AIT WORLD AUTOMATION PRIVATE LIMITED

Smarter Decisions, Safer Transactions

About us

ReportNow, developed by **AIT World Automation Pvt. Ltd.**, is a technology-driven platform focused on enhancing trust in everyday transactions. It empowers users to submit and access FIR-backed, structured incident reports, ensuring legal validity and transparency.

By leveraging a compliance-first and data-centric approach, ReportNow enables informed decision-making across critical sectors like rentals, employment, and business. The platform's goal is to reduce fraud, improve accountability, and scale its solutions to address increasing trust gaps in the market.

Vision

To become India's most trusted risk intelligence and verification platform, enabling individuals and businesses to make informed, secure, and confident decisions in every transaction by creating a transparent and accountable ecosystem.

Mission

To build a legally compliant and technology-driven platform that:

- Enables users to report incidents with verified documentation
- Promotes transparency and accountability in society
- Reduces fraud and financial risk in rental, employment, and business ecosystems
- Provides accessible and affordable verification tools for individuals and businesses
- Ensures fairness by allowing both reporting and response mechanisms

Market Challenges

Lack of Trust in Everyday Transactions

- Individuals and businesses often engage without reliable background verification
- No centralized system to assess risk before renting, hiring, or transacting

Rising Fraud & Financial Losses

- Increasing cases of tenant defaults, employee misconduct, and customer fraud
- Limited access to verified information leads to repeated financial risks

Fragmented & Unverified Information

- Existing complaint systems are scattered, unstructured, and often unreliable
- No standardized, document-backed reporting mechanism available

Limited Access to Affordable Verification Tools

- Background checks are costly and inaccessible for small businesses and individuals
- Lack of scalable solutions for everyday use cases

Consumer Trust & Accountability Gap

- Difficulty in holding individuals accountable due to lack of transparent records
- Decision-making is often based on incomplete or unverifiable data

"The problem is not awareness — it is the absence of a trusted and verified risk intelligence system."

Delivering Sustainable Solutions

Agreement-Backed Reporting System

Every transaction is supported by a formal agreement between parties, ensuring clear terms and accountability before any engagement.

FIR-Verified & Structured Reporting

Only cases supported by FIR/E-FIR documentation are accepted and captured in a standardized, structured format, ensuring authenticity, credibility, and ease of verification.

Transparent & Fair Dispute Mechanism

The platform enables both parties to present their perspective, ensuring transparency, balanced reporting, and improved dispute resolution.

Scalable Risk Intelligence Platform

Designed for individuals, landlords, employers, and businesses to verify before trust, reducing fraud, improving accountability, and enabling informed decision-making at scale.

"Building a scalable, compliance-driven trust infrastructure that connects agreements with verified accountability."

Service Portfolio

Contract Layer

- Digitally structured agreements establishing enforceable terms and accountability between transacting parties

Verified Case Registry

- Centralized repository of FIR/E-FIR-backed incidents, ensuring legal validity and standardized documentation

Risk Intelligence Layer

- Data-driven verification system enabling pre-engagement risk assessment and informed decision-making

Governance & Compliance Layer

- Integrated dispute response mechanism combined with enterprise-grade tools for monitoring, verification, and compliance management

Unique Selling Proposition (USP)

Agreement-Linked Verification Model

Transactions are backed by formal agreements, ensuring accountability and traceability from the start

FIR-Validated Reporting System

Only FIR/E-FIR-supported cases are accepted, ensuring legal credibility and eliminating unverified complaints

Structured & Searchable Risk Database

Centralized, standardized data enabling real-time verification and informed decision-making

Fair & Transparent Dispute Framework

ReportNow ensures fraud-free reporting by matching submitted names with Aadhaar, FIR data, and agreement-backed verification, blocking mismatches to maintain transparency and credibility.

"Where Agreements, Legal Proof, and Data Intelligence come together to build Trust."

Market Size

TAM – Total Addressable Market

India's rental, employment, and SME transaction ecosystem, where verification and trust are critical.

Ministry of Statistics and Programme Implementation

USD 50–100 Billion+ opportunity

SAM – Serviceable Available Market

India's background verification, risk assessment, and compliance services market.

Grand View Research

USD 5–10 Billion market

SOM – Serviceable Obtainable Market

Initial focus on tenant verification, employee checks, and SME-level risk intelligence in urban India..

USD 50–150 Million achievable

"The increasing need for trust, verification, and accountability is unlocking a scalable market opportunity in India's transaction ecosystem."

