LAB63

INVESTOR PITCH DECK

VENTURE STUDIO · BANGALORE, INDIA

We Invest in People vs Result.

18 products. 6 strategic verticals. One studio engine funding it all. Now raising growth capital to scale what's already working.

Raising ₹5 Cr · 24-Month Runway · ₹0.2L Revenue Already Flowing

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Building has never been cheaper. Picking the right bet has never been harder.

AI-assisted engineering has collapsed the cost of shipping software — but most founders still make one bet, on one product, in one market.

1. **Single-bet startups carry single-bet risk**
   One product, one market, one shot — most fail for reasons that have nothing to do with the team's talent.
2. **India's opportunity is converging, not singular**
   AI, fintech infrastructure, creator economies, automation and consumer access are all inflecting at once.
3. **A studio model changes the odds**
   Shared infrastructure, talent and capital discipline across many bets means more shots on goal — without multiplying overhead.

Lab63's answer: one disciplined venture studio, running 18 products across 6 verticals, funded in part by its own revenue-generating software studio — so the portfolio compounds instead of competing for survival capital.

18	5	₹0.2L
Portfolio Ventures	Already Live	Revenue / Month Today

02 · OUR SOLUTION

Two engines, one flywheel.

Lab63 isn't a single startup — it's an operating structure built to compound.

ENGINE 01 — EQUITY UPSIDE

Portfolio Venture Building

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

— 18 ventures in the portfolio today, 5 already live

— Five-stage capital gate: Concept → Early → MVP → Dev → Live

— Resourcing increases only as a venture proves itself

ENGINE 02 — CASH FLOW

NoteWell — The Studio's Project Arm

Our software studio takes on client projects — product engineering, design and technical advisory — generating revenue independent of any single venture's outcome.

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

— Keeps our core engineering craft sharp on real, paying work

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

NoteWell funds the studio's operating base · Portfolio traction fuels NoteWell's client pipeline

Six verticals. One flagship in each.

Rather than list all 18 ventures, here is the lead product carrying each vertical today — with more ventures building behind every one of them.

ARTIFICIAL INTELLIGENCE

Octopus

LIVE

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

FINANCE & ECONOMY

Awdot

LIVE

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

SOCIAL & COMMUNITY

Anaoh

MVP READY

Social networking meets movie finance — connect with creators and co-invest in the stories you believe in.

AUTOMATION & HARDWARE

Vazhi

MVP READY

Smart home and portable automation that puts control of your space in the palm of your hand.

ENTERPRISE TOOLS

Cirpy

MVP READY

A startup ecosystem platform guiding founders from education to revenue — an on-demand Master of Business Ownership.

CONSUMER & LIFESTYLE

iChase

LIVE

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

04 · FLAGSHIP TRACTION

Five ventures, already live in market.

Proof that the Lab63 model produces real products, not just concepts — with a further 7 ventures already at MVP or in active development.

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.

05 · OUR PROJECTS

NoteWell — the studio behind the studio.

Beyond our own 18 ventures, Lab63 takes on a select number of external client projects through NoteWell.

NoteWell

Clear Notes. Clear Software.

NoteWell is deliberately kept to a **few, high-quality projects** rather than a high-volume agency book — each engagement sharpens the same engineering and design discipline we apply across our own portfolio, while generating revenue today, independent of portfolio-stage risk.

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.

Two revenue lines. Already earning.

How Lab63 earns

A **NoteWell project revenue**

Contracted client billing for product engineering, design and advisory work — immediate and recurring.

B **Portfolio venture revenue**

Subscriptions, transactions and licensing as our Live and MVP-stage ventures monetize their user base.

C **Long-term equity value**

As ventures scale toward their next funding stage or acquisition, the portfolio's enterprise value compounds.

Revenue has already begun:
our live ventures generate
~₹0.2L a month
today — small, but real proof the model converts to cash. This raise funds the sales & marketing capacity to scale that number materially within 6 months, and to bring NoteWell's pipeline online alongside it. The product and the demand already exist; this capital adds the go-to-market engine.

Where the capital goes to work.

The majority of this raise is deployed directly into marketing & sales — here's how.

1. **Consumer growth engine**
   Performance marketing & community-led growth for iChase, Mugam and Awdot to scale active users.
2. **Enterprise & B2B sales motion**
   Dedicated sales hires for Octopus, Yeabe and eProNote — platforms that sell into businesses and institutions.
3. **NoteWell business development**
   Expanding NoteWell's client pipeline to grow contracted project revenue faster.
4. **Brand & partnerships**
   Studio-level brand building and strategic partnerships that create pipeline across the entire portfolio.

24 months of runway. A clear path to Year 4+.

Month 0–6

Deploy & convert

Hire the GTM team, launch growth campaigns, sign new NoteWell projects — scaling beyond today's ₹0.2L baseline.

Month 6–18

Scale what works

Grow live-venture user bases and NoteWell's client base; graduate MVP/Dev-stage ventures toward Live.

Month 18–24

Prove the model

Approach sustainable unit economics across flagship ventures; prepare for the next growth round.

Year 4+

Exit or continue

Investors choose to exit at a liquidity event, or continue holding as Lab63 raises its next round.

> **This raise is sized to reach that Year-4 decision point on our own terms** — with revenue-generating ventures and a proven studio model, not a cash-out deadline.

We're raising ₹5 Cr.

₹5 Cr

TARGET RAISE

Capital to fund a 24-month runway focused on converting an already-built, 18-product portfolio and an already-revenue-generating studio arm into scaled, provable growth — with the majority of funds directed at marketing & sales.

24 Months	₹0.2L	55%	Year 4+
RUNWAY	REVENUE TODAY	TO MARKETING & SALES	EXIT OR CONTINUE

> This is not capital to find product-market fit — it's capital to scale five ventures and a project studio that already have it.

₹5 Cr, deployed with discipline.

Marketing & Sales — 55%

Growth marketing, performance media, enterprise sales hires and NoteWell business development.

Product & Portfolio Scaling — 25%

Engineering capacity to graduate MVP and in-development ventures toward Live.

Operations & Team — 12%

Core studio operations, finance and the leadership bench.

Contingency Buffer — 8%

Reserved runway cushion for the 24-month horizon.

Proposed terms, open to discussion.

INSTRUMENT	**Priced Equity Round**
AMOUNT RAISED	**₹5,00,00,000 (₹5 Cr)**
EQUITY OFFERED	**10%** INDICATIVE
POST-MONEY VALUATION	**≈ ₹50 Cr** INDICATIVE
PRE-MONEY VALUATION	**≈ ₹45 Cr**
RUNWAY	**24 months** from close
PRIMARY USE OF FUNDS	**Majority to Marketing & Sales** (see Use of Funds)
REVENUE STATUS	**Already flowing** (~₹0.2L/month) — scaling materially within 6 months of close
INVESTOR OPTIONALITY	**Exit or continue** at Year 4+, at a valuation set by the studio's performance

Note: the equity and valuation figures above are Lab63's indicative starting position for discussion — final terms are open to negotiation based on investor due diligence and mutual agreement.

The people we invested in first.

A small, senior core team sets portfolio strategy and capital discipline; dedicated owners run each venture day-to-day.

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

13 · LET'S TALK

18 products. 5 already live. One studio engine. Let's build the next chapter together.

We're raising ₹5 Cr to scale what's already working — and we'd love to have you at the table.

CALL	EMAIL	STUDIO	WEB
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