



BUSINESS PLAN · INDIA

Startup Advisory and Incubation Support

Fundraising, GTM and mentoring for founders

CONSULTING

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

This plan sets out a **Startup Advisory & Incubation Support** firm in India — a professional-services practice that helps early-stage founders with fundraising, go-to-market (GTM), business modelling, investor readiness & mentoring, delivered through retainers, projects and (crucially) **success/equity-linked** engagements. It earns advisory fees plus upside on outcomes (funds raised, growth), monetising India's large, fast-growing startup ecosystem & the founder's need for experienced guidance — a low-capex, expertise-/network-/success-fee-driven professional-services business.

India has one of the world's largest startup ecosystems, with thousands of founders needing help to raise capital, sharpen GTM, build the right model & become investor-ready — most lack the experience & investor networks to do it alone. A startup-advisory firm is an **expertise, network & outcomes business**: little capital, driven by the advisors' credibility, investor/ecosystem network, deal-flow & the ability to actually get founders funded & growing. Revenue blends retainers, project fees & **success fees (a % of funds raised) or equity/advisory shares**; success rests on credibility/track record (funded startups), investor network, mentoring quality, deal-flow & a repeatable engagement engine — it is network-, reputation- & outcome-dependent, working-capital-light.

This is a professional-services business — funded largely by promoter equity (low capex), with a modest working-capital line (services-MSME eligible). This plan models a startup-advisory firm requiring **₹35 lakh** (₹25 lakh promoter + ₹10 lakh bank/WC finance), targeting **₹1.2 crore** revenue in Year 1 and **₹3.2 crore** by Year 3 (excluding any equity/carry upside). *(Startup advisory; retainers + projects + success/equity fees, network-/expertise-/outcome-driven, low-capex.)*

2. Business Description, Vision & Legal Structure

Concept: A startup-advisory & incubation-support firm - helping founders with fundraising, GTM, modelling, investor-readiness & mentoring via retainers, projects & success/equity-linked engagements.

Vision: To be the trusted partner that gets founders funded & growing.

Mission: Give founders experienced guidance, investor access & execution support - turning ideas into fundable, scalable businesses.

Legal structure options

- **LLP** — common for an advisory practice.
- **Private Limited** — recommended for scale, equity/advisory stakes, fund tie-ups & credibility.

Regulatory anchor: a startup-advisory firm is a professional-services business (company/LLP, GST on services, engagement contracts/NDAs, success-fee/equity/advisory-share agreements, SEBI/placement rules if it moves toward regulated fundraising — kept advisory, not brokerage/RIA, unless licensed). Credibility/track record, investor network, deal-flow, mentoring quality & a repeatable engine determine success; it is network-, reputation- & outcome-dependent, capital-light.

3. Promoter & Ownership

Led by a promoter with startup, VC/angel, operating or advisory experience & a strong investor/ecosystem network. The team includes advisors/mentors (domain/GTM/finance), analysts (modelling/decks/research), an investor-relations/deal lead & BD/support. Credibility, investor network, deal-flow & mentoring quality are the differentiators. Ownership, partner stakes & any advisory-equity pool are editable inputs.

4. Market Analysis — India

India's startup ecosystem is one of the largest & fastest-growing globally, with a deep funnel of founders needing fundraising, GTM, modelling, investor-readiness & mentoring, and an active angel/VC/incubator landscape. Demand is founder-/funding-cycle-driven & ecosystem-linked. The market rewards credibility/track record, investor network, deal-flow, mentoring quality, outcomes (funds raised/growth) & a repeatable engine; it is network-, reputation-, funding-cycle- & outcome-sensitive, met with credibility, network, deal-flow & delivery.

Demand drivers

- **Large, growing startup funnel.**
- **Fundraising & investor-readiness** need.
- **GTM, modelling & scaling** support.
- **Angel/VC/incubator & govt (Startup India, DPIIT)** ecosystem.
- **Founder inexperience & network gaps.**

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Startup advisory in India	Large & fast-growing
SAM	Stage/sector & geography	Substantial
SOM (Yr 1-3)	Founders / engagements	Scaling

Target segments

- Early-stage founders (pre-seed/seed).
- Growth-stage (Series A GTM/scaling).
- Incubators/accelerators & universities (programme support).
- Corporates/family offices (venture/CVC support).

5. Competition & Competitive Advantage

Landscape: other startup advisors/consultants, accelerators/incubators, fractional CXOs, investment bankers/placement agents (upper end) & free ecosystem resources. The firm competes on credibility/track record, investor network, deal-flow, mentoring quality, outcomes & alignment (success/equity).

The business's edge

- **Credibility & track record** (funded startups).
- **Investor/ecosystem network & deal-flow.**
- **Hands-on mentoring & execution.**
- **Aligned incentives** (success/equity).
- **GTM/modelling/investor-readiness** expertise.

