

STARTUP INDIA SEED FUND SCHEME

COHORT 1

STARTUP PROFILE





GAURAVGO GAMES TECHNOLOGIES PVT LTD

STARTUP DETAILS

- **Team:** Dipesh Gaurav, CEO
- **Sector:** Game Tech
- **Investment amount:** Rs. 5 lakhs
- **Instrument:** Grant

FUND RAISED

- Rs. 5 lakhs under Startup India Seed Fund Scheme

TRACTION

- Game development completed.
- Product launch to be done.



OVERVIEW

At Gauravgo, users can earn while playing, exploring, and connecting in a gamified metaverse with no fees. Businesses can promote and sell in-game, enhancing user enjoyment and earnings simultaneously.

BUSINESS

All advertisers and businesses are welcome in our virtual world to promote products and services during gameplay, tailored to user interests. Gamers can make in-game purchases for goodies, assets, and add-ons, following the current model used by many game companies.

MARKET OPPORTUNITY

Transaction-based game revenues rose by 21% in 2022 and are projected to grow by 20% to Rs. 231 Bn by FY25. India, with 180 Mn fantasy sports users, expects a CAGR of 33% to Rs. 25,300 Cr by FY27. The gaming industry raised \$2.8 Bn in 5 years, producing three unicorns: Game 24X7, Dream11, and Mobile Premier League.



STARTUP DETAILS

- **Team:** Saket Agrawal, CEO
- **Sector:** Healthcare Technology
- **Investment amount:** Rs. 10 lakhs
- **Instrument:** Grant

FUND RAISED

- Rs. 10 lakhs under Startup India Seed Fund Scheme
- Rs. 15 lakhs from other

TRACTION

- Product development of Airbuddy is completed.
- Field trial is ongoing.



GREENVERSE PVT LTD

OVERVIEW

Greenverse manufactures indoor natural air purifiers with plant and filter purification, offering both unit products and customized wall installations. Air Buddi develops organic air purifiers that filter particles and purify gases.

BUSINESS

Our Revenue streams are: Sale of unit Device
Customization of Device
Sale of plant saplings
Subscription model for maintenance of plants
and Software Rental service.

MARKET OPPORTUNITY

Healthcare innovation in India is currently an approximately \$30 billion opportunity. The overall Indian healthcare market was about \$180 billion in FY 2023 and is projected to grow at approximately 12% CAGR to reach roughly \$320 billion by FY 2028

STARTUP DETAILS

- **Team:** Abhishek Dutta, CEO & Swastika Paul, Co-founder
- **Sector:** Biotechnology
- **Investment amount:** Rs. 10 lakhs
- **Instrument:** Grant

FUND RAISED

- Rs. 10 lakhs under Startup India Seed Fund Scheme
- Rs. 96.9 lakhs from others

TRACTION

- Product development still in process



OVERVIEW

Revolutionize your cancer research with DendroSURE, the pioneering dendritic cell culture media by EXSURE. Streamline your processes, making cancer therapy more accessible, efficient, and cost-effective. Unlock life-saving therapies quickly and easily with DendroSURE.

BUSINESS

Our B2C and B2B business model will initially generate revenue from selling the 500ml DendroSURE cell culture kit at Rs 30,000, yielding a 20% profit margin. By 2025, we plan to expand into specialized culture kits for circulating tumor cells and cancer stem cells.

MARKET OPPORTUNITY

India Biotechnology Market was valued at USD 101.5 Billion in 2024 and is expected to reach USD 297.2 Billion by 2033, at a CAGR of 11.09% during the forecast period 2024 – 2033.



TWINVERSE TECHNOLOGY PVT LTD

STARTUP DETAILS

- **Team:** Vineet Jana, CEO
- **Sector:** AR & VR
- **Investment amount:** Rs. 6 lakhs
- **Instrument:** Grant

FUND RAISED

- Rs. 6 lakhs under Startup India Seed Fund Scheme

TRACTION

- Beta model of the product is ready.
- Pilot testing in progress.



OVERVIEW

Twinverse, an innovative AR/VR company, creates custom experiences that immerse your audience in extraordinary realms. Showcase your brand, products, and locations in unique, memorable ways that leave a lasting impression.

BUSINESS

Our company offers personalized VR solutions for tourism, training, meetings, and conferences. We provide customized quotes based on selected modules like physics, 3D viewers, screen sharing, and multiplayer. Pricing depends on the chosen modules tailored to your specific needs.

MARKET OPPORTUNITY

The AR & VR market in India is expected to have approximately 770.3m users by 2029. The user penetration rate is predicted to be 42.1% in 2024 and is projected to increase to 51.2% by 2029. The average revenue per user (ARPU) is estimated to be Rs.US\$1.3.



