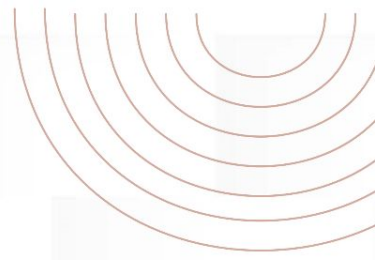




Venture **Catalysts**⁺⁺

India's 1st Multi-Stage VC



VCs: "Too many angels!"

Angels: "Too many incubators!"

Incubators: "Too many companies!"

Entrepreneurs: "Too little of Everything."

Naval Ravikant

THE POINT OF INVESTING

CREATING/MULTIPLYING /SUSTAINING WEALTH

**MUTUAL FUNDS, REAL ESTATE, BONDS.
LITERALLY ANYTHING.**





**RISK AND RETURN HAVE A TRICKY RELATIONSHIP.
NOT DIRECT, NOR INVERSE
IT'S RELATIVE**

RELATIVE TO



**Asset Class
Stage**



**Size of
investment**



Tenure



Consistency



Knowledge



Judgement



**STARTUPS ARE
HIGH RISK, HIGH RETURN**

LIKE MOST OTHER ASSET CLASSES, THE FACTORS THAT DECIDE YOUR RETURN



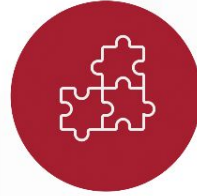
Stage



**Size of
investment**



Tenure



Consistency



Knowledge



Judgement

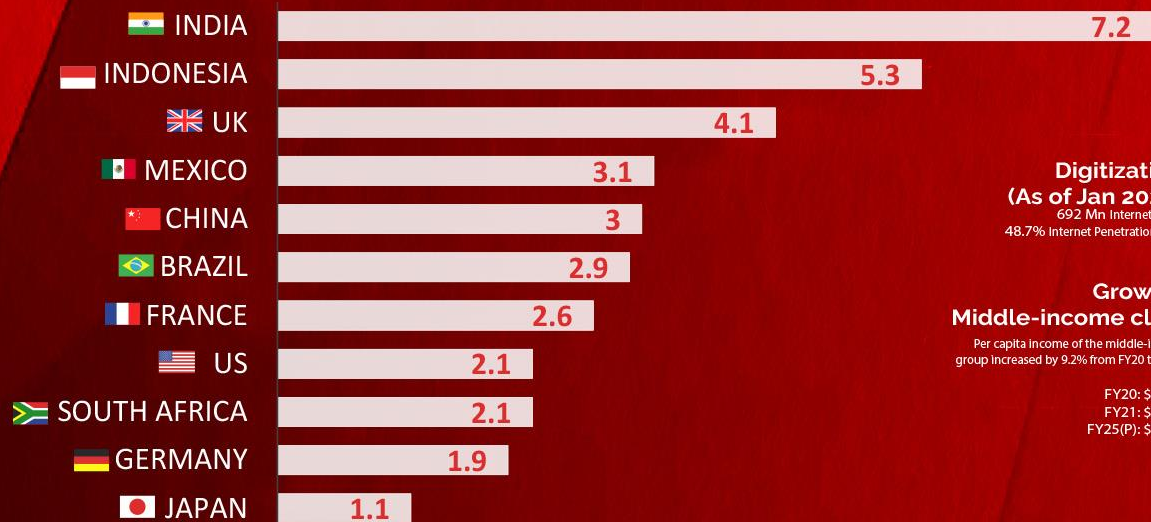
**BUT IF IT'S LIKE ANY OTHER ASSET
CLASS,
WHY ARE WE TALKING ABOUT IT?

BECAUSE**

Towards a Glorious \$5 Trillion Economy

India is now the Fastest Economy Among All Major Economies of The World

Real GDP Growth Rate (2023)



Driving Forces behind India's Economic Transformation

Digitization
(As of Jan 2023)
692 Mn Internet users
48.7% Internet Penetration Rate

Growing Middle-income class

Per capita income of the middle-income group increased by 9.2% from FY20 to FY21

FY20: \$2,146
FY21: \$2,345
FY25(P): \$2,561

Demographic Advantage

India has 240 Mn Young People with a median Age of 28.4 Years While the Global Median Age is 30.9 Years

