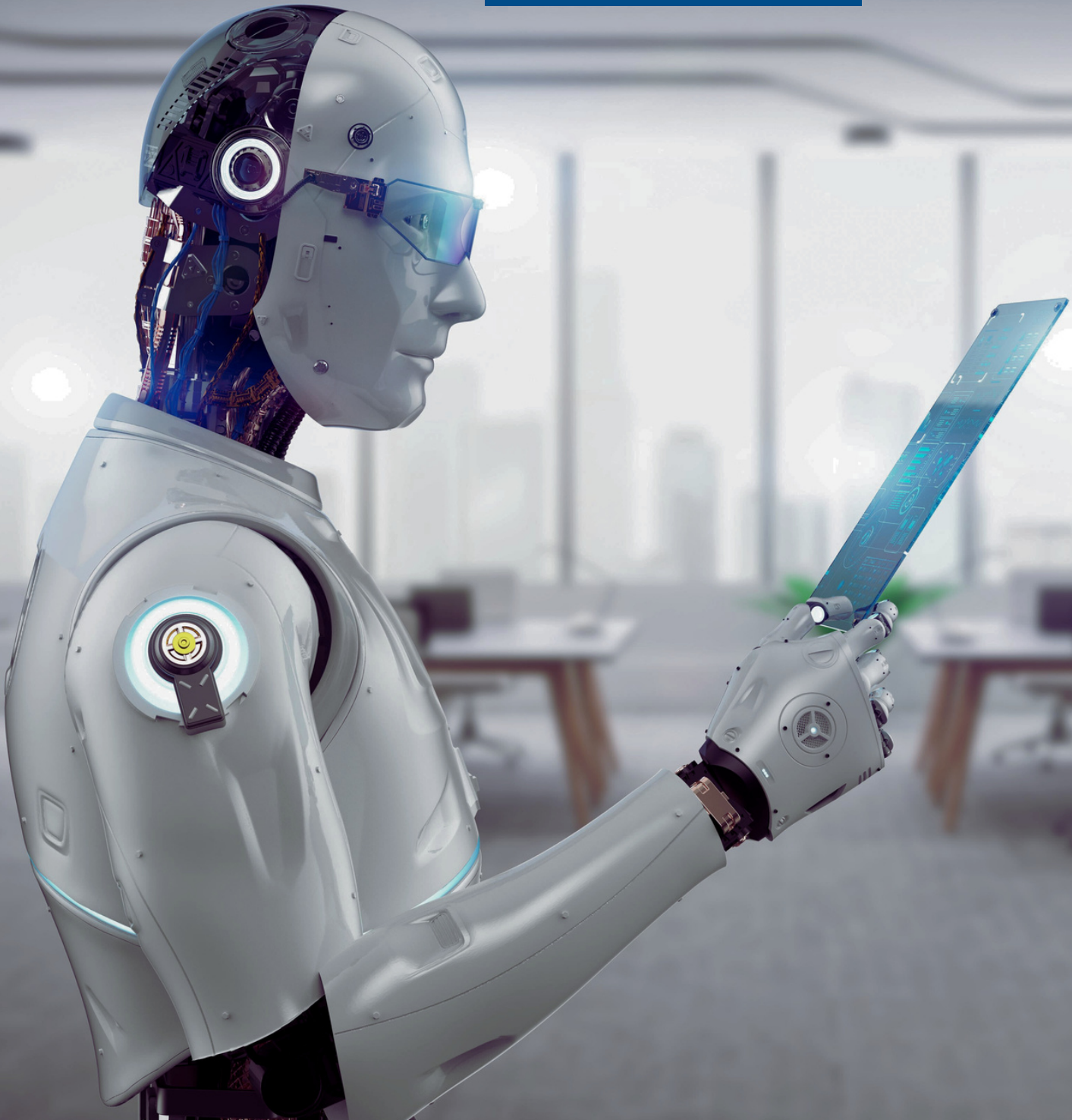


UNISYNOC  
ANGEL INVESTING SIMPLIFIED

# NEWSLETTER

ISSUE 06  JANUARY 2024

AI, ML & VR EDITION





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## UNISYNC'S VISION

To empower new-age entrepreneurs  
by providing growth capital & connect.

## UNISYNC'S PURPOSE

To deliver Value to startup founders  
& investors with commitment to  
our core values - innovation,  
collaboration & trust.





