BUSINESS PLAN · INDIA

NFT / Digital-Collectibles Business

Create, mint & launch NFTs for brands & artists - utility-led, services-anchored, VDA-compliant

CRYPTO & WEB3

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1. Executive Summary

This plan sets out an **NFT / Digital-Collectibles Business** in India — a studio & services venture that creates, mints & helps brands/artists launch NFT collections & digital collectibles (art, phygital, brand loyalty/utility NFTs, gaming assets), plus marketplace & community services. It earns creation & launch-service fees, primary-sale & royalty shares, and brand-project income — positioned primarily as a creative-tech services business, with any NFT/VDA issuance handled under India's VDA-tax & AML regime.

NFTs & digital collectibles offer brands & creators new engagement, loyalty & monetisation, and — beyond the speculative art hype — utility/brand NFTs & phygital experiences are a maturing use-case. This is a high-risk, evolving & regulated space (NFTs may be VDAs under Indian tax law: 30% + 1% TDS), so a compliant, services-led model (creating & launching for brands/artists) is more sustainable than speculative issuance. A studio with strong creative, tech & brand relationships earns project & royalty revenue.

The promoter — a creative-tech / Web3 entrepreneur — seeks total funding of **₹15 lakh** (₹5.5 lakh promoter + ₹9.5 lakh working-capital/term finance or angel; largely services-funded), targeting **₹35 lakh** revenue in Year 1 and **₹90 lakh** by Year 3. *(Services-led creative-tech + project/royalty; high-risk, regulated, clearly caveated.)*

2. Business Description, Vision & Legal Structure

Concept: A creative-tech studio helping brands & artists create, mint & launch NFTs & digital collectibles - with utility, community & compliance.

Vision: To be a trusted NFT/digital-collectibles partner for brands & creators (utility over hype).

Mission: Deliver creative, compliant NFT & collectibles projects that engage audiences & add real utility.

Legal structure options

- **LLP / Private Limited** — Pvt Ltd recommended for brand clients, funding & scale.
- **Services-led scope** — creation/launch for clients; VDA/AML compliance where issuing/handling tokens.

> **Regulatory anchor:** NFTs may be Virtual Digital Assets (VDAs) under Indian tax law — **30% tax + 1% TDS (194S)** on transfers — and issuers/intermediaries may fall under **FIU-IND/PMLA/AML**; IP & licensing (art/brand rights), consumer-protection & honest (non-speculative) marketing also apply. It is a high-risk, evolving space; a compliant, services-led (creating/launching for clients) model with clear risk disclosure is the sustainable path. Creative & tech quality, brand relationships & compliance determine success.

3. Promoter & Ownership

Led by a promoter with creative, digital-art or Web3 experience. Delivery uses digital artists/designers, smart-contract/tech (or partner), community & marketing, and brand-project management. Year-one ownership rests with the promoter; ownership and profit-sharing (and any royalty/IP splits) are editable inputs.

4. Market Analysis — India

Beyond the speculative NFT-art cycle, brands & creators increasingly explore utility NFTs, digital collectibles, loyalty & phygital experiences for engagement & monetisation. Indian brands, sports, entertainment & artists are experimenting. The space is high-risk, regulated & maturing toward utility. The market rewards creative & tech quality, brand relationships, utility & compliance; services-led is steadier than speculative issuance.

Demand drivers

- **Brand engagement & loyalty** NFTs.
- **Creator & artist** monetisation.
- **Phygital & utility** collectibles.
- **Sports/entertainment** fan engagement.
- **Gaming & metaverse** assets.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	NFT/digital-collectibles & services in India	Emerging, volatile
SAM	Reachable brands/creators for services	Niche, growing
SOM (Yr 1–3)	Brand/creator projects per year	Scaling

Target segments

- Brands (loyalty/engagement NFTs).
- Artists & creators.
- Sports/entertainment IP.
- Gaming & phygital.

5. Competition & Competitive Advantage

Landscape: NFT/Web3 studios, agencies, platforms, and freelancers. The firm competes on creative quality, tech, utility design, brand relationships & compliance.

