ORIIZENX

Security-first cloud optimization:From raw cost data to actionable code fixes in 5-Minutes.

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PROBLEM

Cloud Cost Management is broken.

90% Complexity

- Weeks of setup. Hard to use.
- Overwhelming dashboards.

Write-Access Fear

- Teams refuse risky permissions.
- Automation risks live crash.

Alert Fatigue

- Vague recommendations.
- Zero actionable insights.

SOLUTION

Introducing ORIIZENX

5-Minute Setup

- Zero Complexity.
- Connect and see results instantly.

Strictly Read-Only

- Total peace of mind.
- Eliminates security roadblocks.

Actionable Code Popups

- No alert fatigue.
- Copy and paste code to save money instantly.

ORIIZENX

WHY NOW?

$850B Cloud Spending Peak

- 30% of cloud budget is pure waste.
- Massive executive pressure to cut infrastructure cost.

Zero-Trust Security Shift

- Write-permissions are blocked by enterprise compliance.
- **Strictly Read-Only** is now a mandatory standard.

Scaling Beats Optimization

- DevOps focuses on shipping features, so cost alerts get ignored.
- Need ready-to-copy code fixes to save time.

Our Market

$19.3 BILLION

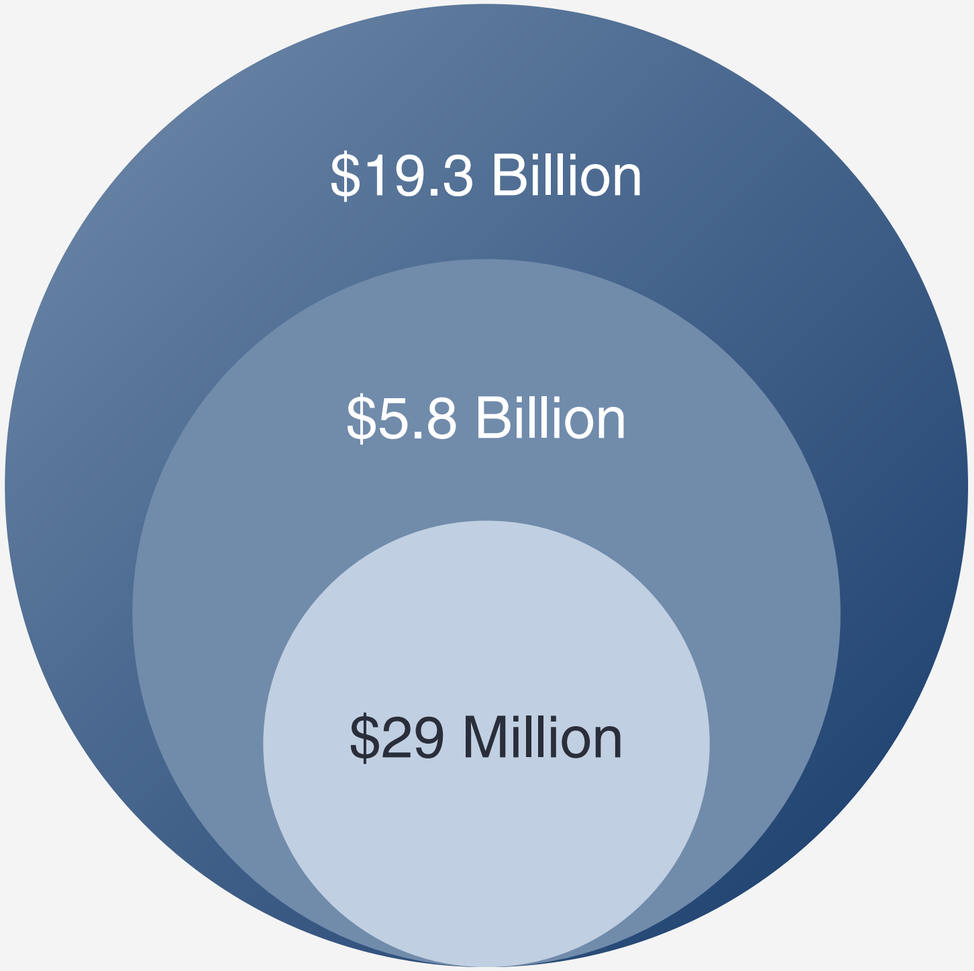
Total Addressable Market (TAM): Cloud Cost Management

$5.8 BILLION

Serviceable Available Market (SAM): 30% Startups & Mid-sized Companies.

