LAB63

COMPANY PROFILE

VENTURE STUDIO · BANGALORE, INDIA

We Invest in People vs Result.

A diversified venture studio building a portfolio of purposeful products — and the software studio engine that funds and ships them.

REGISTERED AS

Idam63 Orbis Private Limited

HEADQUARTERS

Bangalore, India

PREPARED FOR

Banking & Financial Partners

CONTACT

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01 · EXECUTIVE SUMMARY

A studio built on people, proven in products.

Lab63 is a venture studio headquartered in Bangalore, India, operating 24/7 across every venture we back.

Lab63 exists on a simple, deliberate premise: **invest in people first, and let the results follow.** Rather than chasing a single product or a single bet, we run a structured venture studio — identifying builders we believe in, giving them the capital, tooling and operating discipline to ship, and holding every venture to the same bar of execution before it earns more resources.

Today that studio spans **18 ventures across six strategic verticals** — Artificial Intelligence, Finance & Economy, Social & Community, Automation & Hardware, Enterprise Tools, and Consumer & Lifestyle — with five already live and generating real user activity, and a dedicated software studio, **NoteWell**, that builds for external clients and keeps the studio cash-flow aware independent of any single venture's outcome.

18	6	5	24/7
Portfolio Ventures	Strategic Verticals	Live in Market	Operating, Every Day

> **A deliberate portfolio, not a scattered one.** Every vertical we operate in was chosen because it sits on a converging macro trend — and every venture inside it passes through the same five-stage capital and resourcing gate before it advances. Breadth, in our model, is a risk-management tool: it means Lab63's fortunes are never tied to one product, one market or one team. Section 05 and Section 10 of this profile lay out exactly how that discipline works.

Why this profile, and why now

This document has been prepared specifically for our banking and financial partners, to give a clear, factual picture of how Lab63 is structured, how capital moves through the studio, who leads it, and what a long-term banking relationship with Lab63 — spanning our registered entity, our portfolio companies and NoteWell — could look like.

02 · LETTER FROM THE FOUNDER

A note to our banking partners.

RK

Raja Kulasekaran
Founder & CEO, Lab63

When people look at Lab63's portfolio for the first time, the first question is usually the same one you might be asking right now: how does one studio responsibly run eighteen ventures — from artificial intelligence to fitness, from fintech infrastructure to a textile brand — without spreading itself too thin?

The honest answer is that we don't run eighteen ventures the way a founder runs one company. We run one studio, with one operating discipline, that happens to be pointed at eighteen different opportunities. Every venture starts the same way — with a builder we choose to invest in — and every venture is held to the same stage-gate process before it earns more of our time, our people or our capital. Some ideas stay small and deliberate for a long time. A few have already earned their way to being live, revenue-facing products serving real people. That discipline, not the number of logos on a page, is what we ask you to evaluate us on.

Alongside our own portfolio, NoteWell — our software studio arm — builds for outside clients. It keeps our engineering craft sharp, keeps cash flowing independent of any single bet, and means Lab63 is not just a portfolio of ideas, but an operating business with paying clients today.

We are sharing this profile because we believe Lab63 is exactly the kind of relationship a forward-looking banking partner should want early: a disciplined, diversified, people-first studio with real products already in market and a clear framework for what comes next. We would welcome the opportunity to talk in more detail.

Raja Kulasekaran
Founder & Chief Executive Officer, Lab63

03 · OUR PHILOSOPHY

People vs Result.

Four operating beliefs shape every decision we make about where Lab63's time and capital go.

Most studios chase quarterly results. Lab63 was built on a different premise — that the surest way to build lasting value is to invest deeply in people first, and let the results follow. That belief now powers a portfolio spanning artificial intelligence, fintech, robotics, social platforms, textiles and even the open sea. It is also, deliberately, a risk philosophy: people who build with conviction, held to a disciplined process, produce more resilient outcomes than any single bet ever could.

BELIEF 01

People First

Every product starts with a person we believe in — not a spreadsheet or a five-year forecast. Capital follows conviction in a builder, and is then earned further through execution.

