

INDUSTRY COMPARATIVE ANALYSIS



Created By

STARWORKS

Startup Health Report

Registered Title

CIN : U12345MH2024PTC567890

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

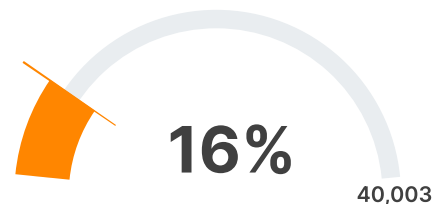
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1.1 Industry

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

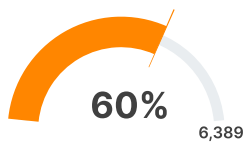
28%

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



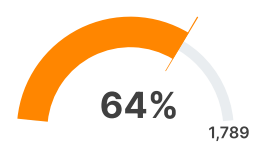
3,195 out of 6,389 Startups in Financial Services Chosen **Product** as Offering

In Your Lifecycle Stage



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

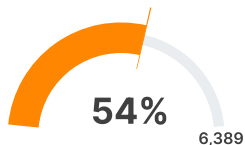
In Your Funding Stage



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

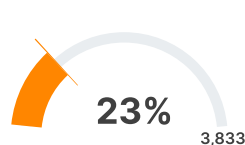
1.5 Purpose ▶ Profit

In Your Industry



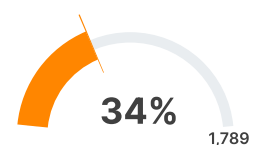
3,450 out of 6,389 Startups in Financial Services chosen **Profit** as their purpose

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

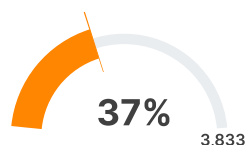
1.6 Current Valuation ▶ ₹15 Crore

In Your Industry



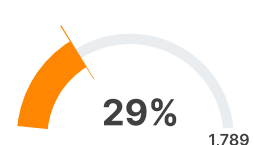
1,533 out of 6,389 Startups in Financial Services have **₹10-20 Cr of Valuation**

In Your Lifecycle Stage



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

In Your Funding Stage

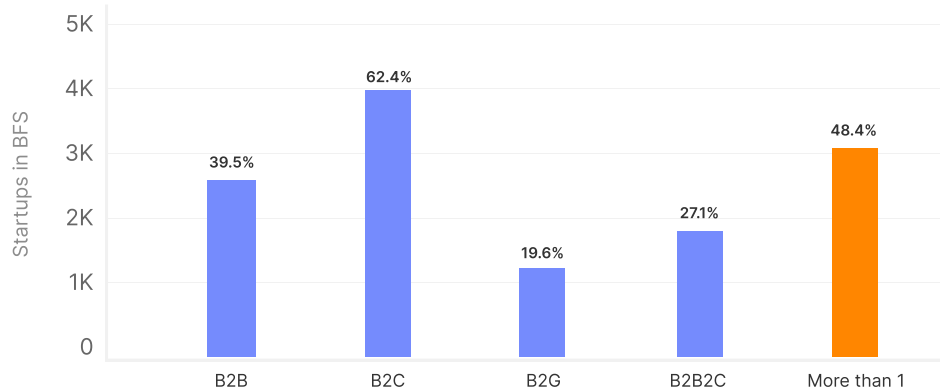


518 out of 1,789 Seed Funded Startup have **₹10-20 Cr of Valuation**

1.7 Customer Focus

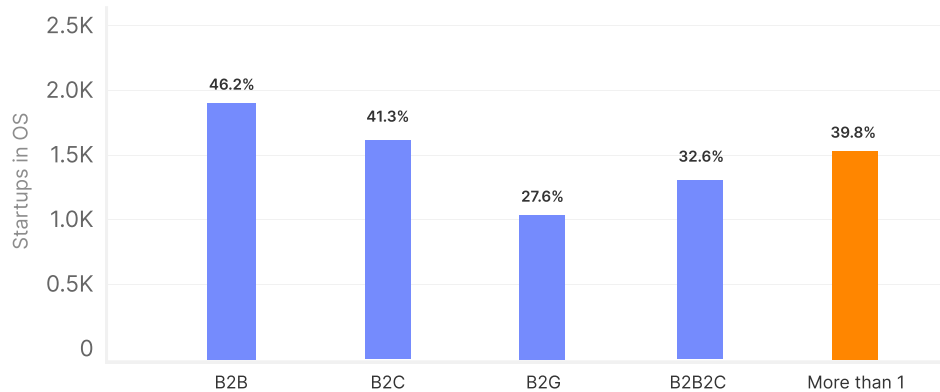
- Startups in BFS have customer focus on

