



FIND+ | INVESTOR PRESENTATION

The trust layer for India's local-services economy

Where Trust Finds the Right Hands.

Investor presentation | July 2026

Built by SHARKPLUS TECH PRIVATE LIMITED • Hyderabad, India



A ₹5.2T home-services market is still <1% online

₹5.1–5.21T

Broad home-services TAM

FY2025 estimate; fragmented across thousands of local operators.

<1%

Online penetration

A trust-and-fulfilment gap—not a lack of consumer demand.

₹560–570B

Handyman services segment

Electricians, plumbers and carpenters provide a focused entry market.

The investment case

Build the trusted transaction layer in a narrow, high-urgency wedge—then expand across adjacent home-service categories.

Commercial research estimate; broad TAM includes products and consumables.

Trust breaks between discovery and fulfilment

HOUSEHOLDS

“Who is entering my home—and what happens if the job goes wrong?”

- Trust signals are scattered or unverifiable.
- Scope, timing and price change after arrival.
- Payment proof, support and rebooking do not share one history.

PROFESSIONALS

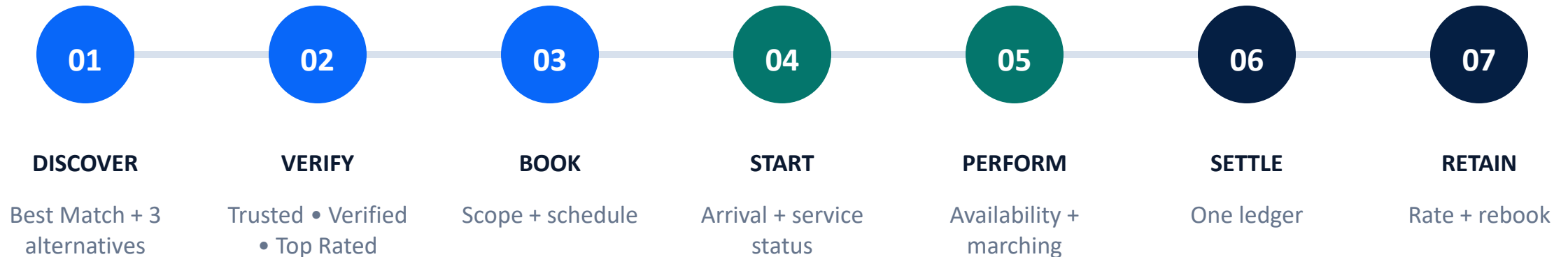
“How do I turn good work into predictable demand and better economics?”

- Low-context leads waste time and capacity.
- Reputation is fragmented across calls, chats and directories.
- Payout, disputes and repeat customers lack one operating record.

Discovery is abundant. Accountable fulfilment is scarce.

One booking becomes the source of truth

A single booking record links discovery, service execution, money, safety and retention.



Every handoff is explicit. Every exception is case-linked. Every completed job strengthens matching and tiers.

Three surfaces. One service lifecycle.

CUSTOMER APP

Choose with confidence

- Best Match + Trusted / Verified / Top Rated
- Booking, live journey, Visit Pass + case-linked help
- Payment/refund proof + verified rebook

OPERATIONS CONTROL PLANE

One booking ID

Trust + duty eligibility
Cases + chat + escalation
Payment + refund control
Audit + archives

PROFESSIONAL APP

Build a trusted local business

- ₹0 onboarding + core duty eligibility
- Smart Work Hours + Ready for Matches
- Earned tiers, lower subscription + repeat demand

Confident customers. Fair professional growth. One auditable Find+ lifecycle.

One event model keeps trust, service and money in sync

EXPERIENCE LAYER

Customer Android

Professional Android

Admin console

DOMAIN SERVICES

Geo discovery

Booking state

Trust + safety

Support + chat

Payments + ledger

Connect+ + reputation

DATA + CONTROL

System of record ·
PostgreSQL

Redis live state

Media object store

Events + audit

EXTERNAL RAILS

Maps + location

Identity
evidenceRazorpay +
webhooks

Notifications

One identity model • One booking record • One money ledger • One audit trail

Trust is designed into every service stage

BEFORE

Decide who can be trusted.

1

- Mobile/Aadhaar OTP + identity evidence
- Profession, service area + duty readiness
- Core checks gate duty; PCC/social stay visible

DURING

Make execution accountable.

