ORBIT SETU — Complete Business Explanation

Based on your uploaded Aura/Orbit Setu plans, pricing calculator, growth strategy and investor pitch documents, here is how I understand the business. I'm also incorporating your latest correction about which industry prototypes are already built.

1. What exactly is Orbit Setu?

Orbit Setu is a multi-industry AI-powered business discovery, management and automation platform.

It connects two sides of the market:

• **Customer side:** Customers discover businesses, find suitable services, compare options and send enquiries or booking requests.

• **Business side:** Business owners create listings, manage customers, bookings, staff, services, revenue and business operations.

The long-term idea is not simply to create another business directory. It is to connect customer discovery, business management and AI-powered assistance in one ecosystem.

AURA is the product/platform being developed within the broader Orbit Setu vision.

2. Industry coverage and current development status

Your latest clarification is important: healthcare/medical, fitness and real estate/property also have prototypes prepared. Other industries are part of the future expansion plan.

Industry	Current direction
Beauty & Personal Care	Initial focus and existing product work
Healthcare & Medical	Prototype prepared
Fitness & Sports	Prototype prepared
Real Estate & Property	Prototype prepared
Education & Coaching	Future expansion
Weddings & Events	Future expansion
Automotive	Future expansion
Other Businesses	Future expansion

The category-specific system matters because different industries need different workflows.

• **Beauty:** Services, stylists, appointments, prices and repeat visits.

• **Healthcare:** Clinics, doctors, services, appointments and patient enquiries. Medical information must be handled with appropriate privacy and safety controls.

• **Fitness:** Members, memberships, renewals, trainers and classes.

• **Real Estate:** Property enquiries, buyer requirements, lead qualification, site visits and follow-ups.

• **Education:** Courses, batches, students and admission enquiries.

• **Weddings:** Packages, event enquiries, availability and planning.

• **Automotive:** Service requests, jobs, customer records and follow-ups.

The goal is to reuse a shared platform while adapting the onboarding, dashboard and workflows to each industry.

3. Customer discovery — the AI differentiator

This is one of the most important parts of Orbit Setu.

A customer should not have to understand business categories, filters or technical search terms to find a service.

The customer can use the search interface or speak through the microphone in natural language. For example:

• "I need a salon for bridal makeup near me."

• "Find a gym with monthly membership."

• "I need a clinic for a general consultation."

• "I want to buy a two-bedroom apartment within my budget."

• "Find a fitness centre with personal training."

The AI interprets the customer's requirement and uses it to identify relevant businesses.

The intended discovery flow:

Customer speaks or types a requirement

Natural language or microphone

AI understands the requirement

Service, location, budget, preferences and other needs

Relevant businesses are matched

Using available business profiles and their details

Personalised recommendations

Customer sees suitable partners and service providers

Enquiry, chat or booking request

The customer connects with the selected business

This is different from a traditional directory where customers mainly search through categories and manually inspect listings.

An important technical distinction: AI can understand and rank the customer's request, but the actual recommendations should come from genuine business records. It must not invent businesses, prices, ratings or availability.

4. Business management platform

The second side is the software that business owners use to manage their daily operations.

The main areas include:

• Business registration and public profile.

• Category-specific onboarding.

• Services, pricing, photos and business information.

• Online booking requests and appointment diary.

• Offline customer and booking records.

• Customer management and booking history.

• Staff and availability management.

• Revenue reports and business performance.

• Repeat-customer tracking and follow-ups.

• AI Co-founder and Sales Advisor.

The customer and business systems share the same business information. This means that when an owner updates a service or price, the customer-facing listing should also reflect that information.

A booking request should not automatically become a confirmed appointment. The owner must review it, check availability and approve it.

For price negotiation, the customer can propose a different price, but the owner retains the final decision.

5. Market opportunity — how large is the opportunity?

Orbit Setu is entering a large market, but it is important to distinguish the size of the overall business ecosystem from the number of businesses that could realistically become paying customers.

India's registered MSME ecosystem

10.18 crore

Udyam + Udyam Assist registrations, according to the Government dashboard around 22 November 2026.

This includes micro, small and medium enterprises and informal micro enterprises. It is not Orbit Setu's addressable customer count.

image

Udyam Registration+1

There is also a growing digital-services opportunity. For example, India's online home-services market was estimated at ■4,100–■4,300 crore in FY25 and projected to reach ■8,500–■8,800 crore by FY30. That is an adjacent market signal, not the total market size of Orbit Setu.

image

IBEF

How to understand Orbit Setu's market

Market layer	What it means for Orbit Setu
TAM	Businesses and customers across all the industries and geographies the platform could eventually serve
SAM	The categories, locations and business types the product can actually support
SOM	The businesses Orbit Setu can realistically acquire and retain in its first few years

I would not claim a specific TAM or market share yet. We need reliable counts of businesses in each target category, the launch geography, and evidence of willingness to pay before calculating those numbers.

