



UNISYN^o
ANGEL INVESTING SIMPLIFIED =

NEWSLETTER
ISSUE ⚡ **SEPTEMBER 2025**

EDITION:
HR TECH STARTUPS



03

Founder's Message



04

**HRTech in 2035:
The Operating System for Humans**



06

**Global View:
The HR Tech Boom**



16

**Featured Startup:
Superworks**

we360ai

17

**Featured Startup:
Portfolio Company
We360.ai**



18

**Funding News
& Updates**



19

Book Review



20

Terminologies



WHEN TECHNOLOGY LEARNS TO SPEAK PEOPLE

Every time a company raises capital, launches a new product, or scales into a new market, there's one invisible force working behind the scenes: **its people.**

Yet, for decades, the way organizations managed people hardly changed. Hiring was manual, engagement was often an afterthought, and employee growth was handled through generic, one-size-fits-all training. The tools were outdated, fragmented, and reactive — spreadsheets, endless interviews, and disconnected HR systems that did little to support the real needs of a modern workforce.

Then came the turning point. The pandemic didn't just disrupt business models — it disrupted the very fabric of work. Companies suddenly found themselves asking: How do we engage a remote workforce? How do we hire talent across borders? How do we retain people when burnout is at an all-time high? The answer was no longer in paperwork or policies. It was in technology.

That shift gave rise to what we now call the **HR Tech revolution**. What was once considered a back-office tool is now a boardroom conversation. HR Tech has moved from supporting functions to shaping strategy.



CA MAYANK DESAI

Co-Founder, Unisync Angels
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Startups are at the center of this shift. We see AI-powered platforms that can match candidates not just by skills but by culture fit. We see engagement solutions that help managers truly listen to their teams in real time. We see learning platforms that reskill employees before roles evolve. And we see workforce analytics giving leaders insights they never had before.

For startups, this means scaling without losing culture. For investors, it opens doors to one of the fastest-growing SaaS categories globally. For employees, it promises a workplace where technology doesn't replace them but **empowers them** — making work more human, not less.

This edition of our newsletter explores this journey — from global trends and India's emerging role to the startups driving innovation and the opportunities still waiting to be tapped.

Because while technology may power companies, it is **people who define their destiny**. And HR Tech is the bridge between the two.



HRTECH IN 2035: THE OPERATING SYSTEM FOR HUMANS

Let's face it. Most HRTech today is boring. Leave trackers, payroll software, ATS dashboards - basically digital filing cabinets with better UI. Useful, yes. Revolutionary? Not really.

But what if the HRTech startups of tomorrow don't look like "HR software" at all? What if they are the **human OS** in an AI-driven world?

HRTECH WON'T HIRE YOU. IT WILL HACK YOU.

In 2035, HRTech won't be about posting job ads and running interviews. AI can already do that in minutes. Instead, it will ask:

- What are you truly wired for?
- How do we unlock your latent potential?
- Can we redesign your role every quarter based on your evolving skills?

Recruitment will feel more like **talent Tetris** - algorithms slotting humans into opportunities where they thrive, reshaping work continuously.

PAYROLL WILL BE OBSOLETE. WELCOME TO WORK-AS-A-TOKEN.

Payroll processing? That's medieval. Future HRTech will tokenize work. Imagine contributing to three projects in a week and getting instant micropayments in your digital wallet, no "monthly salary cycle."

Work will be fractional. Income will be fluid. HRTech will be the clearinghouse of human contribution.



Written by,

MR. KASHYAP PANDYA

Co-Founder, Unisync Angels
Director, Syncoro Ventures

FROM EMPLOYEE ENGAGEMENT TO HUMAN AUGMENTATION

Forget engagement surveys. New-age HRTech will plug directly into your digital twin - a live model of your skills, moods, and learning curve. It won't just measure "satisfaction." It will upgrade you like software: Version 8.3 of Kashyap - now with advanced negotiation skills and improved resilience patch.

Training won't be a course. It'll be a **download**.

HR BECOMES HX (HUMAN EXPERIENCE)

Future HRTech startups won't even call themselves HRTech. They'll position as **HX Platforms** - blending neuroscience, behavioral nudges, biofeedback, and AI copilots. Their role? To make work feel less like labor and more like **life augmentation**.

Think of HRTech as Spotify for your career, Apple Health for your wellbeing, and Netflix for your growth — all mashed into one living system.

A WACKY BUT PLAUSIBLE FUTURE

- **Work passports:** Your HR profile isn't tied to one company but floats with you across gigs, startups, and side hustles.
- **AI-mediated conflict resolution:** Two colleagues fight? The system simulates their perspectives in VR and finds common ground before HR even steps in.
- **Wellbeing subscriptions:** Employers subsidize not gyms but **dopamine dashboards** - platforms that optimize your mental energy in real time.
- **Culture engines:** Algorithms detect cultural toxicity in teams faster than Glassdoor reviews ever could and auto-suggest rituals to reboot trust.

THE PROVOCATION

So here's the wild thought: **Tomorrow's HRTech won't be software. It will be your second nervous system.**

It won't just help companies manage people. It will help people **manage themselves, their careers, their energy, and even their identities.**

The startups that dare to build this human OS will not only dominate HRTech. They will **reshape what it means to be human at work.**

TERMINOLOGIES

1

ATS (Applicant Tracking System):
Software to manage job applications.

HRIS (Human Resource Information System):
Core HR database for employee records.

2

3

HCM (Human Capital Management):
End-to-end HR management solution.

LMS (Learning Management System):
Digital platform for training & upskilling.

4



GLOBAL VIEW: THE HR TECH BOOM

"Every company is a people company – and technology is finally catching up."

Once considered a back-office function, **Human Resource Technology (HR Tech)** has now become a **strategic growth engine** for organizations worldwide. From **Silicon Valley startups** to **multinationals in Europe and Asia**, businesses are investing aggressively in tech to **transform how they hire, manage, and engage their people**.

A MARKET ON FIRE

In **2024**, the global HR Tech sector recorded **over 500 funding deals**, raising a staggering **\$4.5 billion**. With **51,000+ startups globally** and **75+ unicorns**, the ecosystem is bursting with innovation—from **AI-powered recruitment tools** to **employee experience platforms**, **retention analytics**, and **learning management systems**.

