

1,298 free tools. Nothing leaves your device.

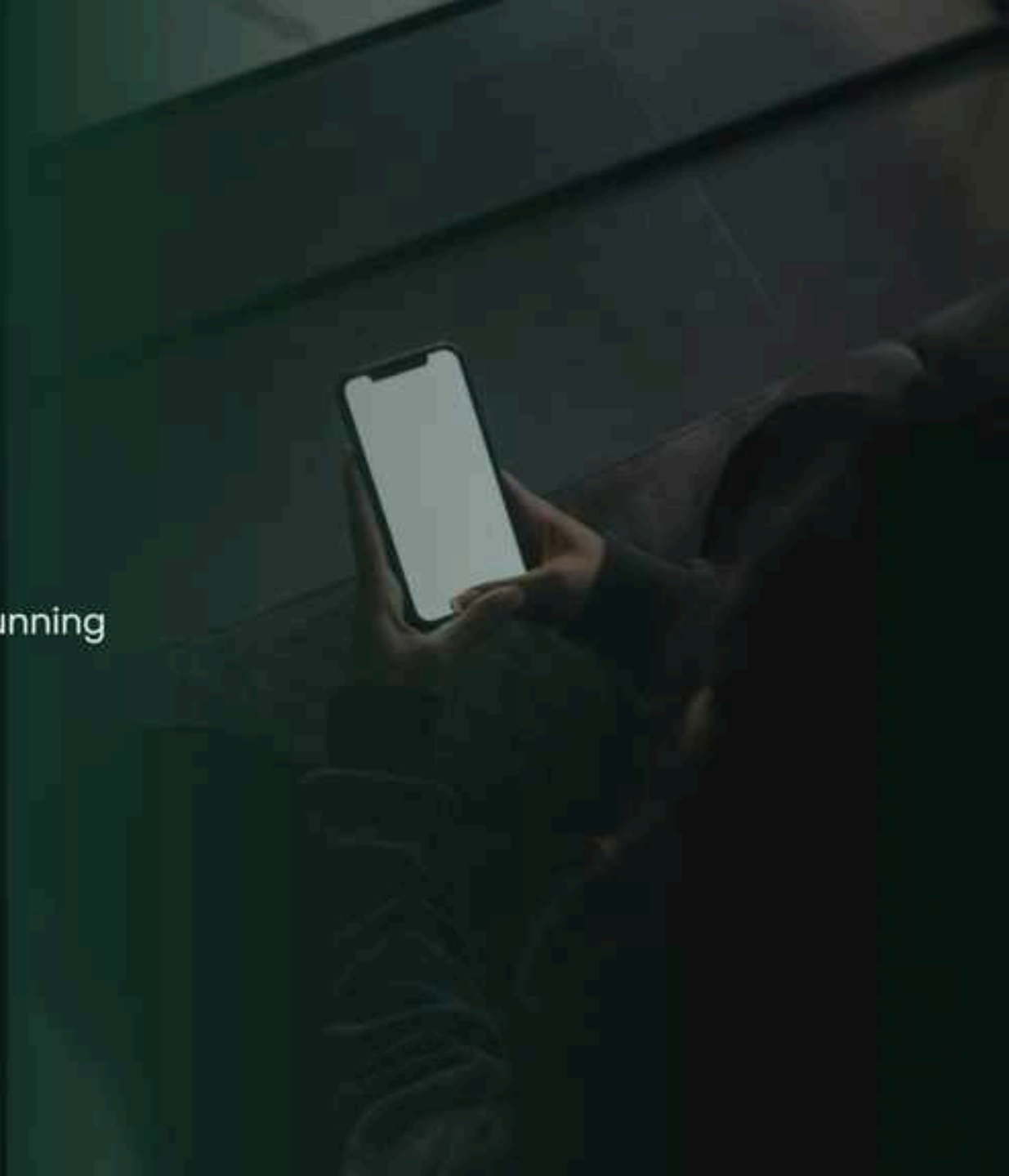
PDF, image, video, audio, OCR and speech-to-text — running inside the browser. No server. No upload. No account.