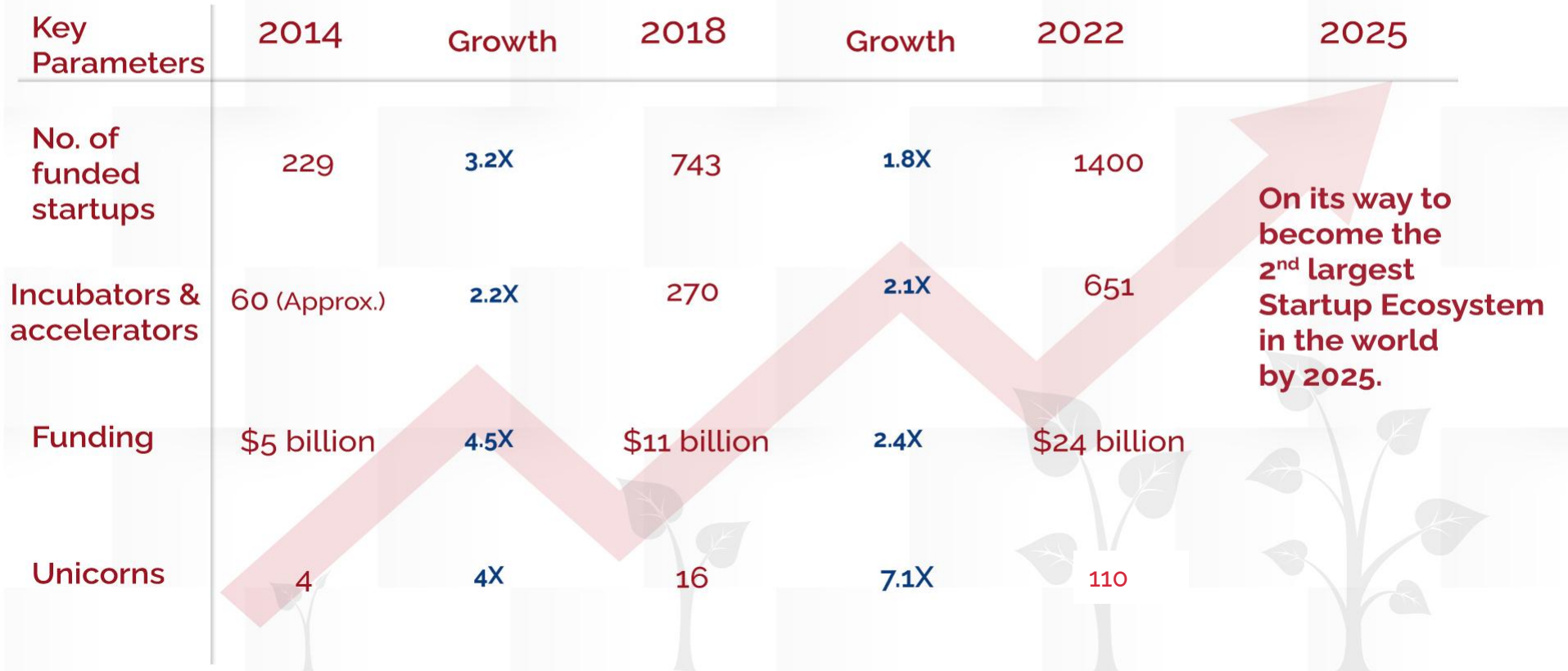
Thriving Entrepreneurship

Govt. initiatives such as Startup India, MUDRA Yojana etc paving the way for thriving future of startup ecosystem in India
\$179.85 Bn allocated under SIDBI Fund of Funds Scheme

Growing Tech Industry

India's tech industry witnessed a YOY of 15.5% in FY22 from FY21. Total revenue stood at \$227 Bn

STARTUPS PLAYING CRUCIAL ROLE IN ACHIEVING INDIA'S \$5 TRILLION ECONOMIC VISION



SECTOR WISE GROWTH IN INDIAN STARTUPS

Sector	Number of deals in 2014		Number of deals in 2022
Fintech	38	6.7X	253
E-commerce	53	6X	317
Healthtech	28	3.9X	107
Ed-tech	33	2.8X	91
Media & Entertainment	30	2.4X	72
Enterprisetech	92	3.2X	303
Cleantech	6	15X	90