IMAGINXT INDUSTRIES PVT LTD

STARTUP DETAILS

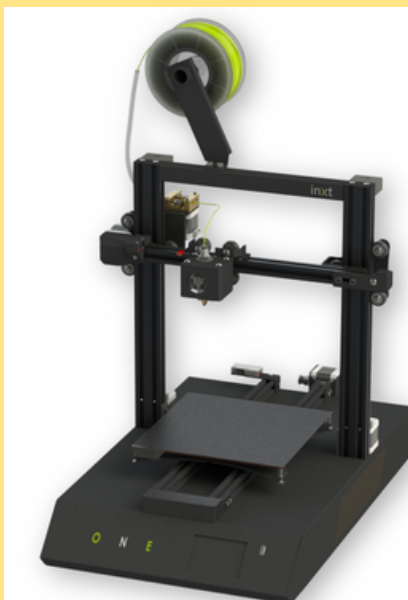
- **Team:** Rahul Chaudhury, CEO
- **Sector:** 3D Printing
- **Investment amount:** Rs. 5.24 lakhs
- **Instrument:** Grant

FUND RAISED

- Rs. 5.24 lakhs under Startup India Seed Fund Scheme
- Rs. 10 lakhs Angel Fund

TRACTION

- Product development in progress



OVERVIEW

INXT's affordable, high-speed, and user-friendly 3D printer makes complex designs, rapid prototyping, and customized manufacturing accessible to all, revolutionizing the industry by overcoming traditional challenges.

BUSINESS

INXT's revenue model includes selling 3D printers, software licenses, training, and support services. We will offer maintenance, repair, and customization services, partner with resellers and distributors, and implement tiered pricing. Our model will adapt based on market trends, customer feedback, and competitive analysis.

MARKET OPPORTUNITY

India's 3D printing medical devices market size was valued at \$54 Mn in 2022 and is estimated to expand at a compound annual growth rate (CAGR) of 17.8% from 2022 to 2030 and will reach \$222 Mn in 2030. The market is segmented by component, application, technology, and end user.



NEWRUP TECH SOLUTIONS PVT LTD

STARTUP DETAILS

- **Team:** Anup Paikaray, Founder
- **Sector:** Non renewable Energy
- **Investment amount:** Rs. 5 lakhs
- **Instrument:** Grant

FUND RAISED

- Rs. 5 lakhs under Startup India Seed Fund Scheme

TRACTION

- MVP development completed.



OVERVIEW

Founded in 2022, Newrup Tech Solutions innovates to simplify rural life by manufacturing clean energy devices like smokeless stoves and automatic air blowers, addressing indoor air pollution and aiming to reduce related deaths by 1 million.

BUSINESS

We collaborate with NGOs to reach underserved communities, sell to corporations while collecting CSR funds and carbon credits, partner with government programs for procurement, and work with Gramin banks to offer financing to rural women, enabling them to purchase now and repay in 1-2 years.

MARKET OPPORTUNITY

India ranks 4th globally in Renewable Energy Installed Capacity, 4th in Wind Power, and 5th in Solar Power (REN21 Renewables 2024 Report). It targets 500 GW of non-fossil fuel energy by 2030, under the Panchamrit pledge, marking the world's largest renewable energy expansion plan.

STARTUP DETAILS

- **Team:** Jayabeer Sutar, CEO
- **Sector:** Drone Technology
- **Investment amount:** Rs. 5 lakhs
- **Instrument:** Grant

FUND RAISED

- Rs. 5 lakhs under Startup India Seed Fund Scheme
- Rs. 3 lakhs from others

TRACTION

- MVP completed of internet enabled kit of the drone.



OVERVIEW

Jaywing Technologies has developed a compact drone kit for the Indian market, featuring an onboard computing system with internet access. It analyzes real-time data, provides intelligence, and transmits to a ground station for 3D mapping, LiDAR navigation, aerial photography, and weather monitoring.

BUSINESS

We aim to generate revenue through product sales, subscriptions, services, and partnerships, tailored to market demand. Our plan includes transforming standard drones (e.g., monocopter, bi-copter, quadcopter, hexacopter) into internet-enabled drones for data analysis, distinguishing flight status and motion.

MARKET OPPORTUNITY

The drone market in India is projected to stand at \$13 Bn by 2030, up from \$2.71 Bn in 2022, positioning India as a key player in Asia Pacific (APAC) for driving this growth, according to Inc42's Indian Drone Tech Startup Landscape & Market Opportunity Report 2023.



