



Wadhvani Venture Fastrack Customized Discovery Report



COMPANY PROFILE	
Your name	Kanti Arumilli
Your email id	admin@alightservices.com
Role within Startup	CEO & Founder
Contact Number	7893626688
Your LinkedIn Profile	https://www.linkedin.com/in/kanti-kalyan-arumilli
Managing Director/Founder	Kanti Arumilli
Your Company/Start-up's name	ALight Technology And Services Limited (U.K) ALight Technologies USA Inc (U.S.A)
Country your startup is registered in	United Kingdom and United States of America
Startup's Headquarter	London, U.K and Delaware, USA
Industry/Sector (AgTech, FinTech, HealthTech, eCommerce)	I.T
Year of Establishment	2021 and 2023
Stage of startup	Production
Team Members Details	Kanti Arumilli
Link to Pitch Deck	https://www.alightservices.com/wp-content/uploads/2024/11/WebVeta-20241114.pdf
Link to Website	https://webveta.alightservices.com/
Links to any other resource (brochures, marketing materials etc)	https://www.alightservices.com/webveta-marketing-materials/
Most successful recent startup in this space	Algolia
Most successful company in the market they compete with	Algolia
Largest Player in their domain	Algolia
Closest Competitors	Algolia, Google, Bing

Wadhvani VFT Discovery Report

Assigned NEN Consultant	Mr. Amit Singh
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EXECUTIVE SUMMARY: Business Discovery and Transformation Plan

This report summarizes the overall health of your venture, focus areas for performance improvement, underlying issues, and potential solutions to improve business performance. It also provides you with an integrated plan to visualize and plan your transformation journey.

Section 1: State of Your Startup

The Wadhvani Startup Index Score that indicates the overall health of your company. This score measures your business performance on 12 critical success elements.

Startup Index Score* for ALight Technology And Services Limited (U.K) ALight Technologies USA Inc (

*The WF startup Index score is an average of your startup's score on 12 Business success elements

Section 2: Business Discovery Analysis

This section gives you the details on the factors that are going well for your startup at the moment and the areas of weakness that you need to focus on to strengthen you business and scale.

Section 3: Transformation Plan

This section defines the transformation plans that are recommended for you to focus on to improve your startup and aid you in your growth journey

