BYTESCARE

You Create, We Protect



Investment Deck

IIT Startups Demo Day

By Manish Jindal

Billions of dollars are lost every year due to **unauthorized distribution of content or counterfeit products**

$50 Bil

Annual Losses to Global TV & Movie Industry Alone

230 Bil

Annual **Views** on Piracy Websites Globally

2.5 Mil

Annual **Job Losses** due to Piracy and Counterfeits

On an average, most of content first companies (Book Publishers, Education, Entertainment etc.) are **losing ~20-25% of their annual revenue** due to **Digital Piracy and Counterfeits**

Sources: Forbes, Statista, Business Insider

Most of the Companies are reporting these issues either **manually or legally** options which are

Slow

- Manual Reporting takes weeks to remove
- Legal battles are years long process
- Different jurisdictions make the current process even slower

Ineffective

- Lacks Automation
- Unable to find all the infringements
- Platforms does not comply always

Expensive

- Legal advisors charge hefty amount for their services
- In-house manual submissions team needs more and more people as the piracy increases

We are building an autonomous solution that detects and removes unauthorised links from the internet at Scale

Technology

- In-house **Scanning (Web Crawlers) & Filtering (AI/ML Driven)** Mechanism that **automatically** detects, filters and ranks the infringed links

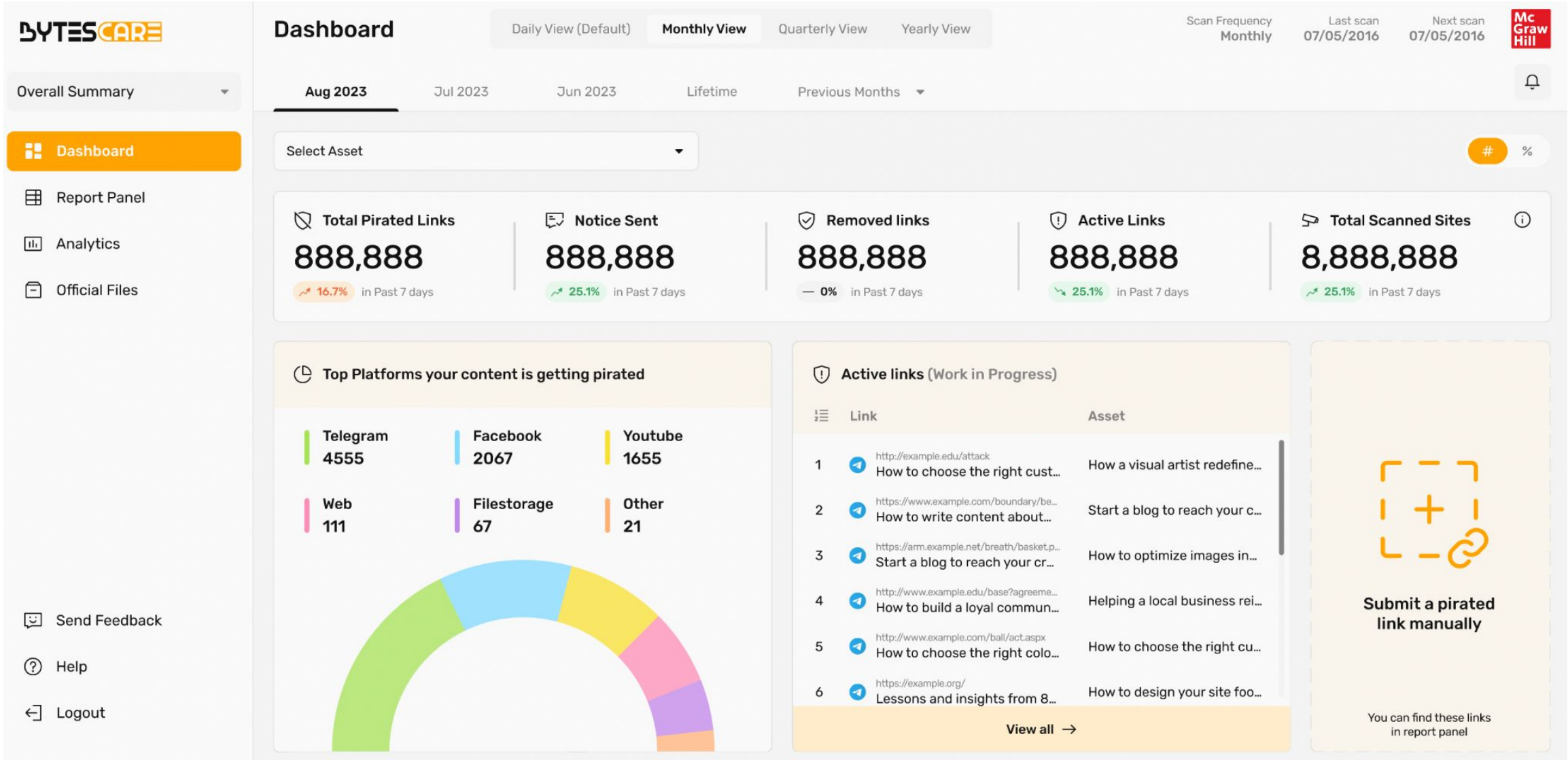
Expertise

- Have an in-house team of **25+ highly skilled experts**, complied with strict Quality Metrics
- Developed **Streamlined Enforcement** process

Relation

- Have build **deep relationships with tech giants** for faster actions and Removal
- Part of **Google Trusted Copyright Protection Program**

