store1Step

Every shop gets its own store

Zero-cost digital storefronts for neighbourhood retail.

`sharmastores.store1step.online`

Seed round · ₹2.5 crore · 18 months

Ebiz Commerce Industry Pvt Ltd

One shopper, one shop, one address. No competing product anywhere on the page.

THE PROBLEM

A shopkeeper's three bad options

Amazon, Flipkart

10% to 20% commission, and their product sits beside four cheaper ones.

Blinkit, Zepto

They cannot join. Those apps run dark stores that compete with the shop.

Shopify, Dukaan

A monthly fee, an admin panel to learn, and a store nobody visits.

So most of them end up on WhatsApp with a UPI QR code taped to the counter.

That works until two customers message at the same time. It leaves no record of what sold, and it never reaches anyone who does not already have the shop's number.

WHAT WE BUILT

One shop, one address, nothing else on the page

sharmastores.store1step.online

- **The shopper lands on one shop**
  They scan the sticker on the counter and see that shop's catalogue. Nothing else loads on the page.
- **No blocks, no rails, no ads**
  No competing product grid, no third-party advertising, no recommendation strip sending them somewhere cheaper.
- **The merchant keeps what matters**
  The customer relationship, the order data, and the choice of how to deliver stay with the shop.

Why the address is the product

A marketplace sells the comparison. We sell the shop.

Every platform that takes venture money eventually monetises attention: promoted listings, sponsored products, a recommendation pointing away from the merchant who thought the page was theirs.

We carry no advertising line in the model and commit to none in the product. That closes a revenue door on purpose, and it is the only reason a merchant burned by a marketplace believes us.

Setup runs on voice, not typing

01
Photograph the product
The merchant points the phone at the packet.

→

02
Say the price
Hindi, English, or the mix of both they actually speak.

→

03
The listing appears
Vision reads the packet and suggests name, category, and unit.

A merchant who has never used an admin panel gets to a working catalogue without touching a keyboard.

Orders land on WhatsApp
Where the merchant already runs their day. No app to remember to open.

Credit lives in a digital khata
The regulars who have bought on account for twenty years keep doing it, tracked.

HOW IT WORKS

Simple stack, low-end phone

Merchant and shopper app

Progressive web app. Works on a low-end Android over 3G.

Backend

Laravel 13, MariaDB, Redis, Elasticsearch.

Admin

Filament v4.

Onboarding

Speech-to-text and vision inference through a hosted API, manual fallback on every screen.

Messaging

WhatsApp Business API for order alerts, SMS for one-time passwords.

Payments

UPI-first through an RBI-authorised aggregator, plus cash on delivery.

No native app in year one. A shopper who has to install something before buying milk does not buy milk.

Thirteen million outlets, priced at ₹1,800 a year

13,000,000	Indian retail outlets	₹2,340 crore a year
3,250,000	Smartphone-equipped urban and semi-urban, 25%	₹585 crore a year
32,500	Our three-year target, 1% of serviceable	₹5.85 crore a year

The subscription line alone is not a venture outcome. The volume underneath it is on the next slide.

WHERE THE SIZE SITS

The ₹150 is a wedge

The volume underneath it is the business.

₹900 crore

of verified transaction volume through the platform every year, once 30,000 merchants are doing ₹3 lakh of annual sales each.

None of the three is in our financial model. The model funds itself on subscriptions and transaction fees alone.

Working capital lending

A merchant with twelve months of verified digital sales becomes underwritable. Originated for a partner NBFC on a referral fee, with no balance sheet from us.

Distributor restocking

The same merchants restock weekly, on paper and by phone. Moving that flow onto the platform opens a second take rate on a larger number.

Delivery

A negotiated rate with local partners, taken on a leg we already see end to end.

BUSINESS MODEL

Free by default, paid when it is worth paying for

Pay As You Go

2.5% or ₹2

per order, whichever is higher

Everyone, from signup. No card, no commitment.

Monthly Pass

₹150

flat, per month

Once transaction fees would exceed ₹150 in a month.

Business pack

₹500

per month

Sales analytics and bulk campaign tools.

₹150

blended revenue per store

83%

contribution margin

80%

gross margin at Month 12

The Pass covers unlimited UPI and cash orders. Card and netbanking orders pass the bank's fee through at cost, shown on the merchant's statement, so a high-volume merchant never turns into a loss for us.

One pincode, then the next one

MONTHS 1 TO 3

Pilot

50 merchants in a single pincode. Groceries and dairy first.

MONTHS 4 TO 6

City

500 merchants across five zones in one city.

MONTHS 7 TO 12

Regional

30,000 merchants, driven by merchant referral.

8,000

merchants bought directly, at ₹1,090 each fully loaded. Field agents earn a milestone payment per activated merchant.

22,000

have to come from merchants referring other merchants. This is the assumption the Month 12 number rests on, and it is measured from Month 4.