Seed investment opportunity

₹1.25 Crore Raise | 18 months runway

Investor summit · 26 September 2026 · www.anytool.tech

1 Why we exist · 2 The market · 3 How it earns · 4 What we've done



WHERE YOUR FILE GOES TODAY

Tool	Where your file is sent	How long they keep it — in their own words
iLovePDF	Their servers in Europe	"within two hours"
Smallpdf	Their servers in Germany	1 hour — but only if you are logged in. Guests: "a reasonable period of time"
Sejda	Servers in the United States and Europe	"automatically deleted after 2 hours"
PDF24	Their servers in Europe	"deleted from the server after one hour"
TinyWow	Servers in the United States	"1 hour after the processing"
Adobe online tools	Adobe's servers	"within a short time period" — no figure given

Every leading tool works the same way: your file goes to their computer first.

WHAT THAT PUTS AT RISK

WHAT PEOPLE ACTUALLY PROCESS

- ▷ Passport, PAN and Aadhaar scans
- ▷ Bank statements and salary slips
- ▷ Exam application photos and signatures
- ▷ Medical reports and prescriptions
- ▷ Client contracts, invoices and legal documents

WHAT CAN GO WRONG ON SOMEONE ELSE'S SERVER

- ▷ You never see whether, or when, the file is deleted
- ▷ A breach at their end is a breach of your document
- ▷ Their policy decides what they may do with it — analyse it, share it with partners, use it to improve their systems. Policies change.
- ▷ The file leaves India. Under India's DPDP Act, 2023, companies are answerable for the personal data they process

For a private document, that is the wrong trade.

OUR ANSWER: NOTHING LEAVES YOUR DEVICE

- ▶ The tool runs inside the browser. Video, OCR, speech-to-text and PDF engines run on your own phone or laptop, using WebAssembly.
- ▶ No server receives the file. There is no upload step, because there is nothing to upload to.
- ▶ Most tools keep working with the internet switched off, once they have loaded.
- ▶ Five years ago this was research. Today these engines run on a mid-range phone — that is why it is possible now.



0 uploads · 0 servers · works with Wi-Fi off · no account

PDF to JPG — the tool we demo next. Thirteen pages converted to images, 6.4 MB made, nothing sent.

There is nothing to trust, because nothing is sent.

Watch nothing upload.

- ▶ Open the PDF to JPG tool on the site
- ▶ Open DevTools and the Network tab
- ▶ Drop in a PDF and convert it
- ▶ Switch the Wi-Fi off. Run it again

Name	Status	Type	Size	Time
blob:https://www.anytool.tech/5a7da886-79d1...	200	jpeg	0.0 kB	2 ms
blob:https://www.anytool.tech/4aca5aa2-7b0f...	200	jpeg	0.0 kB	4 ms
blob:https://www.anytool.tech/0d0c4636-5b09...	200	jpeg	0.0 kB	8 ms
blob:https://www.anytool.tech/53e3e971-ec24...	200	jpeg	0.0 kB	8 ms
blob:https://www.anytool.tech/c6f5c46d-686e...	200	jpeg	0.0 kB	8 ms
blob:https://www.anytool.tech/33383a9f-1ac3...	200	jpeg	0.0 kB	7 ms
blob:https://www.anytool.tech/b0c445b2-7810...	200	jpeg	0.0 kB	8 ms
blob:https://www.anytool.tech/aa2a7d0d-5bae...	200	jpeg	0.0 kB	7 ms
blob:https://www.anytool.tech/38b04433-68...	200	jpeg	0.0 kB	8 ms
blob:https://www.anytool.tech/4b0c0c0c-1d8d...	200	jpeg	0.0 kB	8 ms
blob:https://www.anytool.tech/38b04433-68...	200	jpeg	0.0 kB	8 ms
blob:https://www.anytool.tech/5f2c70bd-4c72...	200	jpeg	0.0 kB	8 ms
blob:https://www.anytool.tech/5f2c70bd-4c72...	200	jpeg	0.0 kB	8 ms
merge_pdf.txt?_rsc=ysu8Y1YdTk9pA	200	fetch	11.2 kB	103 ms
compress_pdf.txt?_rsc=ysu8Y1YdTk9pA	200	fetch	12.1 kB	113 ms
jpg-to-pdf.txt?_rsc=ysu8Y1YdTk9pA	200	fetch	5.6 kB	98 ms
split_pdf.txt?_rsc=ysu8Y1YdTk9pA	200	fetch	12.0 kB	120 ms
pdf-annotate.txt?_rsc=ysu8Y1YdTk9pA	200	fetch	0.1 kB	112 ms
pdf-to-word.txt?_rsc=ysu8Y1YdTk9pA	200	fetch	6.0 kB	73 ms
index.txt?_rsc=ysu8Y1YdTk9pA	200	fetch	3.4 kB	170 ms
pdf-tools.txt?_rsc=ysu8Y1YdTk9pA	200	fetch	2.4 kB	168 ms
image-tools.txt?_rsc=ysu8Y1YdTk9pA	200	fetch	2.4 kB	168 ms
all-tools.txt?_rsc=ysu8Y1YdTk9pA	200	fetch	2.3 kB	167 ms