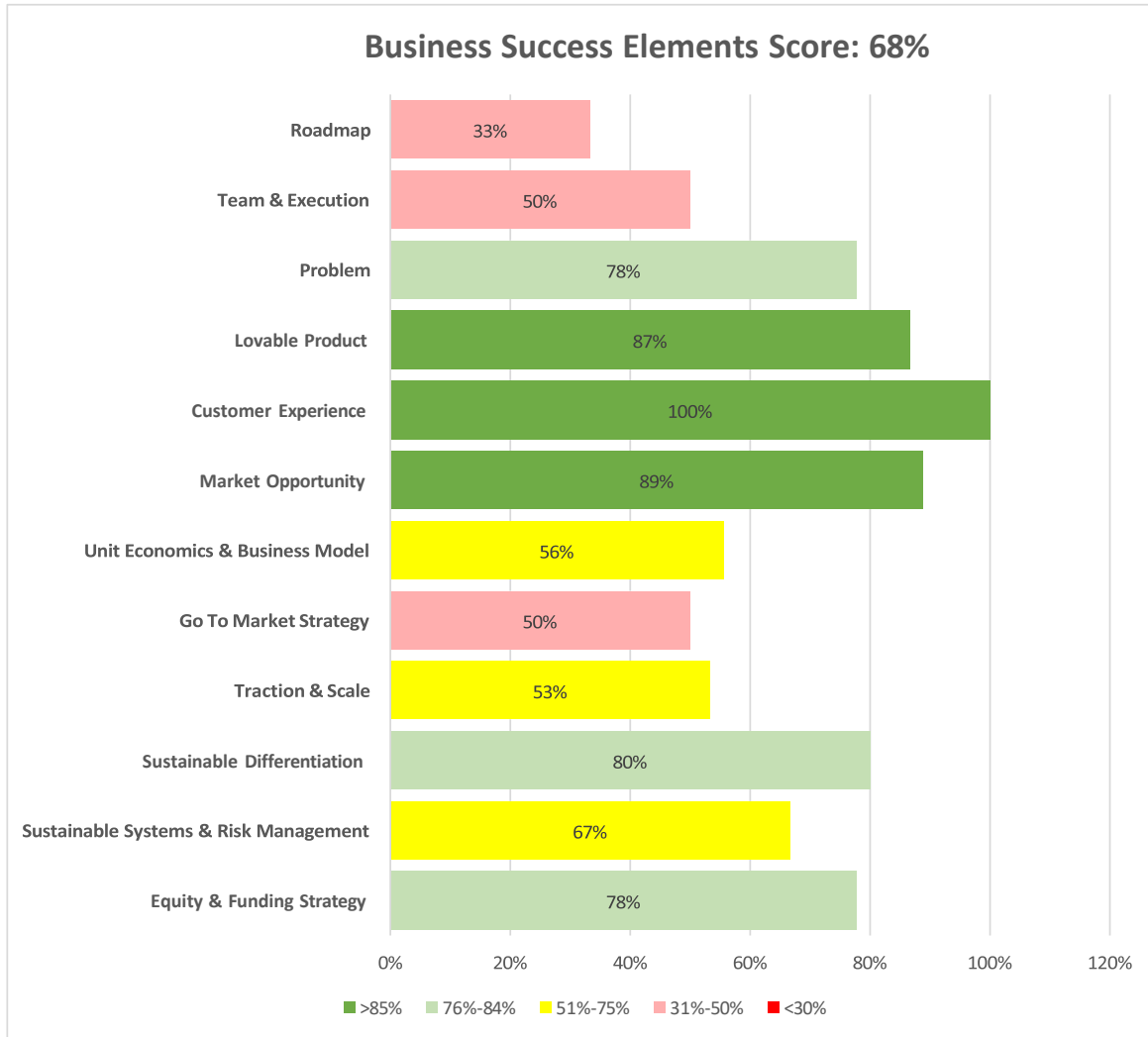
Section 1

Part 1: Business Model Details

# of Current Employees:	1
Revenue Current Year (USD)	0
Revenue Current month(USD)	0
Revenue per customer (USD)	0
Revenue streams (License, Service, Product Sale, etc.)	SaaS, Free tier
#Customers/users since establishment	17 signups
Gross Margin	0
Description of the problems you are trying to solve for your customer	For most organizations content is across on silos i.e website, blogs, social media, podcasts, youtube videos, how do I integrate and show information on my own website and increase user engagement and retention?
Your Products and/or Services	WebVeta SaaS: Full-Text search, Full-Text + A.I enhancements, Full-Text + Semantic search with Generative A.I
Customer segments your solutions target	SMEs, Government Organizations, Content Creators
Key value proposition for each customer segment	SMEs - provide information from across your content sources and make your content searchable. Government Organizations: make it easy to find information. Content Creators: allow your content from across various sources searchable. Pair your SEO efforts with an advanced A.I search for higher user engagement and retention.
Customer Channels (B2B, B2C, Direct Sales, Franchise, Partnerships etc.)	B2B, Partnerships

Section 1

Part 2: Business Success Elements(BSE) Map for Your Venture



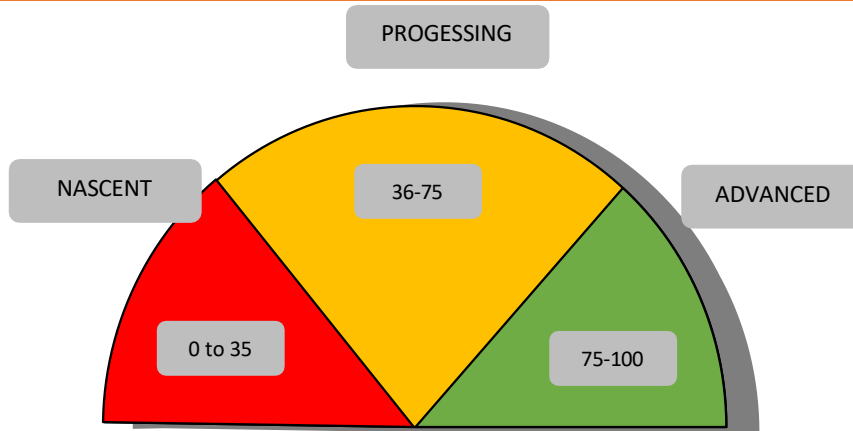
The explanation of each of the 12 Business Success Elements and what they mean is explained in detail in the next page