BELIEF 02

Bet on Builders

We fund conviction and craft, long before there is a polished business case — then apply the same operating rigor to every venture as it matures.

BELIEF 03

Diversify Boldly, Deliberately

From AI and fintech to textiles and the high seas — we refuse to put our people in one box. Each vertical is chosen for its own macro rationale, not opportunism.

BELIEF 04

Play the Long Game

Some bets take years to pay off. We're building a studio, not chasing a quarter — which is precisely why governance and stage-gating matter to us.

> **Read together**, these four beliefs are the reason Lab63 looks diversified rather than diluted: people-first conviction decides *what* we back; disciplined process decides *how much* resource each bet earns.

04 · THE LAB63 MODEL

Two engines, one flywheel.

Lab63 is not only a collection of bets — it is an operating structure with two distinct, complementary engines.

ENGINE 01 — EQUITY

Portfolio Venture Building

We incubate original products end-to-end — from a founder's first spark through to a live, in-market product — across six strategic verticals.

— 18 ventures currently in the portfolio

— Every venture is staged: Concept → Early → MVP → Development → Live

— Resourcing increases only as a venture proves itself at each stage

ENGINE 02 — CASH FLOW

NoteWell — The Studio Arm

Our software studio builds for external clients — product engineering, UX & product design, and technical advisory — generating revenue independent of any single portfolio outcome.

— Client-facing engineering and design practice, based in Bangalore

— Keeps engineering craft sharp across the entire portfolio

— Provides operating cash flow that isn't tied to venture-stage risk

NoteWell's engineering discipline strengthens the portfolio · Portfolio traction strengthens NoteWell's reputation

Why this matters to a banking partner

A studio with only equity-stage bets is a pure risk position. A studio with only services revenue has no upside optionality. Lab63 deliberately runs both — service revenue for stability and cash awareness, equity ventures for long-term value creation — under one disciplined operating umbrella.

05 · STRATEGIC PORTFOLIO ARCHITECTURE

Six verticals. One deliberate map.

Every vertical in the Lab63 portfolio was chosen for a specific, converging macro trend — not opportunistic breadth.

Artificial Intelligence 4

Applied AI for individuals and enterprises — from creative tooling to career-matching and personal automation.

Finance & Economy 4

Trust, credit and community-economy infrastructure for how people and businesses transact and verify value.

Social & Community 3

Platforms that turn shared experience — content, services, everyday journeys — into connected communities.

Automation & Hardware 2

Intelligence layered onto physical operations — fleets, homes and connected spaces.

Enterprise Tools 2

Operating infrastructure for founders and businesses — from startup education to back-office automation.

Consumer & Lifestyle 3

Access-driven consumer experiences spanning fitness, textiles and marine leisure infrastructure.

Our five-stage capital gate

No venture in the Lab63 portfolio receives open-ended resourcing. Every one of the 18 ventures sits at a defined stage, and advances only by earning it:

Concept	→	Early Stage	→	MVP Ready	→	In Development	→	Live
Idea validated		Founder committed		First build shipped		Scaling the build		In market, in use

All 18 ventures, by vertical.

VENTURE	STAGE	WHAT IT DOES
ARTIFICIAL INTELLIGENCE (4)		
0419	Early Stage	Create, register and own an AI that works, earns and grows like your own AI child — sending its earnings back to you.
Mozhi	In Development	An AI-powered video editing platform helping creators go from raw footage to polished stories, faster.
Octopus	Live	An AI-powered risk intelligence platform unifying OSINT, markets, cyber and human signals into one real-time layer.
vizham	Early Stage	An AI career assistant that understands skills and goals — matching people to jobs faster than keyword search.
FINANCE & ECONOMY (4)		
Awdot	Live	A community economy where helping others and doing good earns Yugam (YGM) — a currency rooted in human worth.
eProNote	In Development	A secure digital platform to create, e-sign and track promissory notes — replacing paper agreements for good.
micus	Concept	A credit rating platform bringing clarity and structure to how creditworthiness is measured and trusted.
Yeabe	Live	A portable trust platform — verify your data once, and reuse it safely across every app and service.
SOCIAL & COMMUNITY (3)		
Anaoh	MVP Ready	Social networking meets movie finance — connect with creators and co-invest in the stories you believe in.
Koodi	In Development	A real-world multiplayer game that turns a bus journey into a live team experience.
thaasn	Early Stage	Pairing customers ("Thee") with service partners ("Neer") — the right combination creates a universe of value.
AUTOMATION & HARDWARE (2)		
Azhai	Early Stage	A fleet management platform bringing intelligence and automation to how vehicles and robotic fleets are run.

