ORBIT SETU

Get discovered. Run smoothly. Grow.

One AI-powered platform where customers find the right local business in plain language, and owners run and grow that business from a single dashboard. Starting with salons and beauty businesses in India, built to serve every appointment-based local business.

At a glance	
What it is	A discovery, management and growth platform for local service businesses
Who it serves	Customers looking for a service, and the owners who provide it
Starting with	Salons, parlours and beauty businesses in India
Where we are	Prototype built across the core modules; waitlist launching; first businesses onboard next
Launch offer	Free for the first 200 businesses
Plans	Basic $9 and Pro $17 per month
Founder	Aaradhy Joshi, Haldwani, Uttarakhand

Why Orbit Setu is needed

Local businesses run on a diary, WhatsApp and phone calls. Every day, enquiries go unanswered, repeat customers are not followed up, and owners cannot see how the business is really doing. Customers face the opposite problem: long lists, strangers on the phone, and no way to say what they actually need.

- **For customers:** finding a provider that fits the need, budget and location takes too long.
- **For owners:** bookings, customers, staff and billing sit in separate places, so time goes into admin instead of the work and the growth.
- **For the market:** tools that bring customers rarely run the business, and tools that run the business rarely bring customers. Orbit Setu does both in one loop.

Why this is an innovation

- **Plain-language discovery.** Customers type or speak what they want, such as bridal makeup near me under a budget, and are matched to real business records. No category hunting, and no invented businesses, prices or ratings.
- **An AI advisor inside the daily dashboard.** Owners can ask how the month is going, which service earns the most, or why revenue dropped, and get answers drawn from their own data.
- **Insights that are generated, not scripted.** Recommendations are produced from each business's real bookings, revenue and customer behaviour, so every owner sees advice that fits them.
- **Owner stays in control.** AI proposes; the owner approves bookings, prices and actions.
- **One platform, many industries.** A shared core with industry-specific workflows, so each new category is an extension, not a rebuild.

Why now

- Small businesses already live on WhatsApp and phones, so adoption starts from habits they have.
- Language AI has become affordable and fluent in Indian languages: managed Indian-language voice agents are now priced from about Rs 3 per minute.

- A modern code-first architecture keeps core features fast and low-cost, and uses AI only where it adds real value, which makes a small-business price point workable.

What Orbit Setu provides

The business owner's workspace has seven connected modules:

Module	What the owner gets
Overview	One-glance dashboard: today's bookings, total revenue, total customers and pending approvals, with daily approval requests and notifications.
Booking & Diary	Interactive calendar with daily, weekly and monthly views and full booking management.
Customers	Customer records and booking history, walk-in and online customers in one place, repeat-customer tracking and follow-ups.
Business Management	Services, prices, photos, staff and availability, and the public business profile.
Revenue Intelligence	Total, monthly and pending revenue, average booking value, interactive graphs, revenue trends, top services and service-wise analysis, plus a Revenue AI assistant that answers questions in plain language.
Business Pulse	A performance score out of 100 built on booking rate, repeat-customer rate and cancellation rate, with a Generate Recommendations button that analyses the business's real data and returns personalised next steps.
AI Co-Founder	A conversational advisor that analyses the business, spots growth opportunities and helps with strategic decisions.

On the customer side

- Describe a need by typing or speaking, and get a short list of relevant real businesses.
- Send an enquiry or booking request. The owner reviews, checks availability and approves, and keeps the final say on price.

How Orbit Setu is different

Existing player	What they provide	What Orbit Setu adds
Justdial	Local listings, contact details, reviews, photos and paid visibility campaigns across many categories.	Everything after the enquiry: bookings, customer records, staff, billing, revenue analysis and AI guidance for the owner.
Fresha and Booksy	Appointment calendars, booking management, client records, payments, marketing tools and reminders, with beauty marketplaces.	Plain-language and voice discovery across industries, an AI advisor and a Business Pulse score drawn from the owner's own data.
DINGG	Salon and spa operations: appointments, customer records, staff and billing.	Customer discovery in the same system, plus Revenue Intelligence and an AI Co-Founder.
Practo	Doctor and clinic discovery and appointments.	One platform that extends from beauty to clinics, fitness and real estate with the same core.

In one line: directories find the customer, software runs the business, and Orbit Setu connects both and then helps the owner grow.

