



Pitch-Deck

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Motivation

Encourage Progress that is Inclusive of All.

We are dedicated to and offer volunteer support for friction-free, rules-based digital platforms for communities that create and share wealth through collaboration and institutionalization.

Problem

"Winner-Take-All" Market built on exploitative conduct, with limited room for others.

The current economic models in vogue are not leading to a trickle-down effect, as evidenced by the simultaneous increase in unemployment and costs.

The majority of the population does not have financial independence or social security and is in the unorganized sector.

Economic Inequality is growing by the day.

Solution

Community-owned digital platforms offer no room for exploitation, while providing the capacity for everyone to engage in decentralized transactions within a cross-holding ecosystem. Digital platforms that offer transparent pricing components and connect the ecosystem at a reasonable price, taking into account the products and services of even the most marginalized stakeholders.

Clients within the ecosystem will receive shares as credit based on their ongoing consumption. This arrangement not only ensures their financial independence but also offers a degree of social security by fostering organization.

The ecosystem design includes 100% redistribution, which effectively reduces economic inequality. The foundation and its ecosystem aim to comprehensively address livelihood promotion and market linkages, rather than relying on piecemeal initiatives.

Services (Platform)

[Android Mobile App at Google PlayStore](#)

[Development at GitHub](#)

Features & Benefits

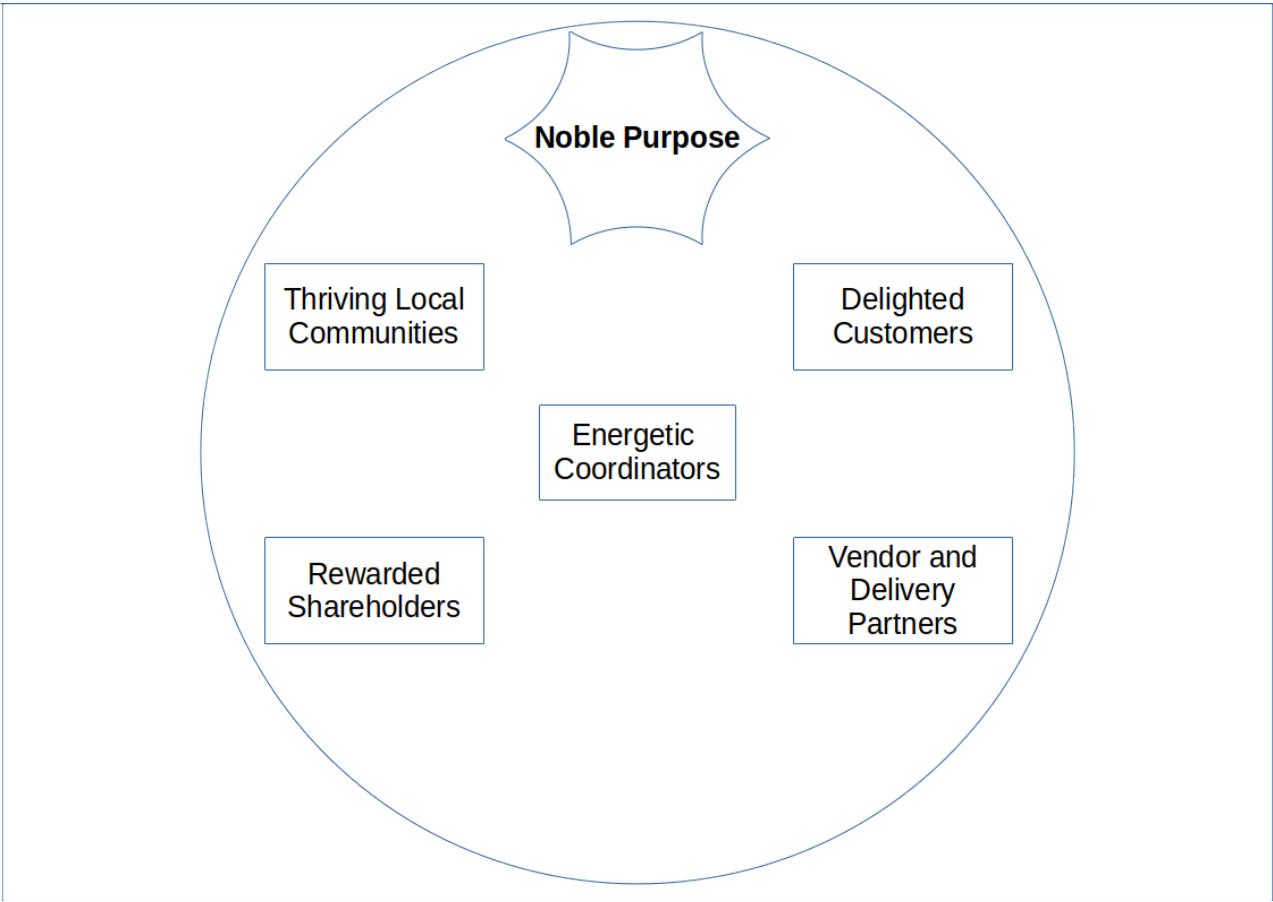
All services will be available through a single mobile app or web link that can be accessed using any browser. The app or link can also be saved as an icon on the mobile handset, eliminating the need to install the app itself.