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12 Business Success Elements and what they mean	
Roadmap	A clear ROADMAP exists from startup to success that outlines all of the specific Critical Success Elements, tasks, milestones, and skills to begin, build, sustain and achieve expected success in a business - a business defined as a place that brings in more money than it spends.
Competition & Sustainable Differentiation	COMPETITION is defined as those products/solutions that a customer could use as an alternative to yours. It could be from other rising startups, existing companies, old systems, habits and simply doing nothing, as an alternative to your product. Sustainable Differentiation is the capacity through IP, market position or other means, that allows a company or product to stand apart competitively over time
Sustainable Systems & Risk Management	SUSTAINABLE SYSTEMS are a set of processes that can run without the founder actively engaged in the operations. As a startup grows, these systems must be standardized, optimized and automated as much as possible. These systems include: distribution, marketing, customer support, accounting, HR, internal policy, governance, etc. In addition, management is thinking through risks and assumptions, constantly defining, testing and mitigating risks before they become impediments to the business or its growth.
Equity & Funding Strategy	Entrepreneurs are the biggest investors in a business. They put in their career, reputation and lots of funds in lack of compensation etc. They and all other investors are looking for strong returns for their investment. Putting together and implementing a plan for EQUITY RETURN & FUNDING is fundamental to a great business, right from the start and executed throughout.
Team & Execution Capability	A strong TEAM is well-balanced with at least a Hustler, Hacker and Visionary with skills, strengths and weaknesses of each member understood, positioned and complimentary to one another in order to achieve the startup's greatest potential. A strong team creates an environment and culture that attracts great team members and encourages growth. The leader of the team is a startup entrepreneur; someone who identifies a significant need in the market that is a powerful business opportunity, acquires and deploys the necessary resources to capitalize on it, and has the EXECUTION CAPABILITY and drive to develop, organize and manage a business venture to extract the highest return on the investment. The team has proven execution capacity—the experience, expertise, passion and history to lead this challenging endeavor from startup to exit.
Problem, Pain, Desire	A successful product and company solve a clear PROBLEM, PAIN OR DESIRE that a customer is willing to pay for, use and tell their friends about. A great business must be able to deeply understand the customer's pain/problem/need/desire (PPD) in a qualitative AND quantitative way.
Loveable Product/ Solution & Value Proposition	The company's PRODUCT/SOLUTION has a clear unique value, that solves the problem, pain or desire in a more satisfying way than anything else (any competitor or alternative) which triggers the desire and motivation for the customer to attain (pay for) the product now. This significant benefit/solution stands out and is backed up by quantifiable outcomes.
Customer Experience	The best businesses are able to create products that customers LOVE to use, are happy to pay for and evangelize to their peers. To get there, great companies are the world's best listeners, creating an excellent CUSTOMER EXPERIENCE by mapping the customer experience journey against product development and delivery such that a company delivers their offering from their customers' lens.
Market Opportunity	Delivering a product at the right time and in the right form to the biggest possible market is an art. Evaluation of multiple variables, such as realistic MARKET OPPORTUNITY for product, technological penetration in a market, skill aptitude/readiness of customers, market awareness, market timing (too early, too late or just in time) and (near-term) demand for the solution.
Unit Economics & Business Model	Strong companies begin with strong UNIT ECONOMICS . Clear understand of cost drivers per unit of product or service vs. pricing against cost of customer acquisition through scale makes a great business. The BUSINESS MODEL , covers all the economics of the business from startup to scale with financial plan, projections and funding requirements evolving over time.
Go to Market Strategy	GO TO MARKET STRATEGY is how to most efficiently and rapidly get product to market. It includes understanding clear target customers and most effective way to get to them to achieve cost efficient market penetration. May be through direct or indirect (distributor) distribution with continuous refinement of all aspects to optimize penetration and market share over time.
Traction, Scale & Expansion	Achieving TRACTION, SCALE AND REGIONAL/GLOBAL EXPANSION are critical elements of a great business. The process of achieving each is unique and different. Traction is proof of customer interest/demand. Scale is proof of a solid business and expansion is proof that the business is a great investment.
Competition & Sustainable Differentiation	COMPETITION is defined as those products/solutions that a customer could use as an alternative to yours. It could be from other rising startups, existing companies, old systems, habits and simply doing nothing, as an alternative to your product. Sustainable Differentiation is the capacity through IP, market position or other means, that allows a company or product to stand apart competitively over time
Equity & Funding Strategy	Entrepreneurs are the biggest investors in a business. They put in their career, reputation, and lots of funds in lack of compensation etc. They and all other investors are looking for strong returns for their investment. Putting together and implementing a plan for EQUITY RETURN & FUNDING is fundamental to a great business, right from the start and executed throughout.

