IIT STARTUPS

InstaDigin™

Empowering operations management in mining and infrastructure industry with real-time actionable insights

Driving efficiency, safety, and sustainability

10 January 2025

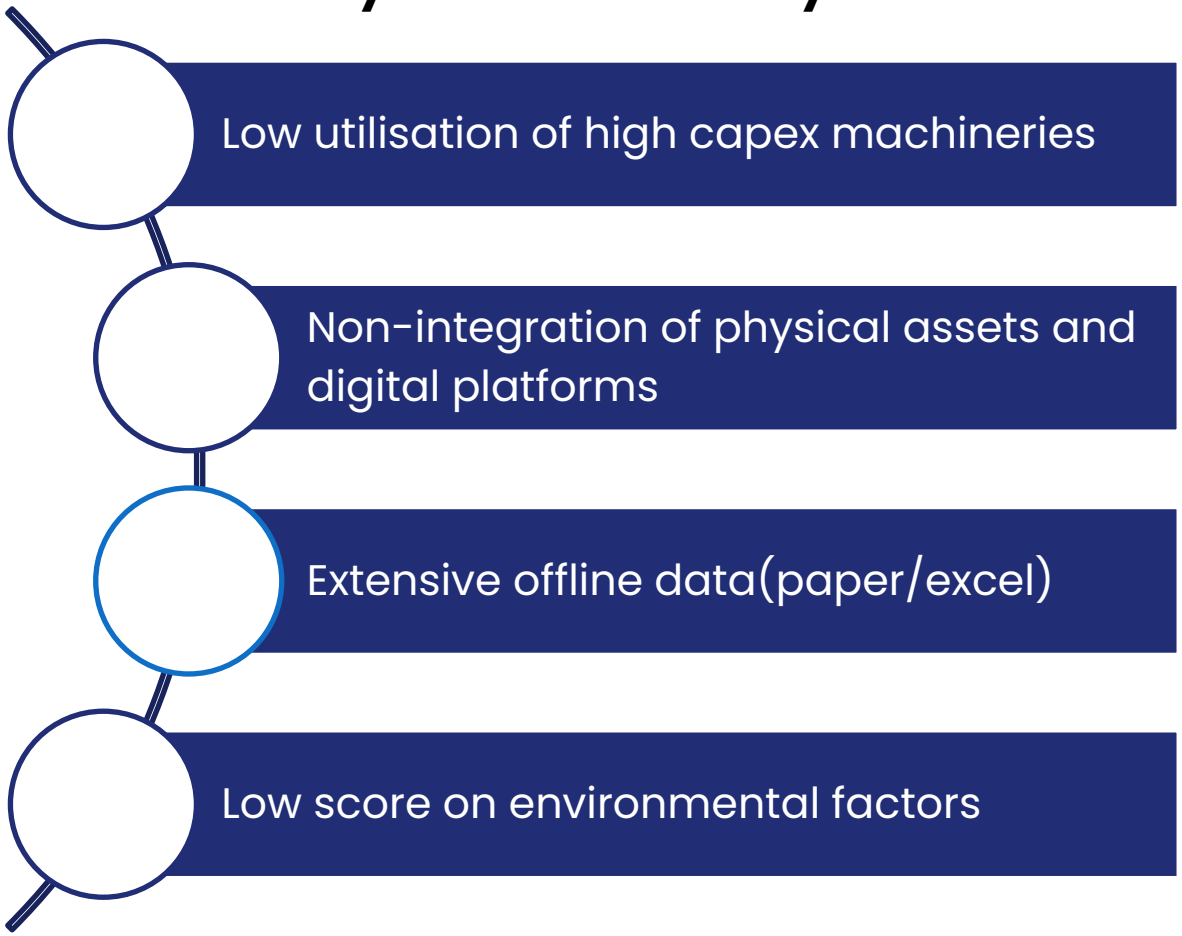


Inefficiencies and safety issues in operations



Solving complexities

Key issues in industry



Present scenario

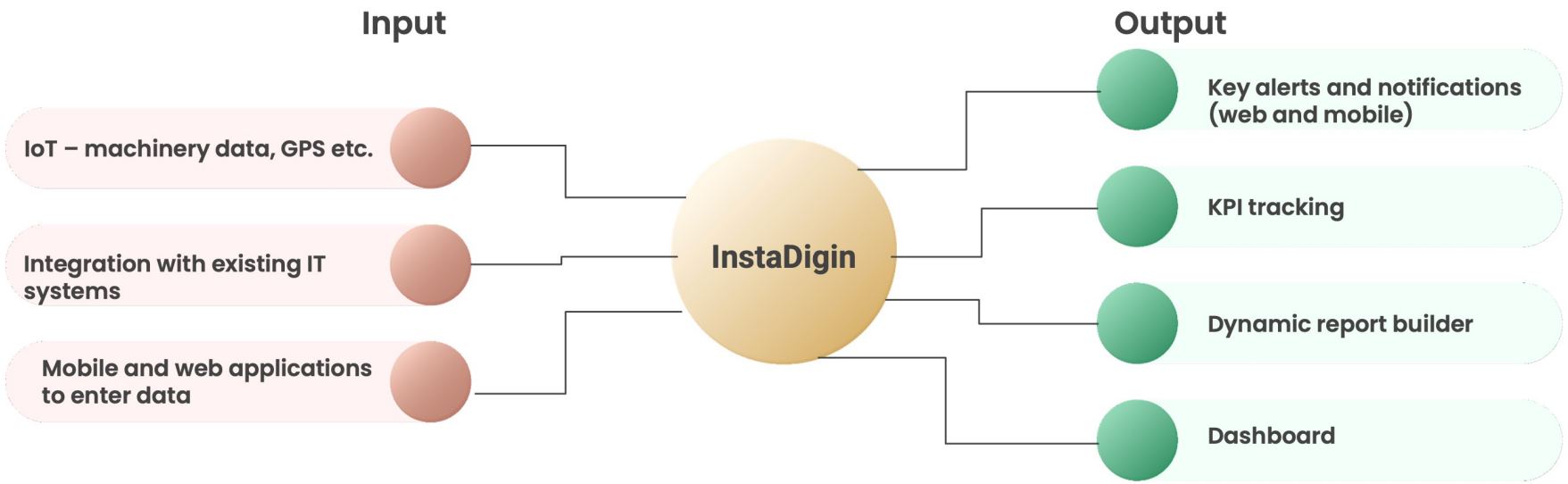
- Nascent stage of digitalisation
- Applications operating in silos
- MIS reports mostly prepared manually

InstaDigin powering real time intelligence

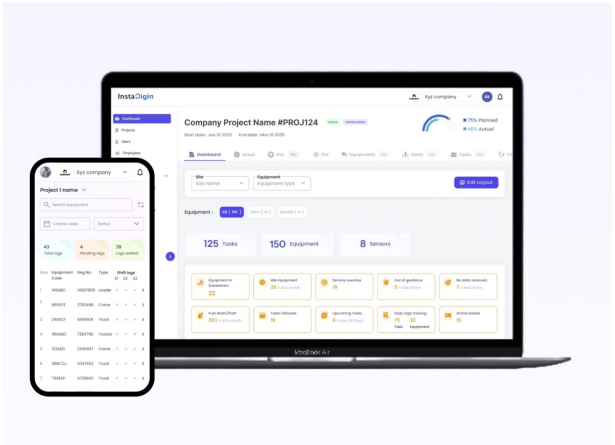


InstaDigin: Cloud-based solution

Data integration, real time actionable insights and recommendations







Planning | Production | Quality | HEMM

Fuel | Manpower | Safety

Driving impact for leading companies

MODULES

- Fleet management
- Operations management
- Data integration and analytics
- Document management
- Compliance management
- Video analytics