WHY THIS BOOM IS HAPPENING

- **Work Has Changed:** Remote work, hybrid teams, and global talent pools demand digital, agile HR solutions.
- **Expectations Are Higher:** Companies want more than just payroll and attendance—they want **insights, predictive analytics, and real-time engagement tools**.
- **People Are Strategic:** As employees become the most valuable asset, businesses see HR Tech as critical to driving culture, productivity, and growth.

WHO'S WINNING

- **Startups:** Innovative HR Tech startups are scaling globally with SaaS models that are sticky and scalable.
- **Investors:** The sector offers **recurring revenue, high retention, and massive market headroom**.
- **Employees:** Smarter tools promise more personalized, efficient, and empowering workplaces.

HR-TECH AT SCALE: THE NUMBERS BEHIND THE INDUSTRY

Key Stats



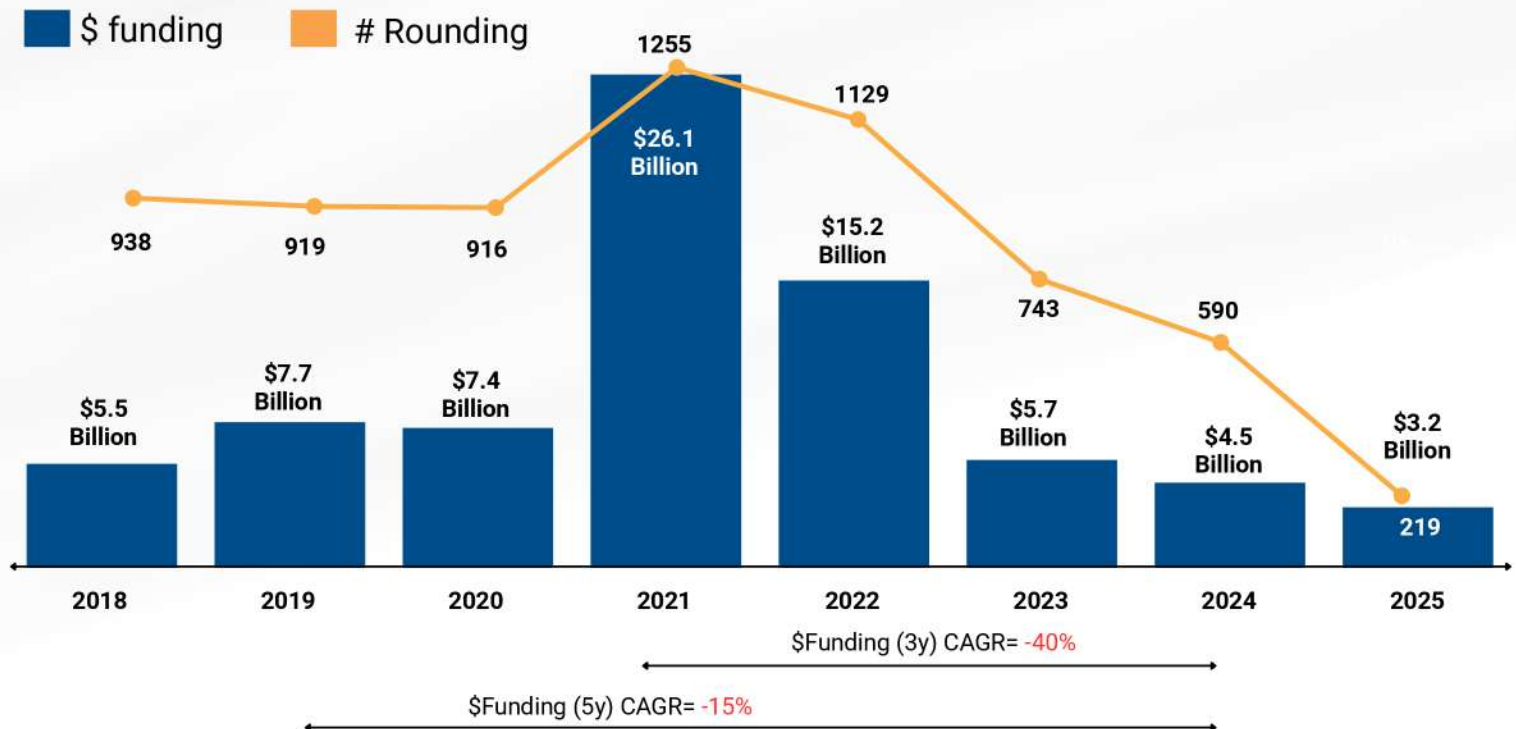
The ecosystem is thriving with over **52,000 companies**, of which **8,759 have secured funding**, raising a massive **\$98.4 billion** in total. In just the past two years, **\$10.2 billion** has been pumped into the sector. Growth momentum is visible with **1,732 acquisitions** and **178 IPOs**, showcasing strong market activity and investor confidence.

HR-TECH FUNDING: A MARKET IN TRANSITION

The HR-Tech sector, once a favorite of venture capital, is witnessing a notable recalibration in funding trends. The data tells a clear story: investor sentiment has shifted from the exuberant highs of 2021 toward a more cautious, value-driven approach.



HR-TECH FUNDING: A MARKET IN TRANSITION



TOP FUNDING ROUNDING LAST 2 YEARS

Company	Funding Round	Company	Funding Round
Rippling (2016, United States)	\$450M - Serie G	Bob (2015, Israel)	\$150M - Serie D
Rippling (2016, United States)	\$200M - Serie F	Gravie (2013, United States)	\$144M - Serie G
Employment Hero (2014, Australia)	\$167M - Serie F	Darwinbox (2015, India)	\$140M - Serie D
Awardco (2011, United States)	\$165M - Serie B	SmartHR (2013, Japan)	\$140M - Serie E
VBA Software (1995, United States)	\$156M - PE	Transcarent (2018, United States)	\$126M - Serie D

THE RISE AND CORRECTION

In 2021, HR-Tech funding peaked at an unprecedented **\$26.1 billion across 1,255 rounds**—a perfect storm of pandemic-driven digital adoption, remote work acceleration, and capital abundance. This marked the golden year for HR-Tech, where startups promising automation, remote workforce management, and AI-powered hiring attracted massive investor interest.