6,389 Startups in Banking & Financial Services



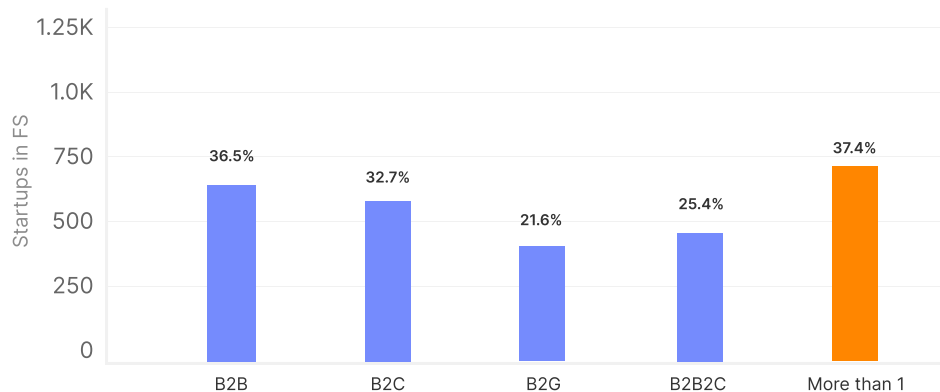
- Startups in Operationalization Stage have customer focus on

3,833 Startups in Operationalization Stage



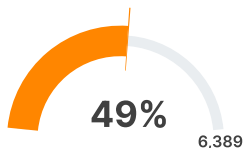
- Startups in Funding Stage have customer focus on

1,789 Startups in Funding Stage



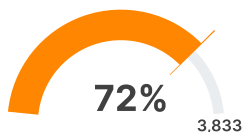
1.8 Incubation Status ▶ Incubated

In Your Industry



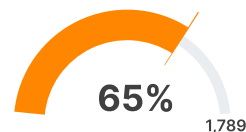
3,130 out of 6,389 Startups in Financial Services are **Incubated**

In Your Lifecycle Stage



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

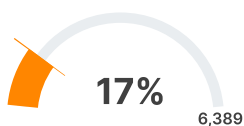
In Your Funding Stage



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

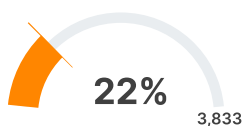
1.9 Location ▶ Mumbai

In Your Industry



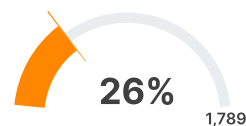
1,086 out of 6,389 Startups in Financial Services based on **Mumbai**

In Your Lifecycle Stage



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

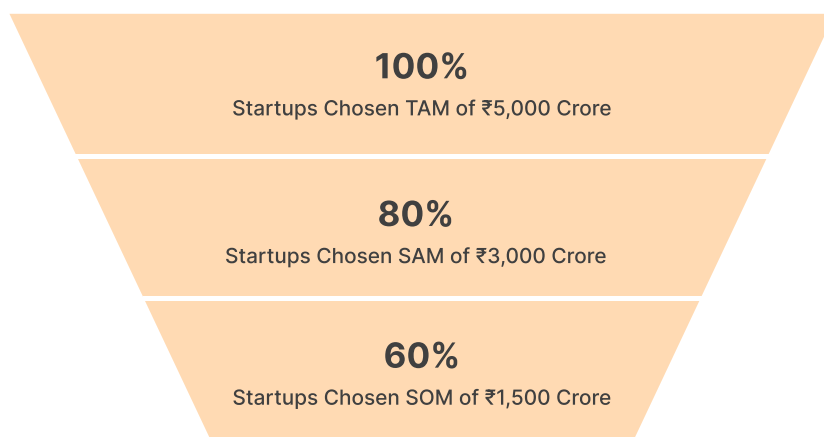
In Your Funding Stage



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

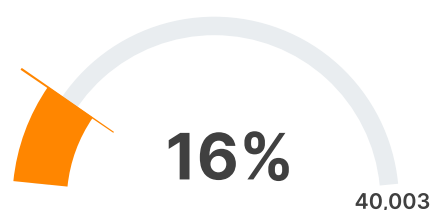
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1. Customer Type
2. Pricing Model
3. Current Product stage
4. Current customer type
5. Marketing strategy
6. Distribution Channel
7. Compliance
8. Resources

