

Life cycle of a start-up

Idea

Seed

Early

Mid

Late



phase, it plans to expand to four states and reach out to 25,000 retailers. Founder Krishna Lakamsani's vision is to convert 200 sales on the platform every second from the current single sale every 1.93 seconds.

If you are looking to raise funds to scale up, which a start-up will have to do in most cases, investors would require you to have a well laid out plan and a clear idea

of how you plan to execute it.

For Nurturing Green, an online store for green gifting, which has more than 30 stores in the top eight cities and several corporate clients, founder Annu Grover has his plans laid out for the next 24 months. He says: "We are looking at organic 2.5-3x growth rate and will be a 150+ strong team by next year-end. We will be

Photo: PURVA GADRE

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Founder: Nidhi Saxena (41);
Mumbai

Capital: \$150,000 (Self-funded)

What is it? Home and telehealth company; provides home-based services, such as long-term intensive care, chronic care, wellness and, check-ups

USP: Fully integrated and technology-led business model; offers subscription-based services, such as teleconsulting, home lab pick-ups, pharmacy and emergency support