The technology platform is modular and hyper-scalable, with the ability to add or adjust features and service capacity as needed to meet the demands of communities, both vertically and horizontally.

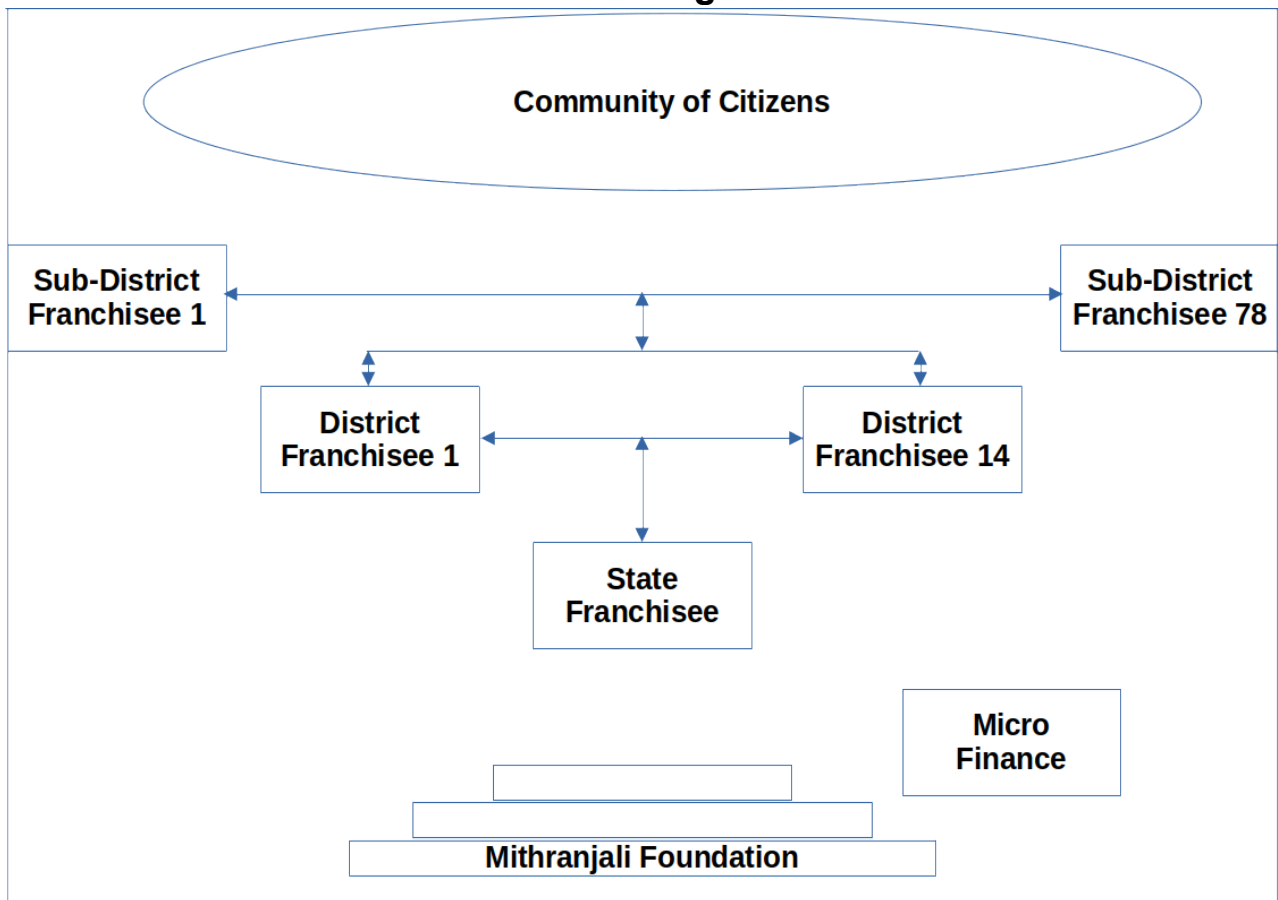


The Organisational Ecosystems

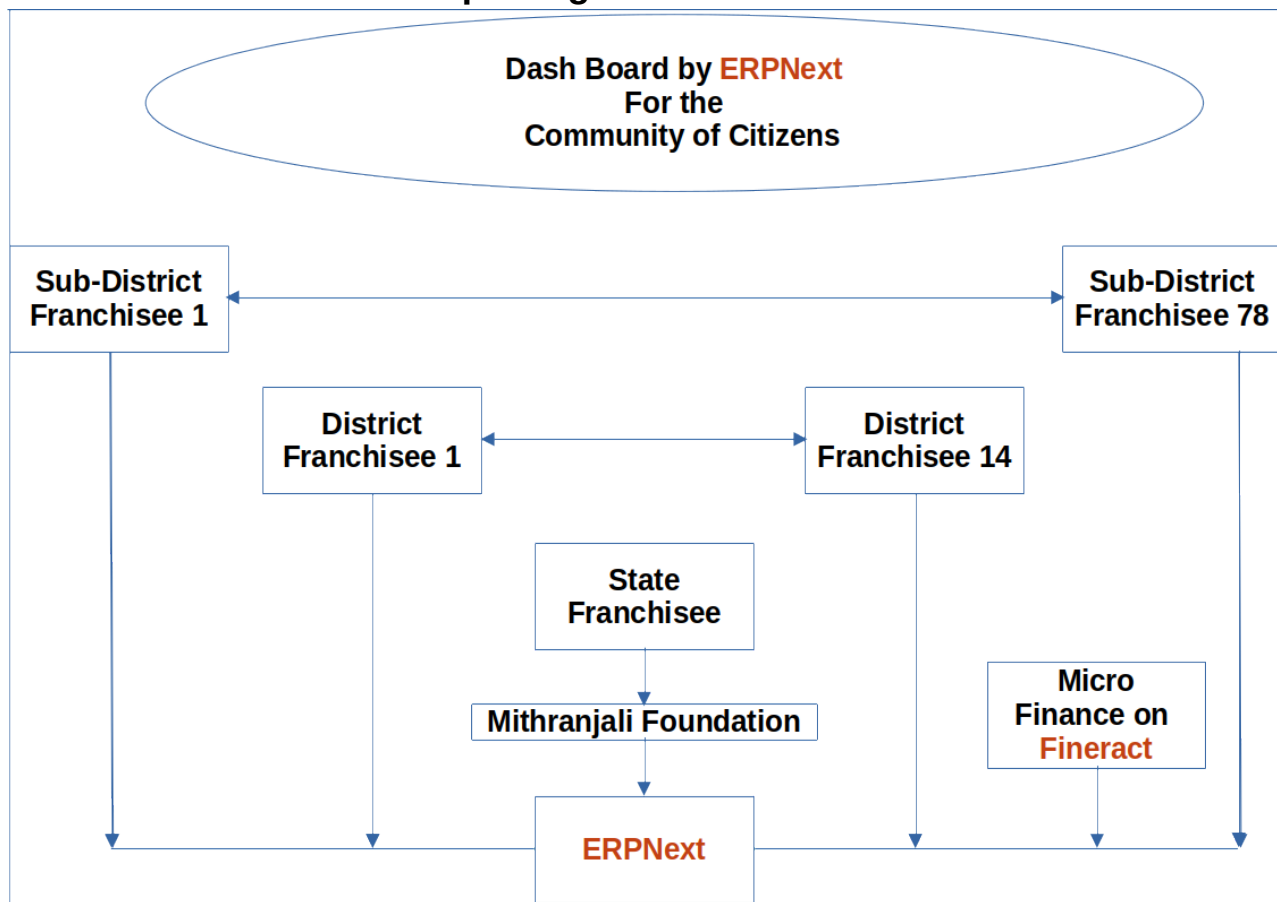
A Noble Purpose



Association of Organisations



Dashboard Reporting on the Foundation Website



Business Model

