



BUSINESS PLAN · INDIA

# Enterprise Blockchain Integration Firm

*Permissioned DLT for supply-chain, trade finance & records - crypto-free, enterprise-grade*

CRYPTO & WEB3

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

## 1. Executive Summary

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This plan sets out an **Enterprise Blockchain Integration Firm** in India — a B2B technology firm implementing permissioned/enterprise distributed-ledger (DLT) solutions for supply-chain traceability, trade finance, document/certificate verification, land/asset records, and inter-company workflows (on Hyperledger, Corda, Quorum & similar). It earns implementation-project fees, integration & managed-service retainers, and licensing — an enterprise-IT business distinct from crypto/tokens, with steadier, compliance-friendly demand.

Enterprises, consortia & government increasingly adopt permissioned blockchain for traceability, trust & efficiency (food/pharma supply-chain, trade finance, credentials, PDS), where DLT's shared-ledger & immutability add real value — without crypto/token exposure. India's blockchain-talent & government blockchain initiatives support demand. A firm with enterprise-DLT expertise, integration capability & domain focus earns high-value, recurring B2B revenue.

The promoter — an enterprise-tech / blockchain professional — seeks total funding of **₹20 lakh** (₹7 lakh promoter + ₹13 lakh working-capital/term finance, eligible under Mudra/CGTMSE), targeting **₹60 lakh** revenue in Year 1 and **₹1.8 crore** by Year 3. (*Enterprise-DLT project + managed-service B2B; steadier & compliance-friendly vs. crypto-native.*)

## 2. Business Description, Vision & Legal Structure

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**Concept:** An enterprise blockchain integrator implementing permissioned DLT for traceability, trust & efficiency - supply-chain, trade finance, credentials & records.

**Vision:** To be a trusted enterprise-blockchain partner for businesses, consortia & government.

**Mission:** Deliver reliable, secure, value-creating enterprise DLT solutions - integrated with clients' systems & processes.

### Legal structure options

- **LLP / Private Limited** — Pvt Ltd recommended for enterprise/government clients & scale.
- **STPI** for export; consortium & government-tender participation.

**Regulatory anchor:** an enterprise-blockchain integrator is a standard enterprise-IT services business — GST (export zero-rated LUT), IP/MSA/SLA contracts, data-security (DPDP/ISO 27001), and (for government) tender/GeM & empanelment. Critically, permissioned enterprise DLT involves no cryptocurrency/tokens, so it avoids VDA/FIU exposure — a steadier, compliance-friendly niche. Enterprise-DLT expertise, integration, domain focus & delivery determine success.

## 3. Promoter & Ownership

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Led by a promoter with enterprise-tech, integration or blockchain experience. Delivery uses blockchain/DLT engineers, integration & backend developers, solution architects, and B2B sales. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

## 4. Market Analysis — India

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Enterprise & government interest in permissioned blockchain is growing for supply-chain traceability (food/pharma), trade finance, credential/document verification, land records & PDS — driven by trust, transparency & efficiency needs, and government blockchain initiatives (NBF/state programs). Demand is B2B, project- & consortium-based, and crypto-free. The market rewards enterprise-DLT expertise, integration, domain solutions & delivery.

## Demand drivers

- **Supply-chain traceability** (food/pharma).
- **Trade finance & documents.**
- **Credential/record verification.**
- **Government blockchain** initiatives.
- **Trust, transparency & efficiency.**

## Market sizing (illustrative framing)

| Layer        | Definition                                      | Indicative scale |
|--------------|-------------------------------------------------|------------------|
| TAM          | Enterprise-blockchain services (India + export) | Large & growing  |
| SAM          | Reachable enterprises/consortia/government      | Substantial      |
| SOM (Yr 1-3) | Projects + managed-service clients              | Scaling          |

## Target segments

- Supply-chain (food/pharma/manufacturing).
- BFSI & trade finance.
- Government & PSUs.
- Consortia & enterprises.

## 5. Competition & Competitive Advantage

**Landscape:** large SIs' blockchain arms, boutique DLT firms, and platform vendors. The firm competes on enterprise-DLT expertise, integration, domain solutions, delivery & cost.

### The firm's edge

- **Enterprise-DLT (Hyperledger/Corda) depth.**
- **Integration with client systems.**
- **Domain solutions (traceability/trade).**
- **Crypto-free, compliance-friendly.**
- **Delivery & cost-competitiveness.**

## 6. Services & Revenue Model

| Service                              | Model           | Basis                |
|--------------------------------------|-----------------|----------------------|
| DLT solution implementation          | Project         | Project (high value) |
| Integration (ERP/systems)            | Project / T&M   | Scope-based          |
| Managed DLT & support                | Retainer / AMC  | Recurring            |
| Domain solutions (traceability etc.) | Product/licence | Licensing upside     |
| Consulting & PoC                     | Advisory / PoC  | Entry                |

Implementation & integration projects give high-value volume; managed-DLT/AMC retainers & domain-solution licensing give recurring, sticky revenue; PoCs are the entry wedge. Enterprise-DLT expertise commands premium rates; crypto-free scope eases compliance & enterprise/government adoption.

