

EASY HOME FINANCE LIMITED



Established in Year 2017

www.easyhomefinance.in

Elevator Pitch (30 words)

Easy is a mortgage-tech company providing accessible digital mortgage loans which are cheaper, better and faster to the low income group underserved first home buyer.

Summary

Easy is a mortgage-tech company with proprietary technology a combination of Fintech, PropTech+RegTech. We provide mortgage loans bundled with insurance to the missing middle with an average ticket size of \$10,000. Our technology has been extended as a service to other secured lending products as well catering to the missing middle & new to credit. Currently an affordable mortgage in India and other developing markets is a broken experience with long wait times and lots of paperwork for the customer and represents the fastest growing market amongst all lending verticals.

Founders, Experience

- Rohit Chokhani, Managing Director
 - Alumni of Newcastle Business School, London School of Economics & University of Reading
 - Previous experience in managing a \$300m real estate development business and ex-founder of venture capital fund
- Praveen Agrawal, Chief Executive Officer
 - Alumni of Allahabad University, Masters in Statistics
 - 20+ experience in public sector banking, held senior most positions in SIDBI (largest SME bank in India)
- Prerak Mehta
 - Alumni of Carnegie Mellon University, USA
 - Previous experience includes working at Enova Financial, USA & starting up 2 previous startups with successful exits

Business Model and Major Clients

- Primary Mortgage Lender B2C
- Customers apply for home loans on our platform and we assess them and provide a loan mortgage to individual customers
- We make revenue on fees, interest income, insurance commission & platform fees
- We make revenue of SaaS, other secured lending companies using our platform

Traction/ Significant Statistics

- Sourced 6000+ customers
- 1500+ live loans
- Revenue of \$1m in FY20
- Current ARR of \$2.2m
- Bottom Line Profitable

Current Stage

- Raised \$10m+ in equity + debt funding

Existing Investors:
Harbourfront Capital (Group company of Das Capital, Shinji Kimura)

Investment Needs and Purpose

- Raising \$7 Mn
- Pre Money Valuation \$23 Mn
- Purpose: For Growing loan book by 10x and for acquiring more SaaS customers across SEA



get my PARKING

where mobility begins

Get My Parking

Established in Year 2015

www.getmyparking.com

Elevator Pitch (30 words)

IOT platform that transforms parking lots into intelligent mobility hubs to serve modern consumers, shared mobility, and connected car companies

Summary

Urban mobility has evolved a lot but parking infrastructure is still the same. Parking operations are mostly offline and their hardware works in silos. There is a huge demand from companies providing shared mobility, navigation, automotive OEMs, to connect to parking data. We bridge this gap by integrating parking and mobility with our IoT SaaS platform. Our platform is used by parking operators to upgrade and transform their traditional parking into an intelligent automated mobility hub. Our platform is deployed at 2200+ parking lots and processed 50+ Million transactions across 16 countries. Some of the world's largest parking operators in Europe and USA are our customers.

Founders, Experience

- Chirag Jain, CEO
 - MBA from IIT Madras, Engineering from Galgotia University
 - Worked at Carwale.com and Nissan
- Rasik Pansare, CMO
 - MBA from FMS Delhi University, Engineering from Pune University
 - President of Entrepreneurship Cell at FMS Delhi

Business Model and Major Clients

- B2B2C model - selling to parking operators and serving their end consumers
- SaaS Platform with hybrid model of 'Fixed + Variable' fees
- APCOA Parking (Europe), Towne Parking (US), Hyderabad Metro (India), Sunsky (Taiwan)
- Sales partnership with Toyota Tsusho to use their global sales network to sell our platform

Traction/ Significant Statistics

- 50+ Million Parking Transactions
- 2200+ Parking Lots using our platform
- 350K+ Parking Spaces inventory on our platform
- 7 Parking apps worldwide powered by our IoT platform
- US \$2 Million revenue in 2019-20

Current Stage

- Last Round:
US \$3 Million in 2017
- Total: US \$4.5 Million

- BEENEXT
- IAN
- Chennai Angels

Investment Needs and Purpose

- Raising US \$6 Mn
- Pre Money Valuation US \$24 Mn
- Purpose: Majorly for product development and international sales expansion

Elevator Pitch (30 words)

Building India's largest finance brand for 500 Million + underserved lower middle income customers. Built a unique social distribution platform where thousands of freelancers sell financial products (loans, insurance, savings) to these customers. Near 0% defaults despite covid, Profitable by early 2021.