6,398

Startups in Banking & Financial Services

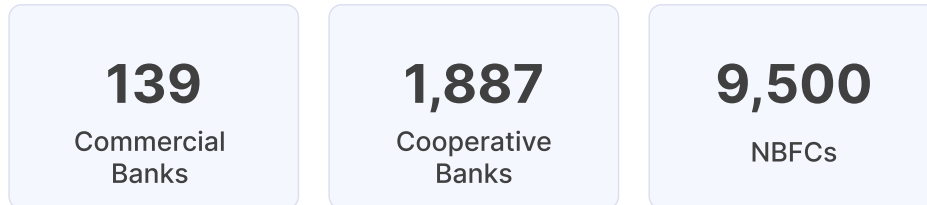
Total - 40,033 Startups



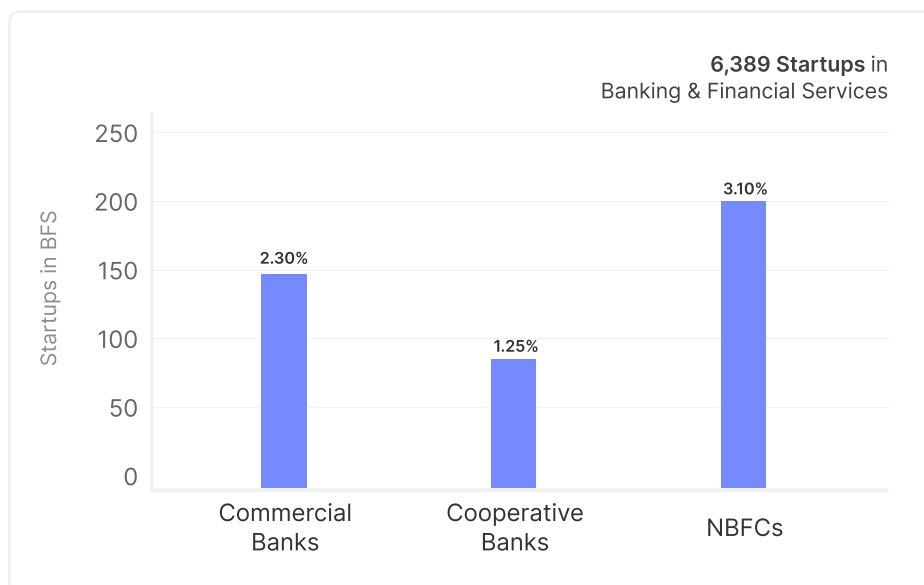
Startups are in
Banking & Financial Services

2.1.1 Customer Type

- Based on RBI data number of different banks in India



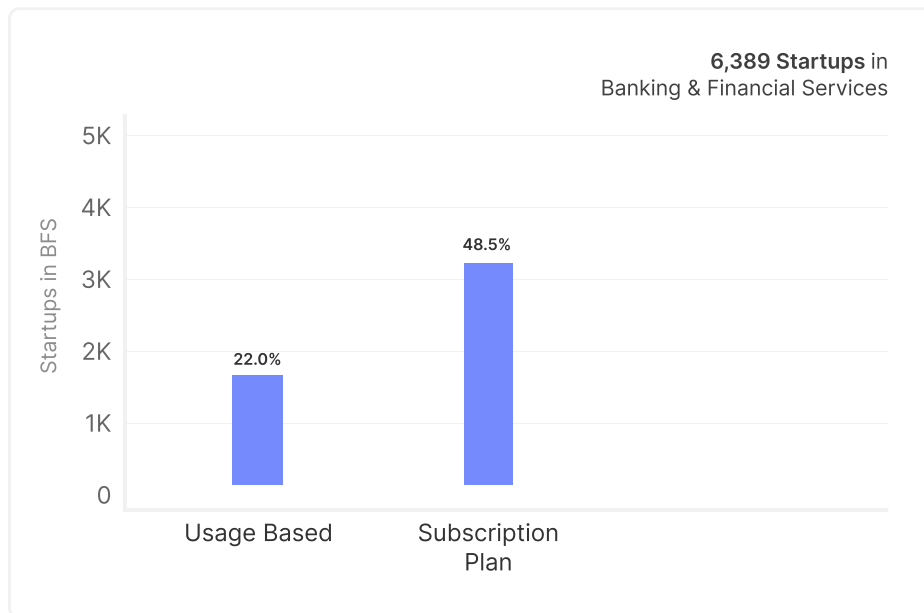
- Startups Chosen Same Customer Type in Banking and Financial Services



2.1.2 Pricing Model

You have chosen two pricing model

- Usage Based
- Subscription Plan



2.1.3 Current Product Stage

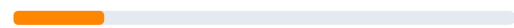
► Pre-Production Prototype

10%

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

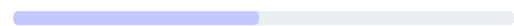
638 of 6389

Pre-Producti...