2

- Best Match weighs reliability + service quality
- Arrival status + live journey
- Booking-linked help, evidence + escalation

AFTER

Turn outcomes into reputation.

3

- Payment, settlement + refund history
- Ratings after paid, confirmed completion
- Rebook, membership + auditable case closure

Trust is transparent. Linked service outcomes are defensible.

Recent proof of work turns reputation into demand

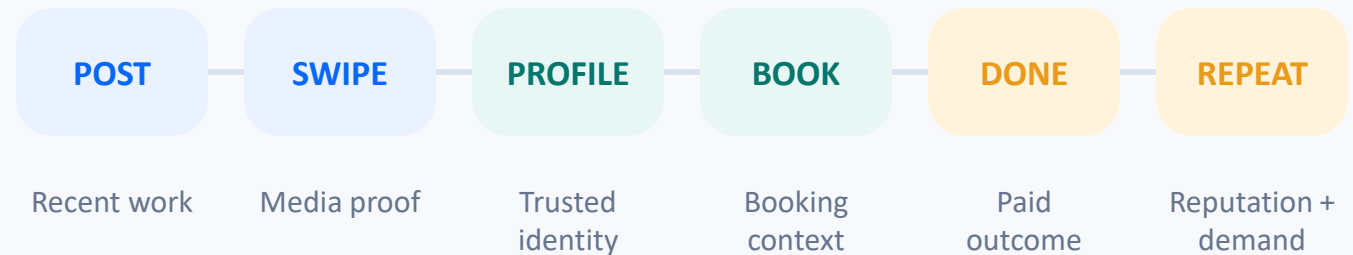
24h

Freshness window

Posts disappear from every consumer-facing feed after 24 hours. Media is retained only for moderation and audit.

SERVER-ENFORCED

A professional-led local discovery loop



Connect+ lets professionals promote recent work, earn selection and turn completed outcomes into repeat demand.

Urban density, UPI and flexible work are converging

The enabling rails already operate at national scale. The missing layer is accountable local fulfilment.

600M

Urban residents

Projected by 2036—creating dense, repeatable service markets.

241.6B

UPI transactions

FY2025–26 volume proves digital settlement is habitual.

12M

Gig workers

FY2025 flexible supply base; formalisation is accelerating.

Investor implication

Find+ does not need to create digital behaviour. It needs to organize trust, quality and repeat demand at neighbourhood density.

Completed work funds the platform; relationships expand margin

Completed bookings fund operations. Subscriptions and add-ons reward quality without buying rank.

01	LIVE NOW	Completed-booking platform fee	Recognized only after paid completion; customer job price never varies by professional tier.
02	LIVE NOW	Professional subscriptions	Trial starts at first duty eligibility; higher earned tiers can lower plan price.
03	AT DENSITY	Household care plans	Recurring maintenance memberships increase frequency and retention.
04	NETWORK	Property + society contracts	Recurring service-management fees aggregate demand and support service levels.
05	PARTNERS	Materials, checks + benefits	Admin requests can cover PCC/PVC, materials or optional benefits; offers appear only when configured.

Declined work = ₹0 booking revenue • Rankings are earned • Add-ons appear only when offered.

Utilization—not sign-ups—determines revenue

Illustrative annualized sensitivity if the 30,000-professional target is duty-eligible and active. This is not a forecast.

SCENARIO	ACTIVE / MO	JOBS / ACTIVE	COMPLETION	AVG JOB	COMPLETED GMV	BOOKING REVENUE @15%
DOWNSIDE	50%	6	85%	₹1,000	₹91.8cr	₹13.77cr
BASE	65%	10	90%	₹1,250	₹263.25cr	₹39.49cr
UPSIDE	75%	14	92%	₹1,500	₹521.64cr	₹78.25cr

Recognized revenue = completed-booking fees + allocated plan revenue + contract / partner revenue

CM1 = recognized revenue – payment processing – promotions – support / safety / insurance – refunds / chargebacks – activation allocation

Care plans, B2B and partner revenue are excluded from the sensitivity. Replace assumptions with live cohort data.

Win a neighbourhood before adding a city

01 Seed the right supply

Activate duty-eligible supply in 3–5 high-urgency professions before scaling demand.

