



GoLegal Comply

DPDP Compliance Infrastructure for India

Every company collecting personal data in India must comply.

Penalties up to ₹250 Crore. Deadline: 13 May 2027.

We're building the platform that makes compliance automatic.

Sushant Sapra | Advocate | Founder, GoLegal

Pre-Seed Round | ₹50 Lakh | 5% Equity

The Problem

India's DPDP Act 2023 is now law

- Every company collecting email, phone, or personal data must comply
- Penalties range from ₹50 Crore to ₹250 Crore per violation
- Full compliance deadline: 13 May 2027 — no grace period
- Millions of businesses affected — startups, SaaS, fintech, e-commerce, edtech
- Data Protection Board has civil court powers

How companies handle compliance today:

- Lawyers charging ₹50K–5L per engagement
- Manual spreadsheets and Word documents
- Ignore it and hope nothing goes wrong

₹250 Cr Security Failure

₹200 Cr Breach Cover-Up

₹200 Cr Children's Data

₹50 Cr General Breach

The Solution

GoLegal Comply makes DPDP compliance automatic

Compliance Scanner

Enter URL → 30 DPDP checks → scored report with penalties

Free lead-gen

Consent Widget

Embeddable JS snippet for DPDP-compliant consent with purpose toggles

₹999/mo

DSAR Portal

Self-service data access, correction, deletion requests with tracking

₹2,999/mo

Breach Manager

Incident logging, 72-hr DPB notification, user notification templates

₹4,999/mo

AI Assistant

Chat DPDP expert trained on founder's 353K-char book

₹4,999/mo

Compliance API

REST API for other SaaS to embed DPDP compliance

Per-call

Market Opportunity

TAM

₹1,000 Cr+

Millions of Indian businesses
collecting digital personal data

SAM

₹200 Cr

90,000+ startups + mid-market
willing to pay for SaaS

SOM (Year 1)

₹4-10 Cr

2,000-5,000 companies
paying ₹20K/year avg

GDPR created OneTrust (\$5B valuation). India has more digital businesses than Europe.

Compliance deadline (13 May 2027) creates a 14-month urgency window.

Business Model

Free ₹0	Starter ₹999/mo	Pro ₹2,999/m	Business ₹4,999/m	Enterprise Custom Pricing
Scanner (3/mo) Penalty Calculator	Consent Widget Basic Dashboard	Full Platform DSAR+Breach Mgr	AI Assistant VU Templates	API Access Audit Readiness
<i>Lead Gen</i>	<i>SMBs</i>	<i>Mid-Market</i>	<i>Growing Cos</i>	<i>Large Cos</i>

Revenue: SaaS subscriptions + API licensing + Premium services (VU templates ₹25K/use)

Regulation creates demand. Compliance is recurring. Integration creates lock-in.

Why Us

6 unfair advantages no competitor can replicate

Legal Expertise

Founder is a practicing Advocate.
Legal knowledge encoded
directly into the product.

Knowledge Base

353K-char DPDP book powering
AI assistant. Deepest founder-
friendly interpretation available.

82-Rule Database

Most comprehensive structured
DPDP rule set in India. Covers
Act + Rules 2025 + enforcement.

Distribution

GoLegal's existing audience
across YouTube, Instagram,
LinkedIn. Zero-cost traffic.