2278 of 6389

MVP Stage



934 of 6389

Launched



2.1.4 Current Customer Type

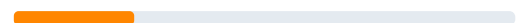
► NBFCs

24%

Startups in Financial Services having **NBFCs**

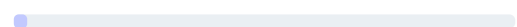
1,533 of 6389

NBFCs



80 of 6389

Commercial Bank



638 of 6389

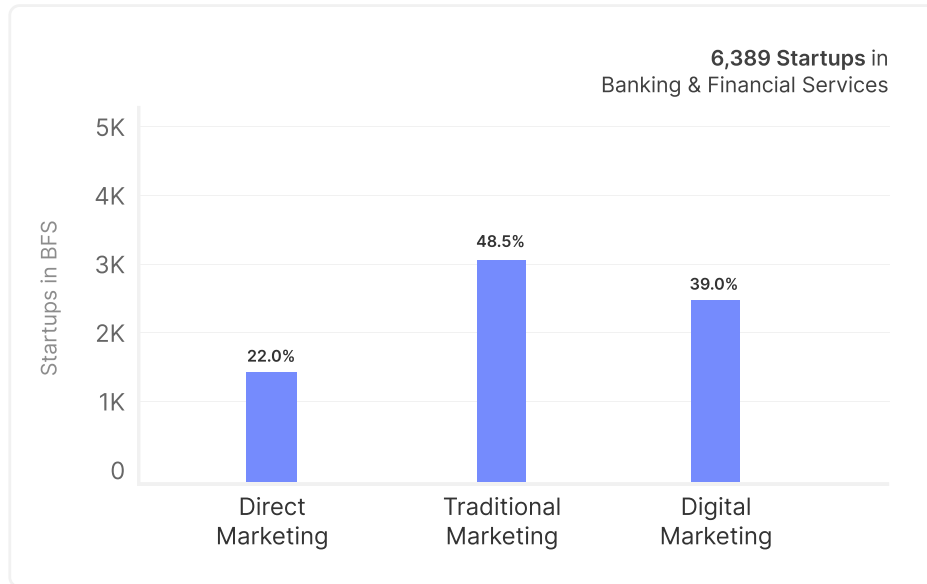
Cooperative Bank



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

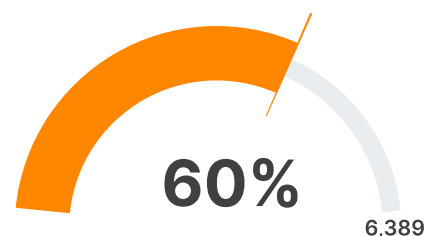
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1. Customer Type
2. Pricing Model
3. Current Product stage
4. Current customer type

3,833

**Startups in Operationalization Stage
in your Industry**

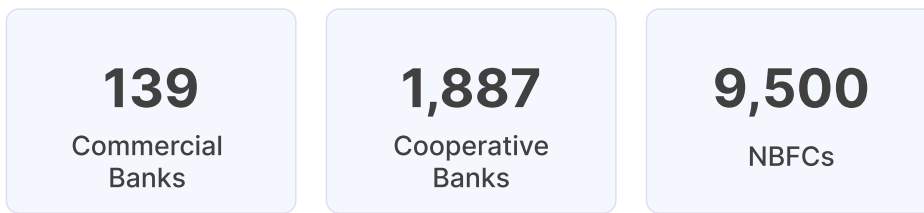
Total **6,389 Startups** in your Industry
(Financial Service)



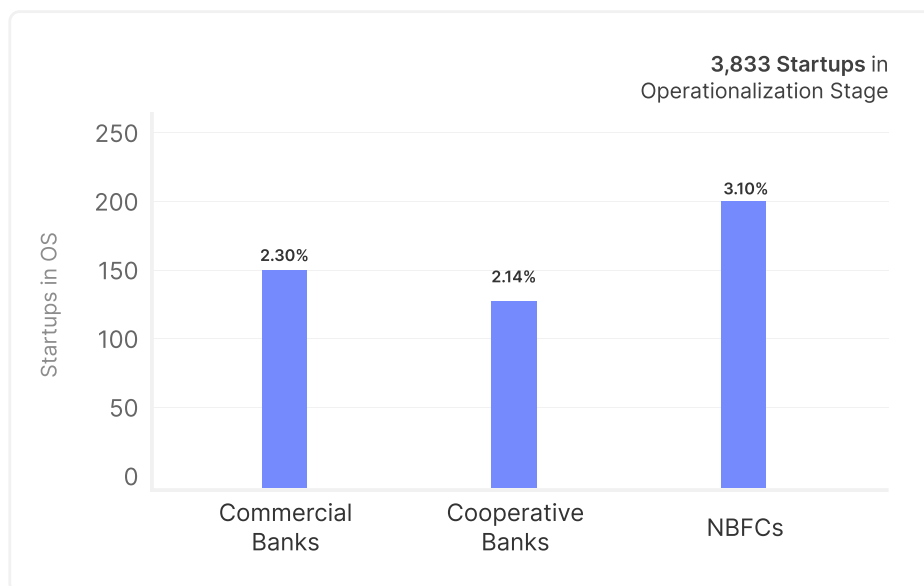
Startups are in
Operationalization Stage