## 7. Go-to-Market — Marketing & Sales

- **Enterprise & consortium** B2B sales.
- **Domain solutions & PoCs** (traceability/trade).
- **Government/PSU & tenders.**
- **Platform (Hyperledger/Corda) & SI partnerships.**
- **Managed-service** conversion.

### Sales approach

Enter via PoCs & domain solutions → win implementation projects → convert to managed-DLT/AMC retainers → grow accounts, consortia & government. Enterprise-DLT expertise, domain value & recurring retainers drive high-value B2B growth.

## 8. Operations Plan

- **Base:** an office (or hybrid) with DLT & integration tooling.
- **Process:** requirement & PoC → solution design → DLT development & integration → testing & deployment → managed service/support.
- **Delivery & security:** enterprise architecture, integration, security (DPDP/ISO 27001), SLAs.
- **Talent:** DLT engineers + integration + architects; upskilling & retention.
- **Capacity:** billable-engineer capacity; scale by experts, domain solutions & retainers.

### Delivery workflow

| Stage  | Activity        | Metric      |
|--------|-----------------|-------------|
| PoC    | Prove value     | Conversion  |
| Design | Architect       | Scope       |
| Build  | DLT + integrate | Utilisation |
| Deploy | Go-live         | Reliability |
| Manage | AMC/retainer    | Recurring   |

## 9. Regulatory, Licences & Compliance (India)

- **Business & tax:** LLP/Pvt Ltd; PAN/TAN; GST (domestic; export zero-rated LUT); Udyam (MSME); GeM for government.
- **IP & contracts:** MSA/SOW/SLA, IP/work-for-hire & NDA; platform/SI partnerships.
- **Data & security:** DPDP, ISO 27001 & enterprise data-security.
- **Crypto-free scope:** permissioned DLT, no tokens/VDAs — avoids FIU/VDA exposure (a compliance advantage).

## 10. Organisation & Manpower Plan

| Role                        | Yr 1     | Yr 2      | Yr 3      |
|-----------------------------|----------|-----------|-----------|
| Promoter / Solutions Head   | 1        | 1         | 1         |
| DLT & integration engineers | 4        | 9         | 15        |
| Solution architects         | 1        | 2         | 4         |
| Sales & account management  | 1        | 3         | 5         |
| Admin & support             | 1        | 2         | 3         |
| <b>Total</b>                | <b>8</b> | <b>17</b> | <b>28</b> |

## 11. Implementation Timeline & Milestones

| Phase    | Timeline   | Milestone                                                  |
|----------|------------|------------------------------------------------------------|
| Setup    | Month 0-2  | Team, platform partnerships, PoC capability, first clients |
| Launch   | Month 2-5  | First PoCs & implementations                               |
| Traction | Month 5-10 | Managed-DLT retainers; break-even nears                    |
| Scale    | Year 2     | Enterprise/consortium/government; domain solutions         |
| Growth   | Year 3     | Strong recurring & domain-solution base                    |

## 12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Enterprise-DLT B2B services + managed retainers; steadier, crypto-free.

### 12.1 Project cost & means of finance

| Capital requirement              | ₹                |
|----------------------------------|------------------|
| Office & workstations            | 4,00,000         |
| DLT, integration & infra tools   | 4,00,000         |
| Certifications, branding & sales | 3,00,000         |
| Working-capital buffer           | 9,00,000         |
| <b>Total project cost</b>        | <b>20,00,000</b> |
| Promoter contribution            | 7,00,000         |
| Term/WC loan (Mudra / CGTMSE)    | 13,00,000        |

### 12.2 Projected Profit & Loss (3 years)

| Particulars | Year 1 | Year 2 | Year 3 |
|-------------|--------|--------|--------|
|-------------|--------|--------|--------|

|                                       |                  |                    |                    |
|---------------------------------------|------------------|--------------------|--------------------|
| Implementation & integration projects | 40,00,000        | 72,00,000          | 1,00,00,000        |
| Managed DLT & AMC retainers           | 14,00,000        | 42,00,000          | 65,00,000          |
| Domain solutions & consulting         | 6,00,000         | 14,00,000          | 15,00,000          |
| <b>Total revenue</b>                  | <b>60,00,000</b> | <b>1,28,00,000</b> | <b>1,80,00,000</b> |
| Engineering & delivery salaries       | 38,00,000        | 78,00,000          | 1,08,00,000        |
| Tools, infra & platforms              | 5,00,000         | 10,00,000          | 14,00,000          |
| Office & overheads                    | 5,00,000         | 9,00,000           | 13,00,000          |
| Sales, marketing & admin              | 4,50,000         | 9,00,000           | 13,00,000          |
| Interest on loan                      | 1,30,000         | 1,00,000           | 60,000             |
| <b>Total expenses</b>                 | <b>53,80,000</b> | <b>1,07,00,000</b> | <b>1,48,60,000</b> |
| <b>Net profit (before tax)</b>        | <b>6,20,000</b>  | <b>21,00,000</b>   | <b>31,40,000</b>   |
| Net margin                            | 10.3%            | 16.4%              | 17.4%              |

### 12.3 Unit economics & break-even

- **Per engagement:** fee – (engineer-time + tools + overhead); enterprise-DLT expertise commands premium rates.
- **Managed retainers:** AMC/managed-DLT give predictable, sticky revenue; utilisation drives margin.
- **Break-even:** reached around month 6–9 as projects & retainers build; PoCs seed the pipeline.