38 requests · 62 kB transferred · 9.7 MB of results

38 requests · 62 kB transferred · 9.7 MB of results. Every image is a blob on our own domain, 0.0 kB over the network. Nothing went anywhere.

Don't take our word for it. Open DevTools.

HOW BIG THE MARKET IS

\$3.18B

Adobe's PDF business
alone, in one year — filed
accounts, 2024

149.7M

visits to iLovePDF
every month

8.8M

searches a month in India
for "i love pdf"; 5.6M for "jpg
to pdf"

60–72M

visits from India every month
to just the big four PDF sites

- ▷ Free file tools are a very large, proven market. People search for them millions of times a day — and pay for them.
- ▷ India is the biggest single source of users for every leader in it.
- ▷ The category is broader than PDF: image, video, audio, OCR and speech-to-text tools are searched the same way. We cover all of them.

A proven market, and India is its largest audience.

Adobe 8-K, Document Cloud FY2024. Ahrefs traffic checker, Sept 2026 (screenshots on slide 7). India visits: Ahrefs and Semrush estimates, Aug 2026 — visits, not people.

WHO OWNS THE MARKET TODAY

Company	Visits / month	From India	India rank	How they earn	Free tier
iLovePDF · Spain	149.7M	~45M · 30%	#1	Subscriptions + ads	Capped, ads
Smallpdf · Switzerland	49.2M	~15M · 30%	#1	Subscriptions	Watermarked
Sejda · Netherlands	9.7M	~6M · 62%	#1	Subscriptions	3 tasks an hour
PDF24 · Germany	10.4M	~1.7M · 16%	top 3	Ads only	5 ads a page
TinyWow · USA	2.2M	~0.2M · 11%	#3	Subscriptions + ads	Ads, CAPTCHAs
Pi7 · largest Indian-run site	4.9M	~3.8M · 77%	#1	Not public	—

India is the number-one country for every leader. Not one of them is Indian.

Ahrefs organic-search estimates, Sept 2026 — screenshots on the next slide. PDF24, TinyWow, Pi7: Ahrefs and Semrush, Aug 2026. Visits, not people.

PART 2 · THE MARKET

THE PROOF



iLovePDF

149.7M visits a month · India 30%

Top India searches: "jpg to pdf" 5.6M, "pdf compressor" 1.8M a month



Smallpdf

49.2M visits a month · India 30%

Top India searches: "jpg to pdf" 5.6M, "pdf to word" 4.3M a month



Sejda

9.7M visits a month · India 62%

Top India search: "pdf editor" 2.3M a month

Three sites. 209 million visits a month. India first on every one.

HOW MUCH THEY EARN

THE MARKET LEADER, FROM ITS FILED ACCOUNTS

iLovePDF

- ▷ **\$21.4 million** revenue in 2024, up 37% on the year
- ▷ 80–90% from subscriptions, 10–20% from ads
- ▷ 99.9% of users never pay — the money is the 1 in 1,000 who do
- ▷ India price: ₹500 a month, or ₹3,400 a year
- ▷ Bootstrapped — no outside investment, ever

WHAT THE OTHERS CHARGE

Tool	Paid plan	Model
Adobe Acrobat	₹478 a month	Subscription
TinyWow	₹1,499 a month	Subscription + ads
Sejda	\$7.50 a month	Subscription
PDF Candy	\$6 a month	Subscription
Stirling PDF (business)	\$99 a month	Software licence
Smallpdf	Not public in India	Subscription

One user in a thousand pays — and that is a \$21 million business.

iLovePDF: Spanish company registry filing 2024 (€18.79M at \$1.14 per euro, ECB 23 Sept 2026); CEO interviews Dec 2025, Feb 2026. Prices: each company's pricing page, 23 Sept 2026, Indian prices where shown.