Chart of Consideration Allocation

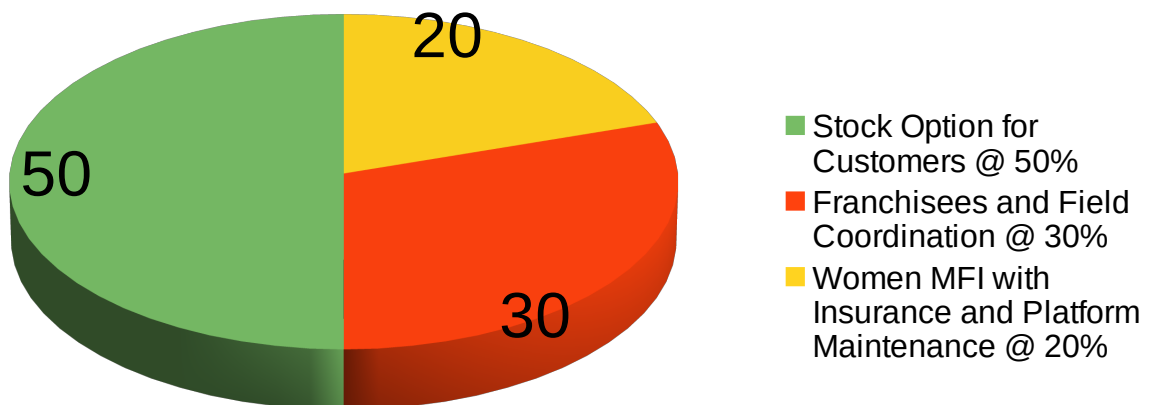


Chart of Vendor Partner Group Fund Allocation

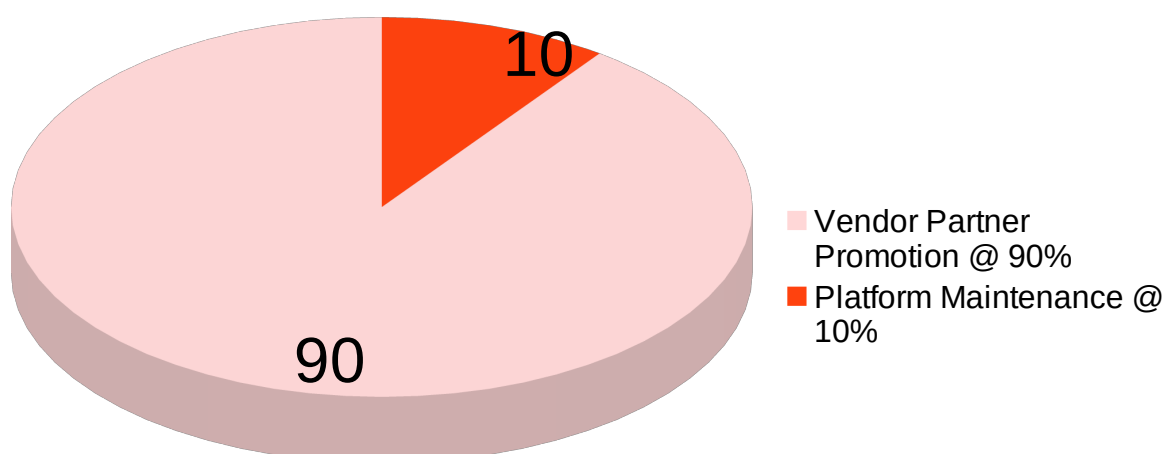
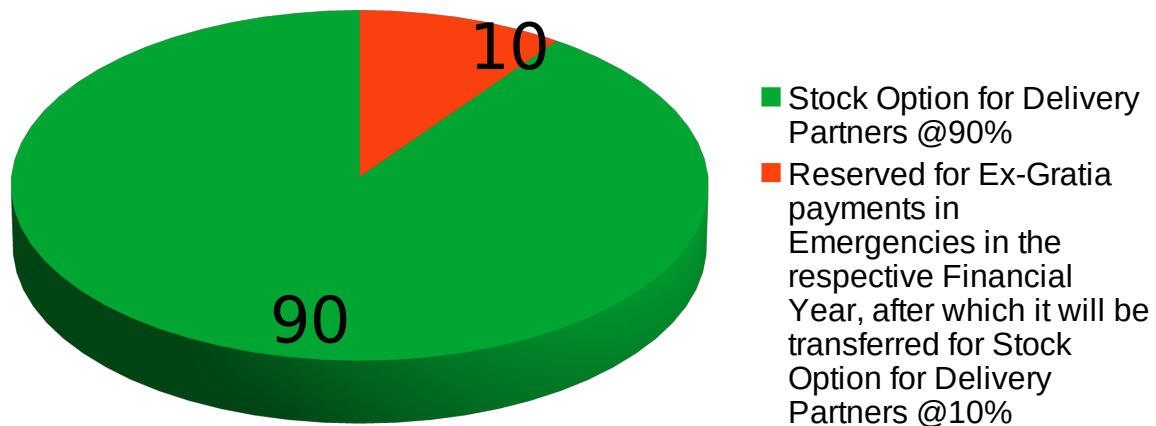