Our Market Focus: Segmentation, Targeting & Positioning

Segmenting, Targeting & Positioning for Maximum Market Impact

Segmentation

Geographic

- Phase 1:Tier 1 & Tier 2 cities (high rental and employment activity)
- Urban & semi-urban markets with increasing digital adoption
- Expansion to pan-India after initial traction

Demographic

- Landlords, employers, and SME/business owners
- Age: 18–60 years
- Middle and upper-middle income segments
- Digitally active individuals and decision-makers

Behavioral

- Need for trust and risk mitigation before transactions
- Preference for verified and legally backed information
- Willingness to adopt digital tools for safety and verification
- Repeat usage for ongoing verification needs

Targeting

Primary Target

- Landlords verifying tenants
- Employers conducting employee checks
- SMEs verifying customers and business parties

Secondary Target

- Property managers and brokers
- HR agencies and staffing firms
- Individuals involved in high-value or recurring transactions

Positioning

- ReportNow is positioned as a compliance-driven risk intelligence platform that enables agreement-backed, FIR-verified reporting for secure and informed decision-making.
- Focused on building trust, transparency, and accountability
- Bridging the gap between agreements, legal validation, and real-world verification

Go-to-Market Strategy: Approach & Impact Overview

Activity	Approach	Impact
Digital-First Platform Launch	• *Launch via website and mobile platform with targeted digital campaigns* • *Leverage social media, SEO, and performance marketing to drive adoption*	• *Rapid user acquisition and scalable reach* • *Strong digital presence and early traction*
B2B Partnerships & Institutional Onboarding	• *Partner with property brokers, HR agencies, and SME networks* • *Onboard bulk users through institutional tie-ups*	• *Faster market penetration and high-volume usage* • *Recurring revenue and network expansion*
Trust Awareness & Education Campaigns	• *Educate users on risks of unverified transactions* • *Promote agreement-based and FIR-backed verification benefits*	• *Increased platform credibility and user trust* • *Higher engagement and repeat usage*

Revenue Model: Primary and Potential Revenue Sources

Primary Revenue Streams

Report Filing Fees

- Per-report charges (₹499–₹1999) for FIR-backed submissions
- High-margin, transaction-driven revenue

Subscription Plans

- Monthly/annual plans for landlords, HR firms, and SMEs
- Includes bulk verification, advanced search, and alerts
- Recurring revenue with strong lifetime value

Additional Revenue Streams

API & Integration Services

- API access for HR, rental, and fintech platforms
- Enables automated verification workflows

Legal & Compliance Services

- FIR assistance, legal notices, and dispute support
- Partner-led, commission-based model

Potential Revenue Streams

Data Intelligence & Risk Scoring

Enterprise & White-Label Solutions

Aim To Scale Up: Scalability & Growth Strategy

Business Goal

To build ReportNow into a leading risk intelligence and verification platform by scaling a trusted ecosystem of agreement-backed and FIR-verified data, enabling secure and informed transactions across India and beyond.

Short-Term Perspective

Focus: Market Entry & Product Validation

- Launch MVP with core reporting and verification features
- Acquire early users (landlords, employers, SMEs) in Tier 1 cities
- Establish partnerships with brokers, HR agencies, and local networks
- Build initial database of verified reports
- Strengthen legal framework and compliance processes
- Drive awareness around agreement-based verification

Long-Term Perspective

Focus: Scale & Market Leadership

- Expand across Tier 1, Tier 2, and Tier 3 cities
- Introduce advanced features (risk scoring, analytics, API integrations)
- Scale enterprise solutions and subscription base
- Integrate with rental, HR, and fintech ecosystems
- Explore international expansion in similar regulatory markets
- Establish ReportNow as a trusted digital trust infrastructure platform