Clients

UltraTech CEMENT – The Engineer's Choice

POWER MECH – Growth Unlimited

ASHOKA – Ashoka Buildcon Limited

ADITYA BIRLA EMIL – ESSEL MINING & INDUSTRIES LIMITED – Creating Value. Touching Lives

aakshya

JINDAL POWER

MoU with Carbon Accounting and Carbon Credit Trading Company

We bring the data to the forefront of decision-making

- Improved efficiency and profitability
- Enhanced safety
- Boosting ESG
- Real time visibility
- Action oriented analytics
- Automated reports & alerts
- Access control

Typical ranges of KPI improvement using digital interventions in large scale projects

10-20%
Mining throughput improvement

8-10%
Increased life of asset

5-10%
Fuel cost reduction

15-30%
Reduction in emissions

5-12%
Reduction in injuries

Source : BCG report on " *Racing Toward a Digital Future in Metals and Mining*"

Now is the right time, aligned with the priorities of all stakeholders

Key trends

Large companies have initiated digital transformation

Increasing pressure from stakeholders, regulators and investors for transparency and boosting ESG

Competitive advantage

Industry specific expertise

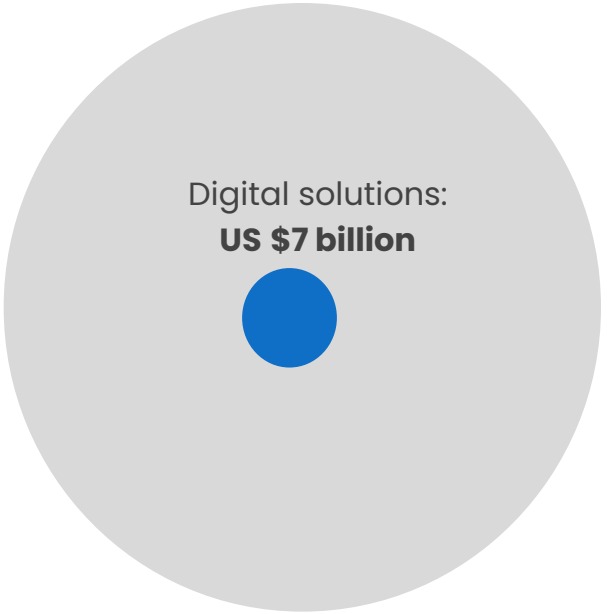
Integrate all operational data on a single platform: scalable and flexible

Support in monitoring and advisory

Sticky and higher LTV

In the next 10 years, global market size is estimated to be more than US $50 billion

Mining and construction sector's contribution to **India's GDP: US $350 billion**



With Govt's ambition of making India 5 trillion-dollar economy in next 3 years, the sector will get significant push.

Global market forecasts

Description	Market size	Source
IoT in construction market by 2027	$26.5 billion	MarketsandMarkets
Big data analytics in construction market by 2030	$21 billion	Global Market Insights (GMI)
Smart Mining Technologies Market by 2034	$10.4 billion	https://www.futuremarketinsights.com/reports/smart-mining-technologies-market
Investment in digital solution in steel by 2030	$6 billion	Deloitte