ONESTOP WELLNESS PVT LTD

STARTUP DETAILS

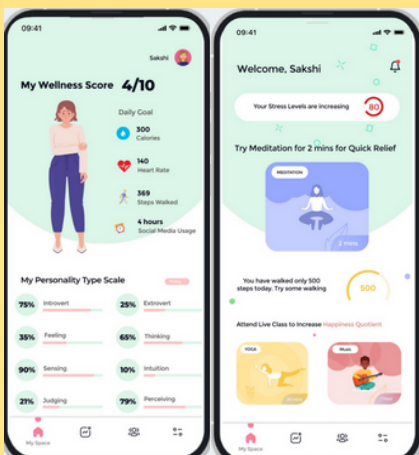
- **Team:** Sakshi Shah, founder & Lawrance Bamania, Founder
- **Sector:** Health & Wellness
- **Investment amount:** Rs. 5 lakhs
- **Instrument:** Grant

FUND RAISED

- Rs. 5 lakhs under Startup India Seed Fund Scheme

TRACTION

- Product development completed.
- **User base:** 10k
- **Revenue:** Rs. 30 lakhs
- **Team members:** 4 full time, 5 part time



OVERVIEW

GoodLives is an AI-driven mental wellness platform for individuals and corporates, offering comprehensive management, measurement, and improvement of mental well-being. They track biomarkers with AI algorithms for enhanced well-being insights, ensuring easy access from mental illness to wellness.

BUSINESS

We generate revenue through Our services; as the marketplace scales and the number of transactions increases, we can earn more money. Business To Customers Business To Business

MARKET OPPORTUNITY

The global health and wellness market was valued at USD 5,546.0 billion in 2023 and is expected to reach over USD 9,245.8 billion by 2033, growing at a CAGR of 5.2% from 2024 to 2033.



CALYTICS GLOBAL PVT LTD

STARTUP DETAILS

- **Team:** AMJ Ramaraju, CEO
- **Sector:** Adtech
- **Investment amount:** Rs. 8 lakhs
- **Instrument:** Grant

FUND RAISED

- Rs. 8 lakhs under Startup India Seed Fund Scheme

TRACTION

- Product development completed.
- **Media owners:** 10 & 4 brand partners
- **FY23-24:** Rs. 8 lakhs
- **Team members:** 5 founders & 2 interns.



OVERVIEW

Calytics, an Ad-Tech platform, offers extensive outdoor media options, real-time campaign execution proof, and audience reach analytics. It also provides surveillance solutions to prevent vandalism at outdoor media sites.

BUSINESS

We have multiple revenue streams: IoT hardware sales (indoor and outdoor devices averaging 20,000 Rs. each), two subscriptions (Ad management and Data analytics at 500 Rs./month per media site), and a 10-20% commission on all ad bookings within our ecosystem.

MARKET OPPORTUNITY

The AdTech market in India is witnessing rapid growth, fueled by the nation's expanding internet penetration and embracing of digital technologies. The India AdTech market is poised to witness a CAGR of 20.1% throughout the forecast period 2024 to 2030.



THIRDI TECHNOLOGIES (OPC) PRIVATE LIMITED

STARTUP DETAILS

- **Team:** Ramaswamy Meenakshi, Director
- **Sector:** AI
- **Investment amount:** Rs. 5 lakhs
- **Instrument:** Grant

FUND RAISED

- Rs. 5 lakhs under Startup India Seed Fund Scheme

OVERVIEW

Thirdi Technologies (OPC) Private Limited develops AI-driven, portable diagnostic tools for cervical cancer to improve healthcare in low-resource settings.

BUSINESS

We offer rental devices with service charges for low-resource settings and product sales with subscription models to hospitals and research institutes.

MARKET OPPORTUNITY

The AI market in India is projected to reach \$8 billion by 2025, growing at a CAGR of over 40% from 2020 to 2025. With its vast talent pool, growing digital infrastructure, and government initiatives like Digital India, India presents significant opportunities for U.S. companies looking to leverage AI technologies.





HEALU CONSULTANCY SERVICES PVT LTD

STARTUP DETAILS

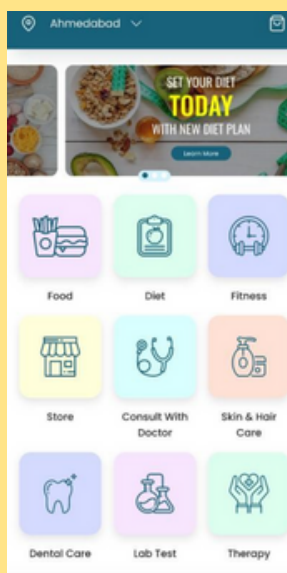
- **Team:** Sameer Patra, CEO, CMO & Ruturaj Mohanty, CTO, CFO
- **Sector:** Health & Wellness
- **Investment amount:** Rs. 12 lakhs
- **Instrument:** CCD

FUND RAISED

- Rs. 12 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:** 5403 nos
- **FY23-24:** Rs. 18.9 lakhs
- **Team members:** 10



OVERVIEW

HealU is a health & wellness aggregator where they facilitate services like Diet, Doctor Consultation, Fitness & Gyms, Therapy etc. Their motto is to organize the health and wellness market by creating a platform for the local vendors

BUSINESS

Commission on all services from partners (diet, restaurant, gym & fitness, doctors, salon & spas, dental clinic etc) Ad Revenue from all partners who wish to promote themselves on our app & social media handles. Platform Fees from the partners.

