



# INDUSTRY COMPARATIVE ANALYSIS



*Created By*

**STARWORKS**

# Startup Health Report

## Registered Title

CIN : U12345MH2024PTC567890

[www.samplebankingerp.com](http://www.samplebankingerp.com)

### About Health Report

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

### Watch this video



# 1. Basic Information

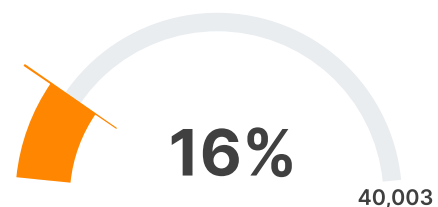
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## 1.1 Industry

# 6,398

Startups in Banking & Financial Services

Total - 40,033 Startups Registration



Startups are in  
**Banking & Financial Services**

## 1.2 Lifecycle Stage

► **Operationalization**

# 60%

Startups in Financial Services are at **Operationalization** Stage

Total **6,389 Startups** in Banking & Financial Services

## 1.3 Funding Stage

► **Seed Funding**

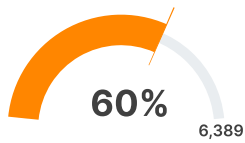
# 28%

Startups in Financial Services are at **Seed Funding** Stage

Total **6,389 Startups** in Banking & Financial Services

## 1.4 Offering Type ▶ Product

### In Your Industry



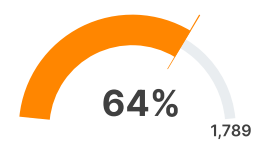
3,195 out of 6,389 Startups in Financial Services Chosen **Product** as Offering

### In Your Lifecycle Stage



1,916 out of 3,833 Startups in Operationalization Stage Chosen **Product** as Offering

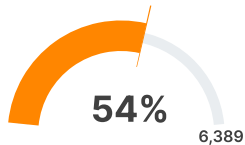
### In Your Funding Stage



1,144 out of 1,789 Seed Funded Startup Chosen **Product** as Offering

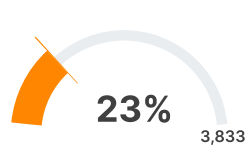
## 1.5 Purpose ▶ Profit

### In Your Industry



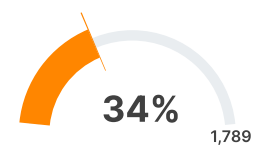
3,450 out of 6,389 Startups in Financial Services chosen **Profit** as their purpose

### In Your Lifecycle Stage



881 out of 3,833 Startups in Operationalization Stage chosen **Profit** as their purpose

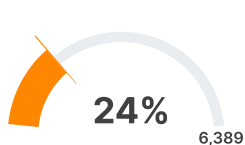
### In Your Funding Stage



608 out of 1,789 Seed Funded Startup chosen **Profit** as their purpose

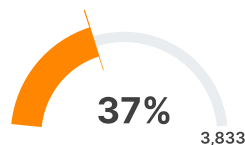
## 1.6 Current Valuation ▶ ₹15 Crore

### In Your Industry



1,533 out of 6,389 Startups in Financial Services have **₹10-20 Cr of Valuation**