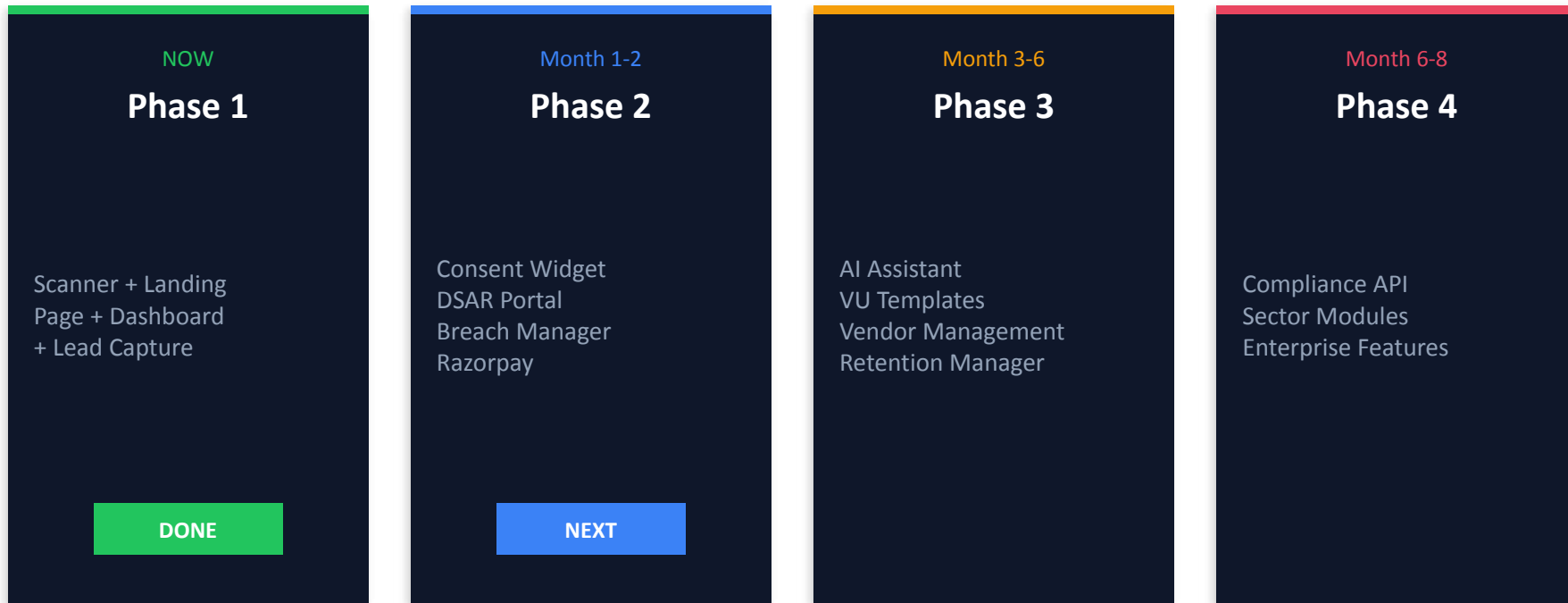
India-Native

Built for Indian law, Indian
businesses, Indian pricing.
Global tools don't work here.

Switching Cost

Once companies embed consent
widget + workflows, switching
providers is painful and risky.

Product Roadmap



Target: 200 paying customers + ₹3L MRR within 9 months of funding

Use of Funds

₹50 Lakh | 12-Month Runway

₹24L

48%

Senior Full-Stack Developer

One developer for 12 months (₹2L/mo). Rebuilds MVP, builds Phase 2-3.

₹8L

16%

Infrastructure & Tools

Hosting, Supabase Pro, Claude API credits, monitoring.

₹8L

16%

Marketing & Content

LinkedIn/Instagram ads, SEO content, webinars, startup events.

₹5L

10%

Legal & Compliance

Trademark, own DPDP compliance, legal reviews.

₹5L

10%

Contingency

Office, travel, unexpected expenses, 2-month buffer.

70% building (dev + infra) | 30% growth (marketing + ops)

The Ask

₹50 Lakh at ₹10 Crore Pre-Money Valuation

5% Equity | 12-Month Runway | Path to ₹10L MRR

Targeting seed Round (₹4-5 Cr) at ₹40- 50 Cr valuation within 12 months

12-Month Milestones

Month 3

100 scanner users
20 paid customers
₹20K MRR

Month 6

500 scanner users
100 paid customers
₹1.5L MRR

Month 9

2,000 scanner users
200 paid customers
₹3L MRR

Month 12

5,000 scanner users
500 paid customers
seed Round Ready



DPDP compliance is not optional. It's the law.

The only question is whether Indian companies will comply
using expensive lawyers and spreadsheets,
or using software.

We're building that software.

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