Multifunctional Client Dashboard



Bytescare in Numbers

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Business Model: B2B SaaS

110+

Active Clients

85%+

Annual Client Retention

$4000

Avg Annual Contract Value

30M+

Removed Pirated Links

99%+

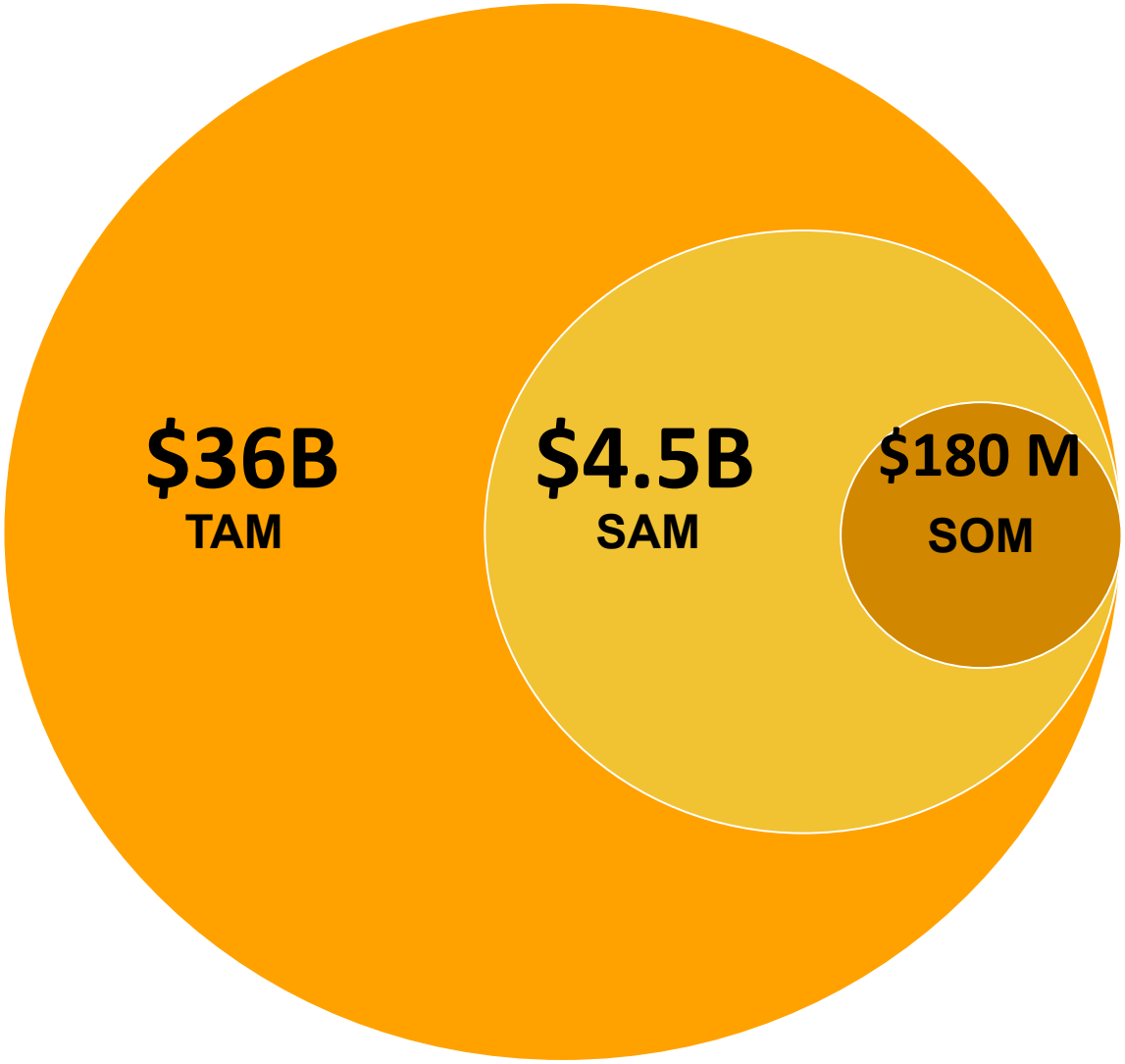
Removal Success Rate

80K+

Identified Pirate Websites

Reduced takedown time from Weeks to Hours

Market Size (Source: Lumen)





Sources: Link to the Calculation

Customer Segmentation

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Current Clients

Educators

unacademy

PHYSICS WALLAH

दृष्टि The Vision

Creators

RIGI

Classplus

tagmango

Publishers

The Indian EXPRESS

Wolters Kluwer

Penguin Random House India

THE HINDU

Mc Graw Hill

Global Expansion

Potential Clients

udemy

coursera

duolingo

GUILD

Chegg

mighty networks

mindvalley

NASDAILY.