02 Concentrate demand

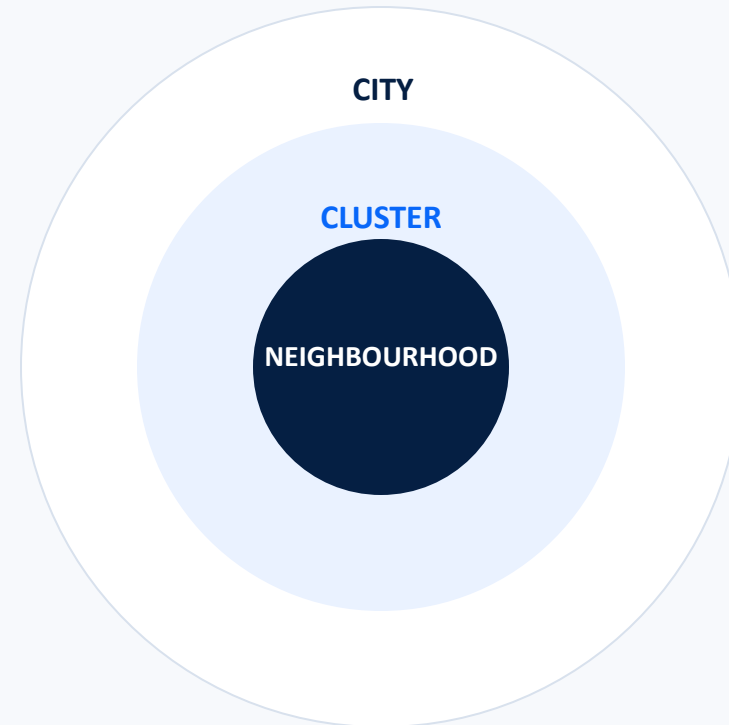
Apartment clusters, locality search, referrals and repeat booking.

03 Prove the loop

Fill rate, completion, repeat and CM1—not app installs.

04 Replicate the playbook

Add the next cluster only when density thresholds are met.



Start with urgent, repeatable work

Electrical • Plumbing • AC • Appliances • CCTV

Acquire households only where trusted supply is already dense

Acquisition means a household's first paid, completed booking—not an install, registration or discount claim.

01 PROFESSIONAL-LED

Business card + Connect+ proof shared into existing local networks.

02 COMMUNITY-LED

Apartment associations, RWAs, property managers and employers.

03 INTENT-LED

Locality search and paid media only inside serviceable zones.

04 RETENTION-LED

Follow, Save, Rebook and post-completion referrals.

MEASUREMENT DISCIPLINE

CHANNEL CAC

Attributable demand spend ÷ incremental first-time households with a paid, completed booking.

HOUSEHOLD CM1 LTV

Completed-booking contribution margin generated by an acquired household.

CAC PAYBACK

First month in which cumulative household CM1 equals or exceeds CAC.

REPEAT

Households completing another booking within 90 days.

PROPOSED SCALE GATES

≥3× modeled 12-month CM1 LTV/CAC • ≤9-month payback • measured 90-day repeat • stable completion, refunds and safety

Management targets—not historical performance. Run capped neighbourhood experiments and geographic holdouts before unlocking the next budget.

Different architecture—not a smaller Urban Company

Managed platforms standardize fulfilment. Find+ preserves professional choice while making the transaction accountable.

MODEL	REPRESENTATIVE PLATFORMS	WHAT THE MODEL OPTIMIZES
Managed home services	Urban Company • NoBroker	Curated menus, controlled pricing and consistent fulfilment
Quick household help	Pronto • Snabbitt	Fast dispatch for routine, short-duration tasks
Discovery directories	Justdial • Sulekha	Search breadth and lead generation
Domestic staffing	Broomees	Placement, subscription and longer-term staffing
Flexible tasks	TaskRabbit • global benchmark	Individual task fulfilment

FIND+ Trust – led marketplace + accountable transactions ₹0 REGISTRATION • NAMED PRO • CONNECT+ • TRUST-TO-SETTLEMENT

Urban Company standardizes the service. Find+ standardizes trust around the professional.

Four linked records make every completed job more valuable



Every completed job improves matching, safety, case resolution and professional economics.

A directory can copy discovery. It cannot recreate reviewed trust and booking-linked outcomes.

Android 1.0.14 is live. Next: repeatable cohort economics.

ANDROID LIVE

Two-sided product launched

- Customer + professional Android apps live
- Go backend + admin operations console
- 34 active service professions across 11 service groups
- Booking, trust, safety, support and money workflows

1.0.14

Current Android release

iOS PARITY

Codebase
maintained

1,685

Automated Android release checks · zero failures

GO BACKEND

Tests + vet + guarded build
validated

Next proof: one measured commercial cohort—fill, completion, repeat and CM1.