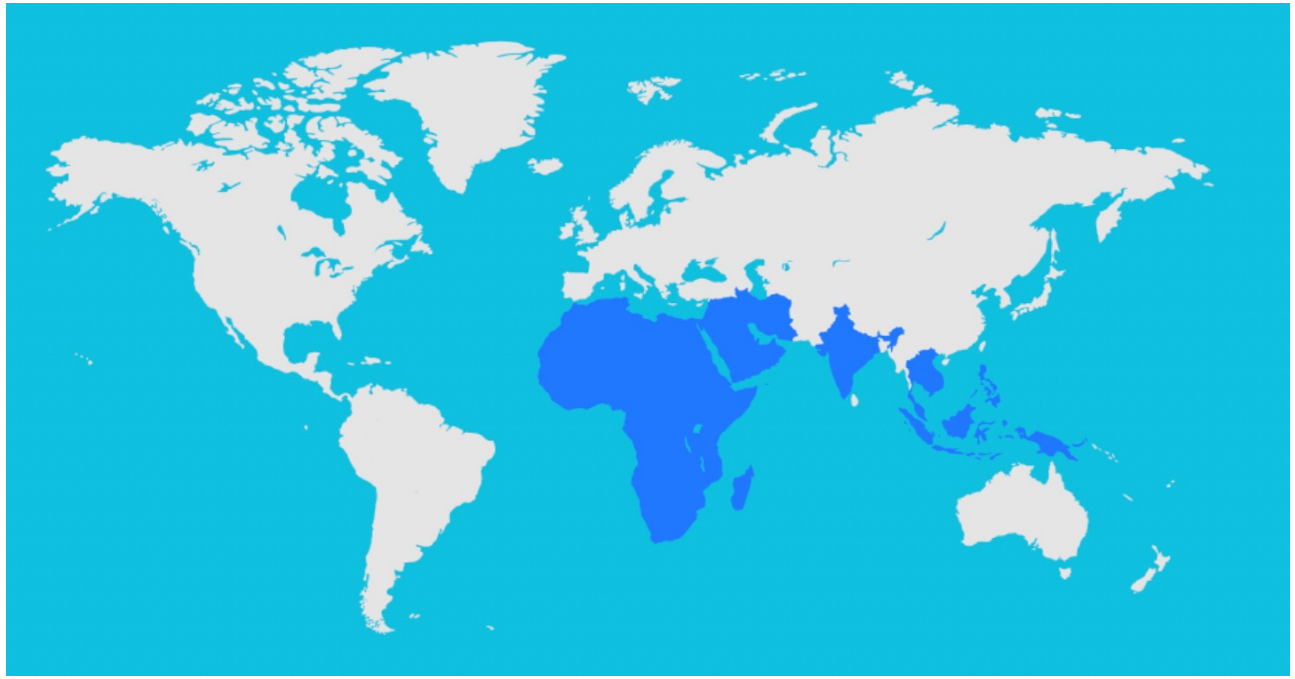
US$2 Bn SOM in target geographies

TAM: $50 Bn

SAM: $20 Bn

SOM: $2 Bn

Target Geographies



GTM strategy

strategic partnerships with consulting companies

Large System integrators

Collaboration with other solution providers (e.g. SAP, Hexagon)

Channel partners in overseas territories

Direct sales through industry connects

Revenue

- FY2023-24: US $42k; FY2024-25 (P): US $147k
- US $0.50 million worth proposals in advance stage
- Trends: large companies looking for end to end digitalization

Key metrics

- CAC: US $6k
- LTV: US $175k
- LTV/CAC:29

Customer segmentation

Category	Segment 1	Segment 2	Segment 3
Buyer	Large size project owners and contractors Turnover > US $500 million	Consulting companies and other solution providers Project monitoring and operations excellence	Small/mid-size Company Specific modules (fleet/GPS) Turnover: US $25 million - US $125 million
Access to Sales Personnel	M	H	L
Value Proposition	H	M	M
Revenue Model	milestone based + AMC	Upfront hardware + Recurring fee	Upfront hardware + Recurring fee
# Prospects	200	25	>1000
Sales Cycle	4-12 months	2-6 months	2-6 months
Order Size (over 3 years)	US $1 million	US $250k-600k	US $60k-175k

Revenue streams

Upfront hardware fee: IoT devices

Software: Subscription and one time customisation

Pre and Post implementation advisory services

Profit sharing model

Product led by domain and technology experts



Bhavesh Singhavi
Co-founder & CEO

Ex-Director, PwC India Mining Advisory

IIT (ISM) Dhanbad (2010)