Section 1

Score Spectrum and How to Interpret your Score



BUSINESS SUCCESS SCORE or BSE:

Average score across 12 Critical Success Elements listed on page 3.

75-100 score above 75 indicates that your startup is healthy cross at least 9 or more of the 12 critical success elements.

If you lie in this bracket, it is suggested to identify the remaining areas that you score low on and work on improving the same.

36-75 A score between this range indicates only 4 to 6 critical areas that your startup has developed well and indicates a far greater areas (6 to 8 areas) that need attention and improvement

0-35 This range indicates several of the 12 critical success elements requiring immediate attention.

A detailed analysis and recommendation of your BSE follows this section of the report.

Section 2		
Business Success Elements: Feedback& Suggestions		
12 BSE Analysis		
Business Element	Result	Comments
Roadmap	Poor	A detailed roadmap for the next 2-3 years will help you focus on the right business areas and refining it continuously based on your success metrics and channel success will ensure the long-term success of your startup.
Team & Execution	To be monitored	Your core founding team is well balanced. Focus on defining the roles and responsibilities of each cofounder.
Problem	Good	You are on the right track. Keep validating your idea by talking to more potential customers.
Lovable Product	Very good	The "Create experiments to mitigate risks posed by different risky assumptions" Toolkit can help you zero in on the best solution that will solve the problem you have identified.
Customer Experience	Very good	The "Create your CXJ Map" Toolkit can help you identify and optimize your Customer Experience Journey.
Market Opportunity	Very good	Conduct some basic research and find out what type of market - new/existing/clone/niche/resegmented - you are building your business in.
Unit Economics & Business Model	To be monitored	The "Business Model" Toolkit can help you put all the elements of your organization's/product's value proposition, infrastructure, customers, finances, etc. in one place.
Go To Market Strategy	To be monitored	By validating which rapid, low-hanging channels to start with to get your product/service to market is a step in the right direction.
Traction & Scale	To be monitored	Having a clear idea of the traction and scale potential of your business idea is a step in the right direction.
Sustainable Differentiation	Good	Conduct some basic research to identify your direct, secondary, and indirect competitors.
Sustainable Systems & Risk Management	To be monitored	Identifying and prioritizing your riskiest product, market, business, and execution capability assumptions, and the internal and external factors that may affect these riskiest assumptions (political, technological, regulatory, natural disaster, economic, etc.).

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Equity & Funding Strategy	Good	Funding is the lifeblood of a business. A solid understanding of the fundamentals of funding will take your startup a step closer to the next milestone.
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Section 3