### In Your Lifecycle Stage



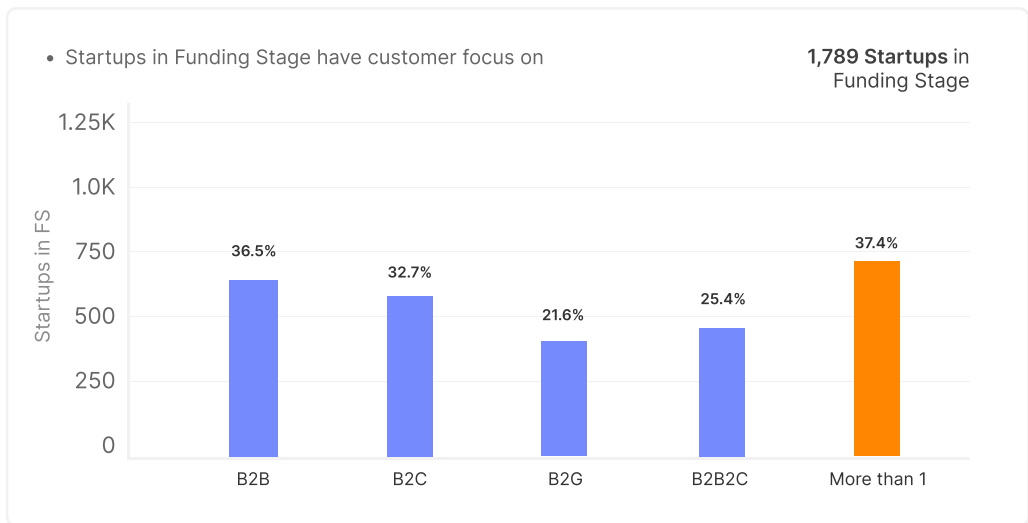
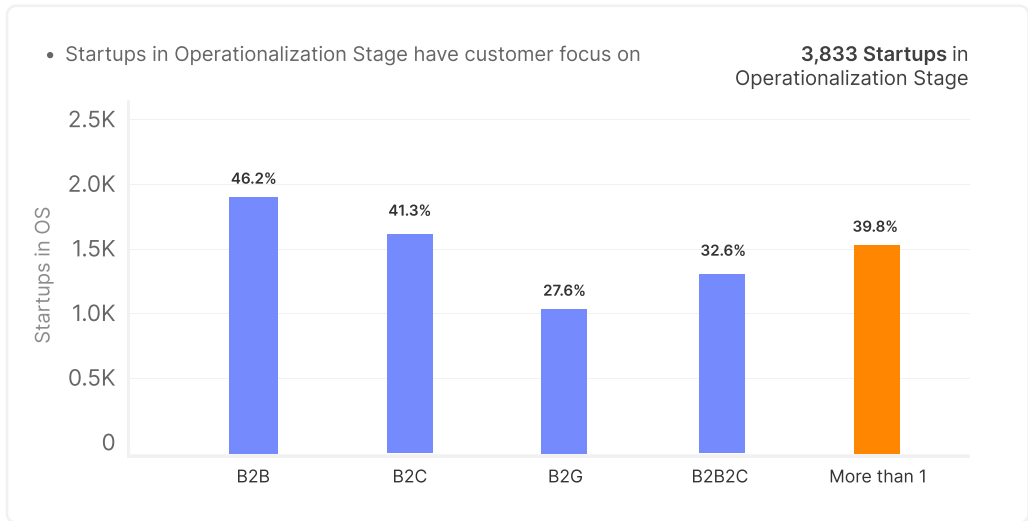
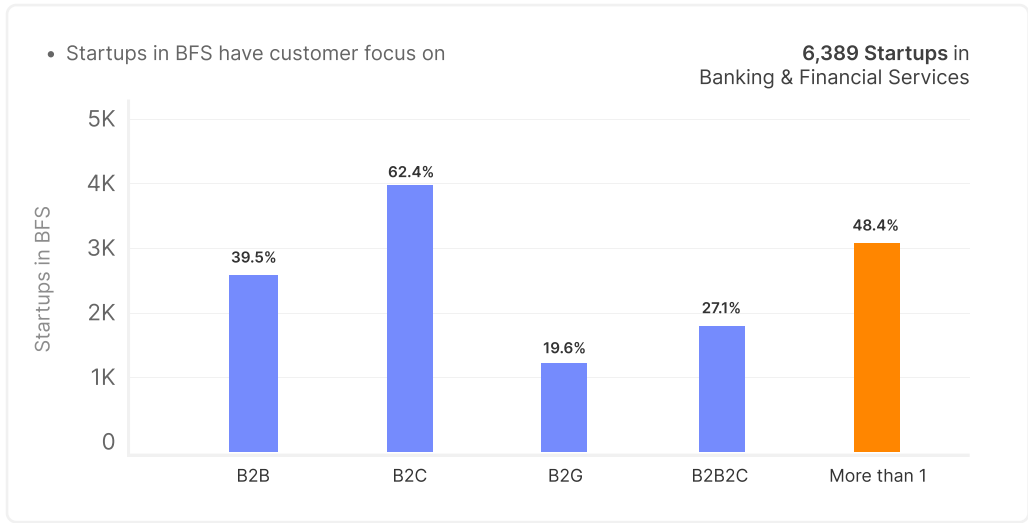
1,418 out of 3,833 Startups in Operationalization Stage have **₹10-20 Cr of Valuation**

### In Your Funding Stage



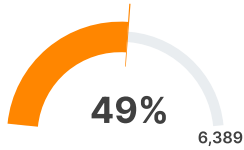
518 out of 1,789 Seed Funded Startup have **₹10-20 Cr of Valuation**

# 1.7 Customer Focus



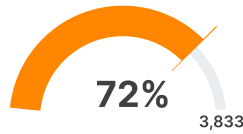
## 1.8 Incubation Status ▶ Incubated

### In Your Industry



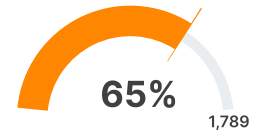
3,130 out of 6,389 Startups in Financial Services are Incubated