$29 MILLION

Serviceable Obtainable Market (SOM): 3 years projection (0.5% of SAM)



COMPETITIVE LANDSCAPE

Actionable Code Fixes

ORIIZENX

Complex Write Access

5-Min Setup/Read Only

- CloudHealth
- Apptio Cloudability

(Complex Legacy Operations)

- Vantage
- AWS Cost Explorer

(Passive Monitoring)

Passive Data

Business Model

ORIIZENX

Startup Tier

$299/month

Flat SaaS subscription built for early-stage runway extension.

Mid-Sized Tier

$599/month+ 15% Savings

Performance fee capped cleanly against infrastructure waste eliminated.

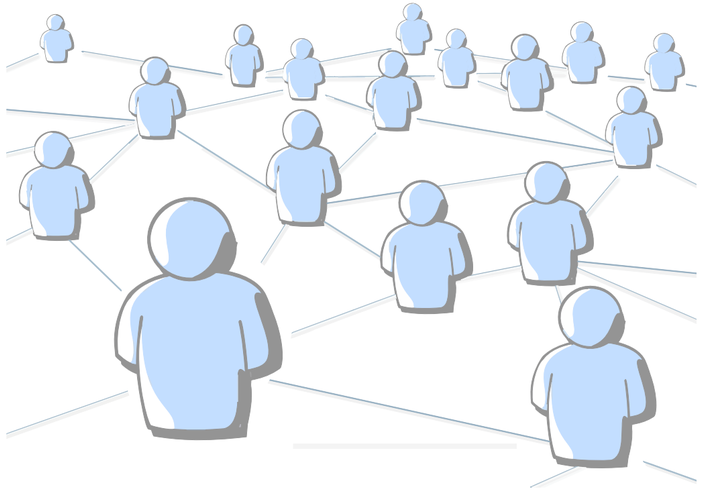
🔒 Enterprise Tier

Custom Pricing

Post-funding architecture featuring Cloud Governance & Compliance Guardrails.

Path to $29M ARR: *~2,370 total accounts globally (Enterprise completely excluded).*

GO-TO-MARKET STRATEGY



Target Audience

- **Startups (60%):** Technical Founders and CTOs seeking runway extension.
- **Mid-Market (40%):** DevOps Leads, CTOs & VPs managing $10k+ monthly cloud budgets.

Direct Outreach

High-velocity outbound targeting mid-market tech leads.

5-Min Trial

Strictly read-only scan showing an immediate savings popup on the first call.

Tech Content

Publishing deep-dives on AWS waste patterns to capture inbound leads.

LAND & EXPAND STRATEGY

Cloud Cost Management

The wedge: 5-minute, read-only setup targeting AWS cost leaks.

Impact: Frictionless entry to acquire scaling startups with zero friction.

Cloud Operations Management

The Scale: Organic expansion into automated active remediation & governance.

Impact: Full ecosystem support across **AWS**, **Azure** & **GCP** to drive enterprise contract values.

RISK ANALYSIS

Market Risk	Validate customer needs through continuous interviews, MVP testing and direct feedback loops.
Technical Risk	Develop the product in phases, conduct regular testing, and continuously improve the platform.
Competitive Risk	Focus on continuous innovation, customer feedback, and product differentiation.
Financial Risk	Manage expenses carefully, prioritize essential development activities and explore funding opportunities.
Customer Adoption Risk	Offer MVP access to beta users, collect feedback, refine the product, and improve user experience before commercial launch.

MEET OUR TEAM

Ankul Tiwari

Founder & CTO
DPGU, PUNE | BCA(Ai & ML)

Conceived the core vision for OriizenX. Leads technical architecture, product development, and fundraising documentation.

Kashish Rajput

CEO & Co Founder
IGNOU, DELHI | Psychology

Drives overall business strategy, long-term corporate vision, pre-seed fundraising, and user experience strategy.

Aditya

VP of Engineering & Co Founder
Self-Taught Developer

Manages day-to-day development execution, agile product delivery, and engineering timelines.

Pre-Seed Capital Ask

Target Raise

₹ 30 Lakhs

Securing a 12-15 month operational runway to launch MVP and acquire our first 10-15 design partners.

56%

Core Engineering & Setup

- Core Development Stack & Dedicated Tech Setup.
- Official Pvt. Ltd. Incorporation & Deployment.
- Founder Stipends (Full-time commitment & core build).

20%

AWS Testing Sandbox

- Isolated cloud sandboxes for code verification.
- Simulated client environments for read-only script parsing.

14%

Precision B2B Marketing

- Lead generation datasets & premium data intelligence tools.
- Hyper-targeted executive outreach pipelines.

10%

Legal & Compliance Buffer

- B2B platform usage agreement drafting.
- Operational contingency runway buffer.

Join Us in Building the Future of Cloud Operations.


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