plixxo

substack

The New York Times

FT FINANCIAL TIMES

Penguin Random House

BLOOMSBURY

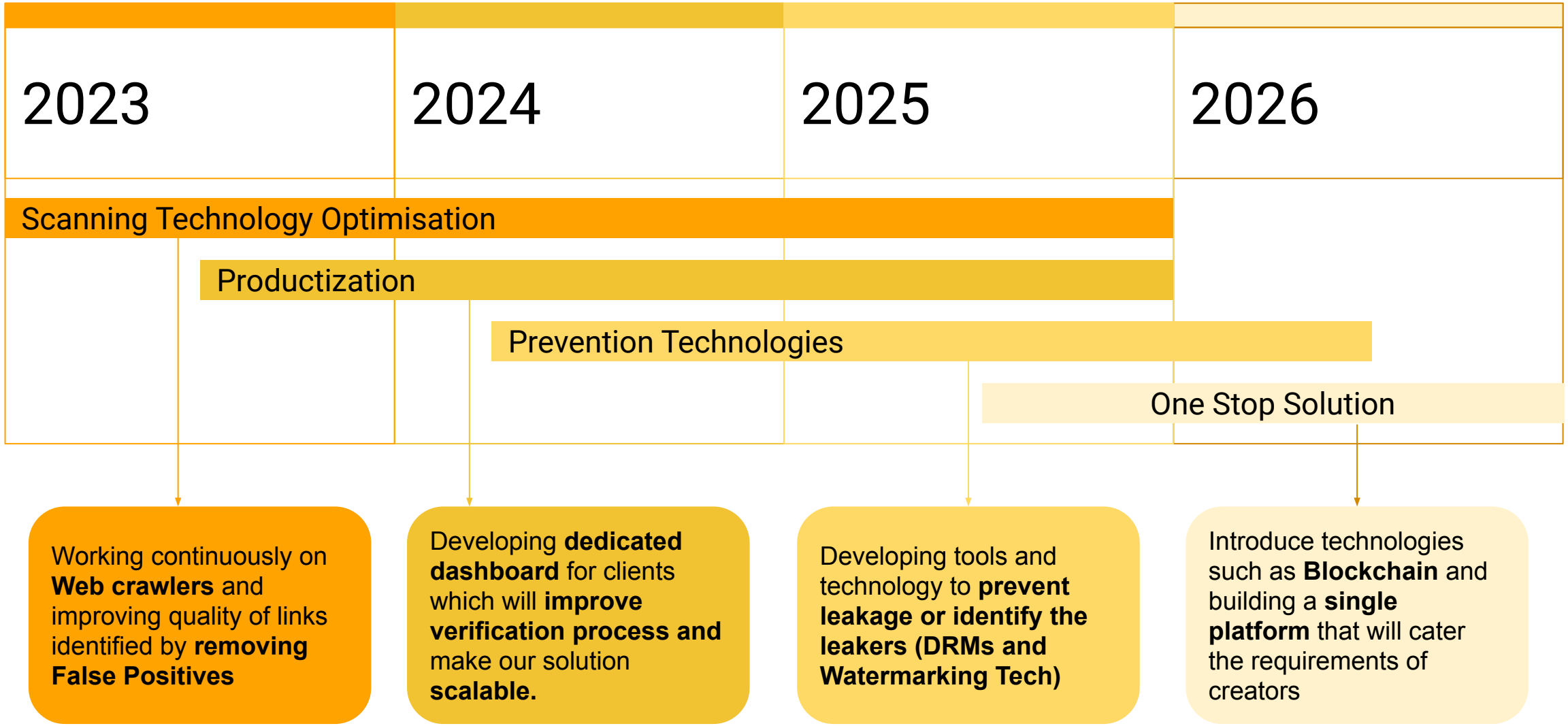
Taylor & Francis

Harper Collins

Pearson

Other Potential Sectors worth Exploring: **Movies & Entertainment, Music & OTT**
Financial Sector
Consumer Goods (Fashion, Beauty & Electronics)

Product Roadmap



Founder Profile



Vineet Kumar

- Founder & CEO
- Handles Tech & Business Development
- B.Tech & M.Tech (IIT BHU)
- Technology Enthusiast, Number Theory Geek



Manish Jindal

- Co-Founder & COO
- Handles Finance, Fundraise, Operations and Business Strategies
- B.Tech (IIT BHU), MSc Finance (EDHEC), CFA Charterholder
- Worked with Ashika Group, Bank of America and Schneider Electric