6. Products & Revenue Model

Stream	Model	Basis
Advisory retainers (mentoring)	Monthly retainer	Recurring
Fundraising support	Retainer + success fee (% raised)	Core + upside
GTM / modelling projects	Project fee	Core
Investor-readiness / deck / DD	Project fee	Margin
Equity / advisory shares	Equity (long-term upside)	Portfolio upside

Retainers & projects give base revenue; fundraising blends retainer + success fee (% of funds raised); equity/advisory shares build long-term portfolio upside (not in the P&L below). Economics = engagements × fee × utilisation + success fees; credibility, network, deal-flow, outcomes & the engine drive it — the decisive startup-advisory levers (low-capex, network/outcome-driven).

7. Go-to-Market — Marketing & Sales (deal-flow engine)

- **Ecosystem presence** (events, incubators, demo days, angel/VC network).
- **Thought leadership & content** (fundraising/GTM playbooks).
- **Referrals & track record** (funded founders, investors).
- **Incubator/accelerator & university tie-ups.**
- **Retainer & portfolio** (repeat/long-term).

Sales approach

Build credibility & network (ecosystem, funded cases) → generate founder deal-flow (referrals, tie-ups, content) → engage on retainer/project + success/equity → deliver fundraising/GTM outcomes → grow referrals, portfolio & investor relationships. Credibility, network, deal-flow & outcomes build the practice; success/equity aligns incentives & compounds upside.

8. Operations Plan

- **Delivery model:** advisor-led engagements (mentoring, fundraising, GTM), supported by analysts (models/decks/research); investor-relations & deal process.
- **Process:** intake/screen founder → scope (retainer/project + success/equity) → diagnose & plan → build (model/deck/GTM/investor-readiness) → investor introductions/process → close/scale → ongoing mentoring.
- **Deal-flow & network:** curated founder deal-flow & a live investor network are the core assets; quality screening protects reputation.
- **Tech:** CRM/deal-flow, data-room/DD, model/deck templates, investor database.
- **Portfolio:** track equity/advisory stakes & portfolio support.

Engagement workflow

Stage	Activity	Metric
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Screen	Founder intake/fit	Quality
Scope	Retainer/project/success	Fee/alignment
Build	Model/deck/GTM/readiness	Investor-ready
Raise/scale	Investor process/GTM	Funds raised/growth
Mentor	Ongoing/portfolio	Retention/upside

9. Regulatory, Licences & Compliance (India)

- **Entity:** LLP/company; GST on services; PAN/TAN.
- **Contracts:** engagement/NDA; success-fee & equity/advisory-share agreements; disclaimers.
- **Fundraising boundary:** stay advisory; obtain SEBI (merchant-banker/RIA) registration only if crossing into regulated placement/investment advice.
- **Ecosystem:** Startup India/DPIIT familiarity; investor/AIF norms awareness.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / lead advisor	1	2	3
Advisors / mentors (domain/GTM/finance)	3	6	10
Analysts (models/decks/research)	3	6	10
Investor relations, BD & support	2	4	6
Total	9	18	29

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Entity, network/investor base, tie-ups, first founders
Ramp	Month 2-7	Engagements, first raises/GTM wins, retainers
Traction	Month 7-12	Funded founders & portfolio; ₹1.2cr revenue
Expand	Year 2	More advisors, deal-flow, incubator tie-ups, equity portfolio
Scale	Year 3	₹3.2cr revenue; brand, network & portfolio upside

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. Startup advisory; retainers + projects + success fees; equity/advisory upside is long-term & excluded from the P&L. People-driven, low-capex, working-capital-light.

12.1 Project cost & means of finance

Capital requirement	₹
Office setup, fit-out & IT	9,00,000
Working capital (salaries + receivables runway)	17,00,000
Brand, network-building, tools & data	5,00,000
Deposits, launch & pre-operative	4,00,000
Total project cost	35,00,000
Promoter contribution	25,00,000
Bank / WC finance (services MSME)	10,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Retainers & mentoring	40,00,000	85,00,000	1,20,00,000
Fundraising success fees	45,00,000	90,00,000	1,20,00,000
GTM / modelling / readiness projects	35,00,000	65,00,000	80,00,000
Total revenue	1,20,00,000	2,40,00,000	3,20,00,000
Advisor & analyst salaries	62,00,000	1,25,00,000	1,65,00,000
Network, events, tools & data	15,00,000	26,00,000	32,00,000
Office, BD & overheads	25,00,000	42,00,000	52,00,000
Interest & other	3,00,000	5,00,000	6,00,000
Total expenses	1,05,00,000	1,98,00,000	2,55,00,000
Net profit (before tax)	15,00,000	42,00,000	65,00,000
Net margin	12.5%	17.5%	20.3%

Note: equity/advisory-share stakes (long-term portfolio upside) are excluded from this P&L and would add episodic, illustrative gains on exits — inherently uncertain, so not modelled as recurring revenue.