The firm's edge

- **Creative & tech quality.**
- **Utility & community** design (beyond hype).
- **Brand relationships & trust.**
- **Compliance & risk-aware** approach.
- **End-to-end (create-launch-community).**

6. Services & Revenue Model

Service	Model	Basis
NFT/collection creation & launch	Project fee	Services (core)
Brand utility/loyalty NFT projects	Project / retainer	B2B
Primary-sale & royalty share	% of sales/royalties	Upside (variable)
Community & marketing	Retainer	Recurring
Marketplace/tech services	Project / fee	Add-on

> Creation & brand-project fees (services) are the stable core; primary-sale & royalty shares add upside (but are volatile & speculative — clearly caveated); community/marketing retainers add recurring income. Services-led revenue de-risks the volatile NFT-sale economics.

7. Go-to-Market — Marketing & Sales

- **Brand & agency** B2B relationships.
- **Portfolio & utility** case studies.
- **Artist & creator** partnerships.
- **Community & Web3** networks.
- **Compliance & risk-aware** positioning.

Sales approach

Win brand/creator projects via portfolio & utility focus → deliver creative, compliant launches → earn royalty upside & community retainers → grow via referrals. Services-led fees provide stability; utility & brand relationships drive sustainable growth over hype.

8. Operations Plan

- **Base:** a creative studio (or remote) with design & Web3 tooling; smart-contract via team/partner.
- **Process:** brief & concept → art/collection creation → smart-contract & minting → launch & community → secondary/royalty & support.
- **Tech & compliance:** secure smart contracts, IP/licensing, VDA/AML compliance where issuing, honest marketing.
- **Creative & community:** quality art, utility design, community management.
- **Capacity:** projects per team; scale by creatives, brand clients & partners.

Project workflow

Stage	Activity	Metric
Concept	Brief & utility	Projects
Create	Art/collection	Quality
Mint	Contracts	Security
Launch	Sale & community	Engagement
Sustain	Royalty/retainer	Recurring

9. Regulatory, Licences & Compliance (India)

- **VDA tax:** NFTs may be VDAs — 30% tax + 1% TDS (194S) on transfers; advise/handle compliantly.
- **AML & FIU:** FIU-IND/PMLA/AML for VDA-service-providers where issuing/intermediating; KYC as required.
- **IP & consumer:** art/brand IP & licensing; honest, non-speculative marketing; consumer-protection; risk disclosure.
- **Business & tax:** LLP/Pvt Ltd; PAN/TAN; GST on services; DPDP; forex/FEMA where cross-border.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Creative Lead	1	1	1
Digital artists/designers	2	4	7
Smart-contract/tech (or partner)	1	2	3
Community & marketing	1	3	5
Sales & admin	1	2	3
Total	**6**	**12**	**19**

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–2	Studio, tooling, portfolio, first brand/creator clients
Launch	Month 2–4	First NFT/collectibles projects launched
Traction	Month 4–9	Brand projects & retainers; break-even nears
Scale	Year 2	More brands; utility/phygital; royalty base
Growth	Year 3	Established brand relationships & portfolio

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; NFT-sale/royalty revenue is highly volatile & speculative — this model leans on services for stability. High-risk, regulated space.

12.1 Project cost & means of finance

Capital requirement	₹
Studio & creative setup	4,00,000
Tech, tooling & smart-contract	3,00,000
Branding, community & marketing	4,00,000
Working-capital buffer	4,00,000
Total project cost	**15,00,000**
Promoter contribution	5,50,000
Term/WC loan or angel	9,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3

Creation & brand-project fees (services)	24,00,000	50,00,000	70,00,000
Community/marketing retainers	6,00,000	16,00,000	14,00,000
Primary-sale & royalty share (variable)	5,00,000	10,00,000	6,00,000
Total revenue	**35,00,000**	**76,00,000**	**90,00,000**
Creative & tech salaries	20,00,000	42,00,000	54,00,000
Tooling, minting & infra	3,50,000	7,00,000	9,00,000
Community & marketing	5,00,000	10,00,000	13,00,000
Office & overheads	3,50,000	6,50,000	8,50,000
Interest on loan	1,00,000	75,000	45,000
Total expenses	**33,00,000**	**66,25,000**	**84,95,000**
Net profit (before tax)	**2,00,000**	**9,75,000**	**5,05,000**
Net margin	5.7%	12.8%	5.6%

Note: Yr-3 dip reflects illustrative NFT-sale/royalty volatility (a market downcycle) — services revenue holds up while speculative income falls, showing why the model leans on services.