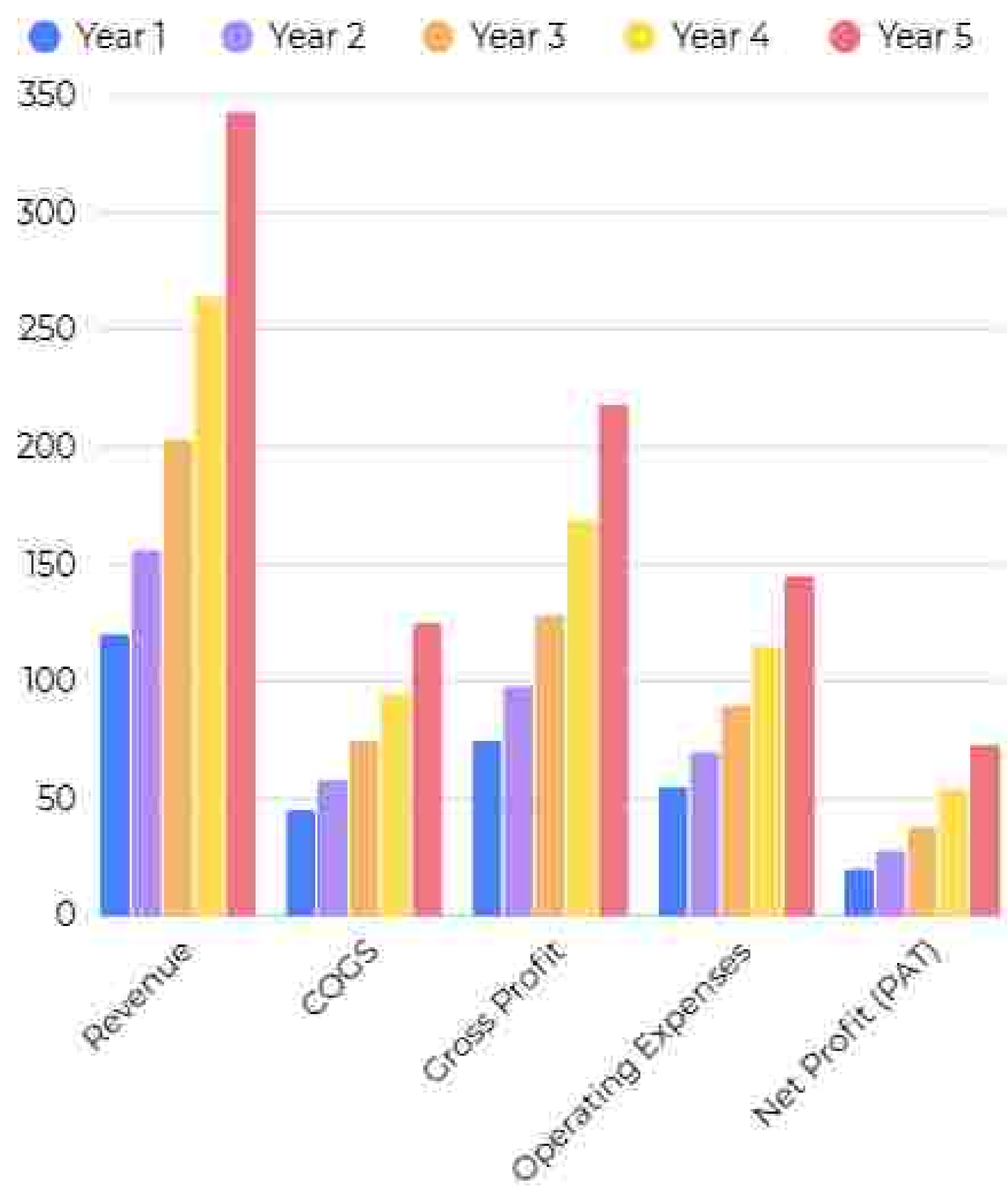
Competitive Analysis

Category / System	Agreement Integration	FIR / Legal Validation	Structured Data System	Public Search Access	Dispute / Response Mechanism	Use Cases Coverage
ReportNow (AIT World Automation Pvt. Ltd.)	✓	✓	✓	✓	✓	Tenant, Employee, Business
Background Verification Companies (e.g., AuthBridge)	✗	Limited	✓	✗	✗	Employee-focused
HR / Hiring Platforms (e.g., Naukri.com)	✗	✗	Limited	✗	✗	Hiring only
Rental Platforms (e.g., NoBroker)	✗	✗	Limited	✗	✗	Tenant only
Police Verification Systems	✓	✓	✗	✗	✗	Limited (manual, non-digital)
Legal / FIR Systems (e.g., National Crime Records Bureau)	✓	✓	Partial	✗	✗	Legal records only
Credit Bureaus (e.g., CIBIL)	✗	✗	✓	Limited	✗	Financial risk only

Financial Projection

(All figures in INR Lakhs)

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	120	156	203	264	343
COGS	45	58	75	95	125
Gross Profit	75	98	128	169	218
Operating Expenses	55	70	90	115	145
Net Profit (PAT)	20	28	38	54	73