\$223 Bn
Textiles

\$285 Bn
Roads

\$150 Bn
Mining

\$130 Bn
Defense

\$604 Bn
Construction

\$400 Bn
Electronics

\$100 Bn
Biotech

\$424 Bn
Tourism & Hospitality

**24 MOST
PROMISING
SECTORS IN INDIA**

\$350 Bn
IT/BPM

\$304 Bn
Chemicals

\$200 Bn
Auto Comp

\$300 Bn
Auto

\$5 Bn
Aviation

\$9 Bn
Wellness

\$65 Bn
Pharma

\$535 Bn
Food Processing

\$110 Bn
Oil & Gas

\$100 Bn
Media & Entertainment

\$80 Bn
Transmissions

\$180 Bn
Renewables

\$192 Bn
Railways

\$125 Bn
Thermal Power

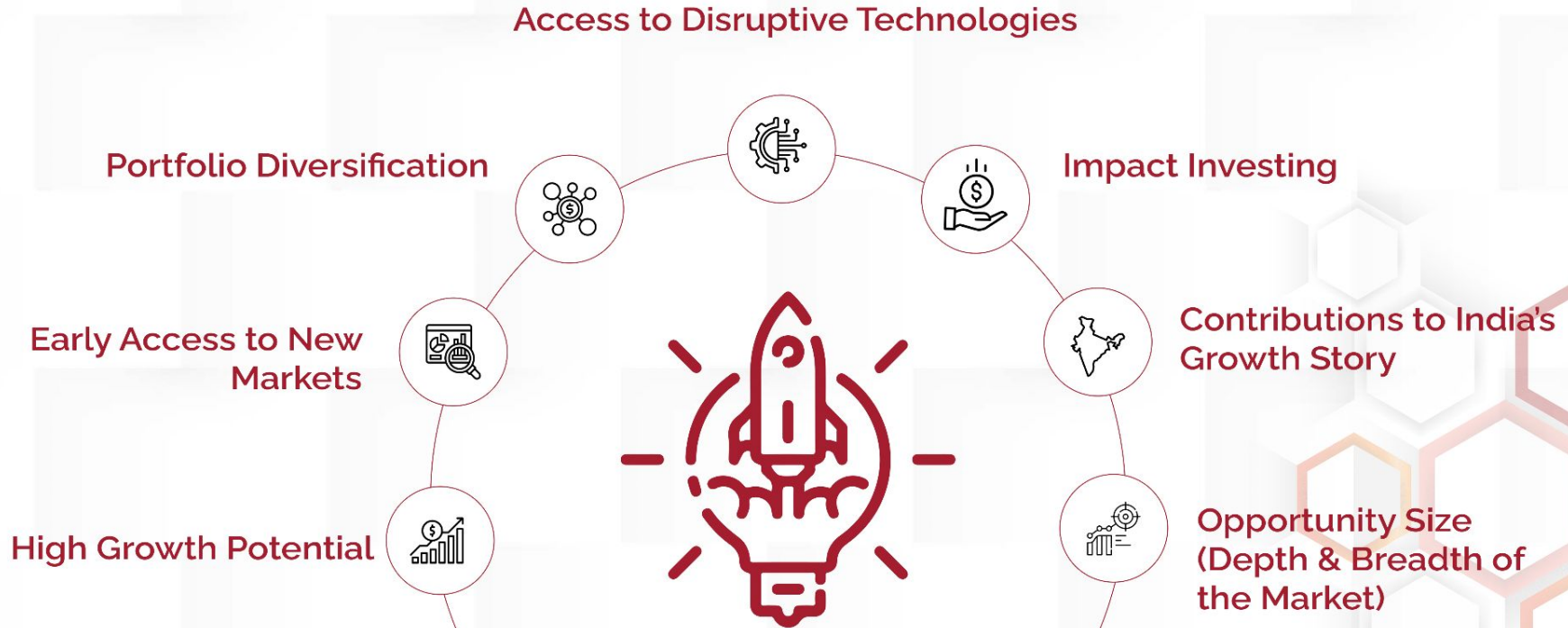
\$123 Bn
Ports

\$112 Bn
Capital Goods

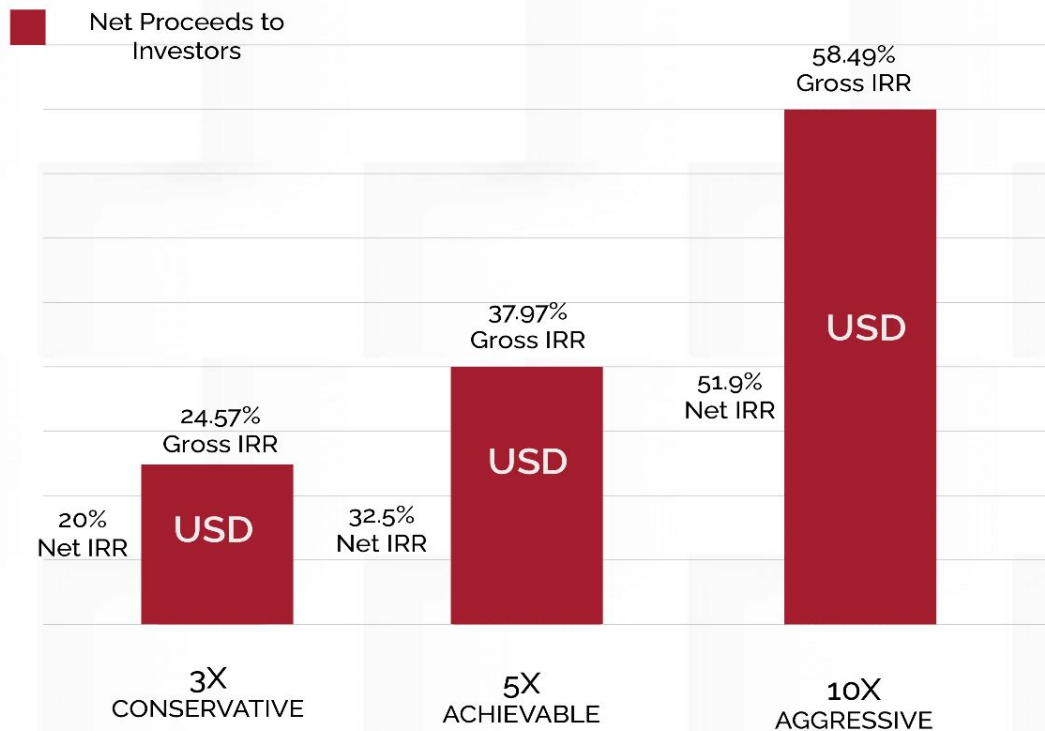


**STARTUPS ARE AN
EMERGING ASSET CLASS**

SO WHY INVEST IN STARTUPS?



USD 100K INVESTMENT RETURN SCENARIOS



Above calculations are strictly for the illustration purpose only

The background features a dark red color with a grid pattern. Overlaid on this are various financial data visualizations, including a line graph with circular markers, a bar chart, and several numerical values such as '52.19', '49.92', '08.11', and '07.15'.

**PEOPLE WHO DID NOT INVEST IN
LISTED IPO, STILL REGRET!**

**STARTUP IS AT THAT
STAGE RIGHT NOW!**

A hand is shown in the upper left corner, holding a single coin. Below it, several stacks of coins are arranged on a surface with a hexagonal grid pattern. Small white cards with the numbers 1, 2, and 3 are placed near the stacks. The entire scene is overlaid with a semi-transparent red filter.

**ASSUME FOR A MOMENT
YOU HAVE 10 PROMISING
STARTUPS OPEN FOR
INVESTMENT**

