

Minimum  
Amount Per  
Investor:

**₹7,50,000**



## Company Overview

Founded by Kinner Sacchdev and Rakhi Wadhwa in April 2018, Knorish Frameworks Pvt. Ltd. is a software-as-a-service (SaaS) platform that allows its users to launch stores and sales funnels for selling courses and content. It is the world's most convenient do-it-yourself platform for creators & influencers to take their "business online" using its readymade "sales funnels" to monetise their content

## Problems:

"Coaches and instructors are good at teaching, but they struggle to sell. Building sales funnels to market online content is super tough. Setting up website, apps and landing pages with agencies or freelancers is not easy. Learning, managing and paying for multiple tools like Zoom, Whatsapp API, Payments. The lifecycle of any content creator's business can be split into four segments – creation, discovery, monetisation, and growth. While the first two are simple (at least, simpler) enough to achieve, it is when a creator reaches the third stage – monetisation – the real challenge arises. Additionally, creators today, in a hypercompetitive world, need to leverage technologies and tools that can help them monetise and grow their brands faster. This can often mean lots of spending and expertise not everyone possesses.

## Solutions:

With Knorish's funnel builder, over 90% of content sellers are able to cross INR 75,000 within the first few months of launching their first funnel. Knorish offers a super suite of technology tools - Over 12 native funnels with custom ios - Android apps + website. Webinars to emails, campaigns, everything in one dashboard, no need to buy, learn multiple tools. Sales funnels are tools that help creators turn potential leads into customers by consistent engagement. The creator first engages with a potential customer by offering free content. Then, creators can move on to provide information and relevant links for content or products that are behind a paywall.

## How it works: 3 easy steps to go live on Knorish

1 Build Sales Funnels with a website – App on your domain (e.g. www.abcd.com) from hundreds of landing page – website templates. Knorish offers several plans – from a 14-day free trial up to a Power pack – across different price points, catering to different kinds of users. These plans, which are available on a monthly and yearly basis, can cost anywhere between INR 2400 and INR 23000 per month.

2 After a creator signs up on the platform for one of its plans, they can choose among multiple funnels – Landing Page Funnels, eBook Funnels, Webinar Funnels, Mini-course Funnels, Video or YouTube Funnels, and Challenge Funnel or schedule live sessions and set a price.

3 Users from around the world buy your content from mobile / web. For instance, if a creator wants to sell their book, they can use the Webinar Funnel to conduct a free webinar on the topic of their book and then sell their e-books by providing a link at the end of the webinar. Similarly, one could use the e-book funnel to lure in users using a free report or book by the creator, which can then be used to sell their paid course or webinar by nurturing leads through emails.

## Reason & Benefit to use Knorish:

- It takes a team of 10-12 people to build any of the funnels mentioned above. However, by using Knorish platform creators can use them in just a few simple clicks at affordable cost.
- Post the beta launch in 2018, the co – founders Kinner and Rakhi started working full time on growing Knorish in December 2019. Since then, the platform has grown leaps and bounds. Not only they have doubled and then tripled the number of Knorishers, as of 2022, the platform enables more than 30,000 academies across the world. From wine tasting to digital marketing, from Crypto to Painting, from life coaching to entrepreneurship, courses, webinars and coaching programs in more than 590 domains are being accessed from 45 countries.

- Knorish boasts of celebrity clients like Chef Sanjeev Kapoor and author Shobha De.

## Achievements:

Knorish has experienced almost 330% growth in monthly users, currently they have around 7,75,000 monthly users as of April 2022 from 45 different countries. They also experienced a 10X growth in number of academies from July 2020, currently more than 36,000 academies have been using Knorish to sell their courses and content online, they are planning to add more 20,000 academies by March 2023. In terms of GMV, Knorish has experienced a 3X jump in their Creator Monetization GMV from INR 8.25CR in FY21 to INR 24 CR in FY22. Among the thousands of Creator academies, there are 19 Enterprise academies like the Bombay Stock Exchange, Symbiosis University and others.

## Market Size, Competition and the way ahead:

Experts say that in five years, every household will have at least one creator. India has close to 80 million creators, including video streamers, influencers, bloggers, physical product creators, and others. However, only 150,000 content creators are able to monetise effectively. the size of the global creator economy is \$104.2 billion. In India, Knorish competes with startups like LikeMinds, Classplus, Amagi, Kohbee, CosmoFeed, Winuall, among others that are cashing in on this demand. In five years, there will be no creator, coach, or expert who will be purely offline. They will either have a blended presence, or be completely online. It is inevitable because this pandemic has proven to every single person that we do not need physical presence or proximity for meaningful interactions. Difficult to go back offline because users have seen the power of online.