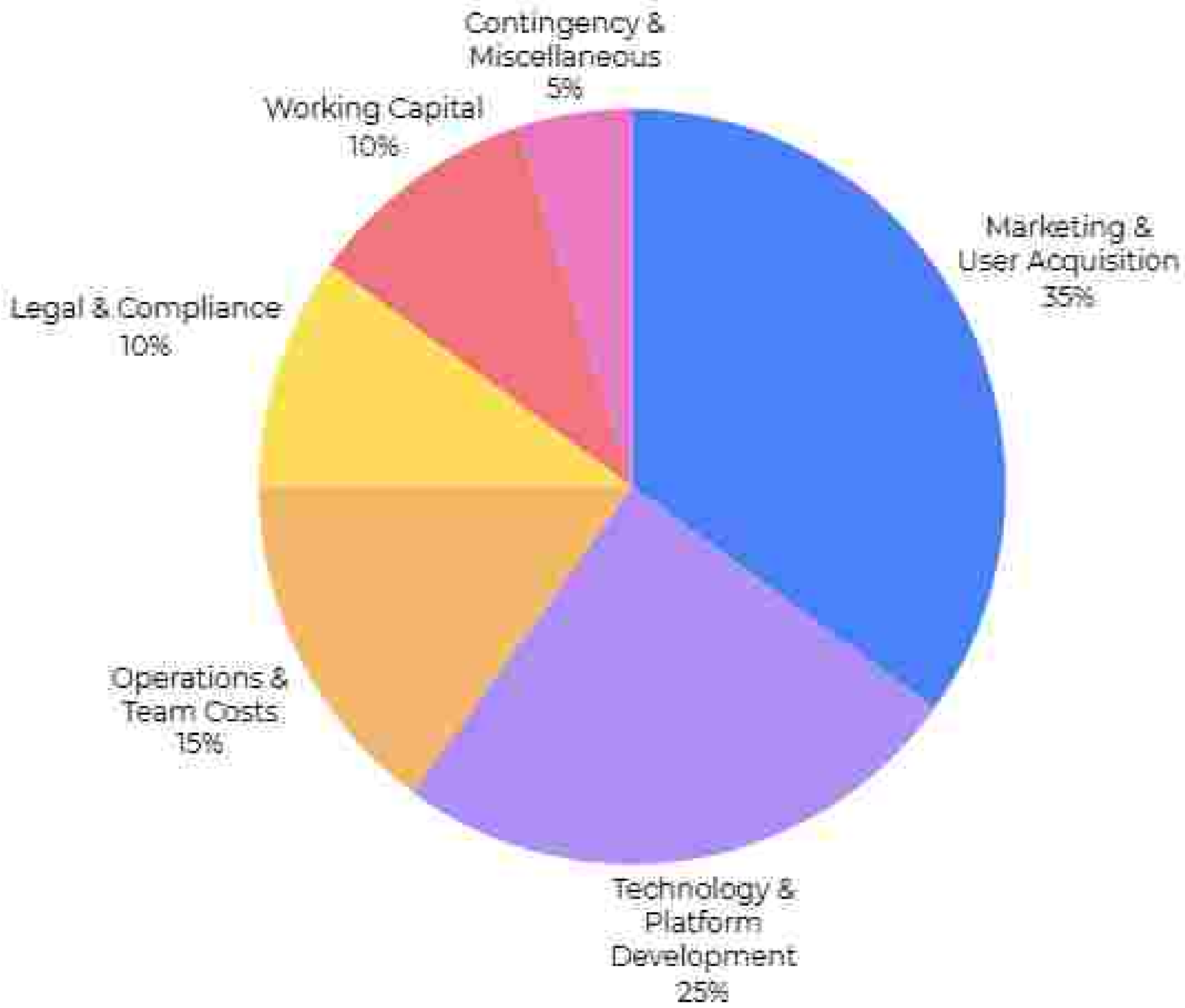


Use of Funds

(All figures in INR Lakhs)

Fund Utilization	Allocation (%)	Allocation (₹)
Marketing & User Acquisition	35%	3,500,000
Technology & Platform Development	25%	2,500,000
Operations & Team Costs	15%	1,500,000
Legal & Compliance	10%	1,000,000
Working Capital	10%	1,000,000
Contingency & Miscellaneous	5%	500,000
Total	**100%**	**10,000,000**

Total Funding Ask (₹100Lakhs)



Leadership

Jai Rajveer Singh Shekhawat

Founder & Director

- MSE (IT)
- 16+ years of experience in IT, IoT, Technology, and Sales
- Strong expertise in technology-driven solutions and business development
- Proven ability to build scalable platforms and execute market strategies
- Leads product vision, technology, and overall business direction

Chandni Dey

Co-Founder & Director

- BHMS (Bachelor of Homeopathic Medicine & Surgery)
- 7+ years of experience in healthcare and care management
- Strong expertise in operations, client management, and service delivery
- Focused on operational execution and process management
- Supports business growth and expansion initiatives

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Building trust in every transaction.