### In Your Lifecycle Stage



2,760 out of 3,833 Startups in Operationalization Stage are Incubated

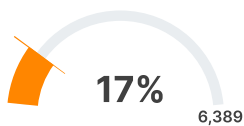
### In Your Funding Stage



1,163 out of 1,789 Seed Funded Startup are Incubated

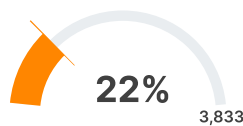
## 1.9 Location ▶ Mumbai

### In Your Industry



1,086 out of 6,389 Startups in Financial Services based on Mumbai

### In Your Lifecycle Stage



843 out of 3,833 Startups in Operationalization Stage based on Mumbai

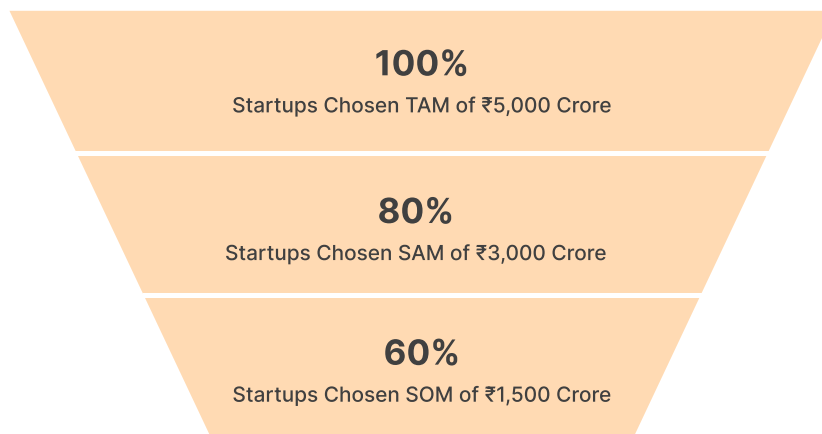
### In Your Funding Stage



465 out of 1,789 Seed Funded Startup based on Mumbai

## 1.10 Market Size

Startups in Financial Services having similar Market Size -



Total 6,389 Startups in Banking & Financial Services

## 2. Preparedness

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

### 2.1 Industry

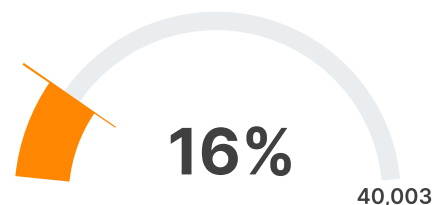
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1. Customer Type
2. Pricing Model
3. Current Product stage
4. Current customer type
5. Marketing strategy
6. Distribution Channel
7. Compliance
8. Resources

# 6,398

Startups in Banking & Financial Services

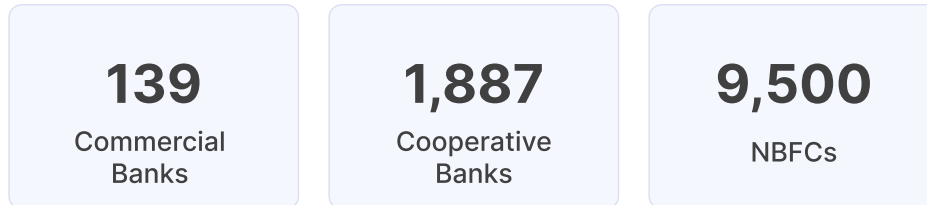
Total - 40,033 Startups



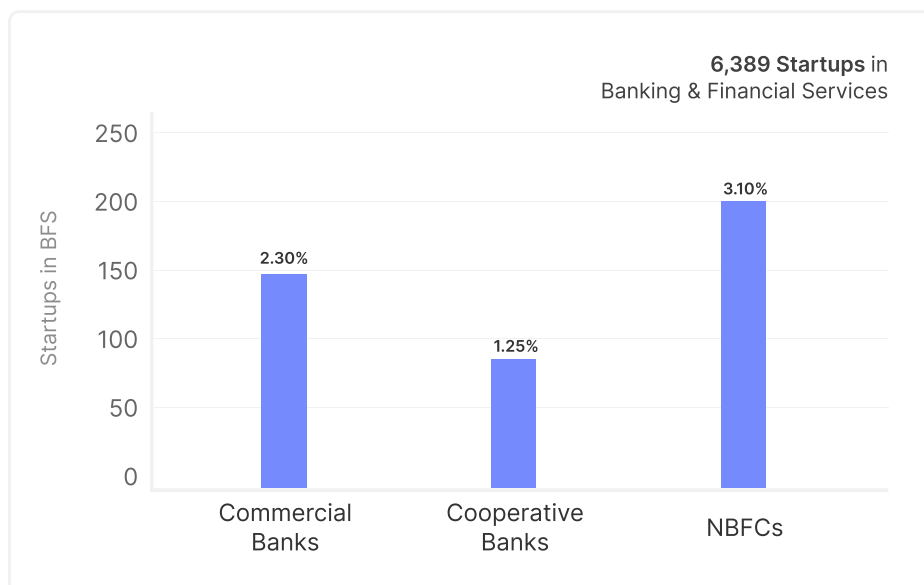
Startups are in  
**Banking & Financial Services**

## 2.1.1 Customer Type

- Based on RBI data number of different banks in India



- Startups Chosen Same Customer Type in Banking and Financial Services

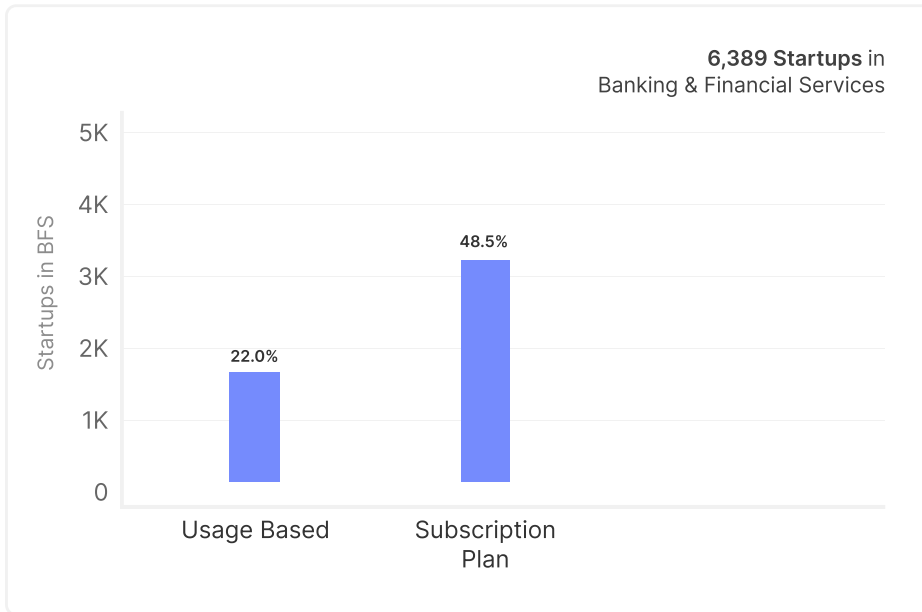


## 2.1.2 Pricing Model

You have chosen two pricing model

1. Usage Based
2. Subscription Plan





### 2.1.3 Current Product Stage

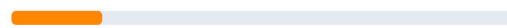
► **Pre-Production Prototype**

**10%**

Startups in Financial Services are at **Pre-Production Prototype** Stage

638 of 6389

Pre-Producti...