COMPETITION

Where each of them stops

	store1step	Dukaan / Bikayi	Shopify	Blinkit / Zepto	Amazon / Flipkart
Cost to merchant	**₹150 flat**	Paid tiers	Paid tiers	15% to 25%	10% to 20%
Own URL	**Yes**	Yes	Yes	No	No
Competitor products on the page	**None**	None	None	Aggregated	Aggregated
Setup	**Under 5 min, by voice**	Manual typing	Needs an admin	Weeks of vetting	Days, KYC and GST
Local delivery built in	**Yes**	Partial	Add-on	Own fleet	National logistics

Who we actually lose to: WhatsApp plus a taped-up QR code, and Dukaan, which has sold to this exact shopkeeper for years.

A pipe, not a rival

ONDC standardises how a buyer app talks to a seller app. It does not walk into a shop, photograph the inventory, or teach a merchant to accept an order. Someone still has to do that, and that someone is a seller-side application.

The genuine risk is a different one. If the network makes seller onboarding trivial, our onboarding advantage narrows. That is a two-to-three year question, and the answer to it is the merchant relationship, the credit ledger, and the sales history, none of which the protocol carries.

Every merchant is a seller node

We publish them onto the network and get demand from buyer apps we never had to build.

Merchants who want volume switch it on

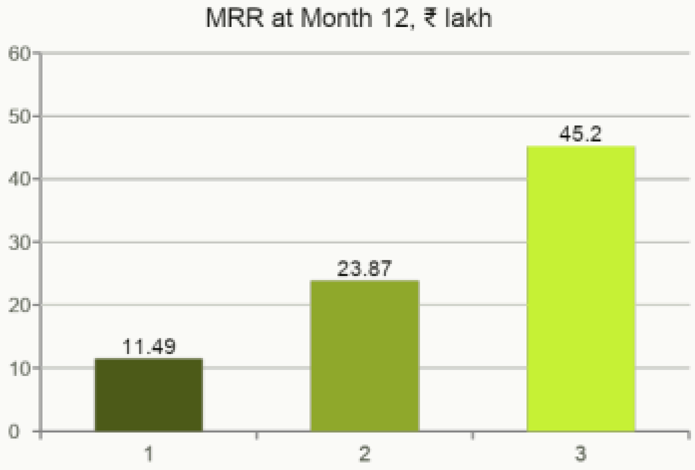
Extra orders arrive from outside their own footfall.

Merchants who want isolation leave it off

Off is the default, on signup and forever after.

Growth case, and the case underneath it

	Month 3	Month 6	Month 12
Active stores	50	500	**30,000**
Premium adoption	40%	50%	**60%**
Monthly Pass	₹3,000	₹37,500	**₹27,00,000**
Pay As You Go	₹3,300	₹27,500	**₹13,20,000**
Business pack	₹0	₹0	**₹5,00,000**
Total MRR	**₹6,300**	**₹65,000**	**₹45,20,000**



Operating break-even

Month 11 on growth, Month 12 on base.

Infrastructure covered

At 1,200 active stores.

Bear case

8,000 stores and ₹11.49 lakh MRR. Survives the same round after a Month 6 cost cut.

TEAM

Two people, one company

NA

Nitish Arora

Director

15+ years of leadership building a multi-industry conglomerate of brands from scratch

Owns pricing, field operations, and the investor relationship.

PS

Prashant Singh

Chief Technical Officer

15+ years on Laravel and SaaS. 50+ projects delivered, tech lead across 8+ builds at Cityfurnish, two SaaS products of his own.

Owns the build: 39 epics, the architecture decisions, voice and vision.

Neither of us has run field distribution. The first ground operations decision is a zone manager who has done field sales in Indian retail, hired with real authority.

THE ASK

₹2.5 crore, 18 months

40%	**Product and engineering** Live platform by Month 4, voice and vision by Month 6	₹1,00,00,000
35%	**Ground operations** Five zones staffed, 8,000 merchants directly onboarded	₹87,50,000
15%	**Merchant marketing kits** QR standees and window banners for 30,000 shops	₹37,50,000
10%	**Working capital and compliance** Entity, payment routing, legal, buffer	₹25,00,000

Instrument and valuation to be discussed.

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Appendix

Kept out of the main flow. Bring these out when asked.