Since then, however, the sector has undergone a steep correction:

- **2022:** Funding declined to **\$15.2B**, still substantial but down nearly 40%.
- **2023–2025 YTD:** The slide continued, with 2023 at **\$5.7B**, 2024 at **\$4.5B**, and just **\$3.2B so far in 2025**.
- Over the last five years, HR-Tech has seen a **CAGR decline of -15%**, with the past three years showing a sharper **-40% CAGR contraction**.

The decline isn't just in dollars raised but also in deal activity—funding rounds dropped from over **1,200 in 2021** to just **219 in 2025 YTD**, reflecting investor selectivity and consolidation in the sector.

WHERE THE MONEY STILL FLOWS

Despite the slowdown, select companies continue to secure substantial late-stage rounds, signaling investor faith in category leaders:

- **Rippling (US)** raised **\$450M (Series G)** and **\$200M (Series F)**, cementing its position as a global HR-Tech powerhouse.
- **Employment Hero (Australia)** secured **\$167M (Series F)** to expand its SME-focused HR suite.
- **Awardco (US)** and **VBA Software (US)** attracted **\$165M** and **\$156M** respectively, showing demand in employee rewards and benefits platforms.
- **Bob (Israel)** raised **\$150M (Series D)**, underscoring continued interest in next-gen HRIS platforms.
- **Darwinbox (India)** landed **\$140M (Series D)**, one of the largest HR-Tech rounds in Asia.
- Other notable fundings include **SmarterHR (Japan, \$140M Series E)** and **Transcarent (US, \$126M Series D)**.

MARKETMAP - HRTech

EMPLOYEE BENEFITS

Health Benefits

Hello Heart

Calibra Business

Financial Benefits

daily pay

PayActiv

HRMS SUITE

SMB

employment hero

Paycor

Enterprise

KRONOS

deel

LMS

SMB

go1

Guild

Leadership Training

CoachHub

execonline

CONTRACT WORKFORCE MANAGEMENT

job&talent andela

On Demand Staffing Platform

nomad ShiftMed

Talent As A Service

SWING TURING

APPLICATION TRACKING SYSTEM

checkr eightfold.ai

Assessment Platform

karat^

Background Check

certn truework

JOB BOARD

Moveworks multiverse

EMPLOYEE ENGAGEMENT









Moveworks Staffbase

TERMINOLOGY

People Analytics / HR Analytics:
Using data to make workforce decisions.

Employee Engagement Tools :
Tech to boost productivity & satisfaction.

RECENT GLOBAL UNICORNS

Company	Short Description	Unicorn Event Date	Times From Serise A(yrs) ¹	\$Founded ²
 Chapter (2013, New York, \$184M)	Digital medicare plan and benefits management tool for employees and individuals	Apr 2025	3.6	\$109M
 Mercor (2023, San Francisco, \$136M)	AI-powered platform connecting job seekers with companies	Jan 2025	0.4	\$32M
 Deputy (2008, Atlanta, \$143M)	Cloud-based suite solutions for contingent workforce management	Mar 2025	7.2	\$106M
 Employment Hero (2014, Sydney, \$460M)	Provider of end to end HR, payroll and benefits management platform	Oct 2025	6.9	\$296M
 Beamery (2013, London, \$223M)	Cloud-based applicant tracking system suite solutions	Dec 2025	5.7	\$173M
 Factorial (2016, Barcelona, \$300M)	Cloud based HRMS software for SMBS	Oct 2025	4.0	\$99M
 Pave (2012, San Francisco, \$175M)	Cloud-based platform for payroll management	Jun 2025	9.7	\$375M
 Multiverse (2016, London, \$415M)	Online apprenticeship discovery platform	Jun 2025	2.9	\$415M

GLOBAL HR-TECH TITANS

 **RIPPLING**

RIPPLING

FOUNDED YEAR:
2017

 **SAN FRANCISCO, USA**

- **Stage:** Unicorn (\$13.5B valuation)
- **About:** Rippling stands out by merging HR and IT into one platform. Beyond payroll and compliance, it automates device provisioning, app access, and IT workflows for employees. Its integrated approach allows companies to onboard staff in minutes—setting up email accounts, laptops, benefits, and payroll seamlessly. Rippling is positioning itself as the “operating system for modern enterprises.”

deel.

DEEL

FOUNDED YEAR:
2019

 **SAN FRANCISCO, USA**

- **Stage:** Unicorn with global expansion (~6,000 employees)
- **About:** Deel is transforming global employment by helping companies hire and pay remote talent in over 100 countries. Its platform manages compliance with local labor laws, generates legal contracts, and processes international payroll in multiple currencies. Deel also offers Employer of Record (EOR) services, making it easier for companies to expand into new markets without setting up entities.





BAMBOOHR

FOUNDED YEAR:
2008



LINDON, UTAH, USA

- **Stage:** Established, SMB-focused SaaS provider
- **About:** BambooHR is designed for small and mid-sized businesses that want simplicity without sacrificing functionality. It provides applicant tracking, onboarding, employee records, time-off tracking, and performance evaluations. With its focus on culture and people, BambooHR has built a loyal user base among companies looking for "HR software with a human touch."



PERSONIO

FOUNDED YEAR:
2015



MUNICH, GERMANY

- **Stage:** Unicorn (~\$8.5B valuation)
- **About:** Personio offers a complete HR solution tailored for European SMEs. Its cloud-based platform automates recruitment, onboarding, employee records, and performance management, while ensuring compliance with European labor laws. With more than 10,000 clients, Personio is positioning itself as Europe's answer to Workday for the mid-market.