12.3 Unit economics & break-even

- **Engagements × fee × utilisation + success fees:** retainers/projects give base revenue per advisor; fundraising success fees (a % of funds raised) are lumpy but high-value; equity builds long-term upside.
- **Network & outcomes:** a live investor network & a track record of funded startups drive deal-flow, conversion & success fees — the compounding levers; poor outcomes dry up referrals.
- **Break-even:** at an engagement/success-fee threshold covering salaries & overheads; margins healthy & rising with mix, utilisation, success fees & (over time) equity upside.

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

Particulars (₹)	Q1	Q2	Q3	Q4
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Opening balance	4,00,000	3,60,000	3,70,000	4,00,000
Fee & success-fee collections	22,00,000	28,00,000	33,00,000	37,00,000
Salaries, network & operating	22,40,000	27,90,000	32,70,000	36,20,000
Closing balance	3,60,000	3,70,000	4,00,000	4,80,000

Capital-light but salary-led, with lumpy success fees & client receivables the main WC. Retainers (recurring/advance), milestone/success billing, a modest WC line & deal-flow/pipeline management smooth cash; the key risks are funding-cycle downturns, lumpy success fees, deal-flow gaps & talent dependence — met with retainers, diversified engagements, network & a WC buffer.

12.5 Key Performance Indicators to Monitor

- **Delivery:** engagements; advisor utilisation; retainer mix.
- **Outcomes:** funds raised; success-fee conversion; portfolio growth.
- **Deal-flow:** founder pipeline; screen-to-engage rate; investor network activity.
- **Finance:** revenue/advisor; net margin; receivable days; equity portfolio (tracked separately).

13. Funding Requirement & Bankability

Total ask: **₹10 lakh bank/WC finance** against ₹25 lakh promoter contribution — a modest working-capital line (salaries/receivables) on a low-capex base, services-MSME eligible. Bankability rests on the advisors' credibility, network, retainer base & healthy margins; the firm is capital-light & cash-generative, with equity portfolio as long-term upside. Year-1 profit ~₹15 lakh growing to ₹65 lakh supports servicing; utilisation, success fees & deal-flow are key. Credibility, network, deal-flow & outcomes underpin the model.

13.1 Funding utilisation

Use of funds	₹	% of total
Working capital (salaries + receivables runway)	17,00,000	48.6%
Office setup, fit-out & IT	9,00,000	25.7%
Brand, network-building, tools & data	5,00,000	14.3%
Deposits, launch & pre-operative	4,00,000	11.4%
Total	35,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Funding-cycle downturn	Retainers/projects diversify; GTM/ops work; multi-stage focus; buffer
Lumpy success fees / cash	Retainer base, milestone billing, WC line, pipeline
Deal-flow / conversion gaps	Ecosystem presence, tie-ups, referrals, quality screening
Talent / key-person & reputation	Team, culture, delivery quality, outcomes, IP/playbooks

Regulatory boundary (placement)	Stay advisory; SEBI registration if crossing into regulated activity
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15. SWOT Analysis

Strengths Low-capex & high-margin; large startup funnel; network/expertise; aligned success/equity upside; scalable.	Weaknesses Funding-cycle- & network-dependent; lumpy success fees; talent/reputation risk; outcome-dependent.
Opportunities Ecosystem growth; incubator/accelerator & university tie-ups; equity portfolio upside; corporate/CVC; niches/sectors.	Threats Funding winters; competition (accelerators/advisors/IBs); regulatory boundary; talent war.

16. Recommended AiSevak Tools for This Business

This startup-advisory firm would use AiSevak's Consulting vertical tools in delivery:

- **Advisory ops:** business-model/financial-model & pitch-deck, fundraising/investor-readiness & GTM-planning, deal-flow/CRM & portfolio-tracking tools.
- **Firm ops:** engagement/success-fee/equity-agreement & GST, receivable-management & SEBI-boundary-awareness tools (with Legal & Finance verticals).
- **Practice:** Business Plan, utilisation/success-fee and Break-even tools to model the firm — and the very deliverables founders pay for.

17. Key Assumptions & Notes

- Startup advisory: fundraising, GTM, modelling, investor-readiness & mentoring via retainers + projects + success/equity fees; network-/expertise-/outcome-driven, low-capex.
- Engagements × fee × utilisation + success fees decisive; credibility, investor network, deal-flow & outcomes are the compounding levers; equity is long-term upside (excluded from P&L).
- Largely equity-funded (low capex) + modest WC line, services-MSME eligible; LLP/company, GST-on-services, success-fee/equity agreements; stay advisory unless SEBI-registered.
- Utilisation, success-fee conversion, deal-flow, retainer mix & (over time) equity drive economics; figures illustrative, exclude GST & equity upside.

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