Unit economics

₹3,112

Lifetime value

₹150 × 83% margin × 25 months

₹1,090

Paid-channel CAC

₹87,50,000 ÷ 8,000 merchants

₹292

Blended CAC

₹87,50,000 ÷ 30,000 merchants

2.9x

LTV to CAC, paid

8.7 months to payback

10.7x

LTV to CAC, blended

2.3 months to payback

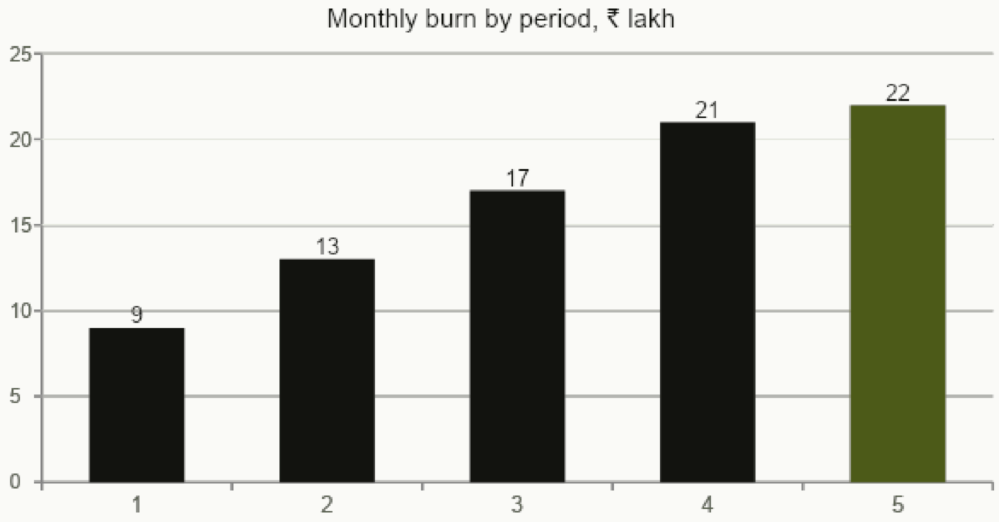
4%

Monthly churn

Assumption. 25-month merchant life.

Quote the paid-channel number when asked what acquisition costs. The blended figure only looks good because most merchants are assumed to arrive free, which is an outcome to be earned rather than an input to assume. At 8% monthly churn, lifetime value halves and paid-channel LTV to CAC drops to 1.4x.

Cost structure and burn



Year one spend

₹1,80,00,000

Year one revenue, growth case

₹1,04,51,180

Net cash consumed in year one

₹75,48,820

Platform fixed cost

₹1,50,000 a month

Variable cost per store

₹25 a month

The growth case does not need the full ₹2.5 crore. It needs the round to survive the bear case, where burn is cut to ₹14,00,000 a month from Month 7 and cash still reaches Month 18.

Regulatory position

Payment aggregator licensing

Funds never touch a store1step account. Collection and settlement run through an aggregator that already holds RBI authorisation, using sub-merchant onboarding and split settlement.

GST and operator classification

The merchant is seller of record and collects payment directly. We are the software they use. Confirmed in writing by a tax practitioner before launch, with a fallback on the small intra-state seller exemption.

Data protection on shopper location

Location is requested at the moment discovery uses it, with a plain-language notice, a stated retention period, and deletion on request. Never collected in the background.

FSSAI and consumer protection

Tiered verification. A merchant is live in five minutes on cash orders, and online settlement unlocks once the FSSAI number and documents pass. Grievance officer appointed before the pilot opens.

₹6,00,000 of the round is allocated to legal. Getting the operator question wrong after 5,000 merchants have signed up is expensive to undo.

Build plan

39	epics, dependency-ordered
198	developer-days to launch
5	engineers funded by the round
0	lines of application code today

Months 1 to 3	**Pilot build**	Storefront on a per-merchant address, catalogue, cart, UPI and cash checkout, WhatsApp order alerts, manual product listing. Enough to put 50 merchants onto a working product with a field agent beside them.
Months 4 to 6	**Full launch release**	Voice listing, photo recognition, digital khata, offline catalogue, merchant portal, admin operations, reviews.
Months 7 to 12	**Scale work**	Opt-in discovery, ONDC seller adapter, analytics and campaign tools behind the Business pack, merchant referral mechanics.

The pilot ships without voice and vision on purpose. That is how we learn what the models will have to handle.

APPENDIX A5

Risk register

Twenty-two risks, each with a mitigation and an early warning signal. The nine ranked high are below.

Pitch and build plan described opposite products

Settled. Isolation is default, discovery is opt-in.

Month 12 revenue was ten times the arithmetic

Corrected and rebuilt across three revenue layers.

30,000 merchants depends entirely on referral

Measured from Month 4, formal gate at Month 6.

The product brings a page, not customers

Merchant footfall, QR kits, opt-in discovery, ONDC.

Payment aggregator licensing

Route through an authorised aggregator, never hold funds.

GST operator classification

Merchant as seller of record, confirmed with counsel.

Voice and vision accuracy in a real shop

Manual path everywhere, assisted pilot, 70% gate.

198 developer-days with no code written yet

Thin pilot at Month 3, full release at Month 6.

Churn assumption has no data behind it

Retention owner from Month 4, day-60 gate.

Still unknown: whether a shopkeeper in their fifties will speak to a phone, what churn really is, and whether referral holds above 1.0 for six months.