Does the solution actually solve the problem? Is it sufficient to solve the problem, and are there any loopholes that create scenarios where the solution may not be applicable?
- **Impact on customers** - What social/economic impact does the solution have for the customers? How does this solution improve their lives/livelihoods/businesses? Is the product/service accessible to groups of people based on their economic status?
- **Market size & growth potential** - What is the target addressable market size? Will the need for the solution grow in the future?
- **Industry landscape** - Who are the major competitors for the startup? How well resourced are those competitors? Is there room for more players in this landscape?
- **Competitive advantages** - What product/service features give that startup an advantage over its competitors? What differentiates it from its competitors? Why do you think its **Unique Selling Proposition** will work?
- **Any suggestions to the startups?**
- **Any other important points?**  
(Feel free to add a few extra points or analyses that you have done)
- **Conclusion**

**The submission link has been opened and you can submit your work by 5th March - 1:00 PM. [Submission Link](#)**

**Note:- You can still edit your responses before the deadline.**

# Startup 1-Agritech

## Founding Year - 2016

**Startup 1** is a technology-driven platform that provides end-to-end agriculture services to Indian farmers with the goal of increasing the efficiency of the agriculture value chain.

Through a large network of educated micro-entrepreneurs, **Startup 1** connects small farmers to their varied requirements – seeds, fertilizers, equipment, crop advice, and market linkage. Registered farmers have direct access to a wide variety of agricultural inputs (Seed, Fertilizer, and Crop Protection) from competitive providers. As a result, they receive tailored crop reminder calls in their own language, as well as crop monitoring assistance from the same **Startup 1** micro-entrepreneur. Finally, they offer agricultural produce to institutional purchasers directly. Farmers may place their varied demand-related Agri input, field visit, or Agri output using a toll-free line or mobile application, and they will receive last-mile services from an allocated micro-entrepreneur. Farmers get benefitted in 3 ways -

- a) Reduced cultivation costs while purchasing inputs
- b) Increased agricultural productivity as a result of timely and personalised advice
- c) Improved farm gate pricing

## Agritech

The use of technology and technical innovation to increase the efficiency and output of agricultural processes is known as agritech. To put it another way, it is the use of technology to improve all aspects of the agricultural and growing operations. Agritech applications are diverse and include a variety of agricultural and technology breakthroughs. The goal of all of these agritech innovations, however, is the same: to grow more food in less land and/or with fewer inputs. Agritech also saves farmers time and money by automating chores and replacing most of the labor required on a farming operation - which is often the most expensive input to a farming system.

Source : <https://stories.pinduoduo-global.com/agritech-hub/what-is-agritech>

## About the Sector

The emergence of digital infrastructure, higher internet penetration in rural regions, and improved ease of access to farmer inputs are all contributing to India's agritech market's rapid growth. Due to the statewide lockdown enforced by Covid, logistics limitations, the closure of regular retail channels, and a steep decline in demand resulted in an unusual delay for many businesses. The agritech industry, on the other hand, has shown to be quite durable. Strong tailwinds from limited movement, labor migration, and growing consumer

health awareness have aided in the adoption of technology across the farming ecosystem. Furthermore, the designation of agricultural items as critical commodities insured that most players were able to continue doing business throughout the lockdown.

**\$276.3 Bn**

Estimated GVA By Agriculture in FY20

**56%**

Contribution of farming towards agriculture GVA in FY20

**1000+**

Number of agritech startups in India, 2020

**\$467 Mn**

Funding raised by Indian agritech startups during 2014 to H1 2020

**\$204 Mn**

Agri-tech Tapped Market opportunity In India, 2020

**\$24.1 Bn**

Agri-tech Market Potential In India, 2020

**~1%**

Agri-tech Penetration In India, 2020

With agriculture providing a living for over half of India's population, the country's agritech revolution will have a huge impact on the lives of over half a billion people. By 2025, India's agritech market is expected to grow to \$24.1 billion.

Source: Inc42

# Business Model

The startup runs a phygital setup with 20 branches in five different states. It is a “Full Stack Startup”.