WORKDAY

FOUNDED YEAR:
2005



CALIFORNIA, USA

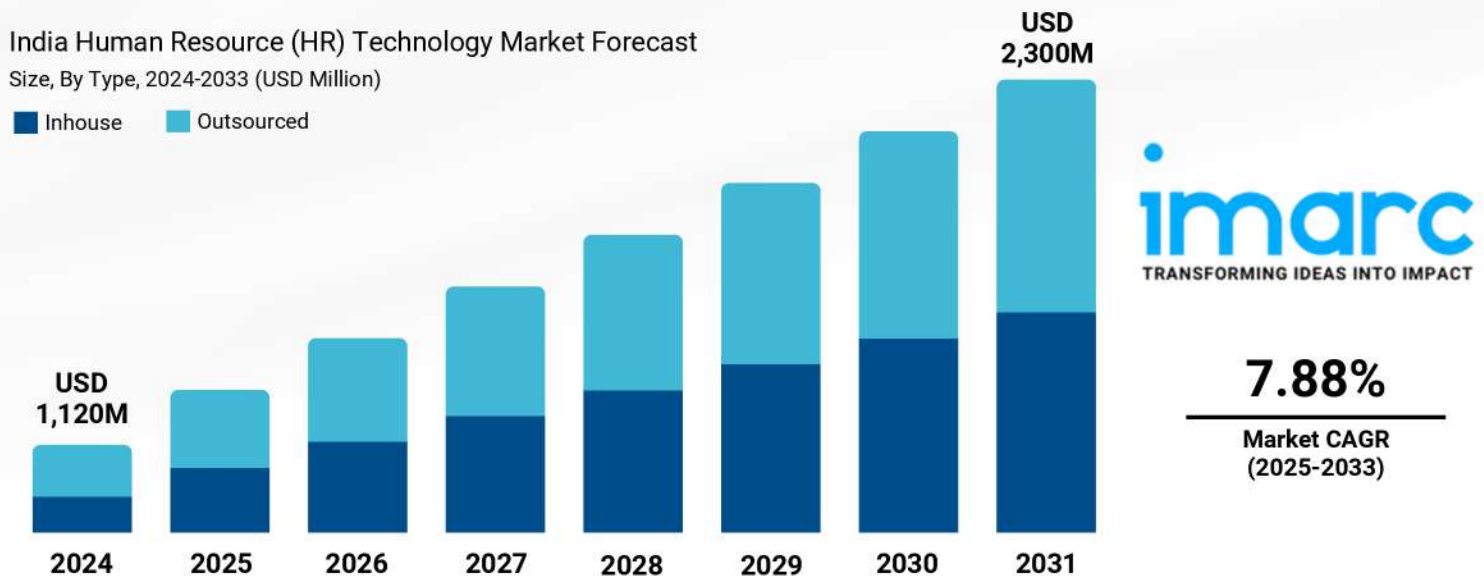
- **Stage:** Public enterprise leader
- **About:** Workday pioneered cloud-based Human Capital Management (HCM) and financial management. Its software is used by Fortune 500 companies for workforce planning, payroll, analytics, and talent development. Today, Workday is investing heavily in AI-driven HR insights and remains one of the most trusted names for large enterprises navigating digital transformation.



INDIA'S HR-TECH MARKET: DOUBLING IN THE NEXT DECADE

The Indian **Human Resource Technology (HR-tech)** market is on a remarkable growth trajectory. Valued at **USD 1.12 billion in 2024**, it is projected to nearly double, reaching **USD 2.3 billion by 2033**, according to IMARC research. This translates into a healthy **CAGR of 7.88% between 2025 and 2033**.

India Human Resource (HR) Technology Market Forecast
Size, By Type, 2024-2033 (USD Million)



KEY GROWTH DRIVERS

1. **Hybrid & Remote Work Models** – Post-pandemic, businesses are investing heavily in digital tools to manage distributed teams.
2. **SME Digitization** – India's 63 million SMEs are moving away from manual processes, creating massive adoption potential.
3. **AI & Automation** – Predictive analytics, workforce intelligence, and automated compliance are no longer "good-to-have"—they're mission critical.
4. **Cost Optimization** – With HR costs rising, companies are looking for SaaS tools that reduce overheads while ensuring compliance.
5. **Talent Management Pressure** – A competitive job market demands smarter hiring, engagement, and retention tools.

IN-HOUSE VS OUTSOURCED SOLUTIONS

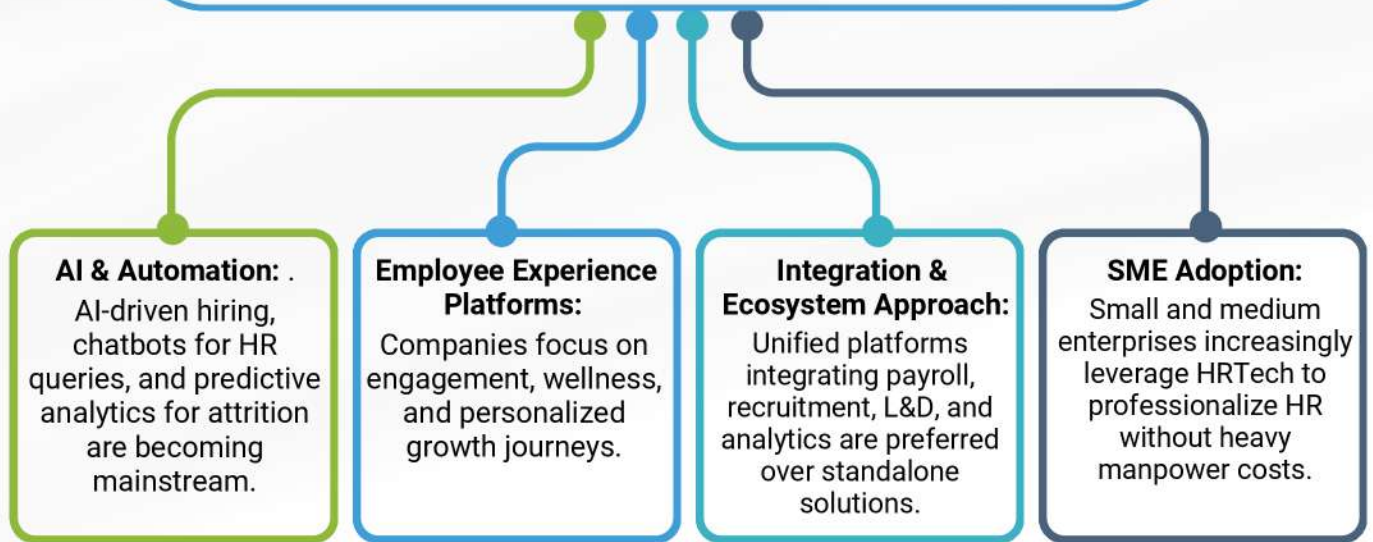
The market is split between **in-house deployments** and **outsourced SaaS platforms**.