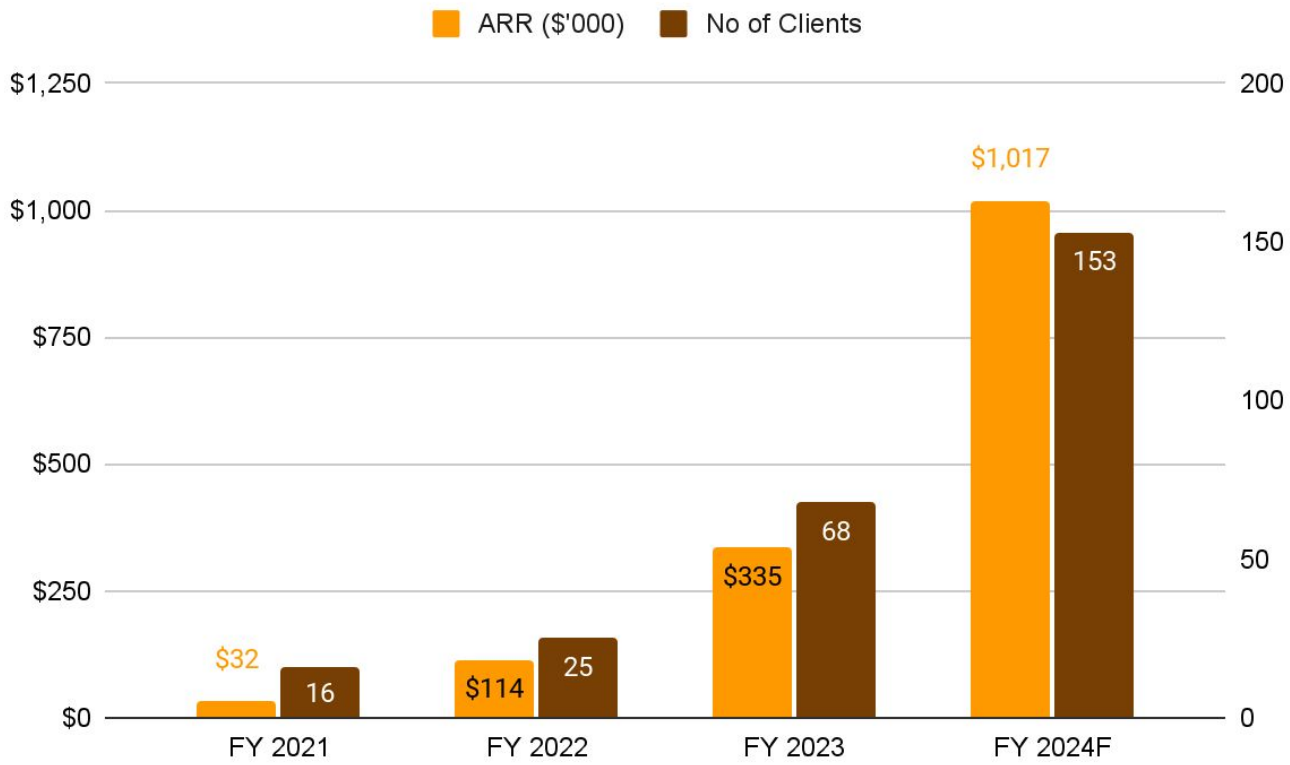
Financial Metrics

$1000

Avg Client Acquisition Cost
(Past 12 Months)

$24K

Est. Client Lifetime Value
(Avg 6 Year Term)



90%+

Revenue Retention

$500K+

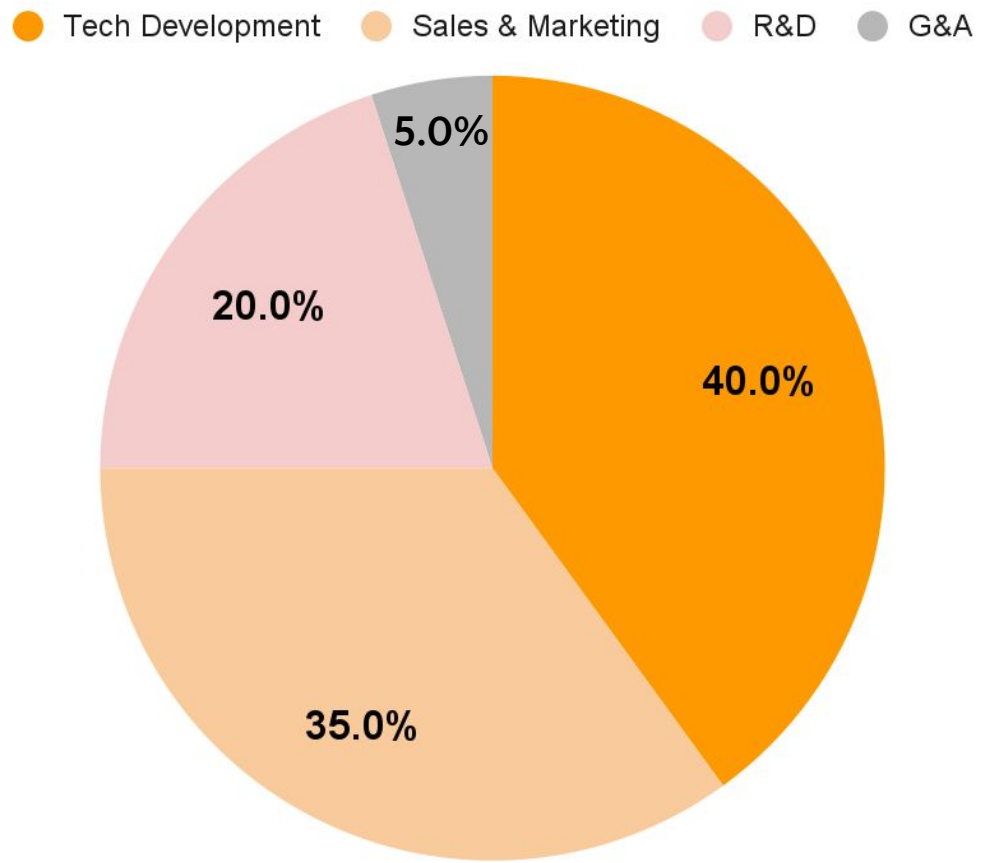
Current ARR

60%+

Avg Gross Margin

Ask

$1.0 Mil



- **Raised $260K in March 2022**
- **Have grown 5x since then**

Runway:

18-20 Months

Looking to expand and hence need investment to:

- Improve the current technology as per global standard
- Set up Sales & Marketing team
- Hire People for Senior Profiles

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Thank You

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