HOW TO EVALUATE A WINNING STARTUP?



Strong and Scalable Business Idea

Look for uniqueness and innovation in the concept.



Traction and Validation

Look for customer feedback, early sales, partnerships, or user engagement.



Market Opportunity

Consider the market's size, growth potential, and the startup's competitive advantage.



Unit Economics

Look for startup with positive 50-60% margins at least.



Strong Team

Look for experienced and capable individuals with required skills and passion.



Scalable Asset Light

Less capital intensive, scalable with technology and not only capital.

FUNDING STAGES VS RISK & POTENTIAL EVALUATION

Stage = Risk

• Product Risk - Pre Seed Round

• Team Risk - Seed Round

• Business Risk - Angel Round

• Execution Risk - Pre Series A

• Scale Risk - Series A

• Growth Risk - Series B

• Valuation Risk - Series C



**Truths To Be
Revealed!**

MYTH 1

ALL STARTUPS MUST BE TECHNOLOGY-FOCUSED SUCCESSFUL.

Startups can be non-tech as well!

Not all successful startups are based on novel technologies or software solutions & still successful.



5.3X



29X



89X

MYTH 2

THE FUNDING ROUND DICTATES THE AMOUNT OF CAPITAL A STARTUP CAN RAISE.

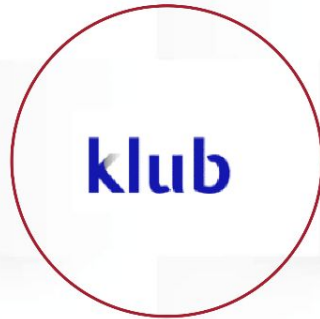
Round name doesn't define the quantum, a startup can raise any capital.



\$ 50k
Seed Round



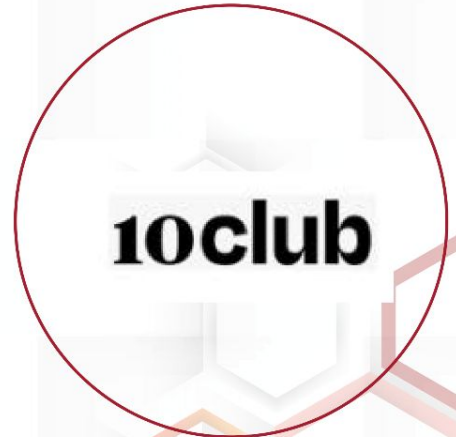
\$ 500k
Seed Round



\$ 1.5Mn
Seed Round



\$ 24Mn
Seed Round



\$ 40Mn
Seed Round

MYTH 3

STARTUP VALUATIONS ARE COMPLEX TO FIGURE OUT ON OUR OWN!