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

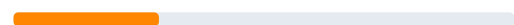
► Pre-Production Prototype

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

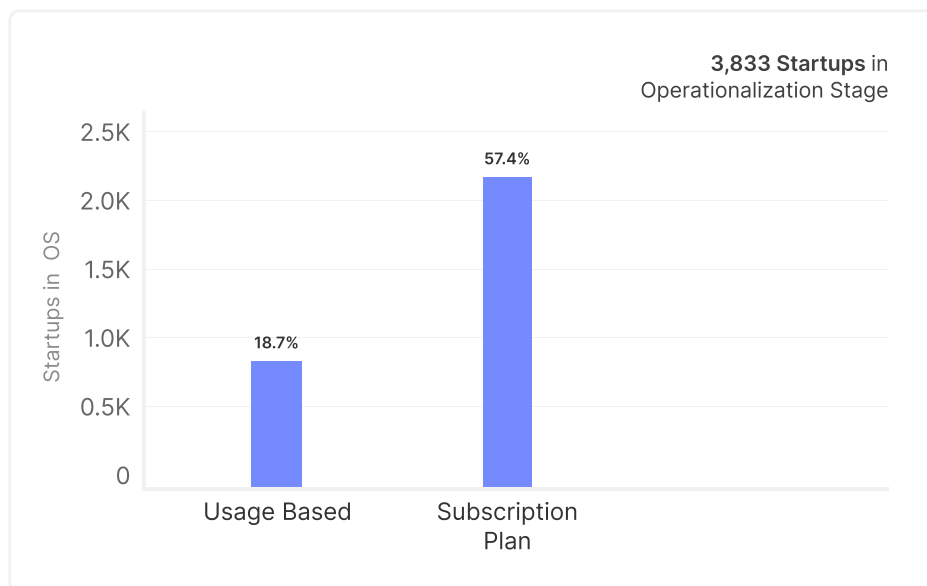
Launched



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



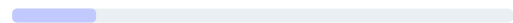
2,278 of 3,833

Commercial Bank



934 of 3,833

Cooperative Bank



2.3 Funding Stage

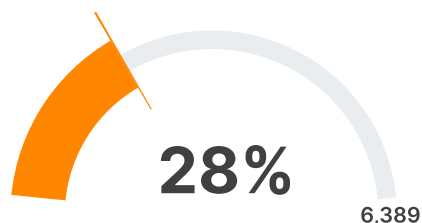
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1. Customer Type
2. Pricing Model
3. Current Product stage
4. Current customer type