- **In-House Solutions** are growing steadily, driven by large enterprises that seek customized platforms integrated with their IT ecosystems.
- **Outsourced HR-Tech** is scaling faster, especially among startups and SMEs, thanks to cloud-based SaaS platforms that are **affordable, scalable, and plug-and-play**

This shift underlines the opportunity for agile HR-tech startups like **We360.ai**, **Keka HR**, and **Darwinbox**, which are making enterprise-grade tools accessible to smaller businesses.



NOTABLE TRENDS



INDIAN HR-TECH INNOVATORS: REDEFINING THE FUTURE OF WORK

India's HR-Tech ecosystem has emerged as one of the fastest-growing segments in SaaS, fueled by the rise of digital workplaces, compliance complexities, and the urgent need for employee-centric solutions. From payroll automation to AI-driven hiring, Indian innovators are setting global benchmarks. Here are some of the standout players leading this transformation:

KEKA HR – THE MID-MARKET CHAMPION



FOUNDED YEAR: 2014

📍 HYDERABAD, INDIA

- **Stage:** Scaling SaaS Unicorn (Series A: \$57M)
- Keka HR has redefined payroll and HR management for India's mid-market companies. Its intuitive platform eliminates spreadsheets and manual errors, offering automation for payroll, tax compliance, performance reviews, and attendance tracking. Designed with an employee-first philosophy, Keka now powers **10,000+ businesses** across industries—from tech startups to manufacturing firms—cementing its position as a trusted growth partner.

DARWINBOX – THE GLOBAL UNICORN



FOUNDED YEAR: 2015

📍 HYDERABAD, INDIA

- **Stage:** Unicorn with global presence
- Darwinbox stands as one of India's fastest-growing SaaS unicorns, delivering a **mobile-first, AI-powered HR suite**. Covering the entire employee lifecycle—from recruitment to exit—it empowers HR leaders with actionable analytics and seamless workflows. Today, Darwinbox serves **700+ enterprises across 130+ countries**, including marquee names like **Tokopedia, Puma, and Adani**, proving that Indian SaaS can compete—and win—on a global stage.

TERMINOLOGY

1 Payroll Automation:

Tech-driven payroll & compliance solutions.

2 Performance Management System:

Continuous evaluation and feedback software.

PEOPLESTRONG – THE ENTERPRISE TRANSFORMER



FOUNDED YEAR: 2005

GURUGRAM, INDIA

- **Stage:** Established leader in HR services
- Blending HR SaaS with strategic consulting, PeopleStrong delivers solutions across **talent acquisition, payroll, workforce management, and AI-driven analytics**. With a stronghold in industries like BFSI, telecom, IT, and manufacturing, it enables enterprises to embark on digital transformation journeys. Its positioning as a partner for **future-ready, agile workforces** makes it a go-to choice for large-scale organizations.

BELONG.CO – THE PREDICTIVE HIRING SPECIALIST



FOUNDED YEAR: 2014

BENGALURU, INDIA

- **Stage:** Growth-stage startup
- Belong.co has carved a niche in **predictive hiring and talent intelligence**. Leveraging machine learning, it scans **100+ data sources**—from LinkedIn to GitHub—to identify passive candidates most likely to make career moves. By personalizing recruiter outreach, Belong helps companies like **Cisco, Amazon, and Reliance Jio** shorten hiring cycles and improve candidate engagement—making recruitment smarter, not just faster.

GREYTHR – THE SME BACKBONE



FOUNDED YEAR: 1994

BENGALURU, INDIA

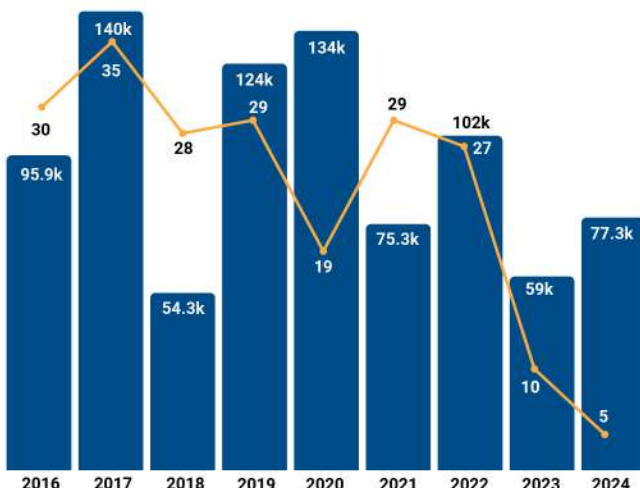
- **Stage:** Mature SaaS provider for SMEs
- As one of India's oldest HR-tech players, GreytHR has evolved into a **cloud-based HR automation pioneer** for SMEs. With solutions for payroll, compliance, attendance, and employee self-service, it supports **25,000+ clients across 250 cities**. By reducing administrative burdens and ensuring compliance, GreytHR has become an indispensable ally for small and medium businesses.
- India's HR-Tech story is no longer about catching up—it's about leading. From startups like **Keka** and **Belong** to unicorns like **Darwinbox**, and veterans like **GreytHR** and **PeopleStrong**, these innovators are proving that the future of work will be shaped in India, but felt worldwide.

TRACKING STARTUP FUNDING TRENDS: A DECADE IN NUMBERS

- Startup funding rounds tell a compelling story of how capital appetite and investor confidence evolve over time. The data spanning 2016 through early 2025 reflects shifting dynamics across Angel, Seed, and Venture rounds, offering a lens into the maturing startup ecosystem.

