BUSINESS PLAN · INDIA

Web3 / Blockchain Development Studio

dApps, smart contracts, integrations & audits - security-led Web3 engineering, export-oriented

CRYPTO & WEB3

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August 2026

1. Executive Summary

This plan sets out a **Web3 / Blockchain Development Studio** in India — a technology services firm building decentralised applications (dApps), smart contracts, blockchain integrations, wallets & tokenisation infrastructure for clients (startups, enterprises, Web3 projects), domestic & global. It earns project-development fees, time-and-material & audit engagements, and managed/retainer income — a blockchain-specialist IT-services business, distinct from any crypto-trading or token-issuance activity.

Blockchain & Web3 adoption — enterprise DLT, tokenisation, dApps, smart contracts & audits — is a growing global services market, and India's strong developer talent serves it cost-competitively for export & domestic clients. A studio with strong smart-contract & security expertise, delivery quality & client relationships earns high-value, largely recurring services revenue, positioned as a compliant development/services firm.

The promoter — a blockchain/Web3 engineering professional — seeks total funding of **₹18 lakh** (₹6.5 lakh promoter + ₹11.5 lakh working-capital/term finance, eligible under Mudra/CGTMSE; or angel if building product/IP), targeting **₹55 lakh** revenue in Year 1 and **₹1.6 crore** by Year 3. *(High-value, expertise-driven Web3 services; asset-light; export-oriented.)*

2. Business Description, Vision & Legal Structure

Concept: A Web3/blockchain development studio building dApps, smart contracts, integrations & tokenisation for clients - with security & delivery excellence.

Vision: To be a trusted Web3 & blockchain engineering partner for startups & enterprises.

Mission: Deliver secure, reliable blockchain solutions - smart contracts, dApps & integrations - to global & domestic clients.

Legal structure options

- **LLP / Private Limited** — Pvt Ltd recommended for clients, export & scale.
- **Private Limited + DPIIT** — if building own Web3 product/IP (equity path).

> **Regulatory anchor:** a Web3 dev studio is a technology-services business — GST (export zero-rated LUT), IP/work-for-hire & MSA contracts, smart-contract security & audit standards, and data-security (DPDP). If it ever handles VDAs/tokens itself, FIU-IND/PMLA & VDA-tax rules apply — but as a pure dev/services firm it stays clear of token-issuance/trading. Smart-contract & security expertise, delivery, audits & relationships determine success; asset-light & export-oriented.

3. Promoter & Ownership

Led by a promoter with blockchain, smart-contract or Web3-engineering experience. Delivery uses blockchain/smart-contract developers, security/audit engineers, and full-stack & sales, plus specialists. Year-one ownership rests with the promoter; ownership and profit-sharing (and any product-IP/ESOP) are editable inputs.

4. Market Analysis — India & Global

Global Web3/blockchain services demand — dApps, smart contracts, tokenisation, enterprise DLT & audits — is growing, and India is a key delivery hub with strong, cost-competitive talent serving global & domestic clients. Enterprise blockchain & tokenisation add steadier demand alongside crypto-native projects. The market rewards security, smart-contract expertise, delivery & relationships; export earns forex.

Demand drivers

- **Web3, dApp & smart-contract** demand.
- **Tokenisation & enterprise DLT.**
- **Security & smart-contract audits.**
- **Global outsourcing** to India.
- **Scarce blockchain** talent.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Web3/blockchain services (global + India)	Large & growing
SAM	Reachable clients in the studio's niche	Substantial
SOM (Yr 1–3)	Projects + retainer/audit clients	Scaling

Target segments

- Web3 startups & projects.
- Enterprises (DLT/tokenisation).
- Exchanges & fintech.
- Global/export clients.

5. Competition & Competitive Advantage

Landscape: global Web3 studios, freelancers, general IT firms entering Web3, and audit firms. The firm competes on smart-contract & security expertise, delivery, audits, niche & relationships.