## MESSAGE FROM THE FOUNDER'S DESK:

# Unleashing Potential: The Impact of AI, ML, and VR on Startup Landscapes

Written by,

**CA Mayank Desai**

Co-Founder, Unisync Angels  
Partner, Y.B. Desai & Associates

As we usher in the new year, I am eager to share the profound impact of cutting-edge technologies on the trajectory of startups. In this edition, we delve into the realms of Artificial Intelligence (AI), Machine Learning (ML), and Virtual Reality (VR) and their role in propelling startups to unprecedented heights. Artificial Intelligence stands as a formidable ally for startups, presenting opportunities to enhance efficiency, decision-making, and overall business operations. From predictive analytics to natural language processing, AI enables startups to make data-driven decisions that streamline processes, providing a competitive edge in the market.

Startups are leveraging AI to optimize customer experiences, personalize marketing strategies, and automate tasks. By freeing up human resources for more strategic initiatives, startups accelerate growth and position themselves as agile players in the ever-evolving business landscape. Machine Learning, a subset of AI, has become the linchpin of innovation for startups. By leveraging algorithms and data, startups can unearth valuable insights, predict trends, and refine their products and services. ML is revolutionizing industries by facilitating personalized recommendations, detecting fraud, and optimizing supply chain management. Startups incorporating ML into their operations gain a competitive advantage by continuously learning from data patterns and adapting to market dynamics. This adaptability is crucial for navigating the challenges of the modern business environment, fostering resilience and sustaining growth. In the realm of Virtual Reality, startups are pushing boundaries, creating immersive experiences that extend beyond traditional limits.

VR is transforming gaming and entertainment and making strides in education, healthcare, and remote collaboration.

Startups are leveraging VR to craft realistic simulations for training, enhance remote teamwork through immersive meetings, and revolutionize therapy. The ability of VR to transport individuals to virtual worlds unleashes new possibilities, offering innovative solutions and disrupting traditional approaches. Looking ahead, the future prospects for startups embracing AI, ML, and VR are exciting. As these technologies evolve, startups will have opportunities to scale, innovate, and redefine industries. The convergence of these technologies will likely give rise to new business models, solutions, and enhanced user experiences.

Ongoing advancements in AI, ML, and VR will lead to increased accessibility, making these technologies more attainable for startups of all sizes. This democratization of technology will foster a vibrant ecosystem where innovation knows no bounds, empowering startups to shape the future. At Unisync Angels, we are committed to supporting startups on their journey to success. As we witness the transformative impact of AI, ML, and VR, we are excited about the possibilities that lie ahead for our portfolio companies. Together, let's continue to invest in the future, unlock potential, and build a community where innovation knows no limits.

**Wishing you a year filled with breakthroughs and successes!**



## FEATURED ARTICLE

# 7 ways AI can shape the Startup Investment Landscape



Written by,

**MR. KASHYAP PANDYA**

Co-Founder, Unisync Angels  
Director, Syncoro Ventures

The impact of AI on startup investment is undeniable, as artificial intelligence continues to reshape the landscape of entrepreneurial finance. Here are the 7 ways AI can shape the startup investment landscape:

### **(1) Opportunity Identification:**

AI-driven tools can assist in identifying promising early-stage startups, which may not have a track record yet. Investors can benefit from AI-powered insights to assess the potential of these companies

### **(2) Improved Decision-Making:**

AI has the capability to process extensive datasets, enabling investors to make better-informed choices. Startups can harness AI for predictive analysis, market exploration, and risk evaluation, thereby enhancing their prospects of obtaining funding.

### **(3) Operational Efficiency in Investment Process:**

AI can streamline due diligence processes, reducing the time and resources required for evaluating potential investments. This can benefit both startups and investors by expediting the funding cycle.

### **(4) Personalized Investment:**

AI-driven algorithms can match startups with investors whose interests and goals align closely. This increases the likelihood of successful investments and fosters more productive partnerships.

**(5) Predictive Analytics for Evaluating Risks & Rewards:** AI can be used to predict market trends and identify potential winners and losers in various industries.

This information can guide investors in choosing startups with high growth potential. AI can also help investors assess the risk associated with startup investments by analyzing historical data, market conditions, and the startup's financial health. This can lead to more prudent investment decisions.

### **(6) Market Insights:**

AI can provide startups and investors with real-time market insights, competitive analysis, and customer sentiment analysis. This information helps in refining business strategies and investment choices.

