BUSINESS PLAN · INDIA

DeFi / Tokenomics Advisory

Token design, tokenomics modelling & governance structuring - rigorous, compliant design advisory (not investment advice)

CRYPTO & WEB3

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

August 2026

1. Executive Summary

This plan sets out a **DeFi / Tokenomics Advisory** firm in India — a specialist B2B consultancy advising Web3 projects, protocols & enterprises on token design, tokenomics modelling, incentive & governance structuring, and go-to-market/compliance strategy for token & DeFi projects. It earns advisory & project fees plus retainers — strictly a design & advisory practice (tokenomics, mechanism & structuring), not investment advice, token sales, trading, or fund management.

Web3 projects globally need rigorous tokenomics & mechanism design — poorly designed tokens fail — and demand for expert token-design, modelling & governance advisory is strong, with scarce specialist supply. India's talent serves global & domestic projects. A firm with deep tokenomics, economics & Web3 expertise earns high-value advisory revenue, positioned firmly as design/structuring advisory within a compliant scope (no securities/investment advice or unregistered offerings).

The promoter — a tokenomics / economics / Web3 professional — seeks total funding of **₹12 lakh** (₹4.5 lakh promoter + ₹7.5 lakh term/WC finance or self-funded/equity), targeting **₹40 lakh** revenue in Year 1 and **₹1.1 crore** by Year 3. *(High-value expertise advisory + retainer; asset-light; global; compliant design-only scope.)*

2. Business Description, Vision & Legal Structure

Concept: A tokenomics & DeFi advisory designing sound token economies, incentives & governance for Web3 projects - rigorous, modelled & compliant (design, not investment advice).

Vision: To be a trusted tokenomics & mechanism-design partner for serious Web3 projects.

Mission: Design robust, sustainable token economies & governance - grounded in economics, modelling & compliance.

Legal structure options

- **LLP / Private Limited** — Pvt Ltd recommended for global clients & scale.
- **Design/advisory scope** — clearly not investment advice, token sales or fund management; partner with legal for offerings.

> **Regulatory anchor:** a tokenomics advisory is a design/consulting practice — GST (export zero-rated LUT), IP/MSA & NDA contracts, and a carefully bounded scope: **tokenomics/mechanism design & structuring advisory only — NOT investment advice, token issuance/sales, trading, or fund management** (which trigger securities/VDA/FIU/PMLA regimes; refer to licensed/legal partners). VDA tax context applies to clients. Deep tokenomics & economics expertise, rigour, compliance scope & trust determine success; asset-light & global.

3. Promoter & Ownership

Led by a promoter with tokenomics, economics, quant or Web3 experience. Delivery uses tokenomics designers/economists, modelling/quant analysts, and governance/compliance-aware advisors, with legal-partner tie-ups. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India & Global

Global Web3 has thousands of projects needing sound tokenomics & mechanism design — a specialised, high-stakes discipline where poor design causes failure — yet expert advisors are scarce. Demand spans protocols, DeFi, gaming/GameFi, DAOs & enterprises tokenising. India's economics/quant/Web3 talent serves this globally. The market is niche, global, high-value & expertise-driven; it moves with Web3/funding cycles.

Demand drivers

- **Web3 projects needing tokenomics.**
- **Poor-design failure** risk (rigour needed).
- **DeFi, GameFi & DAO** mechanism design.
- **Enterprise tokenisation** structuring.
- **Scarce specialist** expertise.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Tokenomics/Web3-advisory (global)	Niche, high-value
SAM	Reachable projects in the firm's focus	Substantial (global)
SOM (Yr 1–3)	Advisory engagements + retainers	Scaling

Target segments

- Web3 protocols & DeFi projects.
- GameFi & DAOs.
- Enterprises tokenising.
- Global & Indian Web3 startups.

5. Competition & Competitive Advantage

Landscape: global tokenomics advisories, freelance designers, Web3 consultancies, and academics. The firm competes on tokenomics rigour, modelling, economics depth, compliance-aware scope & trust.