Unlike the technical & complex definitions of company valuation in public markets, startup valuations should remain simple.

\$100K for 10% equity = \$ 1Mn Valuation

Valuation is simply the byproduct of how much money the startup needs against how much equity to be diluted.

MYTH 4

ONLY INVESTING WITH CAPITAL IS ENOUGH!

Passive investing leads to **90% Mortality**

Integrated incubation & acceleration driven investing leads to de-risking startups!

De-risking startups requires a comprehensive approach



Thorough due diligence



A solid business model



Capable team



Market validation



Adaptation to market shifts



A clear path to financial sustainability

MYTH 5

IPO IS THE SOLE EXIT OPTION FOR STARTUP INVESTING.

Other Options

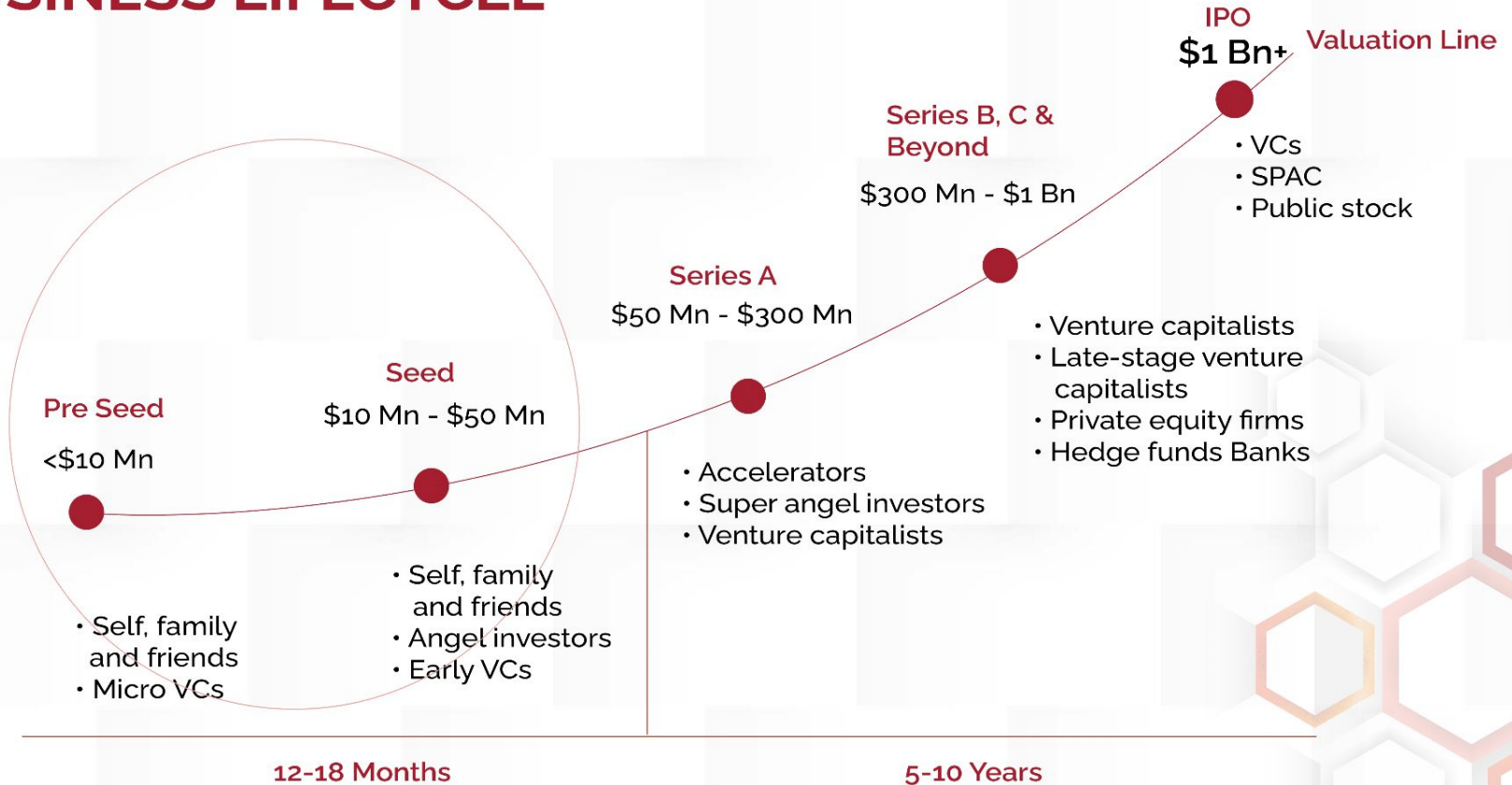
Secondary Sale :  **BharatPe** Exit offer from **SEQUOIA** 

Acquisition :  **Fynd** acquired by  **Reliance**  **BEARDO** acquired by  **marico**

Buyback : To sell the shares back to the company

IPO : Getting listed on stock exchange **zomato** **NYKAA** **DELHIVERY** **Flipkart** 

FUNDING STAGE WISE CLASSIFICATION OF A STARTUP BUSINESS LIFECYCLE



MYTH 6

FUNDING WINTER IS NOT THE RIGHT TIME TO START INVESTING.

