



BUSINESS PLAN · INDIA

Crypto Research & Media Firm

Independent research, ratings, data & journalism - credible, unbiased, non-advisory

CRYPTO & WEB3

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

August 2026

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

This plan sets out a **Crypto Research & Media Firm** in India — a media & research business producing market research, project ratings/reviews, data & analytics, newsletters, and journalism covering crypto, Web3 & blockchain, for retail, professional & institutional audiences. It earns subscription revenue (research/newsletters), sponsorships & advertising, data/API licensing, and events — a media/research business, strictly informational (no investment advice, buy/sell calls or paid pumping).

The crypto/Web3 space is information-hungry but noisy & misinformation-prone, and demand for credible, unbiased research, data & journalism is strong across retail, professionals & institutions. A firm with rigorous, independent, compliant research & media earns recurring subscription, sponsorship & data-licensing revenue, positioned on credibility & independence (not shilling or advice) — a sustainable niche as the space matures.

The promoter — a research/media professional with crypto expertise — seeks total funding of **₹12 lakh** (₹4.5 lakh promoter + ₹7.5 lakh term/WC finance or self-funded; largely subscription/sponsorship-funded), targeting **₹35 lakh** revenue in Year 1 and **₹1 crore** by Year 3. (*Media/research + subscription/data/sponsorship; asset-light, independent, non-advisory.*)

2. Business Description, Vision & Legal Structure

Concept: An independent crypto research & media firm delivering credible research, ratings, data & journalism - informational & unbiased (not advice or shilling).

Vision: To be a trusted, independent voice for crypto/Web3 research & media.

Mission: Deliver rigorous, unbiased crypto research, data & journalism - helping audiences understand (not telling them to buy/sell).

Legal structure options

- **Proprietorship / LLP** — LLP recommended as team & products grow.
- **Private Limited** — for scaling, data-products & institutional clients.

Regulatory anchor: a crypto research/media firm is a media & information business — GST on subscriptions/sponsorships/data, content IP, honest & independent research with clear disclosure (disclose sponsorships; separate editorial from ads), and (critically) **no investment advice, buy/sell calls, tips or paid pumping** — strictly informational. IT-Rules/digital-media, advertising (crypto disclaimers) & DPDP apply. Credibility, independence, research quality & compliant positioning determine success; asset-light.

3. Promoter & Ownership

Led by a promoter with research, journalism or media experience & crypto expertise. Delivery uses analysts/researchers, journalists/writers, a data/tech person, and sponsorship/subscription sales. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India

Crypto/Web3 audiences — retail, professionals, traders & institutions — hunger for information, but the space is noisy, hype- & shill-prone; credible, unbiased research, data & journalism are scarce & valued. Demand spans subscriptions, data/analytics, sponsorships & events. The market rewards credibility, independence, rigour & compliant (non-

advisory) positioning; it grows with adoption & maturation.

Demand drivers

- **Information-hungry** crypto audiences.
- **Noise & misinformation** gap (credible research valued).
- **Professional/institutional** data needs.
- **Sponsorship & media** spend.
- **Maturation & regulation** (quality demand).

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Crypto research/media/data in India	Growing, volatile
SAM	Reachable subscribers/sponsors/clients	Substantial
SOM (Yr 1-3)	Subscribers + sponsors + data clients	Scaling

Target segments

- Retail & professional subscribers.
- Institutions & funds (research/data).
- Crypto/Web3 firms (sponsorship/data).
- Media & events audiences.

5. Competition & Competitive Advantage

Landscape: global crypto-media & research firms, influencers (often non-compliant/shill), free content, and data platforms. The firm competes on credibility, independence, rigour, India-context & compliant positioning.