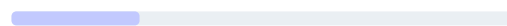
2278 of 6389

MVP Stage



934 of 6389

Launched



### 2.1.4 Current Customer Type

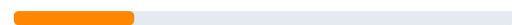
► **NBFCs**

**24%**

Startups in Financial Services having **NBFCs**

1,533 of 6389

NBFCs



80 of 6389

Commercial Bank



638 of 6389

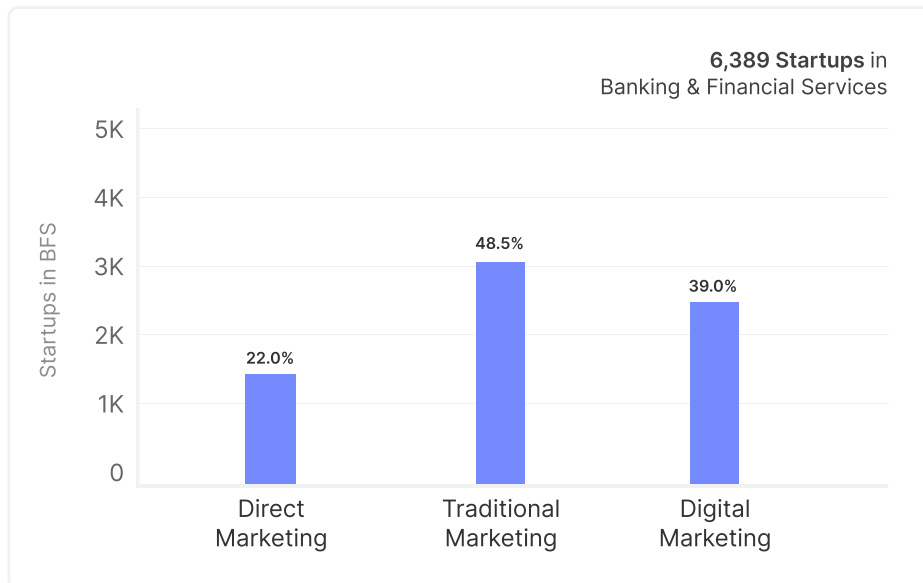
Cooperative Bank



## 2.1.5 Marketing Strategy

You have chosen 3 Marketing Strategy

1. Direct Marketing (Email Marketing)
2. Traditional Marketing (Trade Shows and Events)
3. Digital Marketing (Social Media Marketing)



## 2.1.6 Distribution

### ► Direct Distribution Channels

# 50%

Startups in Financial Services chosen **Direct Distribution Channels**

## 2.1.7 Compliances

### ► RBI Guidelines Compliance

# 100%

Startups in Financial Services chosen **RBI Guidelines Compliance**

## 2.1.8 Resources Needed

### ► Human Resources

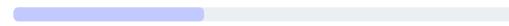
# 53%

Startups in Financial Services needs  
**Human Resource**

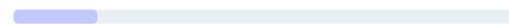
3,386 of 6389 Human Resources



2278 of 6389 Hardware



934 of 6389 Software



## 2.2 Lifecycle Stage

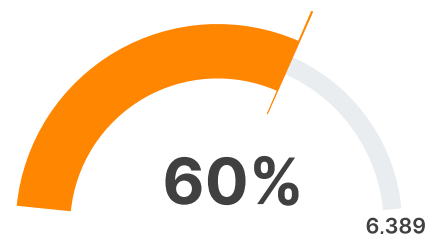
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1. Customer Type
2. Pricing Model
3. Current Product stage
4. Current customer type

# 3,833

Startups in Operationalization Stage  
in your Industry

Total 6,389 Startups in your Industry  
(Financial Service)



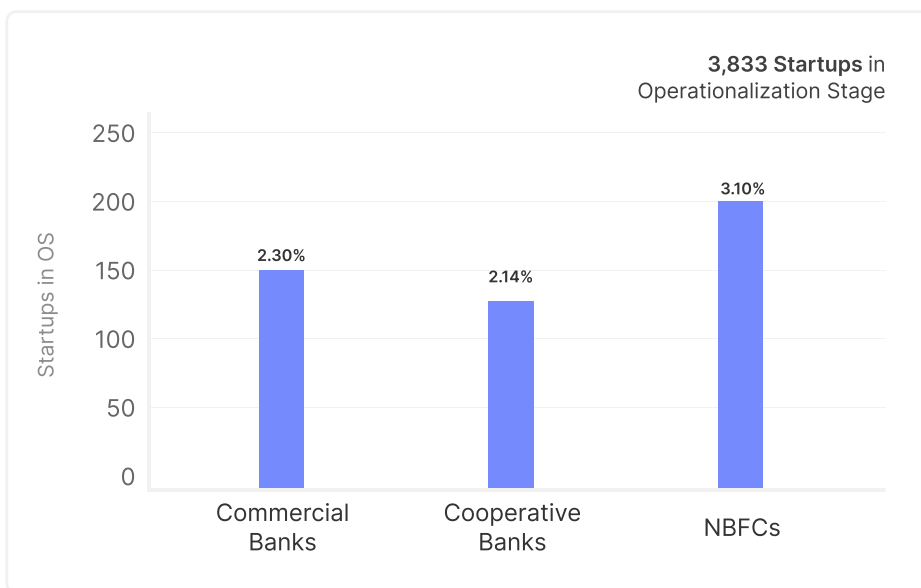
Startups are in  
**Operationalization Stage**