Attractive Valuations: Funding winter's favorable valuations benefit investors.

Robust Business Models: Refined adaptable revenue models for market fit.

Attractive Valuations: Startups prioritize efficiency and lean operations out of necessity.

Exceptional Founder Tenacity : A funding winter separates committed founders from those with weaker resolve.

STRATEGIC APPROACH TO ANGEL INVESTING

NUMBER OF DEALS
(AVERAGE VC DEAL VALUE IN INDIA)

VOLUME GROWTH
OVER 2021-22

	2021	2022
Seed	940 (-\$1.8M)	970 (-\$1.6M)
Series A	285 (-\$10M)	336 (-\$11M)
Series B	90 (~\$26M)	156 (~\$27M)
Series C	85 (-\$52M)	56 (-\$49M)
Series D+	145 (-\$174M)	93 (-\$140M)

-1.1X

~1.2X

~1.7X

-0.7X

-0.6X

CONTINUED ACTIVITY IN EARLY STAGE LED BY SEVERAL FACTORS (E.G., SECOND-GENERATION FOUNDERS; NUANCED INDIA-SPECIFIC INNOVATION); LIMITED TRICKLE-DOWN OF GLOBAL PUBLIC TECH STOCK ROUT ON EARLY-STAGE DEALS

MID-STAGE DEALS CONCENTRATED IN H1 2022, WITH ~80% OF THE DEALS CLOSING BEFORE THE IMPACT OF MACRO HEADWINDS TRICKLED DOWN TO INVESTMENT ACTIVITY

GETTING STARTED WITH ANGEL INVESTMENT



Define your investment thesis

Figure out your deal-flow



Create an investment strategy

INVESTMENT THESIS

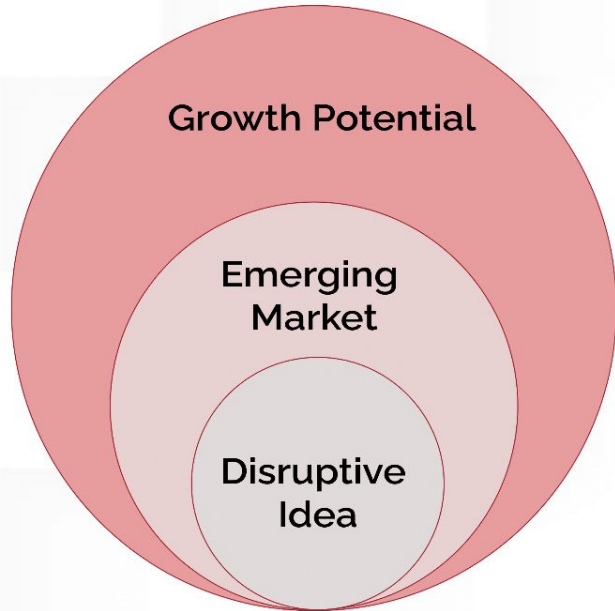
- An investment thesis is a clear and concise statement that outlines an investor's strategy and rationale for making investment decisions.
- It serves as a guiding principle for selecting and managing investments within a portfolio.
- An effective investment thesis helps investors stay focused, make informed decisions, and avoid making impulsive or emotional choices.
- It serves as a roadmap for evaluating potential opportunities and determining whether they align with the investor's overall strategy and goals.

INDIVIDUAL INVESTMENT THESIS

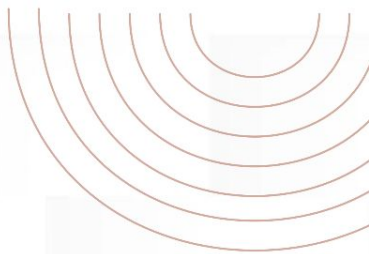
I want to invest in companies raising _____ rounds, that are _____, and targeting the _____ markets. Bonus points if they are _____.

I want to invest in companies raising **seed, early, growth, or secondaries** rounds, that are **pre-revenue, post-revenue, or profitable**, and targeting the **AI / ML, Adtech, Consumer, Enterprise, Finance, Food / Beverages, Hardware, Health, Home Services, Logistics, Non Tech, Real Estate, Retail, SaaS, Transportation, Travel, or VR / AR** markets. Bonus points if they are **blockchain-based, in emerging markets, or moonshots**.