### **(7) Post-Investment Management:**

AI can aid in post-investment management by monitoring the performance of startups and providing early warnings of potential issues. This can improve the chances of a successful exit strategy.

However, it's important to note that AI's impact on startup investment is not without challenges. There are concerns related to data privacy, bias in AI algorithms, and the need for regulatory oversight. Investors and startups should be mindful of these issues and work towards responsible and ethical AI adoption in the investment process.

In conclusion, as startups and investors embrace AI-driven technologies, they position themselves to harness the benefits of this transformative force, enabling more informed, efficient, and potentially lucrative investments in the ever-evolving world of entrepreneurship.



## STARTUP UPDATES



Ferns N Petals ventures into the food and beverage space with the launch of The U Kitchen (luxury catering). Based in Delhi/NCR, The U Kitchen offers a diverse culinary palette catering to various occasions such as birthdays, parties, weddings, and events.



Dubai-based NB Ventures, an Indian focused early-stage venture capital investor, is looking to float its investment vehicle by early 2024.



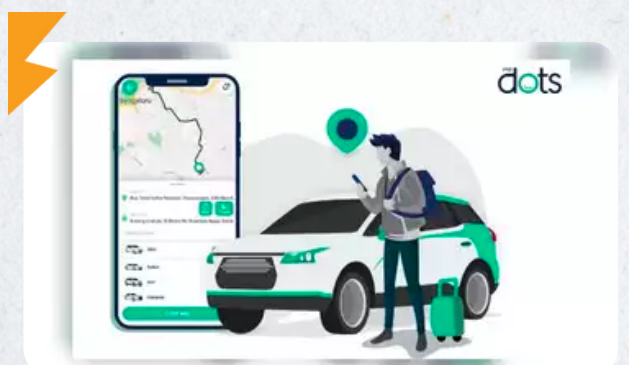
Panasonic Life Solutions India and Panasonic Corporation have shortlisted 12 startups from over 140 entries for the 'Panasonic Ignition' corporate innovation accelerator programme.



PayCraft, a Mumbai-based fintech company, has launched the One Nation Corporate Card in partnership with NSDL Payments Bank and National Payments Corporation of India (NPCI).



Zephyr Peacock, Special Invest, India Alternatives lead early stage rounds in various startups..



viaDOTS, an app-based digital meter taxi, aims to onboard 50,000 drivers by the first quarter of 2024. It has already onboarded 5,000 drivers in its first two months of operation.



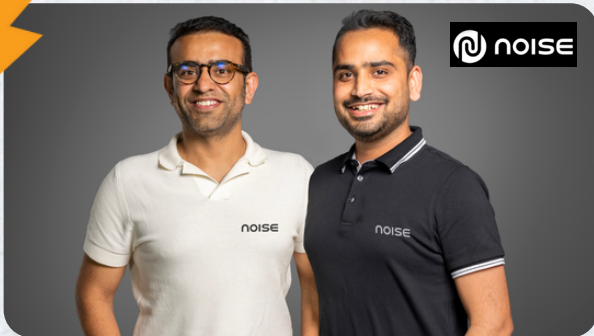
## STARTUP FUNDINGS



Lithium-ion (Li-ion) battery recycling startup BatX Energies has raised \$5 Mn (around INR 41 Cr) in its Pre-Series A funding round



Fintech unicorn Razorpay said it reported a 60% growth in its POS Business in FY23 following the acquisition of Ezetap (Razorpay POS) in 2022.



Gurugram-based audio products and wearable startup Noise has bagged a strategic investment from global consumer electronics and audio giant Bose as part of its Series A round.



MSME-focused NBFC U GRO Capital has raised \$30 million (around Rs 250 crore) through non-Convertible Debentures (NCDs) from Dutch entrepreneurial development bank FMO.



Amid tax woes, GamesKraft's FY23 profit jumps 14% to cross INR 1,000 Cr mark.



VideoVerse, a video-editing SaaS platform formerly known as Toch.ai, has scooped up \$45 million in a new round from Bluestone Equity Partners.



# FEATURED STARTUP



3K+ Designers  
7K+ Happy Customers  
90K+ Minutes Consultation Calls  
2K+ Active Projects

Your one stop marketplace for all your interior solutions!



Ar. Karan Atodaria  
Founder & CEO



Parishia Atodaria  
Co-Founder & CSO

**Seedtree** is a tech-enabled marketplace connecting professionals, suppliers, and clients in the construction industry. It is an urban company of design services, LinkedIn for professionals, connecting the ecosystem in one place. The company believes in providing quality and sustainable designs in promised time period. It works on the ethics of providing clients with payment protection along with their dream interior designs.

