

Qviq.io | Company Profile

Website: <https://qviq.io>

LinkedIn: <https://www.linkedin.com/company/itsqviq>

Founded: 2022

Founders: Dhruv Gupta & Sayaji Shirke

Headquarters: India

Industry: SaaS / Website Builder / Digital Presence Solutions

About the Company

Qviq.io, developed by **Tapop Smart Tech Pvt. Ltd.**, is a **no-code platform** that enables individuals, startups, and SMEs to create a **professional digital presence** quickly and easily. The platform offers:

- Customizable website templates
- NFC-enabled digital business cards
- Analytics dashboards to track engagement
- Appointment scheduling and payment integration (premium features)

Qviq.io simplifies online branding, networking, and lead generation for users who lack technical expertise.

Mission & Vision

Mission: Empower users to establish a professional online identity and connect effortlessly in the digital world.

Vision: To become the **leading platform for creating, sharing, and managing digital profiles** for individuals and businesses in India and globally by 2026.

Target Audience

- Startups seeking quick digital presence
 - SMEs wanting online branding and lead generation
 - Individuals and professionals needing digital business cards
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Key Milestones / Roadmap

Year Milestone

2022 Company founded; product development initiated

2023 Beta launch; initial user onboarding; feedback integration

Year Milestone

2024 Market expansion; advanced features like Qviq Tap & analytics dashboards

2025 Scaling operations; strategic partnerships with SMEs and startups

2026 Monetization via premium features; brand establishment; significant user growth

Funding & Investors

- Founded in 2022
 - No publicly disclosed external funding as of now
 - Open to angel investors, micro-VCs, and strategic partnerships
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Competitive Edge

- **No-code simplicity:** Easy-to-use platform requiring no technical skills
 - **NFC & sharing technology:** Innovative digital business card and link-sharing capabilities
 - **Analytics-driven insights:** Helps users understand audience engagement and optimize strategies
 - **Tailored for SMEs & startups:** Combines website creation, branding, and lead generation in one platform
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Future Plans

- Expand to international markets by 2026
- Introduce subscription-based premium features
- Enhance AI-driven analytics for smarter audience targeting
- Scale user base and strengthen brand visibility