## 2.2.1 Customer Type

- Based on RBI data number of different banks in India



- Startups Chosen Same Customer Type in Operationalization Stage



## 2.2.2 Current Product Stage

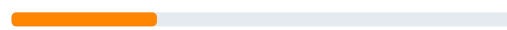
### ► Pre-Production Prototype

# 29%

Startups in Operationalization Stage are at **Pre-Production Prototype Stage**

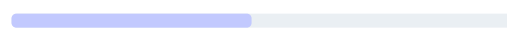
1,111 of 3,833

Pre-Producti...



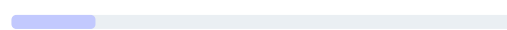
1,828 of 3,833

MVP



934 of 3,833

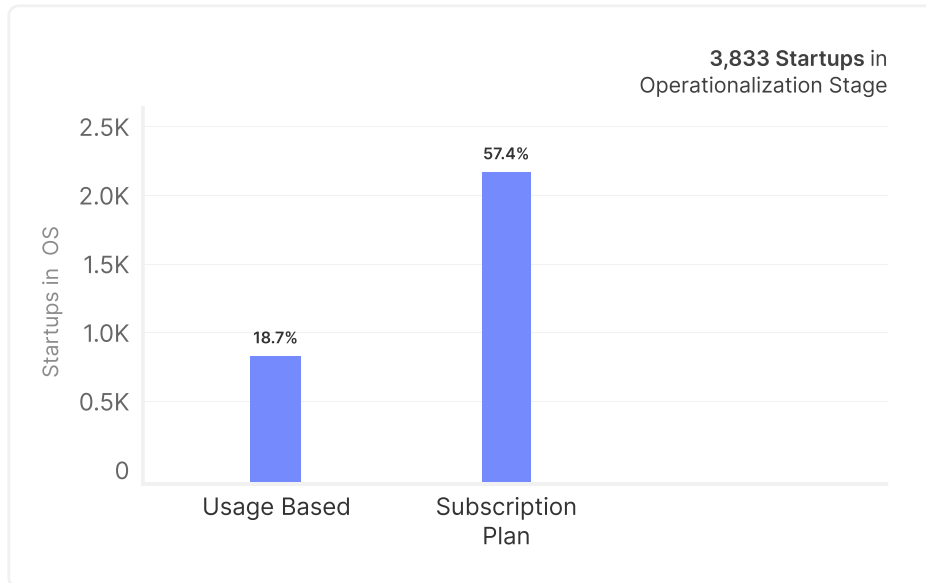
Launched



## 2.2.3 Pricing Model

You have chosen two pricing model

1. Usage Based
2. Subscription Plan



## 2.2.4 Current Customer Type

### ▶ NBFCs

# 43%

Startups in Operationalization Stage having **NBFCs**

1,648 of 3,833

NBFCs



2,278 of 3,833

Commercial Bank



934 of 3,833

Cooperative Bank



## 2.3 Funding Stage

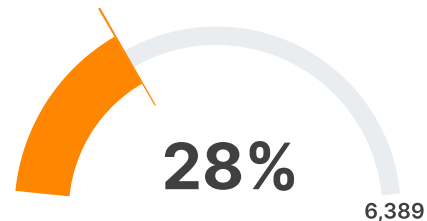
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1. Customer Type
2. Pricing Model
3. Current Product stage
4. Current customer type

# 1,789

Startups in Seed Funding Stage in  
your Industry

Total 6,389 Startups in your Industry  
(Financial Service)