The firm's edge

- **Deep tokenomics & economics.**
- **Rigorous modelling & simulation.**
- **Governance & mechanism design.**
- **Compliance-aware scope.**
- **Global track record & trust.**

6. Services & Revenue Model

Service	Model	Basis
Tokenomics design & modelling	Project	High value
Mechanism & incentive design	Project	High value
Governance & DAO structuring	Project / retainer	Project + recurring
Ongoing advisory & iteration	Retainer	Recurring

GTM & compliance-strategy (with legal)	Advisory	Add-on

> Token-design & modelling projects are high-value; governance-structuring & ongoing advisory retainers give recurring revenue. Scarce, rigorous tokenomics expertise commands premium (often global/forex) rates; strict design-only scope (no investment advice/offerings) is the compliance moat.

7. Go-to-Market — Marketing & Sales

- **Thought-leadership & research** (tokenomics authority).
- **Web3 ecosystem & global** networks.
- **Track record & case studies.**
- **VC/accelerator & legal** partnerships.
- **Retainer & iteration** conversion.

Sales approach

Build tokenomics authority via research → win design/modelling projects → convert to governance & ongoing-advisory retainers → grow via ecosystem & referrals. Rigour, track record & compliant scope drive high-value, global advisory revenue.

8. Operations Plan

- **Base:** a remote-first advisory with modelling & simulation tooling.
- **Process:** engagement scoping → economic/token modelling & simulation → design & governance → review & documentation → ongoing advisory/iteration.
- **Rigour & scope:** quantitative modelling, simulation, economics rigour; strict design-only scope; legal-partner referral for offerings/compliance.
- **Quality & trust:** documented rationale, peer review, confidentiality.
- **Capacity:** advisors per engagement; scale by experts, retainers & global reach.

Advisory workflow

Stage	Activity	Metric
Scope	Engagement	Projects
Model	Tokenomics/sim	Rigour
Design	Mechanism/gov	Quality
Review	Document	Soundness
Retain	Iterate/advise	Recurring

9. Regulatory, Licences & Compliance (India)

- **Scope discipline (critical):** tokenomics/mechanism design & structuring advisory only — NOT investment advice, token issuance/sales, trading, or fund management; refer offerings to licensed/legal partners.

- **Business & tax:** LLP/Pvt Ltd; PAN/TAN; GST (export zero-rated LUT); Udyam; forex/FEMA for global fees.
- **IP & contracts:** MSA, IP/work-for-hire & NDA; clear scope & disclaimers.
- **Context:** VDA tax/FIU/PMLA apply to clients' token activities (advise within scope; legal partners for regulated offerings).

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Lead Economist	1	1	1
Tokenomics designers	1	3	5
Modelling/quant analysts	1	2	4
Governance/advisory	1	2	3
Sales & admin	1	2	2
Total	**5**	**10**	**15**

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–2	Team, modelling tools, scope framework, first clients
Launch	Month 2–4	First tokenomics-design engagements
Traction	Month 4–9	Governance & advisory retainers; break-even nears
Scale	Year 2	Global clients; track record; retainers
Growth	Year 3	Strong reputation & recurring advisory

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. High-value advisory + retainer; asset-light; global; Web3-cycle-linked.

12.1 Project cost & means of finance

Capital requirement	₹
Office/remote & IT setup	2,50,000
Modelling/simulation & tools	2,50,000
Branding, research & business development	3,50,000
Working-capital buffer	3,50,000
Total project cost	**12,00,000**
Promoter contribution	4,50,000
Term/WC loan or self/equity	7,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Tokenomics-design & modelling projects	26,00,000	46,00,000	60,00,000
Governance & ongoing-advisory retainers	10,00,000	28,00,000	44,00,000
GTM/strategy & other	4,00,000	8,00,000	6,00,000
Total revenue	**40,00,000**	**82,00,000**	**1,10,00,000**
Advisor & analyst salaries	24,00,000	48,00,000	64,00,000
Tools, modelling & research	3,00,000	6,00,000	9,00,000
Office & overheads	3,50,000	6,50,000	9,00,000
Marketing & admin	4,00,000	7,00,000	10,00,000
Interest on loan	80,000	60,000	35,000
Total expenses	**35,30,000**	**68,10,000**	**92,35,000**
Net profit (before tax)	**4,70,000**	**13,90,000**	**17,65,000**
Net margin	11.8%	17.0%	16.0%