WHAT SHOULD BE THE IDEAL PORTFOLIO STRATEGY?



Stage	80% Pre-seed & Seed 20% Series A
Sector	Tech, Non-tech or anything else
Annual Portfolio Size	12 -15 startups
Avg. Ticket Size per Startup	\$6000 - \$8500 (INR 5 lakh - 7 lakh)



VENTURE CATALYSTS GROUP

Get Access to Winning Deals
Across Sectors
Across Stages



A HOLISTIC APPROACH TO STARTUP

Venture Catalysts' Integrated Ecosystem Helps Investors build wealth



UNICORNS

India's First Accelerator VC

India's Leading
Early-Stage Sector
Agnostic Fund



VentureCatalysts⁺⁺

India's 1st Multi-Stage VC

India's Largest
Early Stage
Syndication
Platform &
Angel Network



BEAMS FINTECH FUND

Grow With  VentureCatalysts

India's First
Growth Stage
Fintech-Focussed
Fund

elev8

Grow With  VentureCatalysts

India's first pro-rata,
Technology Growth
Stage Sector
Agnostic Fund

WHAT IS DEAL FLOW?

Deal Flow: Deal flow refers to the rate at which VCs receive pitches. Deal flow tends to be a qualitative measure, rather than a quantitative one. Deal flow often follows a cyclical pattern, and trends unfold throughout society and economic environments.

Endorsed Deal Flow: A refined selection of investment opportunities that have been evaluated and recommended by experts or advisors, indicating a higher level of quality and potential for returns.

Everybody has dealflow—the challenge is getting in the good ones.

Goal is to find the next big thing!

WE ARE EVOLVING GEOGRAPHICALLY

Supporting 50 plus Tier 2 ,3 cities for inclusive growth.
Unlike US which is a concentrated ecosystem in few cities.



INDIA (54+ Cities)



10+

FUND LICENCES



**US\$
480 Mn**
ASSETS UNDER
MANAGEMENT



270+
FAMILY OFFICES'
NETWORK



3000+
ACTIVE
LP NETWORK



**US\$
10 Bn+**
PORTFOLIO
VALUATION



450+
DEALS
executed

IN 7 YEARS, WE HAVE CREATED 3 UNICORNS AND 50 PLUS SOONICORNS, TESTIFYING OUR ROBUST INVESTMENT THESIS



VALUATION

LEADING WITH 100+ SUCCESSFUL EXITS & UPROUNDS

A Remarkable #2 Global Ranking and 7 Years of Unparalleled Indian Leadership

KEY UP-ROUNDS

Portfolio	Next Round Investor
ZYPP	14x NORTHERN ARC, RISO CAPITAL, GOODYEAR, gogoro
alobulls	14x FINDOC, DSP
roter	11-14x LIGHTBOX, MARCH
Super Bottoms	12x D-G
dukaan	27x lightspeed
flicktree	9x SOSV, SAMSUNG VENTURES
Power Gummies	5x SharpVentures, D-G, wipro
zingbus	6x infoedge, FundersClub
JOIN Ventures	6x Matrix Group, D-G
cleardelto	6x sphiticap, aroa
CelVantage	5x DI
AdOnMo	4x zomato

KEY FULL/PARTIAL EXITS

Portfolio	Next Round Investor
BharatPe	85-197x Ribbit Capital, INSIGHT, STREAYVIEW, SEQUOIA
COUTLOOT	10-47x ARCVC, 奥盛巴士, MADEINVEST
HOMECAPITAL	11x-25x varanium
LIQUILOANS	8x CRED
flicktree	9x SOSV, SAMSUNG VENTURES
ImpactGuru	6-11x ApoLO
Rare Planet	5.6-11x IA INDIA ACCELERATOR
ZYPP	7x GOODYEAR, gogoro
Pyxis One	6x exfinity
CUBRAT	4.5x Arkam Ventures
Cemara	4.5x UNICORP VENTURES
INSURANCE EXPLORE	3x IIFL FINANCE, EQUANIMITY

KEY MERGERS & ACQUISITIONS

Portfolio	Acquirer
BEARDO	5-7x marico
Fynd	5x Reliance Industries Limited
SUPR	4.75x SWIGGY
Confirmkit	4.2x ixigo
IWOV8	2x OYO
ARACUTIMARKA	1.6x f
Pyxis One	6x SoftBank, exfiniti

OUR PORTFOLIO IS DRIVEN BY PURPOSEFUL INVESTMENTS, MAXIMISING IMPACT ACROSS ENVIRONMENT, SOCIETY AND ECONOMIC GROWTH.