The opportunity is attractive because the same underlying platform can support multiple industries, but the product must earn adoption category by category.

6. Competitor analysis

Orbit Setu does not compete against only one company. It competes with several different types of products.

Direct and adjacent competitors

just dial: Reliance Retail acquires sole control of Just Dial - The Economic Times

Justdial — Local discovery

• Helps customers discover businesses across many categories.

• Provides listings, contact details, reviews, photos and paid visibility campaigns.

• Its FY26 annual report records 54.7 million active business listings, 631,530 active paid campaigns and 189.4 million average quarterly unique visitors.

• FY26 revenue from operations was ■12,138.6 million, approximately ■1,213.86 crore.

image

Covering Letter_Regulation 34

Justdial website

Fresha reviews | ProductReview.com.au

Fresha — Beauty and wellness management

• Appointment calendars, booking management and team scheduling.

• Customer records, payments, marketing, reminders and a beauty/wellness marketplace.

• Marketplace acquisition can involve a one-time fee for a new client acquired through Fresha's marketplace.

• Strong competitor for Orbit Setu's beauty category.

image

Pricing+1

Fresha website

Booksy Company Profile Funding & Investors | YourStory

Booksy — Booking and salon management

• Online booking, client and calendar management.

• Marketing tools, payments, reporting, memberships and packages.

• Its US pricing page currently lists a $29.99 monthly base subscription, with extra-user charges and optional marketplace Boost fees. This is not an India price comparison.

image

No hidden fees

Booksy website

DINGG Software Reviews, Demo & Pricing - 2026

DINGG — Salon operations

• A competitor in salon and spa management.

• Relevant comparison areas include appointment management, customer records, staff, billing and business operations.

• Your uploaded roadmap records a third-party India price reference around ■20,000/year, but explicitly warns that this is not a confirmed universal DINGG price.

DINGG website

File:Practo Health Logo.png - Wikimedia Commons

Practo — Healthcare discovery

• An important adjacent competitor for doctor and clinic discovery.

• Relevant benchmark for the healthcare side of Orbit Setu.

• Healthcare requires additional privacy, trust and workflow requirements.

Practo website

Where Orbit Setu wants to compete

Capability	Discovery directories	Booking software	Orbit Setu's intended position
Business discovery	Strong	Varies	Yes
Business management	Limited or separate	Strong	Yes
Customer records	Varies	Strong	Yes
Bookings	Varies	Strong	Yes
Natural-language AI discovery	Varies	Varies	Core differentiator

Capability	Discovery directories	Booking software	Orbit Setu's intended position
Industry-specific workflows	Broad listings	Often specialised	Intended across categories
AI voice and workflow agents	Separate or varying	Varies	Planned expansion

This is a positioning comparison, not a verified feature-by-feature audit of every competitor.

The strategic difference: Justdial is primarily a discovery platform; Fresha, Booksy and DINGG focus more on business operations in their relevant segments. Orbit Setu wants to connect discovery, management and AI in the same system.

That is a promising positioning hypothesis, but it is not yet a proven competitive advantage. The advantage must be demonstrated through real customer usage, retention and business outcomes.

7. Business model — how Orbit Setu makes money

Your latest strategy changes the initial acquisition model: the first 1,000 business listings will be free. This helps build supply before charging owners.

I would structure the revenue model around these streams:

Initial acquisition

1. Free business listings — first 1,000

Owners can register and publish their business profiles without paying during the initial listing campaign. The purpose is to build marketplace coverage and attract customers.

2. Paid listings

After the initial 1,000 free listings, businesses can pay to list their profiles. You can later test standard, premium and featured visibility packages.

3. Monthly subscriptions

Businesses pay recurring fees for management tools, customer records, booking management, analytics and other plan features.

4. AI usage credits

Businesses receive a limited AI allowance. Additional usage can be purchased through credits or top-ups.

5. AI voice receptionist

Charge based on actual voice usage, such as minutes or a prepaid wallet. The business should see usage and remaining balance.

6. WhatsApp and messaging usage

Charge separately for higher-volume WhatsApp messages, marketing campaigns and other paid communication usage.

7. Business expansion add-ons

Potential additional revenue from extra branches, employee seats, advanced industry modules, integrations and premium automation.

The first six are directly aligned with the commercial models discussed in your documents; the seventh is an expansion opportunity. Do not treat any of these as established revenue until customers actually pay.