According to a report by Mordor Intelligence, the interior home segment in India is worth \$30 billion, with 4% of that being design services, making it a \$1.2 billion market. Seedtree's focus is to make interior design accessible and affordable to 80% of families who do not engage design professionals. This startup is solving several key problems like addressing the important concern of trust for homeowners when hiring professionals, providing clear communication channels, project milestones, and transparent documentation, ensuring that homeowners and professionals are on the same page throughout the project, offering a secure payment system that safeguards the interests of both homeowners and professionals.

The key differentiators include multiple designer accesses through consultation, one room design services, affordable rates, organising design competitions or challenges that allow customers to engage with designers, Implementing a bidding system where customers can compare and choose from different service providers or product options based on pricing, quality, or other relevant factors. Seedtree's competitive advantage lies in its unique combination of technology, affordability, and accessibility.

The platform offers various subscription plans to architects and interior designers, allowing them to showcase their work, provide consultations, and offer design services to clients. This subscription-based model generates revenue through monthly fees paid by these professionals. Additionally, Seedtree offers design packages to homeowners, which include personalized consultations and design services for various spaces such as individual rooms, full house designs, or turnkey solutions. These design packages are offered at different price points, providing additional revenue streams.

Their services are as below:

## Service 1: One Room Design



## Service 2: Complete Apartment Design



## Service 3: Complete Design + Execution





# STARTUP TERMINOLOGY

## ARPA

Average Revenue Per Account  
 $MRR / \text{Total \# of customers}$



## CONVERTIBLE NOTE

A note is worth a percentage of equity ownership in a company. Convertible Notes are used by some business owners if they want to attract angel investors without having to put a valuation on the company. The note turns into equity as soon as another investor comes in.



## BURN RATE

It is the amount of cash a company is spending each month in relation to its capital, i.e. the rate at which a company is losing its money.



## DRAGON

A dragon is a rare startup that raises **\$1 billion** in a single round of funding.



Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.

- Harriet Tubman



TiE Surat, a global non-profit organisation, organised the 2nd Edition of its annual flagship event, TiECon Surat 2023, on December 15-16 at Marriott Hotel, Surat. The event showcased knowledge sessions by industry leaders, startup masterclasses, and startup pitches featuring promising startups from Surat.

TiECon Surat 2023 witnessed the presence of TiE Global Leaders from across the world including Dharti Desai (TiE Global Board Member & Past President – TiE New York), Murali Bukkapatnam (TiE Global Board Member & Past President – TiE Hyderabad), Amit Gupta (TiE Global Board Member & President – TiE Singapore), Amit Mookim (TiE Global Board Member & Past President – TiE Mumbai), Mahavir Sharma (Chair - TiE India Angels & Past Chairman – TiE Global), Rashida Adenwala (President – TiE Hyderabad), Dr Sheenu Jhawar (President – TiE Rajasthan), Nillesh Shukla (President - TiE Vadodara), Vinay Rathi (President - TiE Udaipur), Jay Jain (President – TiE Madhya Pradesh), Ravi Eshwarapu (President – TiE Vizag) and S K Arora (President-Elect – TiE Chandigarh). Along with TiE Global Leaders, TiECon Surat had 40+ speakers including Ashank Desai (MD – Mastek Ltd), Mahesh Murthy (Founder – Exceed Space), Uday Sodhi (Partner – Founders Room Capital), H P Rama (Founder & Chairman – Auro University), Girish Luthra (Chairman – Luthra Group), Milan Parikh (Co-founder & Director – Jainam Broking), Sudip Goswami (Sr Director & General Manager – Dell Technologies), and many more. TiECon Surat 2023 also had a series of 4 Startup Masterclasses: Idea Validation by Advait Kurlekar (TiE Pune Charter Member, CEO – Upohan Management Consultants), Scale-up by Ajay Hiraskar (TiE Pune Charter Member, CEO – Success Alchemists), Artificial Intelligence by Ankit Bose (Head – AI, NASSCOM) and Making our Factories Digital by Amit Saluja (Managing Partner – digiXLT, Ex. NASSCOM CoE).

TiECon Surat 2023 received an overwhelming support from the key stakeholders of startup ecosystem from South Gujarat Region. More than 600 Delegates attended the event which included startup founders, angel investors and venture capitalists from across India. TiECon Surat 2023 provided a platform for global collaboration, knowledge exchange, and transformative growth opportunities, acting as a gateway to global startup ecosystem.