The firm's edge

- **Smart-contract & security depth.**
- **Delivery quality & reliability.**
- **Audit capability (trust).**
- **Niche/chain specialisation.**
- **Cost-competitive & export.**

6. Services & Revenue Model

Service	Model	Basis
dApp & smart-contract development	Project / T&M	Project (high value)
Blockchain integration & tokenisation	Project	Scope-based
Smart-contract audit & security	Per audit	High value
Managed / dedicated Web3 team	Retainer	Recurring
Consulting & architecture	Advisory	Recurring

> Development & integration projects give high-value volume; smart-contract audits (premium, trust-critical) & dedicated-team retainers give recurring, sticky revenue. Scarce blockchain-security expertise commands premium rates; export earns forex — a compliant services model.

7. Go-to-Market — Marketing & Sales

- **Portfolio & audits** (security credibility).
- **Web3 ecosystem & global** networks.
- **Enterprise DLT/tokenisation** outreach.
- **Referrals & niche** reputation.
- **Dedicated-team** conversion.

Sales approach

Win dev/audit projects via portfolio & expertise → deliver secure, reliable solutions → convert to dedicated-team/consulting retainers → grow via referrals & ecosystem. Security expertise, audits & retainers drive high-value, compounding services revenue.

8. Operations Plan

- **Base:** a studio (or remote-first) with blockchain dev & security tooling.
- **Process:** requirement & architecture → smart-contract/dApp development → testing & security audit → deployment → managed/retainer support.
- **Security & quality:** smart-contract security, audits, testing, best-practices; critical given immutability & risk.
- **Talent:** blockchain/security engineers + specialists; upskilling & retention.
- **Capacity:** billable-engineer capacity; scale by expert staff, audits & retainers.

Delivery workflow

Stage	Activity	Metric
Architect	Design	Scope
Build	Contracts/dApp	Utilisation
Audit	Security test	Security
Deploy	Launch	Reliability
Retain	Managed team	Recurring

9. Regulatory, Licences & Compliance (India)

- **Business & tax:** LLP/Pvt Ltd; PAN/TAN; GST (domestic; export zero-rated LUT); Udyam (MSME).
- **IP & contracts:** work-for-hire/IP-assignment, MSA/SOW, audit-scope & NDA; clear liability terms.
- **Security & data:** smart-contract security standards; DPDP; secure practices (immutability = high stakes).
- **VDA note:** as a pure dev/services firm it avoids token-issuance/custody; if ever handling VDAs, FIU-IND/PMLA & VDA tax apply.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Tech Lead	1	1	1
Blockchain/smart-contract devs	3	7	12
Security/audit engineers	1	3	5
Full-stack & QA	1	3	5
Sales & admin	1	2	3
Total	**7**	**16**	**26**

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–2	Team, tooling, portfolio, first clients
Launch	Month 2–4	First dApp/contract projects & audits
Traction	Month 4–9	Dedicated-team retainers; break-even nears
Scale	Year 2	Bigger clients; enterprise DLT; export
Growth	Year 3	Strong recurring & audit reputation

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. High-value Web3 services; asset-light; export-oriented.

12.1 Project cost & means of finance

Capital requirement	₹
Office & workstations	4,00,000
Blockchain dev, security & tools	4,00,000
Certifications, branding & sales	3,00,000
Working-capital buffer	7,00,000
Total project cost	**18,00,000**
Promoter contribution	6,50,000
Term/WC loan (Mudra / CGTMSE)	11,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3

Development & integration projects	34,00,000	60,00,000	82,00,000
Smart-contract audits & security	12,00,000	26,00,000	40,00,000
Managed teams & consulting	9,00,000	22,00,000	38,00,000
Total revenue	**55,00,000**	**1,08,00,000**	**1,60,00,000**
Blockchain/security staff salaries	34,00,000	66,00,000	94,00,000
Tools, infra & audits	4,00,000	8,00,000	12,00,000
Office & overheads	4,00,000	8,00,000	11,00,000
Sales, marketing & admin	4,00,000	8,00,000	12,00,000
Interest on loan	1,15,000	90,000	55,000
Total expenses	**47,15,000**	**90,90,000**	**1,29,55,000**
Net profit (before tax)	**7,85,000**	**17,10,000**	**30,45,000**
Net margin	14.3%	15.8%	19.0%