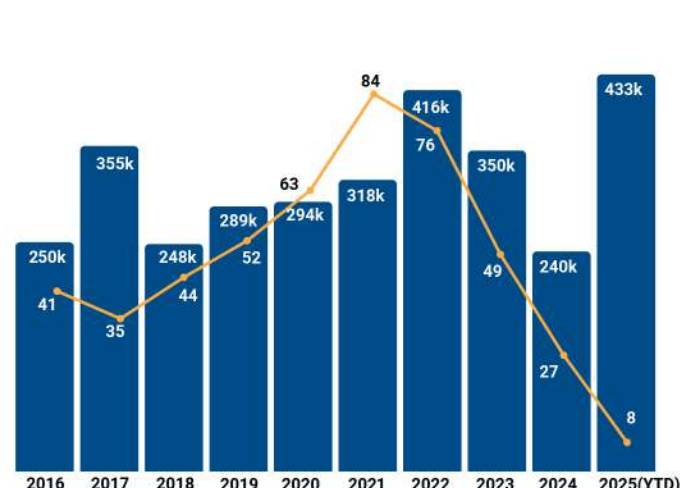
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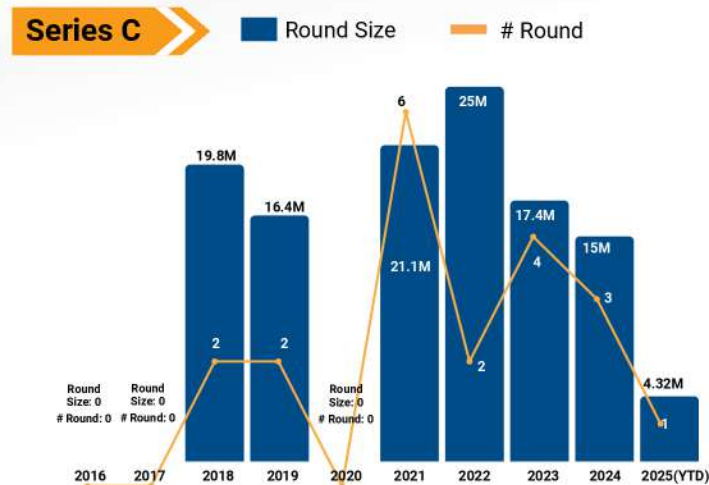
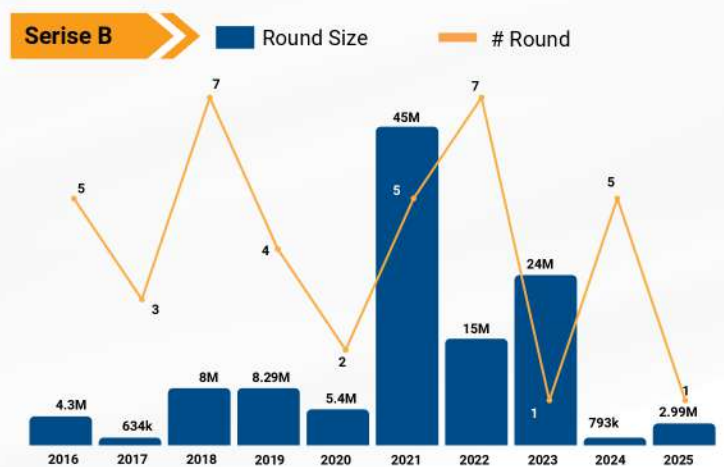
■ Round Size — # Round



Seed

■ Round Size — # Round





Angel & Seed Funding: Declining Momentum

Angel funding has steadily tapered, both in terms of median round sizes and deal volumes. From a healthy **30 angel rounds in 2016** averaging nearly **\$96K**, the numbers have dwindled to just **five rounds in 2024**, with no activity reported yet in 2025 (YTD). Similarly, Seed rounds, once a vibrant entry point for early-stage ventures, have plateaued in deal count, although the median check sizes have shown relative resilience—**\$433K median in 2025 YTD** compared to **\$250K in 2016**. This suggests that while the pipeline of fresh startups raising at the seed stage may be narrowing, those that do raise are commanding larger checks.

Series A: The Steady Workhorse

Series A funding rounds highlight stability. Median round sizes have hovered in the **\$2M–\$4.7M range**, with 2024 peaking at **\$4.72M**. The number of deals, however, has not scaled significantly, underscoring the selective nature of Series A investments. This stage remains the proving ground, where only startups with strong traction advance.

Series B: A Decade of Volatility

Series B funding reveals the most dramatic fluctuations. From **\$624K in 2017** to a striking **\$45M in 2021**, investors at this stage demonstrate highly varied conviction levels depending on broader market cycles. More recently, the dip to **\$793K in 2024** and **\$2.99M in 2025 YTD** reflects a more cautious stance—likely tied to macroeconomic headwinds and valuation corrections.

Series C: Big Bets, Bigger Swings

Late-stage funding has always been high-stakes. Median Series C round sizes reached **\$25M in 2022**, with multiple years showing sizable eight-figure deals. However, activity remains sporadic: **zero Series C deals in 2016 and 2020**, compared to peaks in **2018 and 2021**. In 2025 YTD, just one deal has closed with a modest **\$4.32M median**, highlighting investor hesitancy in committing large sums at late stages without clear exit pathways.

Across the board, the data underscores a maturing yet more cautious startup ecosystem. While the **median angel and seed activity is narrowing**, institutional rounds (Series A–C) demonstrate a selective but enduring appetite for scalable businesses. Investors are becoming choosier, prioritizing startups with proven traction and resilience.

UNICORNS:

India's Rising Unicorns: New-Age Growth Stories

India's startup ecosystem continues to make global headlines, with fresh unicorns emerging across diverse sectors. Each company reflects the country's innovation depth, regional diversity, and global ambition.



DARWINBOX

HYDERABAD

- On **January 25, 2022**, Darwinbox joined the unicorn club, becoming one of India's leading SaaS success stories. Focused on human resource management solutions, Darwinbox represents India's growing strength in enterprise tech. By serving both Indian and global clients, it underscores how regional innovation can create global impact.