Summary

At MoneyOnClick we are building India's largest financial services brand for the 500 Mn lower middle income customers in 4000+ small cities . This customer segment has very little penetration of formal loans, insurance or saving products. We have created unique low cost loans, savings and insurance products that are relevant for this customer segment.

To reach these customers at low CAC, we have built a proprietary social distribution channel where we have onboarded thousands of financially literate free-lancers in 1000+ cities. Our fully automated social partner app is available in 6 languages and helps us manage these partners remotely without any physical presence.

We are happy to share that we have been able to maintain near 0% default rates despite Covid19 . Our proprietary ML based family underwriting where we evaluate the P&L of the family and give a joint liability family loan has helped us maintain these low default rates.

Founders, Experience

- Co-Founder & CEO- Vishal Chopra- Vishal was CBO of Lendingkart, India's largest SME fintech lender with \$150 Mn equity raise. He was also the first hire for Amazon India in 2011. Vishal did his MBA at ISB, Hyderabad (amongst top 30 global Business schools according to Financial Times London)
- Co-Founder & COO – Himanshu Gupta- Himanshu is one of India's foremost experts in Machine Learning based underwriting and has more than 10 years of ML experience. He was Head of Data Science & Analytics at Lendingkart and was responsible for its NPA and AI/ML based credit modelling & analytics. He did his engineering education from prestigious IIT Delhi.

Business Model and Major Clients

- In India all the large financial services players focus only on the top 50 Million customers living in top 20 cities. Penetration of formal credit, insurance and savings products (except bank deposits) outside these 50Mn customers is negligible.
- 500Mn lower middle income customers want to purchase loans, insurance and savings products but existing large financial players don't sell to these customers due to low ticket sizes and difficulty to underwrite and distribute.
- We have created tailormade lending, health and life insurance products for these 500Mn customers in 4000+ cities
- Since no existing distribution channels exist for these customers, we have built a proprietary social distribution channel where we have onboarded thousands of financially literate free-lancers such junior financial sector employees in 1000+ cities. Our fully automated social partner app is available in 6 languages and helps us manage these partners remotely without any physical presence and at very low CAC.

Traction

- Monthly loan disbursement rate of \$500K per month growing 30% MOM
- Will reach \$7Mn to \$8Mn AUM by March 2021
- Near 0% defaults despite covid19
- 14% contribution margin due to only 2% CAC and near 0% defaults
- Profitable by early 2021

Current Stage

- \$4.25Mn Seed – Early 2019

- Kalaari capital- \$650Mn AUM (Unicorns- Dream11, Curefit, Mynta)
- Picus Capital - \$300Mn AUM (Started by founder of rocket internet that had several multi-billion \$ exists/IPOs – Jumia, Lazada, Delivery hero)
- 3one4 Capital (\$250Mn AUM)- Investor in several prominent Indian fintechs

Investment Need

- Raising- \$5-8Mn Series A
- Purpose :- While we will achieve profitability by early 2021, series A will help us grow our business 5X in 2021 and help us further progress in our dream of building the largest financial services brand for 500Mn+ lower middle income customers of India.