The firm's edge

- **Credible, independent research.**
- **Rigour & data quality.**
- **Compliance (no shill/advice).**
- **India-context & niche depth.**
- **Trust & editorial integrity.**

6. Products & Revenue Model

Stream	Model	Basis
Research & newsletter subscriptions	Recurring	Subscription (core)
Data/analytics & API	Licence / subscription	Recurring
Sponsorships & advertising	Per campaign	Media (disclosed)
Ratings/reports (institutional)	Per report / retainer	High value
Events & community	Tickets / membership	Add-on

Subscriptions & data give recurring revenue; sponsorships/advertising (clearly disclosed, editorially separated) & institutional reports add income; events supplement. Credibility & independence sustain subscriber trust & premium — strictly no paid buy/sell calls or pumping.

7. Go-to-Market — Marketing & Sales

- **Free content & credibility** (authority funnel).
- **Subscription & data** conversion.
- **Institutional & professional** research clients.
- **Sponsorships & events**.
- **Independence & trust** reputation.

Approach

Build authority via credible free research → convert to subscriptions & data → add institutional reports & sponsorships → grow community & events. Credibility, independence & rigour drive trust, subscriptions & sustainable revenue over hype.

8. Operations Plan

- **Base:** a newsroom/research setup (or remote) with data & publishing tools.
- **Process:** research & data → analysis, ratings & journalism → editorial review & disclosure → publish/distribute → subscription & data delivery.
- **Editorial & compliance:** independence, rigour, fact-checking, disclosure (sponsorships), no advice/shill; IT-Rules/ad compliance.
- **Data & tech:** data pipelines, analytics, publishing & subscription platform.
- **Capacity:** research/media team scales output; scale by subscribers, data & sponsors.

Research/media workflow

Stage	Activity	Metric
Research	Data & analysis	Rigour
Produce	Reports/journalism	Quality
Review	Editorial/disclosure	Integrity
Publish	Distribute	Audience
Monetise	Subscribe/data/sponsor	Revenue

9. Regulatory, Licences & Compliance (India)

- **Non-advisory scope (critical):** informational research/media only — no investment advice, buy/sell calls, tips or paid pumping; clear disclosure & risk warnings.
- **Media & advertising:** IT-Rules/digital-media ethics; crypto-ad disclaimers; sponsorship disclosure & editorial separation.
- **Business & tax:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST (subscriptions/sponsorships/data); Udyam (MSME).

- **Content & data:** content IP; DPDP-aligned subscriber data; independence & ethics.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Editor-Research Head	1	1	1
Analysts & researchers	2	5	8
Journalists & writers	1	3	5
Data & tech	1	2	3
Sales & admin	1	2	3
Total	6	13	20

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Research/media setup, data, first content, audience
Launch	Month 2-4	Subscriptions & research live
Traction	Month 4-9	Subscribers, data & sponsorships; break-even nears
Scale	Year 2	Institutional research; data-products; events
Growth	Year 3	Strong subscription & data 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. Media/research + subscription/data/sponsorship; asset-light, crypto-cycle-linked.

12.1 Project cost & means of finance

Capital requirement	₹
Research/media & data setup	3,00,000
Platform, data-tools & IT	3,00,000
Branding, content & business development	3,00,000
Working-capital buffer	3,00,000
Total project cost	12,00,000
Promoter contribution	4,50,000
Term/WC loan or self-funded	7,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Subscriptions (research/newsletter)	14,00,000	34,00,000	52,00,000
Data/analytics & institutional reports	10,00,000	24,00,000	36,00,000
Sponsorships, ads & events	11,00,000	18,00,000	12,00,000
Total revenue	35,00,000	76,00,000	1,00,00,000
Research, journalism & data salaries	20,00,000	42,00,000	58,00,000
Platform, data & tech	4,00,000	8,00,000	12,00,000
Marketing & acquisition	4,00,000	8,00,000	11,00,000
Office, admin & overheads	3,50,000	6,50,000	9,00,000
Interest on loan	80,000	60,000	35,000
Total expenses	32,30,000	65,10,000	90,35,000
Net profit (before tax)	2,70,000	10,90,000	9,65,000
Net margin	7.7%	14.3%	9.7%

Note: Yr-3 dip reflects illustrative sponsorship/ad volatility (crypto-market linked) — subscriptions & data hold while sponsorships soften; the base leans on subscriptions/data.