APNA

BENGALURU

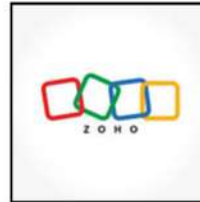
- Rising on **September 16, 2022**, Apna became a unicorn by revolutionizing India's employment landscape. Built as a professional networking and job discovery platform for India's workforce, Apna bridges the gap between aspirational workers and job opportunities—addressing one of the nation's most pressing challenges.



EIGHTFOLD

NOIDA

- On **October 27, 2021**, Eightfold achieved unicorn status. As an AI-driven talent intelligence platform, Eightfold empowers organizations to make smarter hiring and workforce management decisions. With a presence in **Noida and beyond**, it illustrates the growing role of artificial intelligence in shaping the future of work.



ZOHO

CHENNAI

- A pioneer rather than a newcomer, **Zoho entered the unicorn league on April 20, 2011**. Long before the term "unicorn" became mainstream in India, Zoho built a globally recognized suite of SaaS products. Its Chennai base shows how innovation can thrive beyond traditional hubs like Bengaluru, creating one of the world's most admired bootstrapped enterprises.

COMPANIES THAT HAVE GONE PUBLIC

IPO Date

Company

April 08 2025



Infonative Solution

Sep 22 2023



Zaggle

Jun 08 2023



Infollion

Sep 05 2005



Allsec Technologies

Sep 10 2000



Ramco





“ Transforming HR Management in India ”

Surat, India – In today’s workplace, where efficiency, automation, and employee experience are driving competitive advantage, **Superworks** is emerging as a promising new-age HR-tech player. Founded in **2020** by **Alpesh Vaghasiya** and headquartered in **Surat**, this **cloud-based HRMS and payroll software** is designed to take the pain out of people management for businesses of all sizes.

REINVENTING HR FOR MODERN BUSINESSES

HR has traditionally been burdened with spreadsheets, repetitive tasks, and compliance headaches. Superworks addresses these pain points with a **single, unified platform** that manages everything from **smart hiring and payroll to attendance, compliance, and internal communication**.

- **Smart Hiring:** Streamlines recruitment by tracking candidates in one place, shortening hiring cycles.
- **Payroll & Compliance:** Automates salary processing and tax filings, reducing errors and penalties.
- **AI-Powered Automation:** Takes over repetitive tasks, saving valuable time for HR teams.
- **Collaboration Tools:** Built-in communication features enhance teamwork and project management.
- **User-Friendly Experience:** Designed for accessibility, even for businesses new to HR automation.

WHY SUPERWORKS IS TURNING HEADS

What makes Superworks stand out in a crowded HR-tech space is its **focus on SMEs and mid-market enterprises**—a segment often overlooked by larger, enterprise-focused players. With **affordable subscription pricing and scalability from 20 employees to 5,000+**, it is making advanced HR tools accessible to businesses across India.

The company also brings a **Tier-2 city advantage**, being based in Surat, which positions it closer to India’s vast SME ecosystem beyond the metros. This gives Superworks an edge in tapping into markets that are only now beginning to digitize.

THE BIGGER PICTURE

India’s HR-tech market is projected to exceed **\$5 billion by 2027**, growing at nearly **20% CAGR**. Unicorns like Darwinbox and scaling stars like Keka HR have already proven the investor appetite in this space. Superworks is now carving its own path by targeting the underserved SME segment, with the potential to become the go-to HR partner for India’s growth-stage companies.

WHAT LIES AHEAD

Superworks plans to expand its feature set with **predictive analytics, mobile-first adoption, and deeper AI integration**. The startup’s roadmap is built around a simple promise: helping businesses of all sizes run HR more efficiently, so leaders can focus on growth and employees can focus on what they do best.

Superworks is more than just another HR software—it represents the **next chapter in India’s HR-tech evolution**. By focusing on **automation, accessibility, and SME-first design**, it has the potential to not only simplify HR but also to become a **trusted growth partner for thousands of businesses**.



WE360.AI: POWERING THE FUTURE OF WORK WITH AI

“A Unisync Angels Portfolio Company ”

MARKET POSITION & GLOBAL AMBITIONS

Bhopal, India – In the age of hybrid and remote work, where productivity is often fragmented and workforce visibility limited, **We360.ai** is emerging as a transformative HR-tech solution. This AI-**powered workforce analytics platform** is enabling organizations to move beyond manual tracking and gut-feel management—towards **data-driven decision making**.

Founded in **2020** by **Arnav Gupta, Swapnil Tripathi, Sandeep Panda, and Siddharth Gupta**, We360.ai has scaled rapidly from a Tier-2 city startup to a **global SaaS contender**, serving **5,000+ companies and 50,000+ employees across 19+ countries**.

FROM VISIBILITY TO INTELLIGENCE

We360.ai is not just about monitoring—it is about creating **actionable intelligence**. The platform helps HR leaders and business managers track, measure, and optimize performance with **real-time insights** that drive productivity and engagement.

KEY DIFFERENTIATORS:

- **Agentic AI:** Translates employee activity data into predictive insights and recommendations.
- **Real-Time Dashboards:** Attendance, app/URL usage, project performance, and workforce trends—all in one place.
- **Scalability for All:** From SMEs to large enterprises, We360.ai adapts seamlessly to team size and structure.
- **Ethical by Design:** Transparent features like blurred screenshots, work-hour boundaries, and employee opt-ins ensure trust and compliance.

WHY UNISYNC ANGELS BACKED WE360.AI

The company's sharp focus on **scalable workforce intelligence** and its **Tier-2 city advantage** made it a strong fit for **Unisync Angels' investment thesis**. In a market projected to cross **\$5B by 2027** with ~20% CAGR, We360.ai is tapping into both **domestic SME adoption** and **global demand for hybrid workforce management tools**.