8. Pricing strategy — early versus later

There are two different pricing discussions in your documents, so they should not be mixed together.

A. Early launch pricing

Your original working plan discussed:

• A 30-day free trial.

• Approximately ■500–■1,000/month after the trial.

Your latest decision is different: give the first 1,000 businesses free listings. That does not necessarily mean every management feature or unlimited AI usage should also be free.

B. Later category-based Growth pricing

Your Aura Growth Strategy document contains these proposed monthly prices:

Business category	Proposed monthly price
Beauty & Personal Care	■1,499
Health & Medical	■3,499
Fitness & Sports	■1,999
Real Estate & Property	■2,999
Education & Coaching	■3,499
Weddings & Events	■2,499
Automotive	■3,499
Other Services	■1,499

These are proposed Growth-plan prices, not final approved prices.

The logic is that different industries have different operating complexity and business value. A real estate team or clinic may require different workflows from a small salon.

C. Basic and Pro structure

Your product roadmap also discusses Basic and Pro plans:

• **Basic:** Core business management and listing features, without the more expensive AI usage.

• **Pro:** Advanced AI assistants and a limited usage allowance.

• **Additional usage:** Deep analysis, high-volume messaging and voice can be charged separately.

The final Basic/Pro prices and entitlements still need to be tested. The documents do not establish one final, confirmed three-plan pricing table.

9. Operating costs — what does it cost to run Aura?

I found your interactive cost and profit calculator in the uploaded files. It contains estimates for individual AI and communication services.

These are the cost assumptions recorded in that calculator, not confirmed quotations from providers.

A. Estimated cost per unit

Service	Estimated cost
AI Co-founder message	■0.08
Deep analysis/report	■5
Sales Advisor message	■0.06
Campaign plan	■3
Chat auto-reply	■0.175
WhatsApp follow-up message	■0.14
WhatsApp marketing message	■0.95
Standard 10-second AI video	■73
Premium 10-second AI video	■160
AI voice call minute	■3.90

Service	Estimated cost
Base infrastructure allowance in calculator	■40

The calculator also assumes a 2% payment-processing fee and volume discounts on usage charges:

• 5% discount from ■4,000 usage.

• 10% discount from ■10,000 usage.

• 15% discount from ■30,000 usage.

B. Why you previously got approximately ■208 cost

Your calculator's light-usage preset gives this example:

Illustrative light-usage account — Tier 2 city

Usage	Monthly quantity	Estimated cost
Co-founder chats	600	■48
Deep analyses	8	■40
Sales Advisor chats	60	■3.60
Campaign plans	8	■24
Auto-replies	300	■52.50
Base allowance	—	■40
Total estimated cost		**■208.10**

Calculated selling price

■893

Estimated cost

■208.10

Payment fee (2%)

■17.86

Contribution after these costs

■667.04

Illustrative calculator scenario, not a confirmed Pro plan or actual customer economics. GST is excluded from the contribution calculation.

This explains why you previously saw approximately ■208 as the operating cost for your selected usage combination.

But remember: the calculator's ■208 is not the complete cost of running the company.

C. Company-level monthly expenses

Your calculator separately allows you to enter fixed monthly expenses, with an example default of ■50,000.

That fixed expense field is intended to cover costs such as:

• Hosting and database infrastructure.

• Professional development and maintenance.

• Marketing and customer acquisition.

• Support and administration.

• Other operational expenses.

The ■50,000 is an editable example, not a verified monthly expense.

You also need to account for:

• One-time professional development and migration.

• Security testing and backups.

• Monitoring and error handling.

• Legal, accounting and compliance.

• Payment gateway and communication costs not already included in the variable-cost assumptions.

Important: The ■208.10 example should not be used as the cost of every business. A business using 600 voice minutes, 60 AI videos or large volumes of WhatsApp messages will have a very different cost.

Your cost-control strategy should be to measure actual usage per business and charge for expensive usage separately.

10. Technology strategy

Your uploaded plans follow a useful principle:

Code First, AI Last.

That means the platform should not depend on AI for every operation.

Layer 1 — Core application

Use normal application code and database logic for:

• Registration and authentication.

• Business profiles and listings.

• Search, filters and categories.

• Booking requests and availability.

• Customer records.

• Appointment status.

• Payments and billing records.

• Reports and calculations.

• Notifications and permissions.

These are predictable tasks. They do not need expensive AI calls.

Layer 2 — Business intelligence

Build structured modules that use actual business data:

• Business Growth Strategist.

• Marketing Strategist.

• Pricing Strategist.

• Customer Retention Strategist.