A full-stack startup is a company that develops a technology that can provide the end customer with a complete product or service which handles the entire value chain of its activity.

Farmers, regardless of their crop or land holding status, are at the core of the startup's business strategy, resulting in the biggest cost reductions, productivity rates, and earnings for farmers across India.

Through a hub-and-spoke concept, the firm engages micro-entrepreneurs to act as a connection between the platform and the farmers. Institutional input suppliers, for example, send fertilizers, seeds, and the like to a warehouse/cold storage (hub) held by the company. The startup's employees then transport the inputs to centers (spokes), which are owned by the micro-entrepreneurs. These businesses handle the last-mile distribution, serving 700-900 farms within a 4-6-kilometer radius.

Similarly, when these farmers deliver their goods to the designated spoke, a micro-entrepreneur will pick them up. The business would employ third-party logistics providers to collect it from the center, combine the output, and stock it at a warehouse or cold storage within 110 kilometers of the spoke. Finally, institutional purchasers such as Grofers, Amazon, Cargill Godrej, and others will source this and deliver it to retailers or customers. The warehouse or cold storage is handled by 10-15 personnel with supply chain and warehouse management experience.

## Revenue and Valuation

Currently clocking Rs 60.2 crore in revenues each month and expect to close the financial year ending March 31, 2022, at Rs 500.1 crore

67% of its overall revenue comes from the sale of farm produce to institutions, 29% from the sale of agri inputs to farmers, and 4% from financing services.

## Investments and Investors

**Series B \$30M on Apr 5, 2020 by 4 Investors**

**Series A - \$12.1M on May 16, 2019 by 4 Investors**

**Debt Financing - \$2.7M on Mar 17, 2019 by 1 Investor**

**Seed Round - ₹300.2M on May 1, 2018 by 2 Investors**

**Seed Round - \$75K by 1 Investor**

## Startup 2-Ecommerce

### Founding Year - 2020

**Startup 2's** app allows groups to buy food and other daily necessities. Users may establish social shopping teams with friends and family and shop for great deals and large discounts together.

The firm solves multiple problem areas, including consumer trust concerns with e-commerce models and exorbitant rates for dry groceries delivery to Tier 3 and beyond. It simply seeks to mix social shopping and group purchasing features, whereas shopping on traditional e-commerce platforms is frequently a solo activity.

## E-Commerce

Ecommerce (electronic commerce) is a business strategy that allows organisations and individuals to buy and sell goods and services through the Internet. In four key market regions, ecommerce is conducted utilising computers, tablets, smartphones, and other smart devices. Ecommerce transactions provide customers access to practically any product and service imaginable, including books, music, plane tickets, and financial services like stock trading and online banking. As a result, it is seen as a disruptive technology

Ecommerce operates in all four of the following major market segments. These are:

- **Business to business (B2B)**, which is the direct sale of goods and services between businesses
- **Business to consumer (B2C)**, which involves sales between businesses and their customers
- **Consumer to consumer**, which allows individuals to sell to one another, usually through a third-party site like eBay
- **Consumer to business**, which lets individuals sell to businesses, such as an artist selling or licensing their artwork for use by a corporation