BACKED BY LEADERS OF THE INDUSTRY

The Global Investors and Advisors of Venture Catalysts



Mr Ritesh Agarwal

Founder - OYO Rooms



Mr Radhakishan Damani

Owner - DMart Group



Mr Kamal Agarwal

Owner - Haldiram Group



Mr Darshan Chandaria

Owner - Chandaria Group



Mr Anil Singhvi

Managing Editor - ZEE business



Mr Akash Bhanshali

Co-founder - ENAM Holdings



Mr Aman Gupta

Co-founder - boAT



Mr Sidharth Kothari

Owner - Om Kothari Group



Mr Rajesh Sharma

Co-founder and Managing Director
Capri Global Capital Limited



KEY INSTITUTIONAL



INVESTING WITH VENTURE CATALYSTS++: HOW IT WORKS

An annual membership gives you exclusive access to **3000+** angel investor network and **270+** family office network

Every month, you receive fresh investment deals. All of these are presented to our members through



Global Pitch Day

Our monthly startup showcase



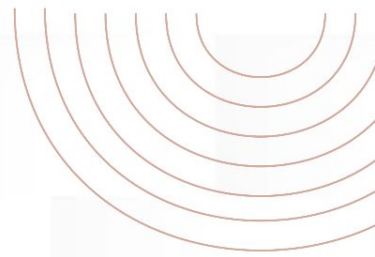
Venture Catalysts++
Investors App

All deals are closely curated by our investment committee

Access to key events, learning sessions and niche masterclasses

STRATEGIC APPROACH TO ANGEL INVESTING

Register for an exclusive invitation to our Startup Showcase: Scan QR



CASE STUDY





C U S M A T

The Skilling Metaverse

REVOLUTIONIZING WORKFORCE DEVELOPMENT WITH AR/VR CLOUD LEARNING MANAGEMENT



Total Funding Raised

\$4.2 MN

Company Stage

SERIES A

Latest Round

\$3.5MN
FEB 7, 2023

Number of Investors

19



ETHEREAL MACHINES

LEADING MANUFACTURER OF 5-AXIS CNC MACHINES



Total Funding Raised

\$8.3M

Company Stage

PRE-SERIES

Latest Round

**\$7.3MN ON
JUL 24, 2023**

Number of Investors

14

INVESTING IN INNOVATION

**CVC AND GOVERNMENT COMBINE
EFFORTS TO SUPPORT STARTUPS**

WAYS CVCS ARE ENGAGING WITH STARTUPS

Direct
Investments

Strategic
Partnerships

Technology
Access

Market
Validation



Mentorship and
Guidance

Pilots and Proof
of Concepts

Access to
Customer Base

Talent
Development

YOUR PARTNER IN INNOVATION

Largest global R&D
centre outside Korea



Largest R&D centre
outside South



Largest design
centre outside US

India houses
Oracle's second
largest R&D
workforce Korea



Largest R&D facility
outside US

Largest R&D centre
outside H/Q
Germany



Largest lab outside
USA



2nd largest R&D centre globally



GOVERNMENT INITIATIVES PROPEL

4000+ Startups have benefitted in the last year through various programs of the Central Govt.

960 cr of funding has been enabled to Startups through various schemes



828 Cr sanctioned funds for infrastructure

₹ 10,000 Cr Fund of Funds to be provided by Mar 2025

An aerial night view of a city, likely Mumbai, India, featuring a prominent bridge with many lights. The city lights are visible in the background, and the entire image is overlaid with a semi-transparent red filter. The text "WHY INDIA IS WINNING?" is centered in white, bold, uppercase letters.

WHY INDIA IS WINNING?

KEY ENABLERS DRIVING INDIA'S ECONOMIC TRANSFORMATION

Digitization

(As of Jan 2023)

692 Mn Internet users
48.7% Internet Penetration Rate



Growing Middle-income class

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\$179.85 Bn allocated under SIDBI Fund of Funds Scheme



Growing Tech Industry

India's tech industry witnessed a YOY of 15.5% in FY22 from FY21. Total revenue stood at \$227 Bn

THE FAVOURABLE

Boosting Economic Growth and Expanding Opportunities



Gujarat International Finance Tec-City (GIFT)

India's first International Financial Services Centre (IFSC)
3 Stock Exchanges
30+ Fintech Companies
55+ Alternative Investment Funds



Growing Adoption of Digital Payments

India's digital payments to **reach 65% by 2026**, which stands at 40% as of April 2023.



Bilateral International Collaborations

\$590 Bn investment from 162 countries across 61 sectors



Increasing Consumer Spending



Ease of Doing Business

India rises **from 142nd to 63rd** in World Bank's Ease of Doing Business Ranking, a gain of 79 spots (2014-2019)