Startups are at  
**Seed Funding Stage**

### 2.3.1 Customer Type

- Based on RBI data number of different banks in India

## 139

Commercial  
Banks

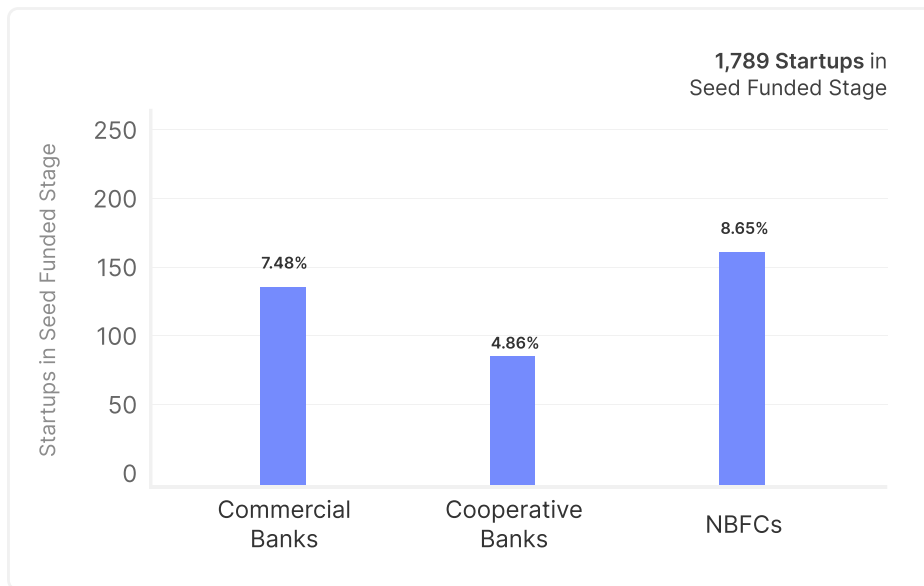
## 1,887

Cooperative  
Banks

## 9,500

NBFCs

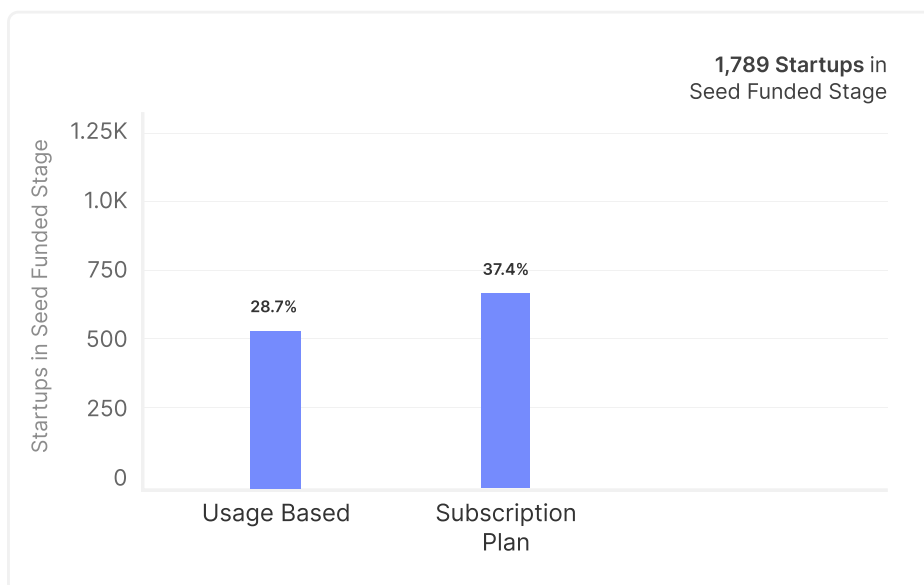
- Startups Chosen Same Customer Type in Seed Funded Stage



## 2.3.2 Pricing Model

You have chosen two pricing model

1. Usage Based
2. Subscription Plan



### 2.3.3 Current Product Stage

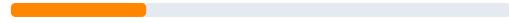
▶ **Pre-Production Prototype**

**27%**

Startups in Seed Funded Stage are at **Pre-Production Prototype Stage**

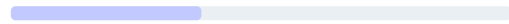
483 of 1,789

Pre-Producti...



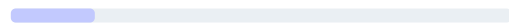
2278 of 1,789

MVP



934 of 1,789

Launched



### 2.3.4 Current Customer Type

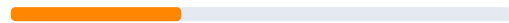
▶ **NBFCs**

**34%**

Startups in Seed Funded Stage having **Beta customers (Paying)**

608 of 1,789

NBFCs



64 of 1,789

Commercial Bank



498 of 1,789

Cooperative Bank





### 3. Traction

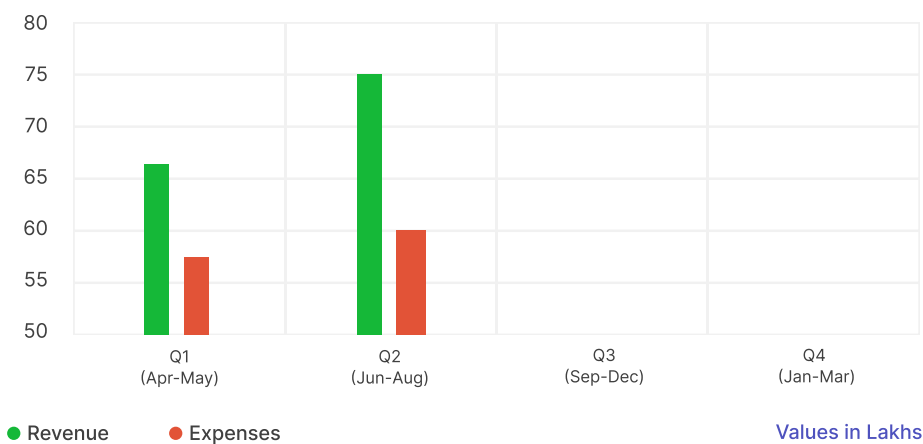
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