• Business Performance Analyst.

• Task and Action Planner.

For example, if a salon receives fewer weekday bookings, the application can detect that pattern using its booking records. AI can optionally help write a promotional message.

Layer 3 — AI intelligence

Use AI where natural-language understanding and reasoning are genuinely useful:

• Customer discovery and personalised matching.

• AI Co-founder.

• Sales Advisor.

• Natural-language explanations of business reports.

• Voice receptionist.

• Lead qualification.

• Marketing content.

Layer 4 — Future AI agents

The longer-term vision is to move from AI that simply answers questions to AI that can complete approved workflows.

For example:

Example: Real estate enquiry workflow

• Customer submits a property requirement.

• AI identifies budget, preferred location and property type.

• System matches suitable properties and organises the lead.

• AI prepares a follow-up or site-visit request.

• Important actions are sent to the business owner for approval.

• Approved actions are executed and recorded.

Your technical strategy should also include separate business data permissions, usage monitoring, audit history, backups and secure authentication.

You have not finalised the AI model provider yet. Your roadmap specifically says to test providers using the same tasks and compare accuracy, speed, reliability and cost before selecting the stack.

11. Business growth strategy — the plan in your uploaded PDF

Your Aura Growth Strategy document contains a staged customer acquisition strategy from zero to 10,000 businesses.

The important point is that it does not recommend spending heavily on advertisements immediately.

Stage 1: 0–10 businesses

Founder-led validation.

• Talk directly to business owners.

• Understand their biggest operational problems.

• Demonstrate the working product.

• Offer a personalised Business Growth Audit.

• Secure the first pilot businesses.

• Ask for real feedback and payment commitment.

The PDF gives an example of a Business Growth Leak Report. For a real estate agency, it might identify unassigned enquiries, overdue follow-ups and unconfirmed site visits.

Stage 2: 10–50 businesses

Founding 50 and referral programme.

• Give early businesses founding-customer benefits.

• Reward successful referrals with subscription credits.

• Get direct feedback from owners.

• Prove weekly usage and renewals.

• Improve reliability and onboarding.

Avoid promising lifetime discounts.

Stage 3: 50–200 businesses

Transformation stories.

• Publish genuine customer case studies.

• Show how businesses use Orbit Setu.

• Use real screenshots and measured results.

• Encourage satisfied businesses to recommend the platform.

• Create a repeatable sales and onboarding process.

Stage 4: 200–1,000 businesses

Local Ambassador Network.

Build partnerships with:

• Website developers.

• Digital marketing agencies.

• Business consultants.

• Industry trainers.

• Implementation consultants.

Provide referral tracking, demonstration material and onboarding assistance.

This is where your first 1,000 free business listings can become an important acquisition campaign.

Stage 5: 1,000–3,000 businesses

Industry Intelligence.

Publish useful reports based on aggregated and anonymised platform data:

• Salon retention trends.

• Real estate enquiry management.

• Fitness membership renewals.

• Education admission enquiries.

These reports can help attract more businesses, provided the data is reliable and privacy is protected.

Stage 6: 3,000–10,000 businesses

Orbit Setu Ecosystem.

• Business invitations for associated businesses and branches.

• Agency ecosystem for managing multiple business accounts.

• Integration marketplace.

• Industry-specific templates.

• Certified onboarding and support partners.

• Automated acquisition and retention.

Source: Aura_Growth_Strategy_Chat.pdf, pages 2–5. The stages are targets and strategies, not achieved traction.

The seven-day Business Challenge

Your growth document also proposes:

"Give Aura 7 Days. Find One Way to Improve Your Business."

A business joins and uses Aura for seven days. It then receives a personalised report showing:

• What it organised.

• Which follow-ups were completed.

• Which opportunities still need attention.

• What could improve next.

The business can share a genuine results card linking to Aura.

This creates a potential growth loop:

Business joins → uses Aura → sees value → shares experience → another business discovers Aura.

The report must use actual measured results, not invented revenue or savings claims.

12. Financial growth potential

Your growth PDF uses an illustrative average monthly subscription of ■2,561 and an estimated average variable cost of ■688 per paying account.

Using those assumptions:

Paying businesses	Monthly revenue
100	■2,56,100
500	■12,80,500
1,000	■25,61,000
2,000	■51,22,000
5,000	■1,28,05,000
10,000	■2,56,10,000

Illustrative scenario based on the growth document's average price assumption, not a forecast or current revenue.

At 10,000 paying businesses, the document estimates approximately ■1.873 crore monthly gross contribution before fixed costs, salaries, marketing, taxes and overheads.

It also makes an important distinction: 10,000 registered businesses do not equal 10,000 paying businesses.

