

# [Startup Name]

[One-line description of what you do - e.g., "Simplifying logistics for rural farmers"]

**Founder Name:** [Name]

**Location:** [City, State]

**Contact:** [Email/Phone]

# The Problem (Ground Reality)

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**What is the real problem?**

*[Describe the pain point clearly without jargon]*

**Where does it happen?**

*[Mention the Village / Town / Specific Segment]*

**Who faces it?**

*[Describe the demographic - e.g., small shop owners]*

**Format:** “In [location], people struggle with [specific problem] because [reason].”

# How People Solve This Today

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What are people currently doing to cope?

- **Inefficient Method 1:** [e.g., Local vendors with inconsistent quality]
- **Inefficient Method 2:** [e.g., Manual processes that are time-consuming]
- **Inefficient Method 3:** [e.g., No access leading to limited options]

**Reality Check:** Why is the current way failing them? (High cost, low trust, or long wait?)

# Our Solution

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What exactly are you offering?

*[Describe your product or service]*

The Bharat Formula:

“We provide **[Solution]** that helps **[Customer]** achieve **[Result]** in a simpler & more affordable way.”

# Who We Serve

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## Specific Audience

- [e.g., Small retailers in Tier 3]
- [e.g., Farmers in Odisha villages]
- [e.g., Women entrepreneurs]

## Geography

*[List specific regions or clusters you are targeting first]*

# How We Make Money

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Keep it simple and honest.

Revenue Stream	Pricing / Frequency
Product Sale / Service	₹ [Amount] per unit
Subscription	₹ [Amount] per month
Commission	[X]% per transaction

# What We Have Achieved So Far

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Even small wins matter in Bharat.

## Key Metrics

- [X] Total Customers
- [X] Monthly Sales
- [X]% Repeat Rate

## Small Wins / Pilots

*[e.g., "Successfully completed pilot with 10 farmers in Berhampur"]*

*[e.g., "50 repeat customers in first 3 months"]*

# Why We Can Solve This

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## Founder Credibility & EEAT

*[Insert your photo and a brief 2-3 sentence bio]*

### Why you?

- [e.g., "I come from this community and have seen this problem firsthand."]
- [e.g., "10 years of experience in rural distribution."]
- [e.g., "Deep local network in [Region]."]

# Market Opportunity

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Keep it practical. Don't inflate numbers.

[X]

Potential Villages

[X]M

Retailers / Users

₹ [X]Cr

Market Size

# How We Will Grow

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## The Strategy:

- **First 100 Customers:** [How will you get them? Word of mouth? Local ads?]
- **Distribution:** [e.g., Using WhatsApp groups, local agents, or Kirana stores]
- **Expansion:** [Plan to move from one village/town to the next]

**Bharat Tip:** Mention local channels like SHGs, FPOs, or local community influencers.

# What We Are Looking For

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**Funding:** ₹ [Amount] for [Usage - e.g., hiring 2 field staff, building app]

**Mentorship:** Seeking guidance in [Specific area like Supply Chain]

**Partnerships:** Looking to connect with [Type of partners]

# Thank You!

“We  
are  
building  
for  
Bharat,  
from  
Bharat.”

[Your  
Name]

[Phone  
Number]

|  
[Website/  
Email]