VENTURE	STAGE	WHAT IT DOES
Vazhi	MVP Ready	Smart home and portable automation that puts control of your space in the palm of your hand.
ENTERPRISE TOOLS (2)		
Cirpy	MVP Ready	A startup ecosystem platform guiding founders from education to revenue — an on-demand Master of Business Ownership.
Cray	Concept	Automating BPO data conversion — turning raw PDFs into tagged data, XML and HTML at scale.
CONSUMER & LIFESTYLE (3)		
iChase	Live	India's pay-as-you-go fitness access platform — gyms, yoga, swimming and more, one session at a time.
Mugam	Live	A textile brand chasing export quality for the everyday citizen — honest craft, and people talking about quality.
Ohviya	In Development	Building infrastructure at sea — including bringing a casino ship experience to the coast of Pondicherry.

Five ventures, already live.

Proof that the Lab63 model produces real, in-market products — not just concepts.

Awdot
COMMUNITY ECONOMY

A community economy where helping others and doing good earns Yugam (YGM) — a currency rooted in human worth.

iChase
FITNESS & LIFESTYLE

India's pay-as-you-go fitness access platform — gyms, yoga, swimming and more, one session at a time.

Mugam
TEXTILE & FASHION

A textile brand chasing export quality for the everyday citizen — honest craft, and people talking about quality.

Octopus
AI RISK INTELLIGENCE

An AI-powered risk intelligence platform unifying OSINT, markets, cyber and human signals into one real-time layer.

Yeabe
TRUST & DATA INFRASTRUCTURE

A portable trust platform — verify your data once, and reuse it safely across every app and service.

> **Five live ventures out of eighteen** is not a low conversion rate for a studio still building out its early-stage pipeline — it is the visible tip of a disciplined stage-gate system, with a further seven ventures already at MVP or active development.

The engine behind every build.

NoteWell

Clear Notes. Clear Software.

NoteWell is Lab63's software products & services studio — the same engineering and design discipline we apply to our own portfolio, made available to outside teams and founders. It is what allows Lab63 to operate as more than a pipeline of internal bets: NoteWell serves paying clients, generates its own revenue, and keeps the studio's core engineering craft sharp on live, real-world problems.

Product Engineering

Full-stack build-outs for web, mobile and API-first products, shipped with production discipline.

UX & Product Design

Clarity-first design systems and interfaces that make complex products feel simple.

Technical Advisory

Architecture reviews, technology bets and roadmap guidance for founders and growing teams.

BASED IN
Bangalore, India

WHAT WE DO
Apps · APIs · UX · Consulting

ROLE IN THE STUDIO
Revenue engine & engineering bench

WEB
notewell.co

09 · LEADERSHIP & TEAM

The people we invested in first.

Lab63 is powered by founders, engineers and operators spread across every venture in the portfolio.

RK
Raja Kulasekaran
Founder & CEO

R
Ram
Operations & Investments

RK
Rohit Kuttiparambil
Product & Engineering

S
Srividhya
Engineering

AP
Altaf Parkar
Product Owner, Yeabe

M
Murugandam
Product Owner, Mozhi

How the team is organized

A small, senior core team sits at the center of the studio — setting portfolio strategy, capital allocation and operating standards — while dedicated product owners and engineers lead individual ventures day-to-day. This keeps decision-making fast at the venture level while preserving one consistent bar for governance across the entire portfolio.

How we keep breadth disciplined.

The question every serious financial partner should ask a studio like ours — and how we answer it.