Source : <https://www.investopedia.com/terms/e/ecommerce.asp>

## About the Sector

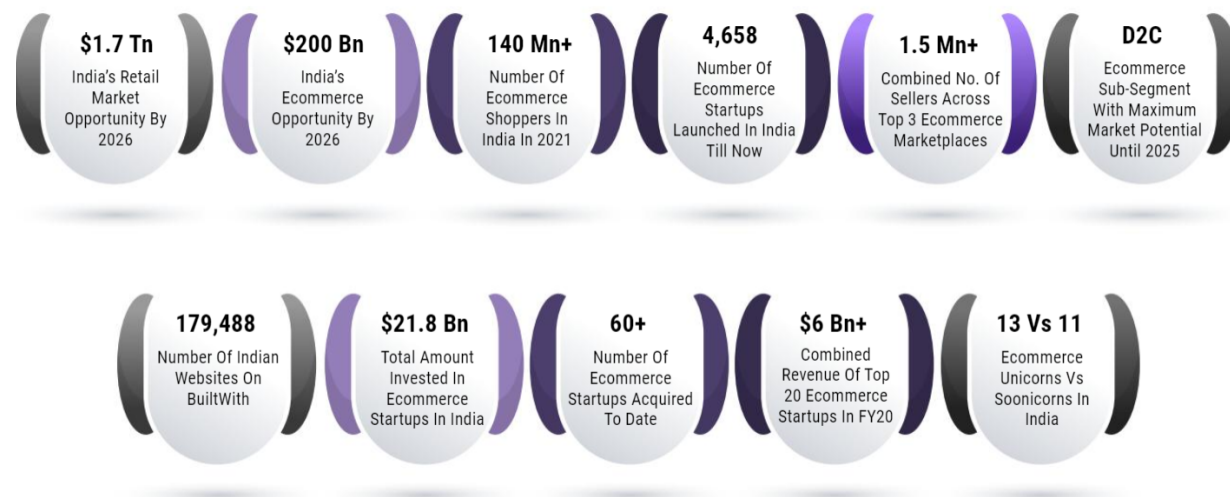
E-commerce has transformed the way business is done in India.

The Indian E-commerce market is expected to grow to US\$ 111.40 billion by 2025 from US\$ 46.2 billion as of 2020. By 2030, it is expected to reach US\$ 350 billion.

By 2021, total e-commerce sales are expected to reach US\$ 67-84 billion from the US\$ 52.57 billion recorded in 2020.

India's e-commerce market is expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026.

Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. As of July 2021, the number of internet connections in India significantly increased to 784.59 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% of connections were in urban areas, of which 97% connections were wireless.



Source: Inc42, ibef.org

## Business Model

**Startup 2** comes under the B2C segment.

The startup's sales model is called 'Community Buy,' and it's a one-of-a-kind strategy. When customers purchase with their close friends and family, they may unlock offers and drive for



lesser pricing. To generate sales and help clients save much more than other e-commerce enterprises, the startup promotes shared community-based and social associations or partnerships. This is also intended to encourage customers to have a more engaged and enjoyable shopping experience while saving money. For example, a large group of friends can buy together in bulk for greater discounts.

It operates on an inventory-holding approach, with groceries as its primary product. It has expanded its product line to include fresh fruits and vegetables, and it generates income through sales margins and in-app advertising.

The startup directly allows suppliers, manufacturers, wholesalers, and retailers to sell their products, via its app, helping consumers to save money.

## Revenue and Valuation

Right Now, the user base is between 5,000 and 10,000 currently and annualized gross merchandise value is around Rs 20 crore. Being a relatively new startup, not enough financial info is available.

## Investments and Investors

Seed Round - \$3M on Aug 30, 2021, by 16 Investors

Pre Seed Round - \$126K on Sep 2, 2020 by 1 Investors

## Startup 3 - FinTech

### Founding Year - 2015

**Startup 3** is a mobile-based credit service that offers small to medium-sized cash loans, as well as rapid lending on the go and low-interest rates. It has cooperated with a number of well-known financial institutions. There is no collateral. There are no guarantors required.

Only the amount consumed is charged interest. The consumer has access to the balance at no cost. It also offers a credit card that can be used for everyday purchases and can be turned into EMIs.

## FinTech

Financial technology (Fintech) is used to describe new tech that seeks to improve and automate the delivery and use of financial services. At its core, fintech is utilized to help companies, business owners and consumers better manage their financial operations, processes, and lives by utilizing specialized software and algorithms that are used on computers and, increasingly, smartphones. Fintech, the word, is a combination of "financial technology".

## About the Sector

The overall size of the Indian financial services sector in 2021 is estimated at \$500 billion, of which, the FinTech market comprises \$31 billion, according to a report by BLinC Insights. The rapid pace of growth in the FinTech sector in India comes on the back of accelerated digitization in the country, the report added. In the next five years, the FinTech sector is expected to grow with a compound annual growth rate of 22%, and it currently stands as the third-largest FinTech ecosystem in the world, behind the US and China. Of the total 6,386 FinTechs, 28% are into investment tech, 27% into payments, 16% into lending, 9% into banking infrastructure, and 20% are into other fields, the report said.