#### 3.1 Revenue and Expenses

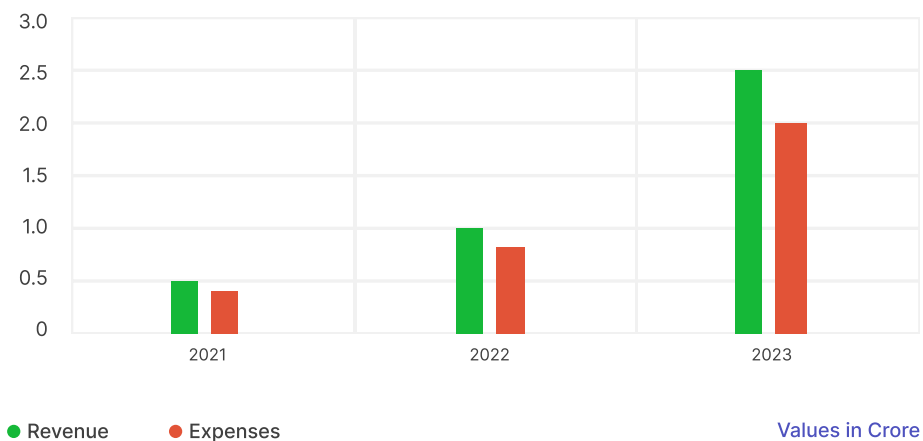
► **₹75 Lakhs**  
Revenue

► **₹60 Lakhs**  
Expense

- Revenue and Expenses for Quarters of 2024

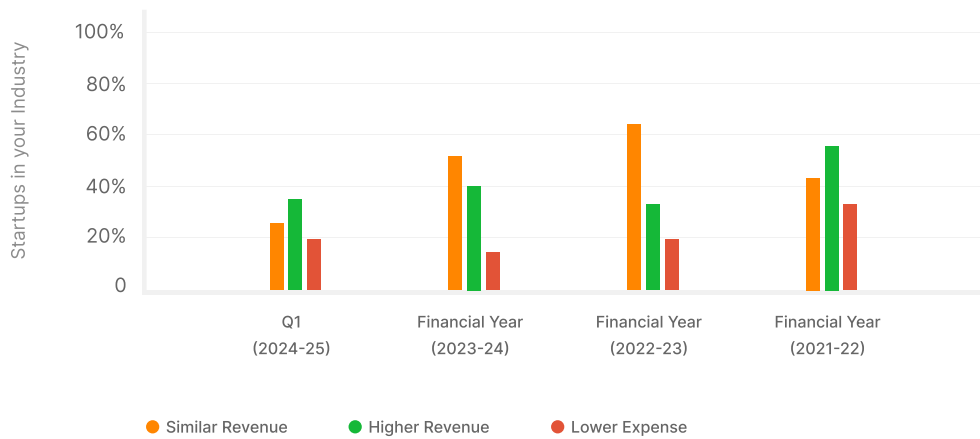


- Revenue and Expenses for Last Three Years



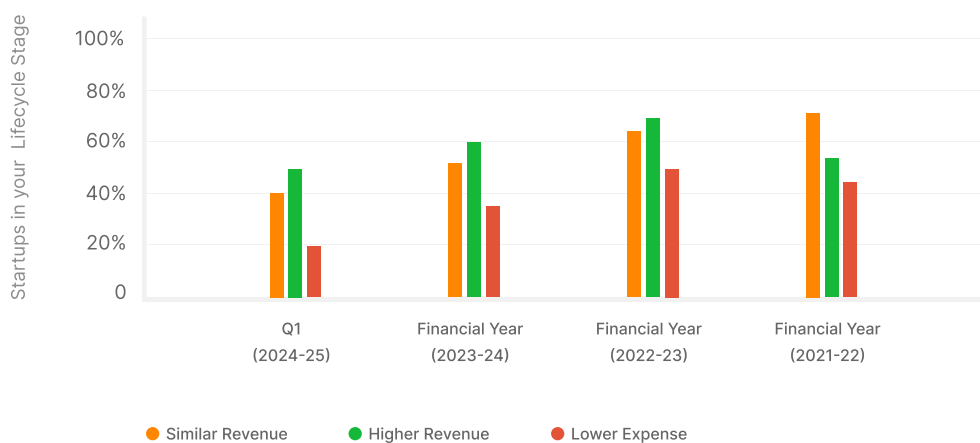
## • Trends in your Industry

6,389 Startups in  
Banking & Financial Services



## • Trends in your Lifecycle Stage

3,833 Startups in  
Operationalization Stage



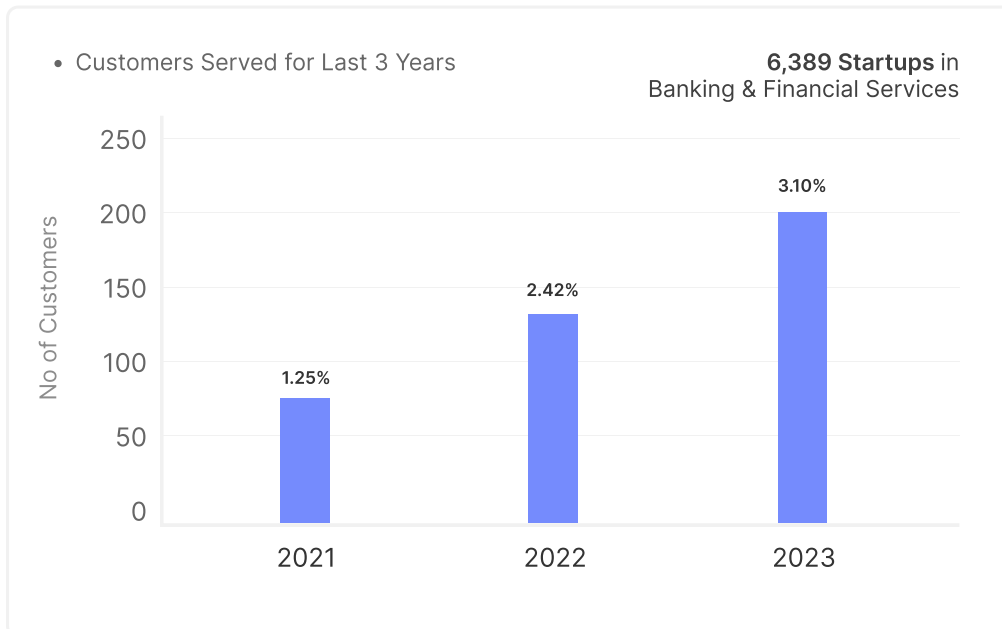
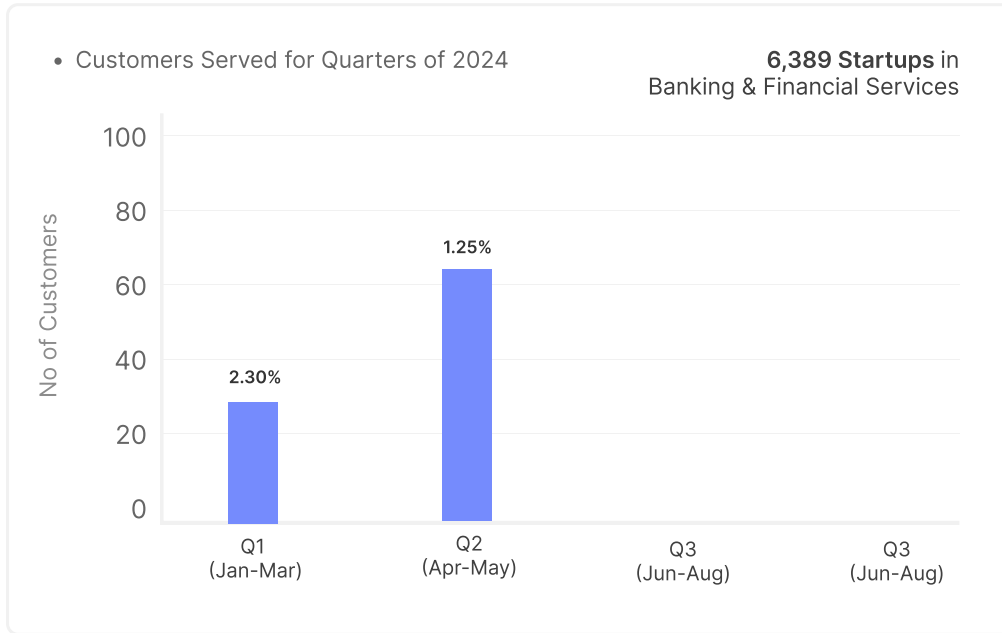
## • Trends in your Funding Stage

1,789 Startups in  
Seed Funding Stage



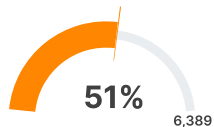
## 3.2 Customers Served (Lifetime)

### ▶ 400-600 Customers



### Startups Served Similar Number of Customers

#### In Your Industry



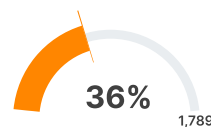
3,258 out of 6,389 Startups in Financial Services served similar numbers of Customers

#### In Your Lifecycle Stage



973 out of 3,833 Startups in Operationalization Stage served similar numbers of Customers

#### In Your Funding Stage



6,44 out of 2,122 Seed Funded Startup served similar numbers of Customers

### Startups Served Higher Number of Customers

#### In Your Industry



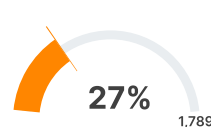
2,044 out of 6,389 Startups in Financial Services served Higher numbers of Customers

#### In Your Lifecycle Stage



1,203 out of 3,833 Startups in Operationalization Stage served Higher numbers of Customers

#### In Your Funding Stage



484 out of 2,122 Seed Funded Startup served Higher numbers of Customers