THE INDIA GAP — AND WHERE WE ARE STRONG

- ▷ India is the number-one country for iLovePDF, Smallpdf, Sejda and PDFgear — and not one of them is an Indian company
- ▷ The largest Indian-run tools site has about one-tenth of iLovePDF's India traffic, and it is shrinking
- ▷ Nobody in India offers a thousand-plus tools in one place, in the browser, without uploading
- ▷ Where we are strong: NEET, SSC and UPSC photo presets · "compress PDF to 200 KB" for government portals · Aadhaar masking · GST and SIP calculators · commands in Hinglish
- ▷ 55% of our Google clicks already come from India, at five times the click-through rate of the United States

ILLUSTRATION, NOT A FORECAST

If we reach **1 million India visits a month** — about 1.5% of what the big four get from India today:

- ▷ Ads: ₹10 lakh to ₹1 crore a year (₹40–₹415 per 1,000 views, two views a visit)
- ▷ Premium: 1,000 subscribers at ₹3,400 a year = ₹34 lakh a year — one in a thousand, iLovePDF's own rate
- ▷ Licensing: priced per customer, not per visit — it does not wait for the traffic

The users are Indian. The companies are not. That is the gap.

Traffic: Ahrefs and Semrush, Aug–Sept 2026. Our India share: Google Search Console, 9 Aug–5 Sept 2026. Illustration uses upGrowth India ad benchmarks (Sept 2026) and iLovePDF's published price and conversion.

SIX WAYS THIS EARNS

1 · ADS

On the free tools

Every visitor, no sign-up. Sensitive categories blocked. The floor.

2 · PREMIUM

For individuals

Batch processing, bigger files, priority features — things free never had. A few hundred rupees a month.

3 · BUSINESS

For teams

Shared workspace, admin controls, your own branding. Priced per seat.

4 · ENTERPRISE LICENCE

Our engine on their servers

For banks, clinics and government: nothing ever leaves their building. Lakhs a year per customer.

5 · API AND SDK

For developers

They embed our tools inside their own apps and pay per month.

6 · APPS

Desktop and mobile

One-time price. Fully offline. The same engine, packaged.

Free brings the users. Five paid lines turn users into revenue.

EACH MODEL IN PLAIN WORDS

Model	Who pays	What they get	Someone already charges for it
Ads	Advertisers	Space on the free pages	₹40–₹415 per 1,000 views in India
Premium	Individuals	Batch, larger files, priority, no ads	iLovePDF ₹500 a month · Sejda \$7.50
Business	Small companies	Team workspace, admin, own branding	Stirling PDF \$99 a month per 100 users
Enterprise licence	Banks, clinics, government	The engine on their own servers; files never leave the building	Document SDKs list at \$999 to \$7,140 a year
API and SDK	Developers	Our tools inside their product	PDF.js Express \$595 a month
Apps	Individuals	Offline desktop or mobile app, one-time	PDF Candy \$99 lifetime

Every line already has a competitor charging for it. We are not inventing a market.

Prices from each company's public pricing page, 23 September 2026. India ad benchmark: upGrowth, September 2026 (estimate).

WHAT A VISIT IS WORTH

ADS — THE FLOOR (ESTIMATES)

- ▷ Advertisers pay per click: India **\$0.07** · United States **\$0.61** — about one-ninth
- ▷ A site earns about **₹40 to ₹415 per 1,000 Indian page views** — 4 to 42 paise a view
- ▷ Value of one visit, per Ahrefs: iLovePDF **5.3 cents** · Smallpdf **4.1 cents** · Sejda **9.4 cents**
- ▷ Even at iLovePDF's size, ads are about **\$2–5 million** of its \$21 million

SUBSCRIPTIONS AND LICENSING — THE MARGIN

- ▷ iLovePDF's subscriptions: **\$17 million or more**, from one user in a thousand
- ▷ A licence is priced per customer, not per visit. It does not need millions of visitors
- ▷ Our engine has **no server cost per user** — every extra user costs us almost nothing to serve
- ▷ That is where the margin is, and why the raise funds licensing, not just traffic

Ads are the floor. Subscriptions and licensing are the business.