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

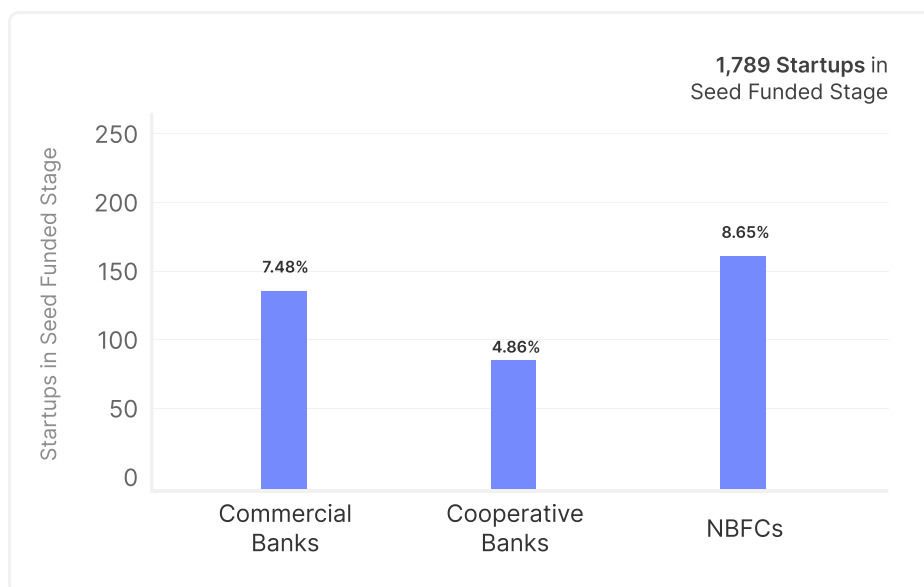
1,887

Cooperative
Banks

9,500

NBFCs

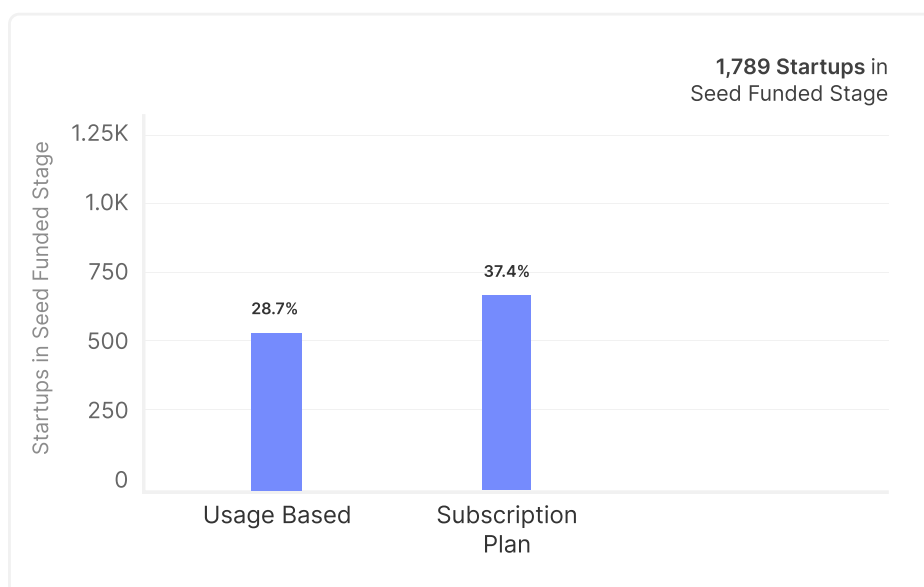
- Startups Chosen Same Customer Type in Seed Funded Stage



2.3.2 Pricing Model

You have chosen two pricing model

1. Usage Based
2. Subscription Plan



2.3.3 Current Product Stage

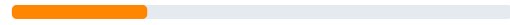
► Pre-Production Prototype

27%

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

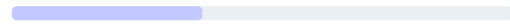
483 of 1,789

Pre-Producti...



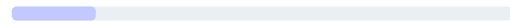
2278 of 1,789

MVP



934 of 1,789

Launched



2.3.4 Current Customer Type

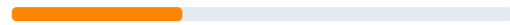
► NBFCs

34%

Startups in Seed Funded Stage having Beta customers (Paying)

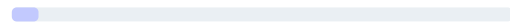
608 of 1,789

NBFCs



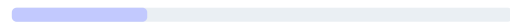
64 of 1,789

Commercial Bank



498 of 1,789

Cooperative Bank



3. Traction

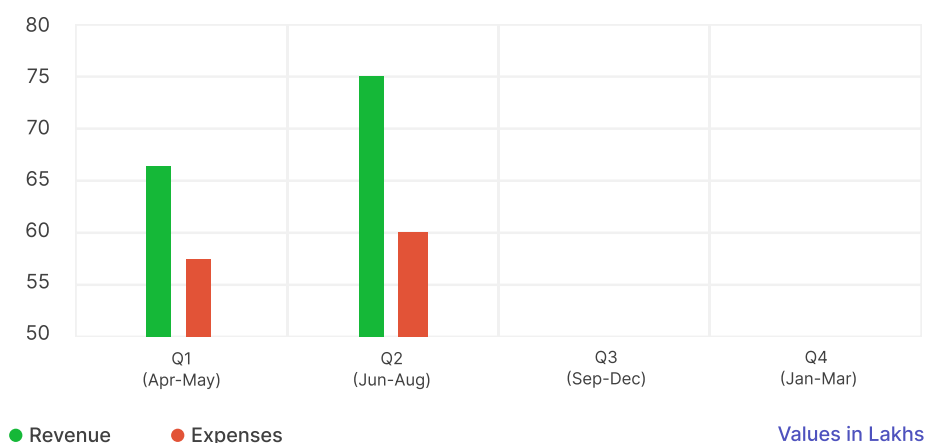
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