- **Single Point of Accountability**

All portfolio and capital decisions route through one founder-led leadership team, avoiding fragmented decision-making across 18 ventures.

- **Stage-Gated Resourcing**

Every venture is classified into one of five stages (Concept → Live) and only advances to the next — with more people, budget and priority — after it earns that step.

- **Independent Revenue Engine**

NoteWell generates its own client revenue, meaning Lab63's operating stability is never solely dependent on portfolio-stage outcomes.

- **Named Ownership per Venture**

Every venture has a named owner accountable for its progress, from concept through to live — not a diffuse, unowned bet.

- **Deliberate Vertical Selection**

Each of the six verticals we operate in was chosen for a distinct macro rationale (Section 05) — diversification by design, not accident.

- **Always-On Operations**

Lab63 operates 24/7, every day of the week, across the portfolio — ensuring continuous support for live ventures and their users.

Lab63 operates under its registered corporate entity, **Idam63 Orbis Private Limited**, headquartered in Bangalore, India — providing a single, auditable legal structure for all studio activity and portfolio relationships.

Where the portfolio stands today.

18 Ventures in the portfolio	**5** Live & in market	**3** At MVP stage	**4** In active development	**6** Strategic verticals

Stage distribution across the portfolio

Of the 18 ventures currently in the Lab63 studio: **5 are Live** and serving users in market (Awdot, iChase, Mugam, Octopus and Yeabe), **3 have reached MVP** (Anaoh, Cirpy, Vazhi), **4 are in active development** (eProNote, Koodi, Mozhi, Ohviya), **4 are at early stage** with a committed builder (0419, Azhai, thaasn, vizham), and **2 remain at concept stage**, still being shaped before resourcing increases (Cray, micus).

What this distribution tells a financial partner

A healthy studio pipeline is not one where every bet is already live — it is one with a full, disciplined funnel: more ideas at the early stages than at the top, and a proven, repeatable path for the best ones to graduate all the way to live, revenue-facing products. That is exactly the shape of the Lab63 portfolio today.

12 · GROWTH ROADMAP

What we're building toward next.

Near Term	**Graduate the current pipeline** Move the ventures at MVP and in-development stages (Anaoh, Cirpy, Vazhi, eProNote, Koodi, Mozhi, Ohviya) toward live, revenue-facing status through the same stage-gate discipline.
Ongoing	**Grow NoteWell's client base** Expand NoteWell's product engineering, design and advisory practice with new external clients — strengthening the studio's independent revenue engine.
Medium Term	**Deepen our strongest verticals** Concentrate additional resourcing into the verticals where our live ventures (Finance & Economy, AI, Consumer & Lifestyle) are already proving demand.
Ongoing	**Strengthen studio infrastructure** Continue building out the shared operating, engineering and governance backbone that lets every venture move faster without diluting discipline.

13 · BANKING RELATIONSHIP

What we're looking for in a partner.

Lab63's structure — one registered entity, a growing portfolio, and an active services arm — calls for a banking partner who understands multi-entity studios.

Corporate & Current Accounts

Operating accounts for Idam63 Orbis Private Limited and, as they scale, individual portfolio ventures.

Working Capital Support

Facilities that flex with NoteWell's client billing cycles and the studio's stage-gated venture funding needs.

Growth & Venture Financing

Structured financing support as our Live and MVP-stage ventures scale toward their next phase of growth.

Treasury & Multi-Entity Management

Consolidated visibility and treasury tools suited to a studio structure spanning one core entity and multiple ventures.

We see this as the start of a long-term relationship, not a single transaction — one where our banking partner grows alongside the studio, from today's 18-venture portfolio to whatever Lab63 builds next.

14 · CONTACT

Let's continue the conversation.

We'd welcome the chance to talk.

Whether it's a question about the portfolio, our governance model, or how a banking relationship with Lab63 could work — we're one call away.

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Thank you for taking the time to read through Lab63's story, model and portfolio. We look forward to building a long relationship with you — one grounded, as everything at Lab63 is, in people first.