MARKET OPPORTUNITY

The global health and wellness market was valued at USD 5,546.0 billion in 2023 and is expected to reach over USD 9,245.8 billion by 2033, growing at a CAGR of 5.2% from 2024 to 2033.

STARTUP DETAILS

- **Team:** Shubham Vishvakarma, Founder & Rahul Vishvakarma, Founder
- **Sector:** Robotics Technology
- **Investment amount:** Rs. 20 lakhs
- **Instrument:** CCD

FUND RAISED

- Rs. 20 lakhs under Startup India Seed Fund Scheme
- Rs. 25 lakhs VC Fund
- Rs. 20 lakhs other fund

TRACTION

- **User base:** 3 Clients
- **FY23-24:** NIL
- **Team members:** 5



OVERVIEW

Driblet Pvt Ltd is a robotic-based startup working in the clean-tech domain. They provide advanced robotic-based solutions for managing cleaning and forecasting waste. Our most trending solution is a krait, which has flexibility inside the sewer lines and is able to eradicate direct human involvement with hazardous waste.

BUSINESS

We generate revenue from selling Krait through two models: a) Direct sales to ULBS at Rs.30 lakhs, and b) A rental-based subscription for ULBS that cannot afford the upfront cost, offering cleaning and sewer management services tailored to their capacity.

MARKET OPPORTUNITY

Robotics Market size was valued at USD 34.06 billion in 2022 and is poised to grow from USD 39.54 billion in 2023 to USD 134.64 billion by 2031, growing at a CAGR of 16.60% during the forecast period (2024-2031).

STARTUP DETAILS

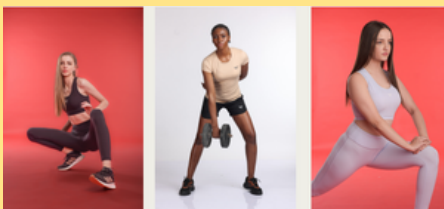
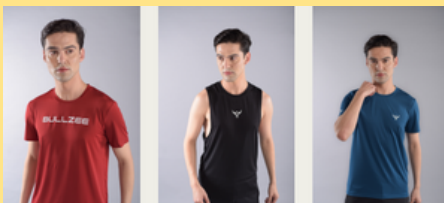
- **Team:** Ananda Gouda, CEO & Bhabani Sankar, CTO
- **Sector:** Apparel
- **Investment amount:** Rs. 10 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 10 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:** 500 nos
- **FY23-24:** Rs. 10 lakhs
- **Team members:** 6



OVERVIEW

Dedicated to providing high-quality athletic wear that is both stylish and functional, Bullzee's clothing material is made from a blend of spandex and polyester, which offers the perfect combination of stretch, durability, and comfort.

BUSINESS

Bullzee's primary revenue comes from selling sportswear apparel and accessories. Its e-commerce platform, bullzee.com, enables global direct-to-consumer sales, bolstered by effective digital marketing and customer engagement strategies.

MARKET OPPORTUNITY

Revenue in the Fashion Market is projected to reach US\$770.90bn in 2024.

Revenue is expected to show an annual growth rate (CAGR 2024-2029) of 8.94%, resulting in a projected market volume of US\$1,183.00bn by 2029.



CAARE HEATHTECH SERVICES PVT LTD

STARTUP DETAILS

- **Team:** Chandramouli Samatham, Founder & CEO
- **Sector:** Healthcare Services
- **Investment amount:** Rs. 10 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 10 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:** 5 Phygital Clinics
- **FY23-24:** Rs. 11.7 lakhs
- **Team members:** 6



OVERVIEW

Caare empowers health workers in rural and senior communities with a simple mobile app, bridging patients and specialist doctors. By facilitating home healthcare and vital monitoring, we ensure high-quality patient care and service, supported by knowledgeable partners and unmatched dedication to training and patient service.

BUSINESS

Caare Platform: Transactional Fee per consultation
Caare Platform with Caare Doctors: Transactional Fee per consultation + Caare Doctor Fee
Caare Platform as a Subscription: Monthly Subscription for Health Facility Registry (UHI) and Telemedicine solution.