Chart of Delivery Partner Group Fund Allocation



Apnafood Field Trials Milestones

We expect to complete the development of minimalist version of ApnaFood by June/July 2023. This will involve converting the existing single app server and single MongoDB server into multiple micro-services, each with its own independent MongoDB database. We will also incorporate necessary load balancing and fault tolerance mechanisms for production readiness before conducting pilot/field trials. Project Plan attached.

Market Size

India has a Population of [1,418,022,942](#) and counting. Kerala has a population of around 35 million people, with 48.70% residing in urban regions and 52.30% residing in semi urban areas.

Moreover, Generation Z, Millennials, and Generation X make for more than 90% of the population of Kerala under the age of 60.

Total **Addressable Market** is from @INR 410.97 Bn in 2021 with a CAGR of 30% expected to reach INR 1,845.76 Bn by 2027 as per a Market Research based study appended at the end of this Document. The report attributes this trend to the rapid digitalization and internet penetration in Tier II and III townships, as well as a sizeable population of young and tech-savvy individuals who prefer these types of services. **Serviceable Available Market** is [Kerala](#). **Serviceable Obtainable Market** is also [Kerala](#), to start with before expanding out to outside of Kerala.

Competitors

ZOMATO, SWIGGY, UBER EATS, FAASOS, DELIVEROO, GRUBHUB, EAT FIT, DUNZO etc...

Unique Advantages

1. As 50% of the Consideration is shared with customers to allocate shares in their respective Franchisee Public Limited Companies, these companies can invest in other local businesses and promote newer MSE companies for local production and consumption. This provides MSEs with easy access to the market, and the long-term value of the shares held by customers can increase over time. This value proposition will be appealing to customers and could encourage them to make additional purchases within the ecosystem. When a person registers and purchases any goods or services, they automatically become a member with voting rights in the foundation. Based on their purchases, they also become shareholders of their respective sub-district franchise companies, using the reserved Consideration of 50%. This system operates on a "sales pull" model, driven by consumers, rather than a conventional sales push approach.

2. Shares will also be allocated to migrant consumers and those who are travelling away from their normal place of residence, indicating their place of origin. This is particularly relevant in Kerala, where there are approximately 20 million [Tourists](#) (both domestic and foreign) who visit each year. The consumers who receive allocated shares will have discretion over their future use. For example, one can open a demat account with any Depository partners in India, including for unlisted Public Limited Companies. Procedures for opening an account can be found at websites such as [Zerodha](#), [KFINTech](#), and [WWIPL](#), even for foreign Nationals e.g. [Zerodha](#). As our ecosystem stabilizes, the foundation will pursue a depository partnership to become a custodian of the shares held by local communities in franchisee public limited companies. We will also provide an option to their associated cross-holding companies by applying for a license from either [CDSL](#) or [NSDL](#), both of which are government-owned and regulated depository services.

This will enable them to hold their equities and even trade locally within the ecosystem without incurring excessive expenses.

3. Customers will not be limited to online purchases, but they will also have access to the Phygital feature, which allows for digitally transacted purchases to be made in person. This feature expands the addressable and obtainable market through digital (online) and Phygital (physical + digital) channels. Consumers are more likely to buy goods and services from providers that are part of the ecosystem, where 50% of the Consideration earned is accrued as shares in their respective sub-district franchisee public limited companies. The following scenarios are available:

- a) Buy online and get it delivered to your home.
- b) Buy online from anywhere and pick it up in-store.
- c) Buy online in-store and pick it up in-store.