12.3 Unit economics & break-even

- **Per engagement:** fee − (expert-time + tools + overhead); scarce blockchain-security expertise commands premium rates.
- **Audits & retainers:** audits are premium/trust-critical; dedicated-team retainers give predictability; utilisation drives margin.
- **Break-even:** reached around month 5–8 as projects & retainers build.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	7,00,000	5,90,000	5,80,000	6,40,000
Collections	10,00,000	13,00,000	15,50,000	16,50,000
Operating outflows	10,80,000	12,80,000	14,60,000	15,40,000
Loan EMI	30,000	30,000	30,000	30,000
Closing balance	**5,90,000**	**5,80,000**	**6,40,000**	**7,20,000**

> Projects give lumpier cash (esp. global clients with milestone/forex terms); audits & dedicated-team retainers give steadier MRR. The buffer covers the ramp; export earns forex. Scarce-skill staff are the main cost.

12.5 Key Performance Indicators to Monitor

- **Utilisation:** billable-utilisation %; project pipeline; win rate.
- **Recurring:** managed-team/audit-retainer revenue %; retention.
- **Quality/security:** audit pass; zero critical-exploit record; delivery.
- **Economics:** realisation rate; margin per engagement; export share.

13. Funding Requirement & Bankability

Total ask: **₹11.5 lakh term/WC finance** against ₹6.5 lakh promoter contribution — asset-light, funding tools & working capital; eligible under **PMMY (Mudra)**/CGTMSE (or angel/DPIIT if building product/IP). Year-1 net profit ~₹7.85 lakh against modest debt service gives a strong DSCR; premium rates, audits & recurring retainers underpin bankability.

13.1 Funding utilisation

Use of funds	₹	% of total
Working-capital buffer	7,00,000	39%
Office & workstations	4,00,000	22%
Blockchain dev, security & tools	4,00,000	22%
Certifications, branding & sales	3,00,000	17%
Total	**18,00,000**	**100%**

14. Risk Analysis & Mitigation

Risk	Mitigation
Security/exploit liability	Rigorous audits, testing, best-practices; clear scope/liability; insurance
Talent scarcity/attrition	Upskilling, growth & competitive pay; retention
Crypto-market/funding cycles	Enterprise DLT & audits (steadier); diversified clients; export
Regulatory uncertainty (Web3)	Pure dev/services (no token/custody); track law; compliant scope
Project lumpiness	Dedicated-team & audit retainers; pipeline

15. SWOT Analysis

Strengths Growing Web3 demand; premium security expertise; export forex; audits & retainers; asset-light.	**Weaknesses** Talent-scarce; security-liability; crypto-cycle & funding sensitive; project-lumpy.
Opportunities Enterprise DLT & tokenisation; audits; global export; dedicated teams & IP.	**Threats** Regulatory uncertainty; crypto downturns; global competition; exploit-reputation risk.

16. Recommended AiSevak Tools for This Business

This Web3 studio would use AiSevak's IT/Crypto vertical tools in delivery:

- **Delivery ops:** project/audit-tracking, utilisation, client-CRM and retainer-billing tools.
- **Compliance & contracts:** MSA/SOW/IP, audit-scope/liability, DPDP and GST(LUT) tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-engagement & utilisation economics and Break-even tools to model the studio.

17. Key Assumptions & Notes

- Pure Web3 dev/services (no token-issuance/trading/custody); dev/integration + audits + retainers.
- Recurring retainers/audits grow over Years 1–3; export earns forex & is GST zero-rated (LUT).
- Term/WC finance ~11% p.a. (or angel/DPIIT if product); if handling VDAs, FIU-IND/PMLA & VDA tax apply.
- Smart-contract & security expertise, audits, delivery & retention are decisive; figures exclude GST.

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Every tool referenced in this plan is available on **aisevak.in**. Open the **Crypto & Web3 toolkit** 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.