BUILDING A CATEGORY LEADER

- **Global Reach:** Serving clients in 19+ countries, across industries from IT to BFSI and manufacturing
- **Productivity Impact:** Reported up to **50% improvement** in client workforce productivity
- **Awards & Recognition:** 20+ awards on G2, SourceForge, and SoftwareSuggest for usability and customer satisfaction
- **High Adoption Curve:** Rated among the **fastest-growing HR-tech startups from central India**

A PORTFOLIO COMPANY WITH GLOBAL VISION

For **Unisync Angels**, We360.ai represents the kind of **scalable, impact-driven SaaS** that defines the portfolio—tech-first, globally ambitious, and solving problems at the heart of the future of work. With its **blend of AI, analytics, and user-centric design**, We360.ai is positioned not only as a strong performer in India but as a **flagbearer for SaaS exports from emerging hubs like Bhopal**.

As a **Unisync Angels portfolio company**, We360.ai embodies the convergence of **innovation, execution, and opportunity**. By enabling businesses to see, **understand, and act on** workforce intelligence, it is shaping the next chapter in HR-tech—delivering value for companies, employees, and investors alike.

FUNDING NEWS & UPDATES



CityMall raises \$47 Mn in Series D round at flat valuation

Gurugram-based CityMall has raised \$47M in Series D funding, led by Accel, with participation from Waterbridge, Elevation, Norwest, Citius, General Catalyst, and angel Rohit Agarwal. Founded in 2020, the grocery-focused social commerce platform serves tier II-III cities via community resellers. Valued at \$316M, CityMall reported ₹427 Cr GMV (+23% YoY) and ₹159 Cr losses in FY24.



Robotics startup Miko to raise \$155 Mn at \$550 Mn valuation

Miko, a child companion robot maker, is raising \$155M (₹1,325 Cr) in Series D from AMDG-PAX Foundation, valuing it at \$550M (2.7X jump). Founded by RN Chidakashi Technologies, Miko sells AI-powered robots like Miko Mini & Miko 3 in 140+ countries. In FY24, it posted ₹358 Cr revenue (+58% YoY) and ₹120 Cr losses.



Zetwerk to raise Rs 600 Cr from two co-founders

Zetwerk, the IPO-bound B2B e-commerce unicorn, is raising ₹600 Cr (\$70M) from promoters via Creovate Innovation, alongside ₹650 Cr debt from Avendus, RV Capital, and others. The Bengaluru-based firm, valued at \$3B last round, targets a \$5B IPO. In FY24, Zetwerk posted ₹14,436 Cr revenue (+26% YoY). It competes with Infra.Market, OfBusiness, and Moglix.



Vutto secures \$7M Series A funding led by RTP Global

Delhi-based Vutto, a two-wheeler re-commerce startup, has raised \$7M Series A led by RTP Global, with Blume Ventures participating. Founded in 2024, Vutto runs a hybrid online-offline model, offering certified refurbished bikes with warranty, servicing, and financing. It sold 1,500+ vehicles in year one, operates 3 NCR showrooms, and plans expansion using the new funds.



Palmonas raises Rs 55 Cr in Series A round from Vertex Ventures

Palmonas, a demi-fine jewellery brand, has raised ₹55 Cr Series A led by Vertex Ventures SEAI to expand its 9kt gold collection, launch 100 stores, and scale categories. Founded in 2022 by Shraddha Kapoor, Amol Patwari, and Pallavi Mohadikar, Palmonas has delivered 6.5 lakh+ orders. Positioned between fast fashion and fine jewellery, it was valued at ₹126 Cr earlier this year.

TERMINOLOGY

1 Workforce Planning:

Forecasting hiring & staffing needs with tech.

2 DEI Tech:

Tools to ensure diversity, equity & inclusion.



“WORK RULES!” BY LASZLO BOCK

WHY THIS BOOK MATTERS

HR has evolved far beyond hiring and payroll. With the rise of HR Tech—AI-driven recruitment, people analytics, and virtual employee engagement—leaders need frameworks that merge **technology with culture**. Laszlo Bock's *Work Rules!* provides that blueprint, blending **Google's HR experiments** with actionable lessons for organizations of all sizes.

WHAT THE BOOK IS ABOUT

The book dives into Google's **data-driven approach to HR**, showing how technology, transparency, and trust can shape exceptional workplaces. Instead of traditional HR practices, Bock advocates for **people analytics**, empowering employees, and building systems that **scale innovation and engagement**.

KEY TAKEAWAYS FOR HR TECH ENTHUSIASTS

1. **Data over Gut Feeling** – Recruitment and promotions must be supported by data, not intuition. This aligns directly with modern AI-based HR tools.
2. **Empower Employees** – Autonomy, transparency, and trust build productivity. HR Tech platforms now enable real-time feedback and collaboration.
3. **Experimentation Works** – Google treated HR as an innovation lab. HR Tech startups today (like Darwinbox, Keka, and Humu) carry this spirit forward.
4. **Hire Only the Best** – Technology should streamline hiring, but standards must remain uncompromised.

5. **Culture is Scalable** – Technology can amplify values, but leaders must define the culture clearly.

RELEVANCE IN TODAY'S HR TECH LANDSCAPE

When the book was first published (2015), AI in HR was still emerging. Fast forward to today, and its insights are more relevant than ever:

- **AI-Powered Recruitment** → Predictive hiring tools mirror Google's data-led approach.
- **Employee Experience Platforms** → Engagement apps reflect the transparency-first culture Bock advocates.
- **People Analytics** → Exactly what Google pioneered; now mainstream across industries.

WHY YOU SHOULD READ IT

For **founders, HR leaders, and HR Tech investors**, this book is not just history—it's a playbook for the future. If you want to understand how **data, culture, and technology** converge to shape great workplaces, *Work Rules!* should be on your desk.

FINAL WORD

In a world where HR Tech is booming—from **AI recruiters to virtual collaboration tools**—this book reminds us that technology is only as powerful as the **culture and strategy behind it**.



TERMINOLOGIES



Talent Marketplace:

AI-driven internal mobility & gig workforce platforms.



Digital Onboarding:

Paperless, automated hiring & joining process.



HR Chatbots:

AI-powered assistants for employee queries.



Gamified Learning:

Training through games & interactive modules.



MVP (Minimum Viable Product):

Early version of product with core features.



**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,
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