4. The ecosystem, with the aforementioned features, transforms into a resilient market for local production and distribution, catering to both existing and future MSEs. This, in turn, encourages more individuals towards entrepreneurship, particularly the younger generation who may face high entry barriers in conventional markets. The platform's established customer base incentivizes entrepreneurs to enter the market and increases their chances of success.

5. By avoiding CAPEX and asset building, the directors of the foundation incur no expenses such as rent, furniture, office equipment, electricity, stationery, internet, salary, or travel at the foundation level. This helps the foundation remain lean and asset-free forever, leaving ample resources available for building public assets that are decentralized at the grass-roots level by the citizens of local communities through their sub-district franchisee companies and ecosystems..

6. All financial transactions for buying goods and services by the communities will be conducted using a digital wallet sponsored by the bank. This obviates the need for any payment gateway that would attract a transaction fee, saving customers money. Also, at the end of the day of every month, any balance in the wallet is credited back to the customer's bank account.

Present Core Team

Sri KJ Roy, a Kerala University rank holder, joined Bharat Heavy Electricals Limited (**BHEL**) in Hyderabad in the Finance department in the year 1981 and went on to head the Finance department before superannuation. During his tenure at BHEL, he was responsible for managing the Finances of thousands of employees, suppliers, customers, and ensuring statutory

compliance and also made pioneering efforts in system development. After retirement, he became a practising Chartered Accountant and dedicates his time to serving the BHEL Employees Cooperative Credit Society's financial digital systems and overseeing the financial activities of the Foundation as a Director, as a part of giving back to humanity.

PP Prajeev joined the Indian Navy in 1983 as a sailor in the electrical and wireless communication department. He retired as a JCO in 1998 after completing 15 years of service. Throughout his career, he focused on customer-facing functions, both during his time in the Navy and in his current endeavours, such as customer support operations and handling the highest level of customer escalations. Throughout his 40 years of service, when not working in customer-facing roles, he either underwent training or conducted training. Since his retirement, he has been an enthusiastic practitioner and promoter of open-source software.

Sri KJ Roy and PP Prajeev have known each other for more than 19 years in their respective professional capacities.

Financials

The present financials, including the bank statements, balance sheet, P&L statement, trial balance, and projected financial model, along with repayment details, are available in spreadsheet format attached.

Fund Raising (The Ask)

The **Pre-Seed Phase** is almost complete, as the “apnafood” platform is now getting ready with essential and must-have features. These features are being tested in dry trials using various test use cases in preparation for the field trials.

Funding for the **Seed Phase**, i.e., Go-to-Market Phase I described in the following section, in the form of an interest-free loan/returnable grant, will be required after the pilot to take the service to the market with sufficient capacity to scale the service offering and to maintain the platform for three years. We are certain that we will cover this phase with an interest-free loan of USD 5 Million. This offering will broadly include the following:

a. The platform will be hosted on a micro-services based architecture that offers [100% uptime](#) , [Tier IV features](#) , or both using [OpenStack](#) private cloud, which will be managed by [Canonical](#) , the creator and maintainer of [Ubuntu](#) . Any Latency will be taken care by CDN (Content Delivery Network) such as [Fastly](#) .

b. An ERPNext system will be rolled out for overall operations and reporting back to the community. The dashboard of the foundation website will display the relevant information.

c. An email service will be integrated with ERPNext's Ticketing system and Hosted Telephony as customer touchpoints, along with document management and video collaboration among the back-end players, namely the foundation and franchisee coordinators using Nextcloud.

d. We are focusing on digital outreach through social media to create awareness across all 78 sub-districts of Kerala, rather than relying on the traditional continuous advertising model which requires significant cash expenditure that is not relevant in our case.

e. The university has agreed in principle to develop/customize the "apnafood" "apnaride," "apnaservices," "apnacart," and "apnacredit" platforms, as well as collaborate with FOSS forums to contribute to their development, customization, code review, and testing of various releases that culminate in production releases. To avoid duplication of efforts or field visits to localities during waves of field promotions, it's recommended to develop minimalist versions of other platform services with essential features using resources from the Seed Fund before commencing the accelerated Digital Outreach and field Marketing, whether it's for enrolling vendors or creating awareness for households.

Note: The principle of 95% volunteering and 5% honorarium for development, aimed at Generation Z, has helped the foundation prevent cost escalation with the generous support and guidance from a University.. Without their generous support, the costs that would have been incurred in the usual course of events would eventually have been borne by someone, but it's anyone's guess who that would have been. Also till date the Web Server, Email Server, Document Server etc. are being hired and maintained through the voluntary efforts by the Foundation. We strongly believe that the principle of doing "MORE with LESS" always promotes resilience and sustainability.