Click values: Ahrefs traffic value ÷ visits, Sept 2026. India benchmarks: upGrowth, Sept 2026. CPC by country: WorldPopulationReview, 2024. iLovePDF split: CEO, Feb 2026.

THE ORDER WE SWITCH THEM ON

1

NOW

Free tools bring the users

Ads switch on after the site consolidation. The free tier stays the growth engine.

2

MONTHS 3-6

Premium for individuals

Batch, larger files, priority.
Sold to the users who are already here.

3

MONTHS 6-12

Business and the API

Teams, admin, branding;
developers embedding our tools.

4

BY MONTH 18

First enterprise licence

One pilot customer: a bank, a clinic or a department that cannot upload files.

What stays free is our decision, not a promise we are locked into. Today, free with no caps is what brings users in; the line can move as the business needs it to.

Users first. Revenue lines one at a time.

PART 4 · WHAT WE'VE DONE

WHAT WE'VE BUILT

All (1,298)

PDF (85)

Image (354)

File (53)

Video (71)

Audio (26)

Developer (81)

Text (56)

Converters (44)

Calculators (71)

1,298

free tools under one roof

14

categories

0

files uploaded, ever

≈ \$0

hosting cost

- ▷ PDF, image, video, audio, OCR, speech-to-text, developer tools, calculators, converters, generators — all on one site. Nobody else offers this breadth.
- ▷ No account, no caps, no watermarks, no queue — free today, on every tool.
- ▷ Works offline in the browser: no install, any phone. Installable as an app.
- ▷ Built for India: NEET, SSC and UPSC presets, Aadhaar masking, 200 KB portal compression, GST and SIP calculators, commands in Hinglish.
- ▷ Built in eight months by the founders, all full-time. One codebase, static files — no servers to run, patch or pay for.

This breadth, without a server, exists nowhere else.

WHAT THEY CANNOT SAY

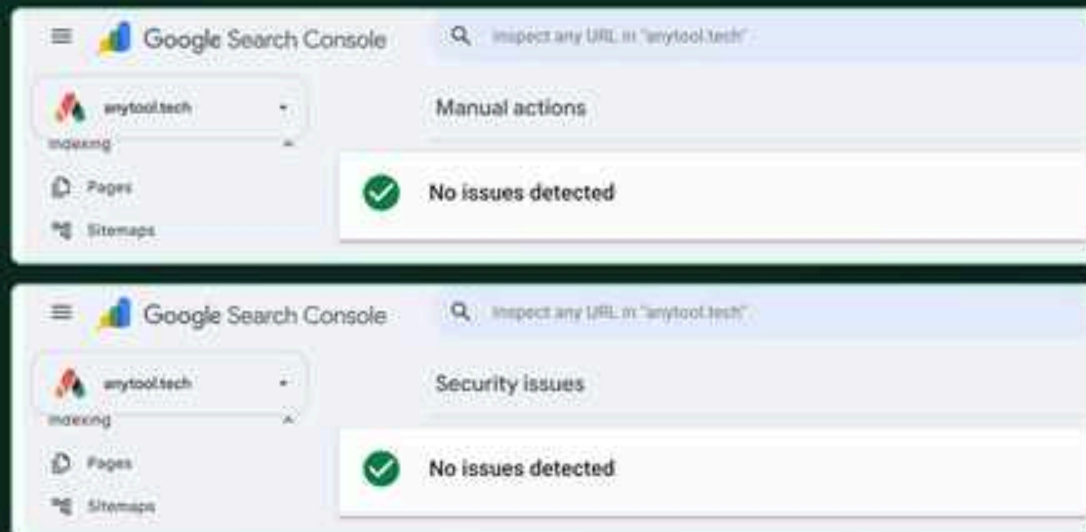
Company	Your file leaves your device?	They keep it for	Free tier	Categories	Works offline	India exam tools
iLovePDF	Yes — EU servers	2 hours	15 MB cap, ads	PDF only	Paid app	None
Smallpdf	Yes — Germany	1 hour, if logged in	Watermarks	PDF only	Paid app	None
Sejda	Yes — US and EU	2 hours	3 tasks an hour	PDF only	Free app, 3 a day	None
PDF24	Yes — EU servers	1 hour	5 ads a page	PDF only	Free app, Windows	None
TinyWow	Yes — USA	1 hour	Ads, CAPTCHAs	Several	No	None
AnyTool	Never	Nothing to keep	No caps, no watermarks	14	Yes, no install	NEET, SSC, UPSC, Aadhaar

Nothing leaves your phone. Nothing is capped. Fourteen categories on one site.