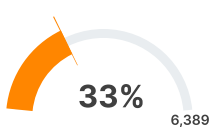
## 3.3 Customer Agreement

► ₹7.5 Crore  
Total Value

► 15  
No. of Agreements

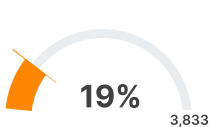
### Startups Having Similar Agreement Value

#### In Your Industry



2,108 out of 6,389 Startups in Financial Services have similar agreement value

#### In Your Lifecycle Stage



616 out of 3,833 Startups in Operationalization Stage have similar agreement value

#### In Your Funding Stage



6,24 out of 2,122 Seed Funded Startups have similar agreement value

## 3.4 Letter of Intent

▶ **₹5 Crore**  
Total Deal Size

▶ **10**  
No. of LOIs

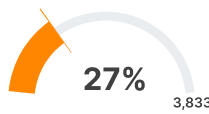
### Startups Having Similar Deal Size

#### In Your Industry



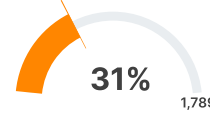
1,788 out of 6,389 Startups in Financial Services have similar Deal Size

#### In Your Lifecycle Stage



1,034 out of 3,833 Startups in Operationalization Stage have similar Deal Size

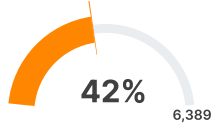
#### In Your Funding Stage



554 out of 1,789 Seed Funded Startup have similar Deal Size

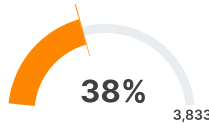
### Startups Having Higher Deal Size

#### In Your Industry



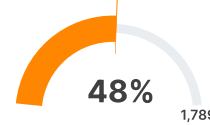
2,683 out of 6,389 Startups in Financial Services have higher Deal Size

#### In Your Lifecycle Stage



1,456 out of 3,833 Startups in Operationalization Stage have higher Deal Size

#### In Your Funding Stage



858 out of 1,789 Seed Funded Startup have higher Deal Size