## Key References – Founded in 2016 | Headquartered in Gurugram, Delhi

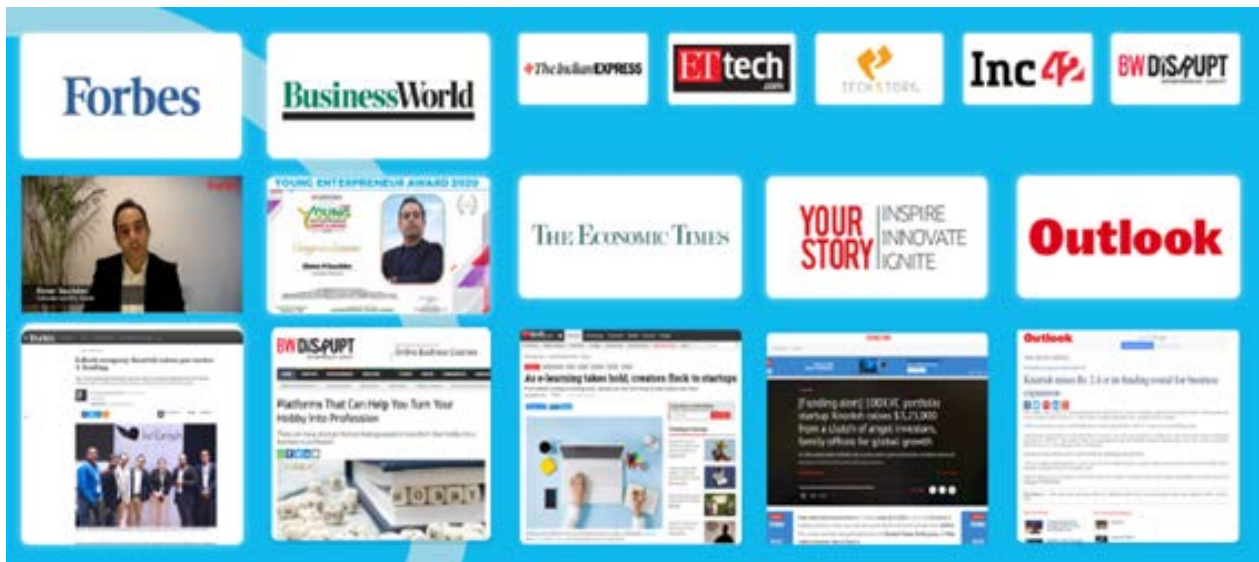
- Monthly users in July22 –8,40,000(330% growth in Monthly Users)
- Geographical Presence –45 Countries
- Creator Monetization GMV in FY22 – INR 24 CR (3X jump from FY21)
- GMV Breakup of 78% SaaS Academies & 22% Enterprise
- Number of Academies – 36,500 (As of Jul 22) – (10X growth in the number of academies)



- Awards



- Featured in :



## Market Opportunity

- The Indian creator economy is taking off. And 2022 is expected to witness a meteoric rise of creators in this space. From selling make-up lines and beauty products to offering courses on building a massive social media following.
- With a market size of 50 million content creators, an influencer marketing industry size of \$13.8 billion, and many new start-ups in the space, the total value of the creator's economy is anticipated to be \$104.2 billion in 2022. And this is growing each day. It must be noted that almost \$800 million in venture capital has been invested in different creator ventures so far.
- The Global SAAS Market was valued at USD 143.77 Billion in 2021, and it is expected to reach a value of USD 720.44 Billion by 2028, at a CAGR of 25.89% over the forecast period (2022 - 2028).

## Business Model

Knorish earns through SaaS and transaction based revenue streams. They are currently offering 2 models to their customers –

### Basic SaaS – Free and monthly SaaS fee plans

Content creators choose one of the plans out of the ₹2400, ₹4900 or the ₹23,000 monthly plans or use the Freemium offering

And also charge a 2.9% - 3.95% transaction fee for using Knorish payment service (optional)

### Platinum SaaS –

Knorish charges 70 – 75% revenue share for curated and selected creators for a SaaS + Marketing cloud offering through individual brand websites (House of Brands – Examples: Sanjeev Kapoor Academy, Purple Coach, Shekhar Ravijani Academy and others).