For example, at a 20% paid conversion rate, 10,000 registered businesses would mean 2,000 paying businesses.

13. Future product roadmap

I would organise the long-term execution into four phases, consistent with your investor pitch.

• **Phase 1 — Core Platform**

• Finish customer discovery.

• Make business listings reliable.

• Complete category-specific onboarding.

• Connect real business data.

• Complete booking and management workflows.

• Test the prepared industry prototypes.

• **Phase 2 — Business Intelligence**

• Business Pulse.

• Revenue Intelligence.

• AI Co-founder.

• Sales Advisor.

• Industry-specific analytics.

• **Phase 3 — AI Operations**

• AI voice receptionist.

• Lead management agents.

• Workflow automation.

• Owner approvals.

• Action history and integrations.

• **Phase 4 — Multi-industry and geographic scale**

• Education and coaching.

• Weddings and events.

• Automotive.

• More business categories.

• More cities and eventually international markets.

• Partner and integration ecosystem.

Do not build every advanced capability simultaneously. First make discovery, registration, listing, customer enquiries and owner workflows reliable.

14. Risks and challenges

Risk	Why it matters	What needs to happen
Marketplace cold start	Customers need listings; businesses need customers	Onboard businesses first and use shareable profiles
Strong competitors	Existing platforms have established users and trust	Focus on connected workflows and AI discovery
Business adoption	Owners may register but not use the software	Track weekly active businesses and renewals
AI expenses	Heavy AI and voice usage can reduce margins	Usage caps, metering and paid top-ups
Data privacy	Businesses handle customer information	Strict permissions and business-level data separation
AI mistakes	Incorrect prices or booking actions can harm trust	Use verified data and owner approval
Industry complexity	Different sectors require different workflows	Expand one category at a time
Customer acquisition cost	Sales and marketing may become expensive	Test referrals and local partnerships
Technical reliability	A prototype may not handle production scale	Professional engineering, testing and monitoring
Trust and quality	Fake listings or incorrect availability can damage the marketplace	Verified profiles, real records and transparent status

Healthcare and medical expansion will need particular attention to privacy, sensitive data handling and appropriate boundaries around medical information.

15. Long-term vision

The long-term vision is to make Orbit Setu a connected business ecosystem rather than a collection of unrelated industry apps.

Imagine a customer who can speak naturally about what they need and get matched with suitable service providers.

At the same time, business owners can use one platform to manage their operations, understand performance, communicate with customers and automate repetitive tasks.

Over time, Orbit Setu could develop into three connected layers:

Customer Network

Discover businesses, find relevant services and connect with providers.

Business Operating System

Manage bookings, customers, employees, revenue and business operations.

AI Execution Layer

Understand requirements, analyse information and complete approved business workflows.

The potential long-term advantage comes from combining business workflows, industry-specific context, customer discovery and integrations. If businesses use the platform every day, it can become increasingly valuable to them.

16. Current company status

Early prototype / Pre-launch

Orbit Setu is currently in the early prototype stage.

Based on your latest clarification:

• Customer discovery and category options are part of the working prototype.

• The AI-based natural-language customer discovery experience is a key product capability you are developing.

• Beauty is the initial product focus.

• Healthcare, fitness and real estate/property prototypes have also been prepared.

• Other categories are future expansion plans.

• The commercial pricing structure is still being evaluated.

• The first 1,000 free business listings are your current acquisition strategy.

• Professional production engineering, broader AI automation and scaling are future execution steps.

There are no verified paying-customer numbers, revenue figures, retention results or market-share figures supplied here. Those should be added only when measured.

17. My overall assessment

The strongest part of Orbit Setu is its combined approach:

• **Discovery:** Help customers find the right businesses using natural language and personalised matching.

• **Management:** Give owners tools to operate their businesses.

• **Intelligence:** Help businesses understand their data and improve their decisions.

• **Automation:** Eventually let AI complete approved repetitive tasks.

The biggest risk is trying to become a platform for every industry before proving that the first few categories work well.

My recommendation is to make the first 1,000 free listings a focused supply-building campaign, not simply a signup target. Measure how many businesses publish complete profiles, receive enquiries, use management tools, return weekly and eventually convert to paid subscriptions.

The most important milestone is not 1,000 registrations. It is proving that businesses and customers repeatedly receive value from Orbit Setu.

That is what will make the larger multi-industry vision credible to investors.

Source note: Pricing, cost assumptions and growth stages above are based on your uploaded Aura/Orbit Setu planning documents and calculator. External competitor and market figures are cited separately. All proposed prices and financial scenarios should be revalidated before investor circulation.