PART 4 · WHAT WE'VE DONE

GOOGLE'S REPORT CARD

SEARCH CONSOLE — SITE HEALTH



No penalties. No hacking, no malware. Google's own check on the site, 24 September 2026.

PAGESPEED INSIGHTS — SITE QUALITY

On a phone



On a laptop



100 out of 100 for accessibility, best practices and SEO on both. Speed 99 on a laptop, 82 on a slow phone.

Nothing to fix. Nothing to hide. Anyone in this room can run both checks live.

Google Search Console and PageSpeed Insights, both 24 September 2026. Live: pagespeed.web.dev — type www.anytool.tech.

WHAT THE SCORES MEAN — AND WHY THEY MATTER TO US

Google's score	What it measures	Why it matters for AnyTool
Speed · 82 phone, 99 laptop	How quickly a page becomes usable, tested on a cheap phone on slow 4G.	Our users are on budget phones and patchy networks. Speed is the product. Nothing jumps while you tap.
Accessibility · 100	Works with screen readers, keyboards and colour-contrast rules.	Government and education buyers require it; it is also how AI assistants read a page.
Best practices · 100	Modern security and coding standards: HTTPS, no known-vulnerable code, no errors.	Banks and clinics audit exactly this before licensing software. We already pass.
SEO · 100	Google can read, understand and index every page correctly.	The foundation for search and AI search is clean. Copilot cites us about 127 times a day.
Search Console · no issues	No penalty on the site. No hacking or malware found.	A clean asset: nothing to disclose, nothing to repair before ads or licensing.

The foundation is clean. The money goes into growth, not repairs.

Scores from PageSpeed Insights (Lighthouse 13), 24 September 2026. Speed is measured on a simulated Moto G Power on slow 4G.

PART 4 · WHAT WE'VE DONE

EARLY SIGNAL

Bing Webmaster Tools — the last three months, as of 24 September



Impressions (blue) climbing week after week; clicks (purple) following. 77 clicks and 2,500 impressions in three months.

×2.6

Bing clicks, last 28 days against the 28 before

1,131

pages indexed on Bing, zero errors

2,893

Copilot citations in three months — 2,777 in the last 28 days

127

citations a day, across 51 real-world queries

About 110 organic clicks a month today. We say it first — the numbers above are the shape, not the size.

HOW INVESTORS IN THIS CATEGORY HAVE MADE MONEY

- ▶ **Smallpdf bought PDF Tools AG for \$30 million** in 2022 — and sold it on to Apryse in July 2026
- ▶ **TinyWow**, a free tools site with about 2 million visits a month, **was acquired by Jenni.ai** in 2025
- ▶ **Stirling PDF raised \$2 million** from Open Core Ventures in 2024, on the back of 30 million downloads
- ▶ **Adobe's PDF business is \$3.18 billion a year**. The strategic buyers in this market are large, active and acquisitive

This category gets bought. And the buyers are already looking at India.

TEAM AND THE ASK

The team

- ▷ All founders full-time on AnyTool
- ▷ 1,298 tools shipped in eight months, with heavy use of AI coding tools
- ▷ The trade-off we own: thin automated tests, being paid down category by category

Raise: ₹1.25 crore

Use of funds, 18 months

- ▷ Team runway — all founders full-time
- ▷ Distribution in India — Hindi and Hinglish YouTube, Telegram, timed to SSC, UPSC and NEET form windows
- ▷ Marketing — Google Ads on search and YouTube, heaviest in the exam windows
- ▷ The licensing engine — SDK boundary and a first pilot customer
- ▷ Expanding the team — first a growth and marketing lead and a Hindi/Hinglish content creator; then an engineer, QA and support, and a sales lead as revenue starts

Eighteen months of runway. All founders full-time. Every file stays on the device.