From 2016 to 2021, the total FinTech funding stood at \$16.5 billion, from which around 60% was in the last 3 years. In 2021, the funding received by digital payments was at \$0.9 billion (43 rounds), digital lending stood at \$0.73 billion (62 rounds), and that of investment tech stood at \$169 million in 2021 (36 rounds).

For insurtechs, funding stood at \$512 million (34 rounds) - a massive rise from \$291 million (380 rounds) in 2020. Similarly, the one received by neo banking rose to \$159 million in 2021 (15 rounds) from \$33 million in 2020 (9 rounds), and that of other banking solutions was at \$476 million (32 rounds) from \$68.6 million in 2020 (33 rounds).

Source :

<https://bfsi.economictimes.indiatimes.com/news/fintech/indias-fintech-market-size-at-31-billion-in-2021-third-largest-in-world-report/88794336>

## Business Model

The bank would provide a credit limit of up to INR 5 lakhs without any collateral or interest charges. Consumers may borrow as little as Rs. 2000 or as much as Rs. 4 lakhs via **Startup 3's** app, with EMIs ranging from 4 months to 3 years.

Only the amount borrowed is charged interest, which can be as low as 1.5 percent each month. As soon as EMIs are paid off, the limit is immediately increased. Any salaried person may download their free Android app and, using a patented Chatbot interface, to supply all of the information necessary by banks in a matter of minutes.

The software securely links with financial institutions to provide fast approval as well as a credit limit based on the user's credit history.

A "Credit Card" is also offered to the customer as an extra convenience for purchasing purposes. This is a standard MasterCard credit card that may be used in any place and for any card purchase - both offline and online.

## Revenue and Valuation

The revenue is generated from loan interest rates and convenience charges. Gross revenue has surged from Rs 66 lakh in the first year (2015) to Rs 235 crore in fiscal 2020.

## Investments and Investors

**Series B - \$28.2M on Jan 26, 2020 by 5 investors**

**Series A - \$12.4M on Jun 19, 2017 by 3 investors**

# Startup 4-Enterprise Tech

## Founding Year - 2021

**Startup 4** assists retail firms in opening and maintaining physical storefronts in India without the need for large teams. It presently hosts more than 20 big clients.

The concept is simple.

If someone wants to open a new physical store in a certain city, they may use the startup's project planning tools to submit the store template, which includes color charts, lighting schemes, flooring, and fixtures. **Startup 4** will divide the project into task-specific small segments, assign each component to the appropriate supplier, and collaborate with contractors throughout the country.

Civil and electrical work, interior and external branding, retail fit-outs, and other bespoke requirements are all handled by the organization. It also provides real-time updates on task progress. It has a project planning and management platform in place that allows it to connect with construction workers, furniture suppliers, and brand builders for swift and effective implementation. Furthermore, it delivers all bills to the relevant retail brand and immediately pays suppliers and contractors.

## Enterprise Tech

An Enterprise Tech startup is a technology company focused on delivering products and/or services to businesses through programs (software) that operate on computers and/or mobile devices. These business customers can range in size from sole operators to small and medium businesses to large multinational enterprise organizations. Some enterprise software companies are also in the business of selling enterprise hardware and/or consumer software.

## Business Model

It follows a B2B model. It partners with a supplier and contractors throughout the city. It has tied up with 700 furniture workshops and 52 general contractors across 140 cities in 20 states. It has built 400+ stores. The company has a tech & service model wherein it takes over the entire store development operations from a brand and reports the performance via a project management dashboard. They take some amount of margin for the services that they are providing and in return, take care of the entire logistics, making the customer hassle-free. It also takes some nominal fee for further maintenance of the store after it has been set up.

## Revenue and Valuation

The startup has an ARR of \$4 Mn for FY22.

## Investments and Investors

Pre Seed Round - ₹75.1M on Jan 5, 2022, by 3 Investors