MARKET OPPORTUNITY

Healthcare innovation in India is currently an approximately \$30 billion opportunity. The overall Indian healthcare market was about \$180 billion in FY 2023 and is projected to grow at approximately 12% CAGR to reach roughly \$320 billion by FY 2028



CLICKS TALENT CONNECT PVT LTD

STARTUP DETAILS

- **Team:** Arasu MT, Founder & Santhosh Koshy, Founder
- **Sector:** E-learning
- **Investment amount:** Rs. 10 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 10 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:** 18k learners, 3 college partner & 2 corporate partner
- **FY23-24:** Rs. 59.5 lakhs
- **Team members:** 8



OVERVIEW

Clicks Campus is a premium online platform offering courses in over 100 categories. We aim to transform learning through technology, engaging content, and quality teaching, enhancing the online experience for students, graduates, job seekers, professionals, and homemakers.

BUSINESS

Pay-per-Placement Upskilling Programs Cash Rewards Campus Hiring Portal Certification and Assessment Virtual Roadshow Premium Companies EMI revenue model

MARKET OPPORTUNITY

The India e-learning market, which was valued at USD 10.24 billion in 2023, is anticipated to surge to USD 28.46 billion by 2029, with a Compound Annual Growth Rate (CAGR) of 18.57%.

DENSITOR ENERGY STORAGE PVT LTD

STARTUP DETAILS

- **Team:** Prathamesh Hardikar, Director & Subodh Khanolkar, Director
- **Sector:** Clean Tech
- **Investment amount:** Rs. 15 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 15 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:**
- **FY23-24:** Rs. 75.5 lakhs
- **Team members:** 6



OVERVIEW

DENSITOR offers energy storage solutions with over a decade of research, focusing on energy and power density ratios. Their efficient, long-life systems operate in extreme temperatures and are designed for over 10 years of active use.

BUSINESS

Our business model is built around the sale of goods and services. In order to make Supercapacitor Powerpacks as broadly accessible as a "Off-the-Shelf-Component," our goal is to create standardised designs for each application area.

MARKET OPPORTUNITY

The value of green frontier technologies is anticipated to experience a significant increase, growing fourfold compared to their current valuation and reaching a market size of up to \$ 2.1 tn by 2030. Moreover, the overall market for frontier technologies is expected to expand even further, reaching a staggering \$ 9.5 tn by the end of the decade.

STARTUP DETAILS

- **Team:** Rashmi, Founder
- **Sector:** Lifestyle
- **Investment amount:** Rs. 15 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 15 lakhs under Startup India Seed Fund Scheme
- Rs. 10 lakhs from Bihar Startup

TRACTION

- **User base:** 300 nos
- **FY23-24:** Rs. 80 Thousand
- **Team members:** 10



OVERVIEW

Patna-based Dhajcraft is a designer brand offering handcrafted footwear featuring intricate handmade paintings and embroidery. Using materials like jute, khadi, and various fabrics, they allow customization to match your dress and foot size.

BUSINESS

Our market targets four segments: e-commerce sites (e.g., Myntra, Amazon), our Dhajcraft website, offline boutiques, and shop-in-shop models. We're registered on major e-commerce platforms, our website is live, and we've partnered with key boutiques in Patna, Kolkata, Lucknow, and Delhi, displaying products in stores like Khadi Gramodyog and Khadi Mall.

MARKET OPPORTUNITY

The India Fast Fashion market size was valued at US\$ 9.90 billion in 2023 and is expected to reach US\$ 28.84 billion by 2030, grow at a compound annual growth rate (CAGR) of 16.5% from 2023 to 2030.



STARTUP DETAILS

- **Team:** Khushboo Shinagare, Founder & Amol Monga, Founder
- **Sector:** Others
- **Investment amount:** Rs. 12 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 15 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:** 6 clients
- **FY23-24:** Rs. 10 lakhs
- **Team members:** 5



LAMISO TECH PVT LTD

OVERVIEW

Vaara is the brand name for refrigerated Transport units manufactured by Lamiso Tech Pvt Ltd. This startup focuses on building energy-efficient, India's first refrigerated storage for EVs. The indigenous, all-electric answer to last-mile deliveries.

BUSINESS

Implement a direct cash model by selling Vaara refrigeration units to logistics partners and leasing refrigerated EVs. Offer a subscription model for IoT data access (distance, temperature, humidity, product quality), enabling fleet and product owners to efficiently control losses and reduce wastage.