## Founding Team

### Kinner N Sachdeva | Co Founder & CEO

Kinner has more than 13 Years of experience. He is an influencer and has led launches for Fortune 500 to global Technology and education brands from Europe, UK, US and UAE through his first startup – up Scintity.com. During his entrepreneurial journey, Kinner has garnered expertise in Brand Building, Product Portfolio Diversification, Strategic Marketing & Collaborations and Project Management. Kinner has completed his MS in Industrial and Commercial Biotechnology from Newcastle University.

### Rakhi Wadhwa | Co Founder

Rakhi has more than 15 Years of experience in bringing Innovation to products / services by remodelling Design, Processes, Approach, Delivery and Strategies. Rakhi and Kinner have also co – founded a startup earlier named Scintity through which they helped many brands in their product launch journey from different countries. Rakhi has completed her MBA from Newcastle Business School.

## Why to Invest

**Massive market opportunity for Creator Economy** – The creator economy market is currently booming in India. The rise in Internet penetration has resulted in the rise in the influencer market in India. India currently has over 50 Million content creators out of which about 2 Million are professionals thereby creating a huge opportunity in this space. The market for creator economy in the year 2022 is expected to witness a meteoric rise of creators in this space. The total value of the creator's economy is anticipated to be \$104.2 billion in 2022. And this is growing each day. It must be noted that almost \$800 million in venture capital has been invested in different creator ventures so far.

**Strong competitive advantage over other similar players** – Knorish is currently the only platform globally to enable complete funnels like webinars in one dashboard without the need of any integration. It provides 100s of themes to build stunning landing pages or websites. Currently Knorish has the most effective landing page conversion rate in the world which makes them a strong contender for the global market. They also have an active monthly user base of 775,000 as of April 2022 from 45 countries. Apart from this they also provide an innovative funnel builder for end-to-end training and automation.

**Strong product validation and promising future growth plans** – Knorish has experienced a tremendous growth in the last one year. Their users grew to 775,000 in April 2022 achieving a 330% growth in one year. Knorish also experienced a 10X growth in the number of academies creating massive monetization opportunities for content creators. With a strong product validation in India, they are also currently serving users from across 45 different countries thereby becoming an international player, hence with a strong product validation in place Knorish is planning to become a \$500 Million company in the next 3 years.

**Backed by strong clientele and strong investors** – Among the thousands of Creator academies on Knorish there are Enterprise academies like the Bombay Stock Exchange, Symbiosis University, Jio Gennext, Innovation Institute etc. which are using Knorish to enhance their experience and provide a good experience to their customer base. Apart from them celebrity influencers like Sanjeev Kapoor, Shobha Dey are also part of the Knorish clientele. Knorish is also backed by strong investors like 100X.VC, Rockstud Capital, Inflection Point Ventures, Pentathlon Ventures and Prophetic Ventures who are bringing their expertise to the table.

## MIS

Particulars	2022	2022	2022	2022	2022	2022
	January	February	March	April	May	June
Subscription Sales	1,013,266	812,887	1,637,055	1,357,820	1,138,245	1,332,745
Course Sales	52,404	33,815	26,667	26,663	31,906	46,558
Platinum Partnership Academies	673,569	347,656	495,582	822,826	1,183,867	926,107
Other Income	-	-	-	-	-	-
<b>Gross Revenue</b>	<b>1,739,239</b>	<b>1,194,358</b>	<b>2,159,304</b>	<b>2,207,309</b>	<b>2,354,018</b>	<b>2,305,409</b>
<b>Gross Revenue in USD</b>	<b>23,190</b>	<b>15,925</b>	<b>28,791</b>	<b>29,431</b>	<b>31,387</b>	<b>30,739</b>
Less GST	264,868	182,190	284,775	306,200	335,432	351,673
<b>Net Revenue</b>	<b>1,474,371</b>	<b>1,012,168</b>	<b>1,874,529</b>	<b>1,901,109</b>	<b>2,018,586</b>	<b>1,953,737</b>
<b>Gross Margin</b>	<b>209,727</b>	<b>178,030</b>	<b>954,529</b>	<b>680,164</b>	<b>541,184</b>	<b>239,705</b>