### 12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

| Particulars (₹)        | Q1              | Q2              | Q3              | Q4              |
|------------------------|-----------------|-----------------|-----------------|-----------------|
| Opening balance        | 9,00,000        | 7,60,000        | 7,20,000        | 7,60,000        |
| Collections            | 11,00,000       | 14,00,000       | 17,00,000       | 18,00,000       |
| Operating outflows     | 12,10,000       | 14,10,000       | 16,30,000       | 17,20,000       |
| Loan EMI               | 30,000          | 30,000          | 30,000          | 30,000          |
| <b>Closing balance</b> | <b>7,60,000</b> | <b>7,20,000</b> | <b>7,60,000</b> | <b>8,10,000</b> |

Enterprise/government projects are milestone-based with lag (esp. government); managed-DLT retainers give steadier MRR. The WC buffer covers the enterprise/government payment cycle; export earns forex. Crypto-free scope eases enterprise procurement.

### 12.5 Key Performance Indicators to Monitor

- **Pipeline:** PoCs; implementations; win rate.
- **Recurring:** managed-DLT/AMC revenue %; retention.
- **Economics:** realisation rate; utilisation; margin.
- **Domain:** reusable solutions; consortium/government wins.

## 13. Funding Requirement & Bankability

Total ask: **₹13 lakh term/WC finance** against ₹7 lakh promoter contribution — asset-light, mainly working capital (salaries vs. enterprise/government receivables); eligible under **PMMY (Mudra)**/CGTMSE, with STPI/export benefits. Year-2 net profit ~₹21 lakh gives a comfortable DSCR; enterprise/government contracts, managed retainers & crypto-free compliance-friendly scope underpin bankability.

### 13.1 Funding utilisation

| Use of funds                     | ₹                | % of total  |
|----------------------------------|------------------|-------------|
| Working-capital buffer           | 9,00,000         | 45%         |
| Office & workstations            | 4,00,000         | 20%         |
| DLT, integration & infra tools   | 4,00,000         | 20%         |
| Certifications, branding & sales | 3,00,000         | 15%         |
| <b>Total</b>                     | <b>20,00,000</b> | <b>100%</b> |

## 14. Risk Analysis & Mitigation

| Risk                                    | Mitigation                                        |
|-----------------------------------------|---------------------------------------------------|
| Long enterprise/government sales cycles | PoC wedge; pipeline; consortium & SI partnerships |
| Payment lag (government)                | WC buffer; milestone billing; payer mix           |
| Talent scarcity/attrition               | Upskilling, retention & competitive pay           |
| Tech/platform change                    | Multi-platform (Hyperledger/Corda); domain reuse  |
| Adoption / ROI proof                    | PoCs, domain solutions & clear value; references  |

## 15. SWOT Analysis

|                                                                                                                                    |                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <b>Strengths</b><br>Steadier enterprise demand; crypto-free (compliance-friendly); recurring retainers; premium expertise; export. | <b>Weaknesses</b><br>Long sales cycles; talent-scarce; payment lag; adoption-proof needed. |
| <b>Opportunities</b><br>Traceability, trade finance & government DLT; domain solutions; consortia; export.                         | <b>Threats</b><br>Large SIs; slow adoption; tech change; government-cycle dependence.      |

## 16. Recommended AiSevak Tools for This Business

This blockchain integrator would use AiSevak's IT/Crypto vertical tools in delivery:

- **Delivery ops:** PoC/project-tracking, utilisation, client-CRM and managed-service-billing tools.

- **Compliance & contracts:** MSA/SOW/SLA, GeM/tender, ISO 27001/DPDP and GST(LUT) tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-engagement & utilisation economics and Break-even tools to model the firm.

## 17. Key Assumptions & Notes

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- Permissioned enterprise DLT (no crypto/tokens) — steadier, compliance-friendly; project + managed-retainer B2B.
- Recurring managed-DLT/AMC grows over Years 1–3; export earns forex & is GST zero-rated (LUT).
- Term/WC finance ~11% p.a.; STPI/export & GeM (government) as applicable; enterprise/government payment lag.
- Enterprise-DLT expertise, integration, domain value, delivery & retainers are decisive; figures exclude GST.

### ► Use these tools now — free on AiSevak

Every tool referenced in this plan is available on [aisevak.in](https://aisevak.in). Open the [Crypto & Web3 toolkit](https://aisevak.in/service/cryptoweb3) to browse and use them all at <https://aisevak.in/verticals/crypto> — or go straight to any specific tool at <https://aisevak.in/service/<tool-name>>. No signup needed to explore; each tool guides you step by step.

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