## CC ARTICLE - BUSINESS VALUATION: KNOW WORTH OF YOUR BUSINESS

### **Business Valuation:**

Business Valuation is the process of determining the "Economic Worth" of a Company based on its Business Model and external environment and supported with reasons and empirical evidence. In business valuation, variety of business valuation methods typically categorized into three core Valuation approaches are considered and Premium & Discounts applied based on standard & premise of valuation to arrive at the Business Valuation for different purposes.

Following are some areas where an entrepreneur would require business valuation:

- Valuation under Companies Act Provisions
- Valuation under IBBI
- Startup Valuation
- Amalgamations and merger and acquisition
- Valuation of Goodwill
- Investment Banking

### **Key facts of Business Valuation:**

***"Price is what you paid, Value is What you Get"***  
(Warren Buffet)

Price is not the same as value. Value varies with person, purpose and time. Transaction concludes at negotiated prices. Valuation is hybrid of art & science

### **Valuation perspectives:**

#### ***Entrepreneur's Perspective:***

Entrepreneur generally concerns for worth of the company. What are the unique, tangible and intangible assets (value components) can be offered to investors/stake holders.

#### ***Investor's Perspective:***

Investors always concerns for return on investment and how much to be paid for proposed investment opportunity. Investors tries to get more value against consideration paid by him.

### **Generally acceptable methodologies of valuation:**

There are broadly three approaches (i.e. Asset approach, Income approach and Market approach) to valuation which need to be considered in any business valuation exercise. A number of business valuation models can thus be constructed that utilize various methods under the broad business valuation approaches. It is advisable to apply more than One Method to derive fair valuation, which must be reconciled with each other to arrive at a value conclusion. Understanding of the internal resources and intellectual capital of the business being valued is as important as the economic, industrial and social environment.



### **Asset approach (NAV):**

Generally, the Net Asset Value reflected in books do not usually include intangible assets enjoyed by the business and are also impacted by accounting policies which may be discretionary at times. NAV is not perceived as a true indicator of the fair business value. However, it may be used to evaluate the companies having strong asset base and investment.

### **Income approach:**

The Income based method of valuations are based on the premise that the current value of any business is a function of the future value that an investor can expect to receive from purchasing all or part of the business.

### **Discounted Cash Flow Method (DCF):**

DCF expresses the present value of the business as a function of its future cash earnings capacity. In this method, the appraiser estimates the cash flows of any business after all operating, taxes, and necessary investments in working capital and capital expenditure is being met. Valuing equity using the free cash flow to stockholders requires estimating only free cash flow to equity holders, after debt holders have been paid off.

### **Capitalization of earning method:**

The capitalization method basically divides the business expected earnings by the so-called capitalization rate. The idea is that the business value is defined by the business earnings and the capitalization rate is used to relate the two.

### **Market based approach:**

In this method, value is determined by comparing the subject, company or assets with its peers or Transactions happening in the same industry and preferably of the same size and region. This is also known as relative valuation method.

### **Comparable companies multiples method:**

Market multiples of comparable listed companies are computed and applied to the company being valued to arrive at a multiple based valuation.

### **Comparable transaction multiples method:**

This technique is mostly used for valuing a company for M&A, the transaction that have taken place in the industry which are similar to the transaction under consideration are taken into account.

### **Market value method:**

The Market value method is generally the most preferred method in case of frequently traded Shares of companies listed on stock exchanges having nationwide trading as it is perceived that the market value takes into account the inherent potential of the company.

Here we have tried to explain valuation methodology in brief. However Valuation is vast subject and would required professional assistance whenever needed.



Written by,

**RV CA Hardik Patel**

**Collaborative Consultant, Unisync Angels  
RV, FCA, DISA, LLB, Bcom**



2024

Cheers to the extraordinary founders who turned their dreams into reality, and to everyone who added their magic to our journey in 2023, your brilliance lights our path!

Have a joyful and exhilarating 2024 ahead!



Happy New Year



**Global angel investment platform,  
empowering startups by providing growth capital and connect.**

**FOR STARTUPS**

To raise funds from UNISYNC,  
please submit your details at  
<https://bit.ly/UnisyncStartup>

**FOR INVESTORS**

To become UNISYNC ANGEL,  
please submit your details at  
<https://bit.ly/UnisyncInvestor>

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