## Historical & Projected Annual Financials

Particulars (In Lacs)	FY 19-20A	FY 20-21A	FY 21-22A	FY 22-23E	FY 23-24E	FY 24-25E
<b>Revenue</b>	<b>16.34</b>	<b>76.74</b>	<b>201.8</b>	<b>919.2</b>	<b>1639</b>	<b>3043</b>
<b>Total Expenses</b>	<b>53.46</b>	<b>350</b>	<b>626.7</b>	<b>2656</b>	<b>4570</b>	<b>6215</b>
<b>EBITDA</b>	<b>(37.12)</b>	<b>(27.35)</b>	<b>(361.8)</b>	<b>(1737)</b>	<b>(2930)</b>	<b>(3172)</b>
<b>PAT</b>	<b>(37.25)</b>	<b>(27.32)</b>	<b>(358.3)</b>	<b>(1737)</b>	<b>(2930)</b>	<b>(3172)</b>

\*A-Actuals & E-Estimates

## Fund Requirement

Fund Requirement	Commitment received	Name of the investor who has committed for	Pre Money-Valuation	Balance Funds Sought from Hem Angels
INR 9 CR	INR 7.4 Cr	Jet Synthesys, Pentathlon Ventures (existing investor), Inflection Point Ventures (existing investor), Xseed Partners, leading pharma company family office	INR 60 CR Floor and INR 80 CR Cap)	INR 1.6 Cr
Fund Usage: Customer Acquisition, Anchors & Celebrities, Super Technology Stack and Unlocking web 3.0 ramp				

## Previous Funding Round

Date	Amount	Investor(s)	Pre Money-Valuation
2022	INR 7.5 CR	100X.VC, Rockstud Capital, Inflection Point Ventures, Pentathlon Ventures, Prophetic Ventures and Standard Greases & Specialities Pvt. Ltd	33.75 CR

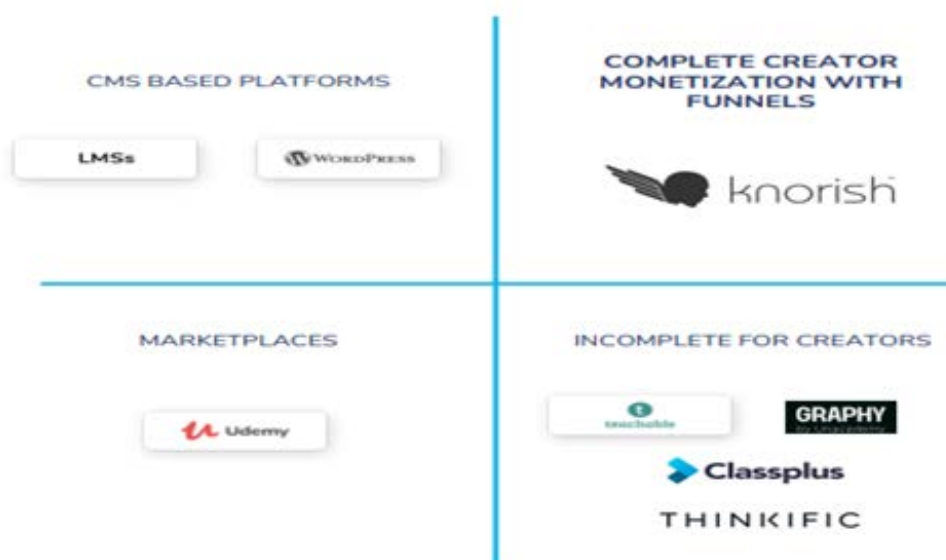


## Cap Table

Cap Table	% Holdings
Founders	51.06
IPV Group Investors	10.59
100X.VC	7
Pentathlon Ventures	6.82
Rockstud Capital Investment Fund	2.96
Other Angel Investors	21.57

## Competitive Landscape

- 
- Only platform globally to enable complete funnels like webinars in one dashboard without the need of any integration
  - No code native ios - Android app builder
  - 100s of themes to build stunning landing pages / websites
  - The most effective landing page conversion rates globally
  - Innovative funnel builder for end to end training and automation



Disclaimer: Investment in startup involve high degree of risk. Though we provide you with our own internal assessment & diligence, we cannot give you all the information necessary to make investment judgment. The views in the documents represent personal views of the respective Hem Angels lead, co leads and experts based on the past financial performance, future projections and estimate shared by startup. Each investing member should apply their own reasonable judgment based on their risk appetite and individual understanding of the concerned business before taking the investment decision.



HEM SECURITIES LTD.

022 49060066 | [startup@hemsecurities.com](mailto:startup@hemsecurities.com)