INVESTOR PITCH DECK

EQUIPIFY

India's First Tech-Driven, Asset-Light Heavy Equipment Rental & Fleet Management Ecosystem
(Inspired by EquipmentShare)

Slide 1: Title Slide

- **Company Name:** Equipify | *Source: Tracxn*
- **Tagline:** The Central Operating System & Marketplace for India's Heavy Construction Equipment.
- **Core Concept:** Asset-Light Marketplace + Real-Time Telematics & Fleet Management Software (Connecting Equipment Owners directly with Contractors/Buyers).

Slide 2: The Global Benchmark — EquipmentShare

- **What is EquipmentShare?** A massive US-based construction tech unicorn that revolutionized heavy machinery rentals. | *Source: Tracxn*
- **Scale & Dominance:** Generates over $4.5B+ in annual revenue; Valued in the multi-billion dollar bracket with backing from premier global institutional investors.
- **The Secret Sauce:** They proved that a tech stack combining IoT hardware tracking, proprietary fleet software (T3), and an automated rental network can completely disrupt a traditional, heavy-industry sector.

Slide 3: The Problem — Why India’s Construction Market is Broken

- **Highly Fragmented & Unorganised:** Over 90%+ of India’s heavy equipment rental market is controlled by local, unorganised fleet owners and brokers.
- **Zero Visibility & Transparency:** Contractors struggle to find verified machines on time, while owners have no idea how their machines are being used on-site.

- **High Idle Time & Losses:** Millions of rupees worth of machinery (JCBs, Cranes, Excavators) sit idle because owners lack a digital reach to find active construction projects.
- **Trust Deficit:** Manual bookings, opaque billing hours, fuel thefts, and delayed payments plague every transaction.

Slide 4: The Market Opportunity (Why India?)

- **Massive Market Size:** India's construction equipment rental market is valued at ~USD 14.3 Billion and is rapidly scaling. | *Source: Mordor Intelligence*
- **The White Space:** An EquipmentShare-equivalent ecosystem does not exist in India today. While general logistics apps exist, no dominant player provides a dedicated, tech-integrated heavy equipment rental marketplace bundled with live telematics.
- **Unprecedented Tailwinds:** Government pushes for massive infrastructure build-outs (roads, metros, smart cities) mean demand for heavy machinery is at an all-time high.

Slide 5: The Solution — Enter "Equipify"

- **Asset-Light Model:** We do not buy heavy machinery, keeping our capital expenditure (Capex) near zero and burn rate low. | *Source: Mordor Intelligence*
- **The Two-Sided Marketplace:** We seamlessly connect Equipment Owners (Suppliers) with Contractors (Buyers) through a mobile-first platform.
- **Equipify Telematics (India's T3):** We install plug-and-play IoT/GPS devices on partner machines to track engine hours, live location, fuel usage, and health diagnostics.
- **End-to-End Digitization:** From transparent hourly billing to automated maintenance alerts and secure escrow payments.

Slide 6: Product Ecosystem (How It Works)

- **1. For Equipment Owners (Suppliers):** List idle machines for free; monitor real-time machine health, location, and operator efficiency via Equipify Fleet App; secure guaranteed payouts and eliminate payment defaults.

- **2. For Contractors (Buyers):** Browse verified, nearby heavy machinery on-demand (like booking a ride); track exact machine utilization hours transparently (no billing disputes over manual logbooks); access breakdown support and verified operators.

Slide 7: Revenue Model (How We Monetize)

- **Marketplace Commission:** Taking a transactional commission (percentage fee) on every successful equipment rental booking facilitated through the platform.
- **SaaS & Fleet Management Subscription:** Charging fleet owners a monthly software subscription fee for advanced IoT tracking, analytics, and operational dashboards.
- **Value-Added Services (VAS):** Facilitating equipment financing and working capital loans in partnership with banks and NBFCs; insurance tie-ups and on-site breakdown support packages.

Slide 8: Why No Big Player Exists Yet (Our Moat)

- **The Local Trust Barrier:** Legacy apps tried to act as simple yellow-page directories and failed because Indian contractors rely heavily on ground trust. Equipify solves this by pairing the marketplace with mandatory operational control via IoT tracking.
- **First-Mover Advantage:** Bringing an integrated Hardware + Software + Marketplace hybrid model to India's unorganised infrastructure sector first gives us unmatched data superiority.

Slide 9: Vision & Roadmap

- **Phase 1 (The Foothold):** Launch asset-light operations in high-density construction hubs (e.g., Delhi-NCR/Tier-1 industrial corridors) onboarding initial fleet owners with IoT tracking.
- **Phase 2 (The Network Effect):** Scale the marketplace across major states, driving high liquidity between regional contractors and machinery owners.
- **Phase 3 (Financial & Ecosystem Expansion):** Roll out embedded financing, spare parts procurement, and predictive maintenance AI—becoming the absolute backbone of Indian construction.

Equipify: Digitizing the heavy machinery backbone of India.