MARKET OPPORTUNITY

According to a study by Mordor Intelligence, India's cold chain logistics market is expected to reach \$11.64 billion in 2024 and grow to \$18.19 billion by 2029. The key reason for the steady growth is a rise in demand for perishable goods, both domestically and internationally, driven by e-commerce.

MO OIL VENTURES PVT LTD

STARTUP DETAILS

- **Team:** Soumya Pattanayak, CEO
- **Sector:** Oil & gas transportation services
- **Investment amount:** Rs. 15 lakhs
- **Instrument:** CCD

FUND RAISED

- Rs. 15 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:** 15 clients
- **FY23-24:** Rs. 18 Crore
- **Team members:** 8



OVERVIEW

Mo Oil, branded as FUELENT, revolutionizes diesel delivery by allowing customers to order and track fuel to their doorstep via an app or website. This service offers a unique and convenient alternative to traditional fuel transport.

BUSINESS

Directly sell at least 200 liters to businesses and smaller segments. Target larger institutions and governmental projects for institutional sales. Expand through franchising to reach new geographic areas.

MARKET OPPORTUNITY

The India Oil And Gas Market size is estimated at 38.12 Billion cubic meter in 2024, and is expected to reach 49.12 Billion cubic meter by 2029, growing at a CAGR of 5.20% during the forecast period (2024-2029).



STARTUP DETAILS

- **Team:** Neha Parmar, Founder & Soumya Parmar, Co-founder
- **Sector:** Health & Wellness
- **Investment amount:** Rs. 10 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 10 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:**
- **FY23-24:** Rs. 28.9 lakhs
- **Team members:** 4



OAK SPRINGS NATURAL PVT LTD

OVERVIEW

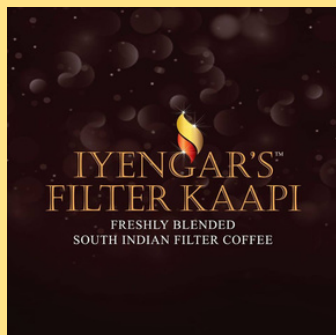
Himalayan Origins ensures their products are genuinely natural, with fresh herbs and botanicals sourced from the Himalayas. They've aimed for 99% plastic-free, sustainable packaging. Their ingredients are eco-friendly, posing no harm to the environment or groundwater contamination.

BUSINESS

We are a Hybrid Business model of a D2C online Brand with an Export and B2B Presence. We would be generating revenue through sale of products.

MARKET OPPORTUNITY

The global health and wellness market was valued at USD 5,546.0 billion in 2023 and is expected to reach over USD 9,245.8 billion by 2033, growing at a CAGR of 5.2% from 2024 to 2033.



STARTUP DETAILS

- **Team:** Ramesh Iyengar, Founder
- **Sector:** Food processing
- **Investment amount:** Rs. 15 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 15 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:** 3105 nos
- **FY23-24:** Rs. 14.9 lakhs
- **Team members:** 17



RAMESH IYENGAR ASSOCIATES LLP

OVERVIEW

At IYENGAR'S Filter Kaapi, they are passionate about crafting exceptional coffee experiences that celebrate the rich heritage and flavors of South India. With a deep-rooted commitment to quality and authenticity, they bring Mumbaikar's - artisanal South Indian Filter Kaapi.

BUSINESS

Two flask sizes available: 350 ml (3-4 serves) for Rs 315 and 500 ml (5-6 serves) for Rs 365, including kaapi, delivery, and pickup logistics. Flasks are cleaned at an independent station. Corporate rate for 500 ml flask is Rs 250, a 32% discount for bulk subscriptions.

MARKET OPPORTUNITY

Total revenue in the Food & Drink market is projected to reach US\$13.49m in 2022. Total revenue is expected to show an annual growth rate (CAGR 2022-2027) of 14.94%, resulting in a projected market volume of US\$30.75m by 2027.

RAW BEAUTY WELLNESS PVT LTD

STARTUP DETAILS

- **Team:** Sunayana Walia, Founder & Gurdeep Walia, Founder
- **Sector:** Personal Care
- **Investment amount:** Rs. 10 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 10 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:** 10084 nos
- **FY23-24:** Rs. 89.1 lakhs
- **Team members:** 10



OVERVIEW

Raw Beauty Wellness blends traditional wisdom with modern sensibilities to create holistic skin and hair care products. Catering to beginners and offering baby-friendly options, the brand uses cutting-edge technology and vegan ingredients for clean, effective cosmetics.

BUSINESS

Raw Beauty generates significant revenue through direct sales on their website and various marketplaces like Amazon, Vanity Wagon, Sublime, Kindlife, and Amala Earth. They also distribute products through physical stores such as HYPD, Ref Club, Root Natural, Mesky, and Meola, offering over 50 skincare items including natural and chemical exfoliants and ubtans.