3.1 Revenue and Expenses

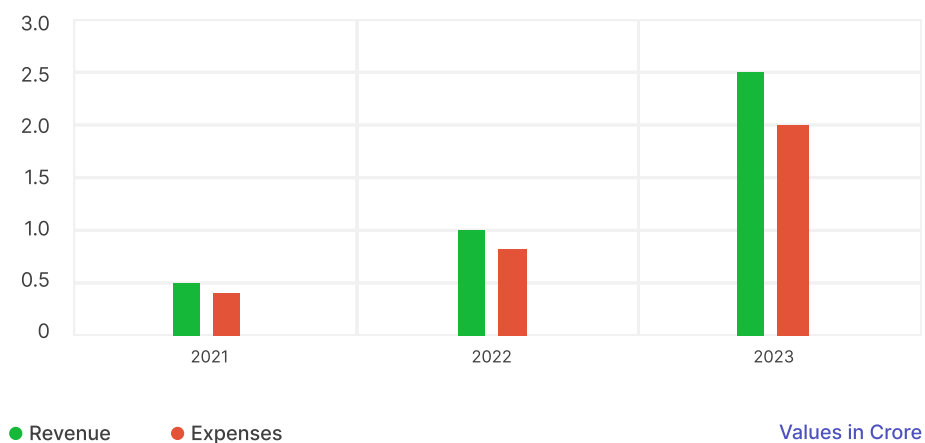
► ₹75 Lakhs
Revenue

► ₹60 Lakhs
Expense

- Revenue and Expenses for Quarters of 2024



- Revenue and Expenses for Last Three Years



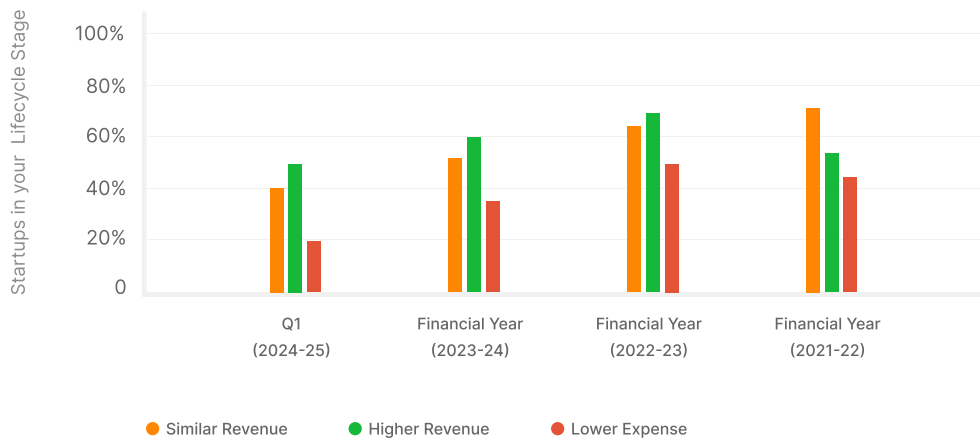
• Trends in your Industry

6,389 Startups in
Banking & Financial Services



• Trends in your Lifecycle Stage

3,833 Startups in
Operationalization Stage



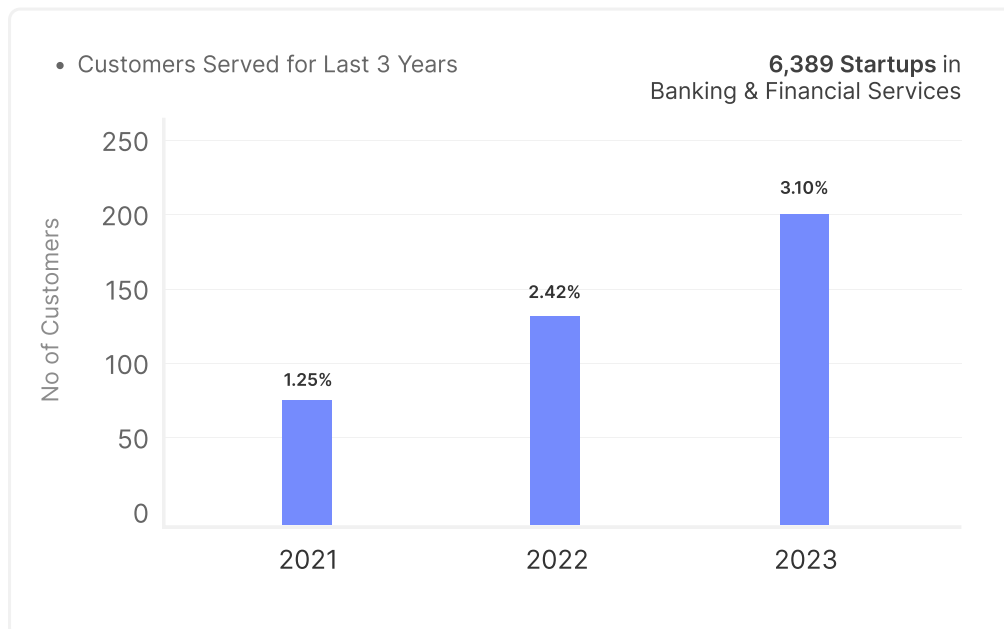
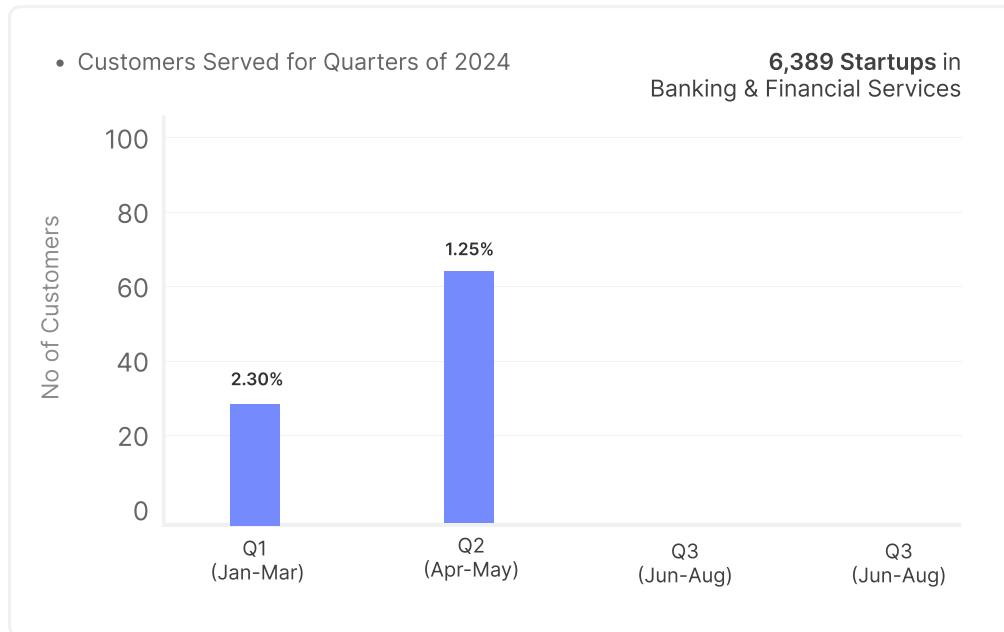
• Trends in your Funding Stage