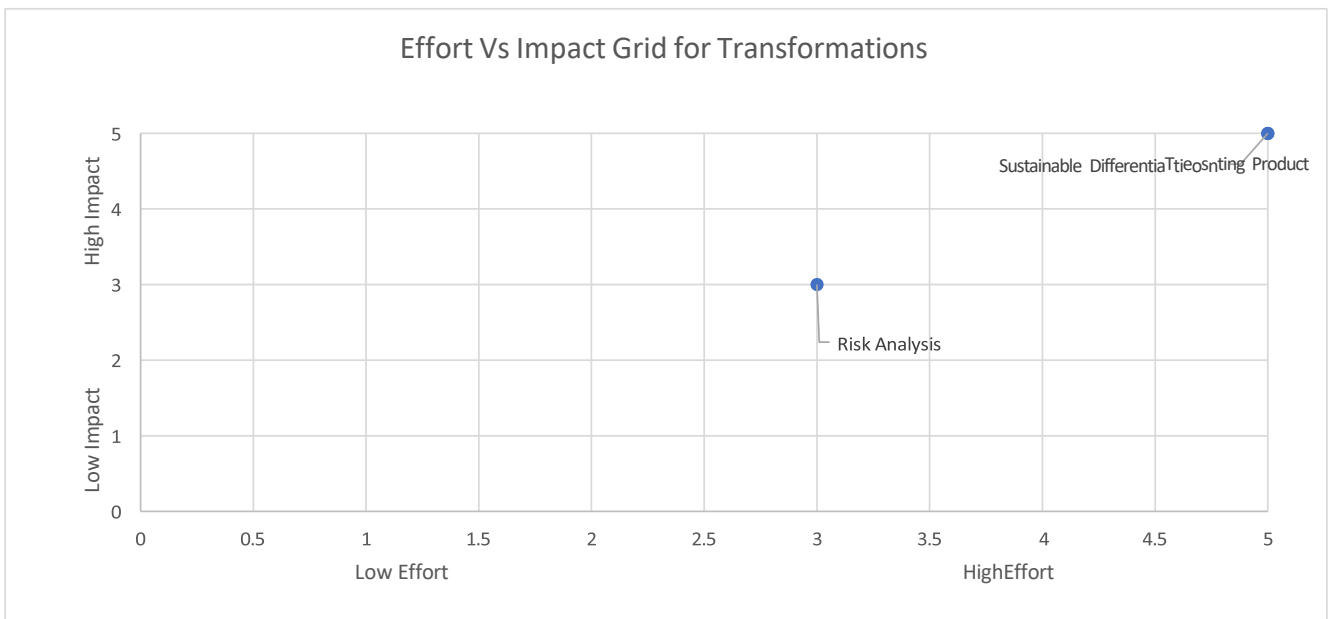
Business Transformation: Recommendations

Transformation 1

Transformation Title	Risk Analysis
Scope of Transformation	Identifying the risks to your business to iterate and de-risk
Analysis (Why this is critical now?)	The startup has scored critically low in Sustainable Differentiation, Loveable Product, Problem and Roadmap CSE's
Resources	<p>The following Solution Kits are needed to be completed on the platform:</p> <ul style="list-style-type: none"> <li style="text-align: center;">Sustainable Differentiation <li style="text-align: center;">Lovable Product <li style="text-align: center;">Problem <li style="text-align: center;">Roadmap <li style="text-align: center;">Sustainable Differentiation
Start Date & Estimated Time (Days)	180 Days
Desired Outcome	De-risk your business and get about 20% higher valuation within 12 months post implimentation

Transformation 2	
Transformation Title	Sustainable Differentiation
Scope of Transformation	Analyze your product and market to strategize and find niche product or pivot your product offerings to better fit the market
Analysis (Why this is critical now?)	The startup has scored critically low in Sustainable Differentiation, Market Opportunity, Loveable Product, Problem and Team & Execution CSE's
Resources	The following Solution Kits are needed to be completed on the platform: Sustainable Systems & Risk Management Sustainable Differentiation Market Opportunity Lovable Product Problem Team & Execution
Start Date & Estimated Time	240 Days
Desired Outcome	Find a neiche market and product to satisfy the most pressing customer problem and increase your product or service demand by 20% withing 6-12 months post implimentation

Transformation 3	
Transformation Title	Testing Product
Scope of Transformation	Moving from your MVP to a finished product that your end customer loves
Analysis (Why this is critical now?)	The startup has scored critically low in Sustainable Systems & Risk Management, Loveable Product and Problem CSE's
Resources	The following Solution Kits are needed to be completed on the platform: Sustainable Systems & Risk Management Lovable Product Problem
Start Date & Estimated Time (Days)	240 Days
Desired Outcome	Get your first paying customer and set up to scale in the next 6 to 12 months



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