Elevator Pitch (30 words)

Mission – Eradication of Avoidable Blindness using Technology

Summary

Worldwide, only 15% of the people have access to quality eye care due to the short supply of ophthalmologist and trained eye care clinicians to meet the demand, expensive technology for diagnosis and severe lack of awareness for eye diseases. Our medical devices can be installed in primary health centres, diabetic clinics etc where minimally trained operators can be taught how to use the devices on patients to acquire data. Our AI assisted cloud based platform connect these centres with the online specialists to screen the patients remotely.

Founders, Experience

Founder 1, K Chandrasekhar
Education: BITS, Pilani & IIM Kolkata.
Previous Companies, relevant experience: Director of Strategy at NXP Semiconductors , Philips Electronics

Business Model and Major Clients

Capex Sales to Hospitals , Subscription model of Hardware/Software to Others, Corporate Screening Platform as a service
Aravind Eye, NHS UK, LV Prasad, Anthem USA, Curie Hospital France
Partnering Microsoft, Essilor

Traction/ Significant Statistics

- 2600 installations , 40 Countries
- 3000+ monthly subscription models
- AI based services
- Revenues in 2019-20 21.76 Crore Rs.

Current Stage

- Upto Series D1 18.5 M USD raised

Existing Investors:
Accel Partners , Asian Health Fund , New Quest Venturess

Investment Needs and Purpose

- Raising \$ 4-6 M,
- Pre Money Valuation \$ 50 Mn
- Purpose: Subscription models implementation , AI development for systemic diseases
- Getting into more International Customers
- :

Elevator Pitch (30 words)

Cybersecurity risk is unmanaged and unmeasured due to lack of prioritization of vulnerabilities and a no metrics to measure the real risk.

Summary

Enterprise companies use multiple vulnerability scanners to secure their digital assets, these scanners produce thousands of vulnerabilities and it is impossible to find the critical vulnerabilities based on risk. Moreover, there isn't a way to measure the real risk of an enterprise for the top executives to make better decisions. Strobes, streamlines vulnerability management by correlating vulnerabilities from multiple sources, automatically de-duplicate and prioritizes vulnerabilities based on risk using threat intelligence & ML. Strobes helps security professionals, DevOps and IT team in improving the security posture. We are a preferred product because of ease of implementation, customization, access to multiple open-source scanners and more importantly the algorithm behind prioritization.

Founders, Experience

- Venu Rao, CEO
 - BE & MBA
 - Symphony Services, Feuji – 14 years of experience
- Akhil Reni, CTO
 - B Tech (Drop out)
 - 5+ years of experience as a Hacker, Programmer (Freelancer)
- Srinu Dhara, COO
 - MS (USA)
 - AT&T, Sprint Mobile (15 Years of experience in USA)

Business Model and Major Clients

- B2B
- SaaS and On-Prem
- NPCI, Mobile Premier League
- Partners: Accenture, Evvo Labs (Singapore)

Traction/ Significant Statistics

- 2 Paid Clients
- 2 Paid POC
- 6 Demo's
- Generated Rs. 30 Lakhs in Revenue

Current Stage

- \$95K raised in last round
- Total \$170K raised

Existing Investors:
CyRise – Australia's premium Cybersecurity Accelerator
Swastik Bihani – PayPal India Head

Investment Needs and Purpose

- Raising \$1M
- Pre Money Valuation \$7Mn
- Purpose: Product enhancement, Sales & Marketing

Elevator Pitch (30 words)

India's Biggest Last mile delivery player with largest Electric Vehicles fleet (asset light) and Battery Swapping infrastructure built for B2B deliveries enabled via IOT, AI, ML tech platform.

Summary

Zypp is leading Electric Mobility startup in India with a mission to *"Make all Last mile Deliveries Go Electric"*. We reduce the carbon footprint in the country by converting last mile deliveries to Electric Vehicles by doing to end to end delivery via Zypp Platform, making lastmile affordable and eco-friendly, thereby giving thousands of jobs to people.