12.3 Unit economics & break-even

- **Per project:** service fee − (creative + tech + overhead); stable & the profit anchor.
- **Royalty/sale share:** variable, speculative upside — never relied on for base viability (clearly caveated).
- **Break-even:** on services around month 6–9; volatile sale income is upside, not base.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	4,00,000	3,40,000	3,50,000	4,00,000
Collections (services + variable)	7,00,000	9,00,000	10,00,000	9,00,000
Operating outflows	7,40,000	8,70,000	9,30,000	8,80,000
Loan EMI	20,000	20,000	20,000	20,000
Closing balance	**3,40,000**	**3,50,000**	**4,00,000**	**4,00,000**

> Service fees give steady cash; NFT-sale/royalty income is lumpy & volatile (market-dependent) — treated as upside, not base. The buffer & services-lean model manage the volatility; VDA-tax (30%+1% TDS) applies to any token transfers.

12.5 Key Performance Indicators to Monitor

- **Services:** brand/creator projects; retainers; win rate.
- **Utility:** engagement/community; repeat brands.
- **Variable:** sale/royalty income (as upside); volatility.
- **Economics:** service margin; services vs. variable mix.

13. Funding Requirement & Bankability

Total ask: **₹9.5 lakh term/WC or angel** against ₹5.5 lakh promoter contribution — funds studio, tooling & marketing; the *services* revenue is bankable (Mudra/CGTMSE) while speculative NFT income is not relied upon. Year-2 net profit ~₹9.75 lakh (services-led) supports the facility. Given volatility, lenders should weight the stable services base; the model deliberately de-risks via services.

13.1 Funding utilisation

Use of funds	₹	% of total
Studio & creative setup	4,00,000	27%
Branding, community & marketing	4,00,000	27%
Working-capital buffer	4,00,000	27%
Tech, tooling & smart-contract	3,00,000	20%
Total	**15,00,000**	**100%**

14. Risk Analysis & Mitigation

Risk	Mitigation
NFT-market volatility/hype-collapse	Services-led revenue; utility focus; don't rely on sale income
Regulatory (VDA/AML/ban risk)	VDA/FIU/PMLA compliance; services scope; track law; risk disclosure
Smart-contract/security	Audits, secure contracts, testing
IP/licensing disputes	Clear art/brand rights & contracts
Reputation/speculation	Honest, non-speculative marketing; utility & compliance

15. SWOT Analysis

Strengths Creative-tech services base; brand utility demand; royalty upside; asset-light.	**Weaknesses** NFT-market volatility; regulatory uncertainty; hype-dependence risk; niche.
Opportunities Brand loyalty/utility NFTs; phygital; sports/entertainment; gaming.	**Threats** Regulation/ban risk; market collapse; competition; reputation/speculation.

16. Recommended AiSevak Tools for This Business

This NFT/collectibles business would use AiSevak's Crypto & Media vertical tools in delivery:

- **Studio ops:** project-management, creative-workflow, community & brand-CRM tools.
- **Compliance:** VDA-tax, FIU/AML, IP/licensing and GST tools (with Legal & Finance verticals).

- **Practice:** Business Plan, services-vs-variable economics and Break-even tools to model the business.

17. Key Assumptions & Notes

- Services-led (creation/launch/brand projects) is the stable base; NFT-sale/royalty income is volatile upside (clearly caveated).
- NFTs may be VDAs — 30% tax + 1% TDS on transfers; FIU/PMLA where issuing/intermediating.
- High-risk, evolving & regulated space; funding leans on bankable services (not speculative income); honest marketing.
- Creative/tech quality, utility, brand relationships & compliance are decisive; figures illustrative, exclude GST; not investment advice.

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