MARKET OPPORTUNITY

The Beauty & Personal Care market in India is set to reach US\$31.51bn in revenue by 2024, with a projected annual growth rate of 3.00% through 2028. The largest segment, Personal Care, is expected to reach US\$14.31bn in 2024.



REALTIME LABS PVT LTD

STARTUP DETAILS

- **Team:** Pavan Reddy, CEO & Bala Bhat, CTO
- **Sector:** Others
- **Investment amount:** Rs. 12 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 12 lakhs under Startup India Seed Fund Scheme
- Rs. 3.66 Cr Angel fund

TRACTION

- **User base:** 1200 retail user, 10 real estate agent & 2 B2B customer
- **FY23-24:** Rs. 5.5 lakhs
- **Team members:** 8



OVERVIEW

Realtimate is an innovative real estate transaction platform for seamless rental workflows, enabling digital collaboration via WhatsApp and email. It ensures efficiency and security, offering escrow services for safe fund exchanges and streamlining real estate transaction closings.

BUSINESS

Closing AFS* : Greater of Rs 10,000 or 0.1% of Transaction Value
MOU* : Greater of Rs 2,000 or 2% of Booking Amount
Rental Rs 399 upfront for Agreement
0.2% of Monthly Rental for additional features on platform

MARKET OPPORTUNITY

By 2040, India's real estate market is projected to grow to Rs. 65,000 crore (US\$ 9.30 billion) from Rs. 12,000 crore (US\$ 1.72 billion) in 2019. The sector is expected to reach a US\$ 1 trillion market size by 2030, up from US\$ 200 billion in 2021, and contribute 13% to the country's GDP by 2025.



RETROD TECHNOLOGIES PVT LTD

STARTUP DETAILS

- **Team:** Pravat Panda, Founder
- **Sector:** Hospitality
- **Investment amount:** Rs. 12 lakhs
- **Instrument:** CCD

FUND RAISED

- Rs. 12 lakhs under Startup India Seed Fund Scheme
- Rs. 7 lakhs debt

TRACTION

- **User base:** 100 Clients
- **FY23-24:** Rs. 18.7 lakhs
- **Team members:** 17



OVERVIEW

At Retrod, their mission to provide hotels with cutting-edge software solutions that enhance guest experiences. Their Booking software streamlines check-in and check-out processes for guests, ultimately boosting satisfaction and loyalty.

BUSINESS

Retrod's revenue model for its products (Web-BUILDER, Booking Engine, Property Management Software, AI Bot, and Marketing Engine) is a combination of subscription-based and transaction-based pricing. The company also generates revenue through upselling and cross-selling its products to existing customers.

MARKET OPPORTUNITY

The Travel & Tourism market in India is expected to generate a revenue of US\$23.72bn in 2024. The projected annual growth rate (CAGR 2024-2028) of 9.62% is expected to result in a market volume of US\$34.25bn by 2028.

STARTUP DETAILS

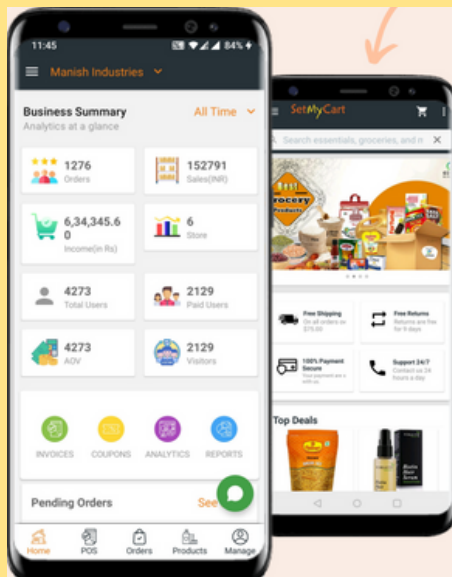
- **Team:** Tushar Vadhera, CEO
- **Sector:** Retail Technology
- **Investment amount:** Rs. 30 lakhs
- **Instrument:** CCD

FUND RAISED

- Rs. 30 lakhs under Startup India Seed Fund Scheme

TRACTION

- **User base:** 22 Clients
- **FY23-24:** Rs. 11 lakhs
- **Team members:** 11



OVERVIEW

SetMyCart is a SaaS-based Unified Commerce Platform for manufacturers, offering a customizable, white-labelled Web + Mobile App. It enables omnichannel sales integration, processing orders from eCommerce, in-store, calls, social media, and marketplaces, supporting early-stage D2C ventures.