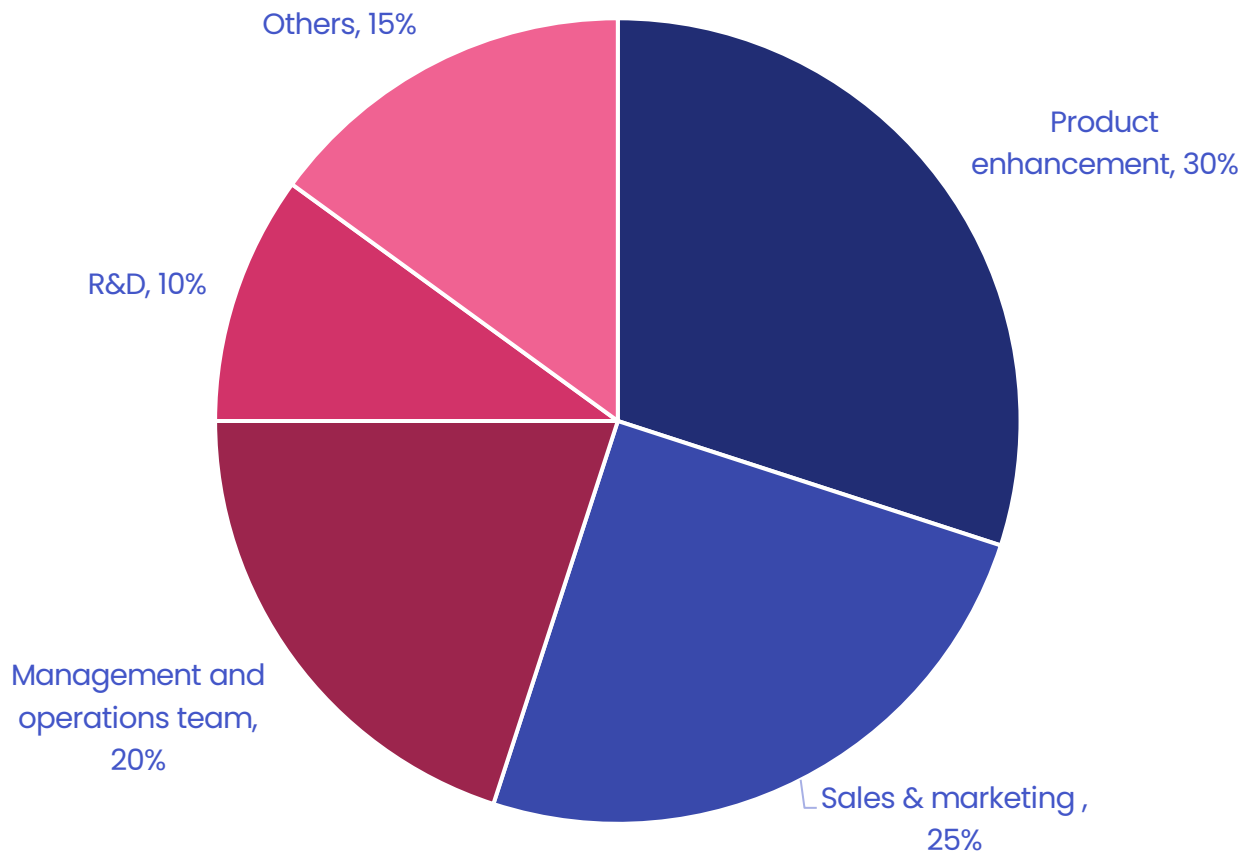
CFA Charterholder

Tech powered by

Auriga Venture Studio (led by IIT/IIM/ISB Alumni)

- Auriga - global IT services & consulting agency (India, Canada)
- 15 years of experience
- Served 500+ clients

Equity investment requirement of US $600k



- Received term sheet for US $60k investment
- Definitive agreement in process

InstaDigin™

Thank You!



Headquartered in
Jaipur