12.3 Unit economics & break-even

- **Per subscriber/report:** subscription/report fee – (research + platform + acquisition); low marginal cost, scalable.
- **Recurring:** subscriptions & data give predictable revenue; sponsorships/ads are variable (crypto-cycle linked).
- **Break-even:** reached around month 5–9 as subscriptions & data build.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	3,00,000	2,80,000	3,00,000	3,60,000
Collections	7,00,000	8,50,000	10,00,000	9,50,000
Operating outflows	7,00,000	8,10,000	9,20,000	8,90,000
Loan EMI	20,000	20,000	20,000	20,000
Closing balance	2,80,000	3,00,000	3,60,000	4,00,000

Subscriptions & data give steady, recurring cash; sponsorships/ads are lumpy & crypto-cycle-linked. The subscription/data base & buffer manage volatility; credibility & independence sustain the franchise across market cycles.

12.5 Key Performance Indicators to Monitor

- **Recurring:** subscribers; data clients; retention/churn.
- **Audience:** reach; engagement; authority.

- **Revenue mix:** subscription/data vs. sponsorship; ARPU.
- **Integrity:** independence; disclosure; no-advice compliance.

13. Funding Requirement & Bankability

Total ask: **₹7.5 lakh term/WC or self-funded** against ₹4.5 lakh promoter contribution — asset-light, funding setup, data-tools & content; eligible under **PMMY (Mudra)**/CGTMSE (or self-funded). Year-2 net profit ~₹10.9 lakh gives a sound DSCR; recurring subscriptions & data underpin bankability; credibility & independence sustain it across crypto cycles (sponsorships treated as variable).

13.1 Funding utilisation

Use of funds	₹	% of total
Platform, data-tools & IT	3,00,000	25%
Research/media & data setup	3,00,000	25%
Branding, content & business development	3,00,000	25%
Working-capital buffer	3,00,000	25%
Total	12,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Compliance (advice/shill) risk	Strict informational scope; disclosure; editorial separation; no buy/sell calls
Crypto-cycle demand/sponsorship	Subscription & data base; institutional research; evergreen content
Credibility/independence risk	Editorial integrity; disclosure; separate ads from research
Free-content competition	Rigour, data, India-context & trust differentiation
Accuracy/reputation	Fact-checking, review, balanced & honest research

15. SWOT Analysis

Strengths Credibility niche; recurring subscriptions & data; asset-light; independent moat.	Weaknesses Crypto-cycle & sponsorship-linked; compliance-critical; free-content competition.
Opportunities Institutional research & data; maturation & regulation (quality demand); events; India-context.	Threats Regulation; crypto downturns; influencer/free content; misinformation noise.

16. Recommended AiSevak Tools for This Business

This crypto research/media firm would use AiSevak's Media/Crypto vertical tools in delivery:

- **Media ops:** research/publishing, subscription, data-analytics and audience-CRM tools.
- **Compliance:** editorial-disclosure/scope, IT-Rules/ad, content-IP and GST tools (with Legal & Finance verticals).
- **Practice:** Business Plan, subscription/data economics and Break-even tools to model the firm.

17. Key Assumptions & Notes

- Media & research only (subscriptions/data/sponsorships/reports) — strictly informational, no advice/buy-sell calls or paid pumping.
- Subscriptions & data are the recurring base; sponsorships/ads are variable (crypto-cycle linked).
- Term/WC or self-funded; GST on subscriptions/sponsorships/data; IT-Rules, crypto-ad disclaimers & DPDP.
- Credibility, independence, rigour & recurring base are decisive; figures exclude GST; not investment advice.

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