12.3 Unit economics & break-even

- **Per engagement:** premium (often global/forex) fee − (expert-time + tools + overhead); scarce tokenomics expertise commands premium rates.
- **Retainers:** governance & ongoing-advisory retainers give recurring revenue; utilisation drives margin.
- **Break-even:** reached around month 5–9 as engagements & retainers build (Web3-cycle-linked).

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	3,50,000	3,10,000	3,30,000	3,90,000
Collections	7,00,000	9,50,000	11,50,000	12,00,000
Operating outflows	7,20,000	9,10,000	10,70,000	11,20,000
Loan EMI	20,000	20,000	20,000	20,000
Closing balance	**3,10,000**	**3,30,000**	**3,90,000**	**4,50,000**

> Advisory projects give lumpier cash (global clients, forex); retainers give steadier MRR. Web3/funding cycles affect demand; the buffer & retainer base manage volatility. Asset-light & global; scarce-skill advisors are the main cost.

12.5 Key Performance Indicators to Monitor

- **Pipeline:** design engagements; win rate; global mix.
- **Recurring:** governance/advisory retainer revenue %; retention.
- **Quality:** design soundness; project outcomes; references.

- **Economics:** realisation rate; utilisation; margin.

13. Funding Requirement & Bankability

Total ask: **₹7.5 lakh term/WC or self/equity** against ₹4.5 lakh promoter contribution — asset-light, funding setup, tools & business development; the advisory revenue supports bankability (or self-funding). Year-2 net profit ~₹13.9 lakh gives a sound DSCR; scarce expertise, premium global rates & retainers underpin it — though Web3-cycle sensitivity warrants a conservative view & retainer base.

13.1 Funding utilisation

Use of funds	₹	% of total
Branding, research & business development	3,50,000	29%
Working-capital buffer	3,50,000	29%
Office/remote & IT setup	2,50,000	21%
Modelling/simulation & tools	2,50,000	21%
Total	**12,00,000**	**100%**

14. Risk Analysis & Mitigation

Risk	Mitigation
Scope creep (into advice/offerings)	Strict design-only scope; legal-partner referral; disclaimers
Web3/funding-cycle demand	Retainers; enterprise tokenisation; global & diversified clients
Design-failure/reputation	Rigorous modelling, review & documentation; realistic claims
Expertise scarcity/attrition	Retention, research culture & competitive pay
Regulatory uncertainty	Compliance-aware scope; track law; legal partners

15. SWOT Analysis

Strengths Scarce high-value expertise; premium global rates; retainers; asset-light; compliant scope.	**Weaknesses** Web3-cycle sensitive; expertise-dependent; niche; scope-discipline critical.
Opportunities Web3 & enterprise tokenisation; governance/DAO; global clients; retainers.	**Threats** Crypto downturns; regulation; global competition; reputation risk.

16. Recommended AiSevak Tools for This Business

This tokenomics advisory would use AiSevak's Crypto vertical tools in delivery:

- **Advisory ops:** engagement-CRM, tokenomics-modelling, governance-design and retainer-billing tools.

- **Compliance & contracts:** scope/disclaimer, MSA/IP/NDA, forex & GST(LUT) tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-engagement & retainer economics and Break-even tools to model the firm.

17. Key Assumptions & Notes

- Strictly tokenomics/mechanism design & structuring advisory — NOT investment advice, token sales, trading or fund management.
- Design/modelling projects + governance/advisory retainers; premium global (forex) rates; Web3-cycle-linked.
- Term/WC or self/equity funding; GST (export zero-rated LUT); FEMA for global fees; legal partners for offerings.
- Tokenomics rigour, modelling, compliant scope & retainers are decisive; figures illustrative, exclude GST; not investment advice.

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