1,789 Startups in
Seed Funding Stage



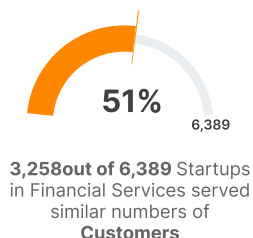
3.2 Customers Served (Lifetime)

► 400-600 Customers

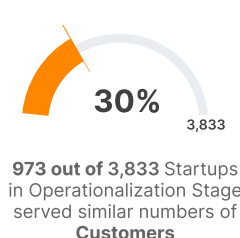


Startups Served Similar Number of Customers

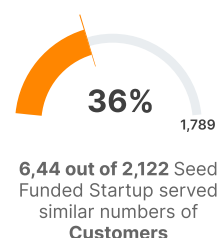
In Your Industry



In Your Lifecycle Stage

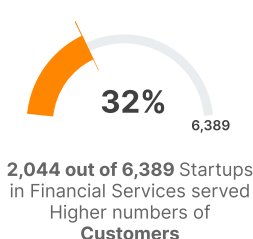


In Your Funding Stage

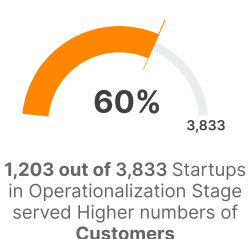


Startups Served Higher Number of Customers

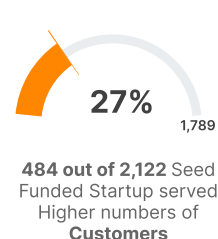
In Your Industry



In Your Lifecycle Stage



In Your Funding Stage



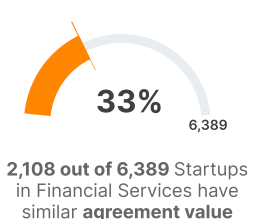
3.3 Customer Agreement

► **₹7.5 Crore**
Total Value

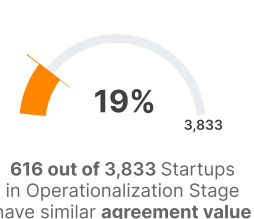
► **15**
No. of Agreements

Startups Having Similar Agreement Value

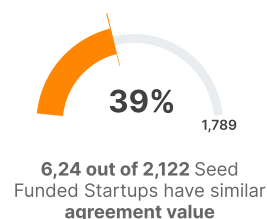
In Your Industry



In Your Lifecycle Stage



In Your Funding Stage



3.4 Letter of Intent

► **₹5 Crore**
Total Deal Size

► **10**
No. of LOIs

Startups Having Similar Deal Size

In Your Industry



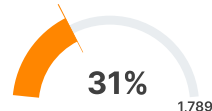
1,788 out of 6,389 Startups in Financial Services have similar Deal Size

In Your Lifecycle Stage



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

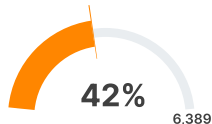
In Your Funding Stage



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

Startups Having Higher Deal Size

In Your Industry



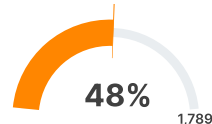
2,683 out of 6,389 Startups in Financial Services have higher Deal Size

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