Prove the marketplace, deepen the platform, then replicate

Live capabilities are separated from planned releases and longer-horizon R&D.

YEAR 1

PROVE

LIVE BASE + YEAR 1 PLAN

- Hyderabad cohort economics
- iOS release + cross-platform parity
- Household CAC instrumentation
- Case desk + trust/tier automation
- Trial + professional activation

YEAR 2

DEEPEN

PLANNED

- Care plans + society contracts
- Tier-linked subscriptions
- Licensed-partner benefit pilots
- Demand + capacity forecasting
- Selected-city replication

YEAR 3

SCALE

R&D + MILESTONE-GATED

- AI-assisted scope + matching
- BGV partner APIs + deeper checks
- Advanced reputation + risk models
- Licensed finance + insurance scale
- Multilingual multi-city platform

Every release is gated by cohort economics, service quality, safety and compliance.

₹2 crore is an earned activation pool—not a signup giveaway

₹0 upfront registration. Trial and rewards unlock at duty eligibility; optional PCC/social status stays visible.

WAVE 1

10,000 × ₹1,000

= ₹1.00 crore

WAVE 2

20,000 × ₹500

= ₹1.00 crore

30,000 target • ₹2.00cr cap • ₹667 blended maximum

Eligibility + payout controls

- 1 Core identity, bank and required checks completed
- 2 Profession evidence, service area and duty eligibility approved
- 3 First-duty onboarding trial starts within configured limits
- 4 Reward released only after qualifying paid jobs
- 5 No duplicate, fraud or unresolved serious safety case

Wave 2 opens only after demand, CAC and service-quality gates clear.

Professional value: fair Best Match eligibility • earned tiers + lower subscription • repeat demand • optional partner benefits

Childhood friends. Complementary crafts. One shared vision.

SHARKPLUS TECH PRIVATE LIMITED

Project Find+

Headquarters Hyderabad, India



Rajesham Kasarapu

Founder & CEO

40+ clients worldwide

Freelance software developer • 40+ global clients • Product architecture • Engineering delivery



Mukteshwar Pathipaka

Co-Founder & COO

Graphic designer

Visual communication • Product clarity • Human-centred experience • Service quality

BUILT ON COMPLEMENTARY CRAFT

Engineering gives the work structure. Design makes it clear and human.

Why it works

Childhood friendship • Shared trust • Worldwide client experience • Local understanding

Raising ₹15 crore Seed through a multi-investor round

One capped round. Flexible participation. 12–15 months to prove Hyderabad cohort economics.

ANCHOR LEAD

₹4–6cr

INSTITUTIONAL CO-INVESTOR

₹1–3cr

STRATEGIC / FAMILY OFFICE

₹0.5–1.5cr

OPERATOR / ANGEL SYNDICATE

₹0.25–0.75cr

Indicative ticket ranges; total round capped at ₹15 crore. Final allotment and terms remain subject to board approval and definitive legal documents.

SEED USE OF FUNDS

₹4.0cr Household demand + CAC learning

₹3.0cr Product, iOS, data + security

₹2.5cr Hyderabad operations + support

₹2.0cr Trust, onboarding + training

₹1.0cr Wave 1 earned professional rewards

₹1.0cr Licensed-partner insurance + welfare pilot

₹1.5cr Compliance, working capital + contingency

Seed objective: prove paid completion, repeat, CAC payback and positive CM1 before financing city expansion.

THREE-YEAR CAPITAL ROADMAP

₹100 crore is the roadmap—not today's ask

Current Seed ≈ US\$1.56M • Total roadmap ≈ US\$10.4M at the RBI / FBIL reference rate on 27 July 2026

Future rounds are earned through evidence; they are neither committed nor assumed.

SEED • NOW

₹15cr

0–15 months

Hyderabad proof

Paid completion • repeat • CAC payback • positive CM1

SERIES A • AFTER GATES

₹35cr

15–24 months

Selected-city replication

Density • service quality • retention • time-to-positive CM1

SCALE • AFTER REPEATABILITY

₹50cr

24–36 months

Multi-city + platform R&D

Repeatable city economics • safe automation • partner scale

Capital is released only when the previous stage proves the next stage deserves funding.