Founders, Experience

- Akash Gupta, CEO
 - MBA, IMT Ghaziabad (2008); Computer Engineer, Rajasthan University (2005)
 - Head Marketing, MobiKwik (2015-17); Mobile Marketing, Snapdeal (2014-15); National 4G Head, Airtel (2010-14)
- Rashi Agarwal, CBO
 - MBA, Fin (2008); B.Com (2006), Ashokhall University
 - Founder, LetsFlaunt (2014-17), Sr. Analyst, S&P (2008-14)
- Core Team: 80 People, Ops (60), BD (3), Tech (8), Finance (3), Mktg (4), HR (1), CX (1)

Business Model and Major Clients

- B2B/B2B2C
- Minimum Guarantee, Pay per Order, App based Booking
- Major clients: Amazon, Flipkart, Mynta, Big Basket, Zomato, Swiggy, Spencers, DHL, Modern Bazaar, Hero Motocorp and more
- Japanese partners: Toyota Mobility Foundation, Panasonic

Traction/ Significant Statistics

- 300+ B2B Clients
- 200,000+ registered users
- 1000+ E-vehicles running + 30+ Battery swapping stations
- Annual Revenue run-rate of \$1mn
- Working with Top B2B Clients from e-commerce, grocery, food delivery already

Current Stage

- Raised \$2.1mn in Pre-Series A
- Total \$2.8 Mn

Existing Investors:
IAN Fund, Venture Catalysts, Angels

Investment Needs and Purpose

- Raising \$10 Mn Series A
- Pre Money Valuation \$30 Mn
- Purpose: Expansion from 1k to 15k E-vehicles, from 4 cities to 20 cities, serving from 300 clients & 5k clients and onboard 2.5mn users
- Retain leadership as largest lastmile delivery EV player in India

Elevator Pitch (30 words)

worxogo drives employee productivity using nudges to shape, encourage employees to adopt winning behaviors for higher productivity. With a proprietary employee coach that improves productivity for Sales, Customer Service & backoffice teams with over 60,000 employees across 5 countries and 25+ large global enterprises.

Summary

worxogo drives employee productivity using Behavior Design, Neuroeconomics and AI. With a proprietary AI employee coach that improves productivity for Sales, Customer Service & backoffice teams

With established Product market fit covering >50 million employees globally, worxogo is the only productivity product that uses Behavior design to deliver hyper personalized nudges tailored to each employee.

worxogo was setup with advisors from Stanford, a founding team with decades of Global technology, operations expertise and partnerships with Accenture, Capgemini, SAP, Microsoft & others. worxogo has won numerous awards including - NASSCOM Emerge top 50 player, EFMA Europe, and a SAP, Microsoft Accelerator company.

Worxogo has ~60,000 employees from companies including Fortune 500 players from in Pharma, Lifesciences, Life Insurance, P&C insurance, Automotive and others

Founders, Experience

- Ramesh Srinivas, CEO
 - MBA – IIM Ahmedabad, BTech – IIT Madras
 - KPMG, IBM, PwC; Over 25 years Experience
- Ravi Bhamidipati, President
 - MBA Industrial Engg., BE
 - PwC, Amara Raja Batteries / Jhonsen Controls; 30 years Experience

Business Model and Major Clients

- B2B SaaS
- License revenue
- Clients: ICICI Bank, HDFC Bank, Astra Zeneca, EXL, Abbot Labs, Dr.Reddy's, Tata Group, Case New Holland

Traction/ Significant Statistics

- 40 + Deployments for large global enterprises
- 60,000 Users
- Revenues in 2019-20 FY: \$ 1 Mil; ARR – \$ 1.5 Mil
- Revenue is 2020-21 FT: \$ 2 Mil, ARR – \$ 3 Mil

Current Stage

- Raised \$2.3 Mil
- Total amount raised till now - \$ 3.5 Mil

Existing Investors:

1. Inventus Capital India
2. Ideaspring Capital

Investment Needs and Purpose

- Raising \$ 4-5 Mn
- Pre Money Valuation \$30 Mn
- Purpose: International Market Expansion