BUSINESS

Our revenue model leverages a B2B SaaS subscription structure with three tiered plans (Lite, Pro, and Super) offering various features. Additionally, we provide marketing add-ons and are piloting a revenue-sharing model based on a "house of brands" concept, monetizing the same customer multiple times for enhanced value.

MARKET OPPORTUNITY

The retail market in India has undergone a major transformation and has witnessed tremendous growth in the last 10 years. Indian retail market is expected to reach \$1.1 Tn by 2027 and \$2 Tn by 2032 growing at 25% CAGR



SETUPMY HOTEL PVT LTD

STARTUP DETAILS

- **Team:** Dharmesh Pankhawala, CEO
- **Sector:** Others
- **Investment amount:** Rs. 10 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 10 lakhs under Startup India Seed Fund Scheme
- Rs. 17 lakhs loan
- Rs. 1.4 Cr Angel fund

TRACTION

- **User base:** 1246 users
- **FY23-24:** Rs. 5.8 Cr
- **Team members:** 65



OVERVIEW

FreedyGo, a brand under SETUPMY HOTEL PRIVATE LIMITED, is a comprehensive solution for the food industry's inventory needs in Pune. They provide high-quality, fresh inventory to restaurants, hotels, and food carts through an efficient online delivery platform, ensuring delivery within 5-24 hours of ordering.

BUSINESS

FreedyGo generates revenue by delivering timely inventory to restaurants, cafes, hotels, and more, charging based on distance, delivery time, and product type. Additional income comes from expedited deliveries and customized inventory management. This model aims for client value and business profitability.

MARKET OPPORTUNITY

Total revenue in the Food & Drink market is projected to reach US\$13.49m in 2022. Total revenue is expected to show an annual growth rate (CAGR 2022-2027) of 14.94%, resulting in a projected market volume of US\$30.75m by 2027.



WEALIDES FINTECH PVT LTD

STARTUP DETAILS

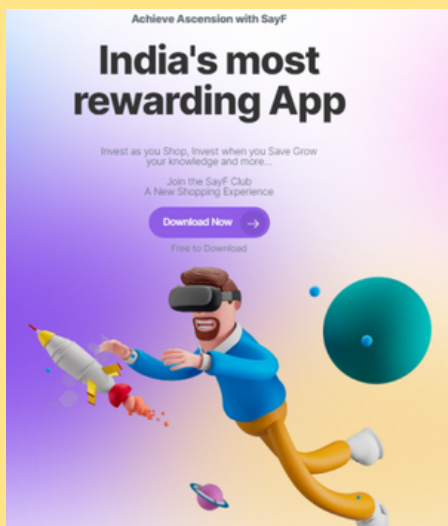
- **Team:** Priyesh Gandhi, CEO
- **Sector:** Personal Finance
- **Investment amount:** Rs. 10 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 10 lakhs under Startup India Seed Fund Scheme
- Rs. 1.8 Cr Angel fund

TRACTION

- **User base:**
- **FY23-24:** Rs. 15.2 Cr
- **Team members:** 16



OVERVIEW

SayF is a fast-growing fintech enterprise focused on overcoming key financial hurdles in shopping. We're dedicated to delivering high-quality products and services that surpass user expectations and set new industry benchmarks.

BUSINESS

We receive a cut from the brands we partner with. A cut of the digital gold sales made on our platform.

MARKET OPPORTUNITY

The country ranks second in deal volume, and the FinTech Market Opportunity is anticipated to reach an awe-inspiring \$2.1 trillion by 2030. In 2022 alone, Indian FinTech startups raised an impressive \$5.65 billion, making it the second most funded startup sector in the country.



YELLOWINGS DELIVERY SERVICES PVT LTD

STARTUP DETAILS

- **Team:** Vinayak Gupta, Founder & Anjali Gupta, Founder
- **Sector:** EV Logistics
- **Investment amount:** Rs. 12 lakhs
- **Instrument:** Debt

FUND RAISED

- Rs. 12 lakhs under Startup India Seed Fund Scheme
- Rs. 8.5 Cr loan

TRACTION

- **User base:** 9 Clients
- **FY23-24:** Rs. 3.26 Cr
- **Team members:** 25



OVERVIEW

Yellowings is a green delivery service specializing in efficient, sustainable intra-city deliveries. They use electric vehicles (EVs) to minimize carbon emissions and promote eco-friendly transportation.

BUSINESS

We offer commissions, delivery and service fees, white-label logistics services, subscription plans, and business catering services. Fees, such as mileage charges for deliveries, are applied, ensuring guaranteed revenue in both directions per order.

MARKET OPPORTUNITY

The India Electric Vehicle Market size is estimated at 34.8 billion USD in 2024, and is expected to reach 120 billion USD by 2030, growing at a CAGR of 22.92% during the forecast period (2024-2030).