The requirement for seed phase funding, in the form of a returnable grant or interest-free loan, has been detailed in an attached spreadsheet for kind perusal and consideration.

Go to Market Milestones

This can be broadly categorized into two parts, namely Go-to-Market Phase I and Go-to-Market Phase II.

Go-to-Market Phase I

The projected seed fund requirement, spread across three years, should cover the digital outreach for creating awareness, innovative marketing techniques, and field support activities of the franchisee-based coordinators for the same duration. During this phase, we also plan to implement a Test WAVE method (Mass Mobilization) in select representative regions using the available resources from the seed fund, and record its effectiveness for future use.

During the same phase, we will conduct awareness campaign through various channels, such as mobilizing students and youngsters, engaging with self-help groups (SHGs), using social media channels, distributing digital newsletters, working with household support coordinators from time to time, and more.

Go-to-Market Phase II

Funding in subsequent rounds will only be required after assessing business traction to accelerate marketing and sales efforts. This funding will be provided in the form of either an interest-free loan or a returnable grant. These efforts will include conducting a mass household contact program by Generation Z and Household Support Coordinators to boost sales, increase the volume and number of transactions through the platforms, utilizing the lessons learned from the Go-to-Market Phase I WAVE method. The program will be organized into jurisdiction-wise WAVEs, with outcomes observed and progress recorded. Individuals who participate in the program will be compensated with shares in their respective franchisee public limited companies. We are certain that, if required at a later stage, we will be able to cover this phase with an interest-free loan of up to USD 10 million. This will be necessary since we plan to cover 8 million households, earmarking USD 1 per household, supported by accelerated and High-Voltage Digital Marketing outreach campaigns. However, the initiation of such a project will only occur once the existing team is capable of generating enough income to sustain the business and repay the Seed Phase loan.

We will pursue subsequent rounds of returnable funding only after careful consideration and once we have proven the "Services Market Fit" for all our Services Platforms without any glitches. This will be an ongoing process, and we remain committed for the long term.

WAVE 1: Places of interest to the ecosystem, such as sub-roads, landmarks, shops, households, etc., will be marked in community-maintained and governed [OpenStreetMap](#) to facilitate delivery and pickup, thereby enhancing the overall efficiency of the logistics operation.

WAVE 2: Assisting with enrolling Micro Vendors who have not yet been able to join the ecosystem.

WAVE 3: Raising awareness among households about the benefits of transacting within the ecosystem.

Note: The reason for choosing an Interest Free Loan or Returnable Grant as the mode of funding is to ensure that easy money is not injected into the ecosystem, which could potentially undermine the resilience that we intend to build. And also to ensure that, the funding agencies can reuse the funds for other similar social initiatives once they have been repaid.

The Offer

Welcome to the board of MITHRANJALI FOUNDATION. We welcome active involvement from a representative of the funding entity. The [DATAROOM](#) will provide everything necessary for continuous due diligence as per the requirements of the funding entity. This may include the following:

- a. Login to ERPNext.
- b. Bank Statements till date and New Statements on 15th and last date of every Month will be uploaded to the [DATAROOM](#) . It is also possible to give a standing instruction to our bank to send the monthly statements directly to the email ID of the investor.
- c. Copy of all Emails received and sent by info@mithranjali.org.in which is used to communicate officially with all including external agencies.
- d. As far as disclosure as part of governance is concerned, there are only two pieces of data that are classified as highly confidential and which the foundation is obligated to keep. One is the information pertaining to customers, their private details, and what each customer buys. The other is information regarding what a vendor partner sold to which customer, which may infringe on customer preferences. This is part of the privacy policy for both the customers and the vendor partners. Excluding the above two, all information will be available to the public so that curious citizens of the communities can analyse and provide regular feedback for the continuous improvement of the ecosystem's processes.
- e. The foundation is always open to suggestions and willing to make any necessary amendments if it can lead to a qualitative improvement in the lives of the communities around us by modifying our processes.

References

References on online food e-marketplaces, the future of e-marketplaces, and the problems faced by various stakeholders, including consumers, food sellers, delivery partners, shareholders, and governments appended below:-

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [22](#) [23](#) [24](#) [25](#)
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Thanks