The economics

- **Launch offer:** the first 200 businesses join free, which builds supply and real usage before any charge.
- **Subscriptions:** Basic at $9 and Pro at $17 per month. Basic covers core business management and listing; Pro adds the advanced AI assistants.

- **Usage-based add-ons:** AI credits, a voice receptionist charged per minute, and WhatsApp and messaging usage, so heavier users pay in proportion to the value and cost they create.
- **Cost discipline:** core features run on standard code and AI is used where it adds value, so variable cost grows with usage rather than with headcount.
- **Expansion revenue:** extra branches or seats, industry modules and premium automation.

Paying businesses on Pro ($17)	Monthly subscription revenue	Annual run-rate
100	$1,700	$20,400
500	$8,500	$102,000
1,000	$17,000	$204,000
5,000	$85,000	$1,020,000
10,000	$170,000	$2,040,000

Arithmetic at the Pro list price, before add-on usage revenue. Annual run-rate is monthly revenue multiplied by twelve.

Where we are aiming

Segment	Size	Source
India salon and beauty services (2025)	About $7.8B to $12.6B in service revenue; roughly 300,000 players	Deep Market Insights; Ken Research
India fitness (2024)	About 46,500 facilities and 12.3M members; under 1% of Indians hold a membership	Deloitte and HFA, India Fitness Market Report 2025
India single-specialty hospitals and clinics (2025)	About $4.4B	Ken Research
Global salon software (2025)	About $0.4B to $1.6B, depending on the report	Intel Market Research; Grand View Research

- **First target:** independent salons, parlours and beauty businesses in India, a large and fragmented segment where most owners still use a diary and WhatsApp.
- **Next:** fitness, healthcare and clinics, and real estate, where prototypes are already prepared.
- **Then:** education and coaching, weddings and events, and automotive services.
- **Geography:** one city zone first, then Tier 2 and Tier 3 cities across India, then the US, UK, Canada, UAE and Australia.

The plan: from first business to ten thousand

Stage	Businesses	Focus
Now	0 to 10	Founder-led onboarding: talk to owners, demo the product, offer a personalised Business Growth Audit, and secure the first pilot businesses.
Founding 50	10 to 50	Founding-member benefits and a referral programme with subscription credits. Learn from weekly usage and improve onboarding.
Proof stories	50 to 200	Publish real case studies and measured results. Build a repeatable sales and onboarding process.
Ambassadors	200 to 1,000	Local ambassador network of web developers, marketing agencies, consultants and trainers. The free founding offer drives supply.
Industry insight	1,000 to 3,000	Publish anonymised industry reports, such as salon retention trends, to attract more businesses.

Stage	Businesses	Focus
Ecosystem	3,000 to 10,000	Multi-branch and agency accounts, an integration marketplace, industry templates and certified onboarding partners.

Product roadmap

Phase	Focus
1. Core platform	Customer discovery, reliable business listings, booking and management workflows, category-specific onboarding.
2. Business intelligence	Business Pulse, Revenue Intelligence, AI Co-Founder and Sales Advisor, industry-specific analytics.
3. AI operations	Voice receptionist, lead and follow-up agents, workflow automation, owner approvals and action history.
4. Scale	More industries and cities, partner and integration ecosystem, international markets.

7-Day Business Challenge: a business uses Orbit Setu for seven days and receives a personalised report on what it organised, which follow-ups were completed and what to improve next. Businesses can share their results card, which turns every success into the next introduction.

Founder

Aaradhy Joshi - Founder, Orbit Setu

AI-native product builder and market research strategist. Aaradhy combines market research, product design and AI-assisted development to turn real business problems into working products. He has tested business ideas since his early teens and built the first Orbit Setu prototype in a matter of days. Orbit Setu comes from watching his mother's parlour and his father's real estate work lose hours to enquiries, bookings and follow-ups. A poet for seven years at national level, he builds trust with owners face to face.

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Sources: Deep Market Insights; Ken Research (India Beauty Salon Market; India Single Specialty Hospitals and Clinics Market); Deloitte and Health and Fitness Association, India Fitness Market Report 2025; Intel Market Research and Grand View Research (salon software); Sarvam AI published voice agent pricing. Market figures are third-party estimates.

Future expansion: how Orbit Setu will grow

Orbit Setu is built on one shared core: discovery, bookings, customers, staff, billing, revenue and AI guidance. Each new industry, city or country adds on top of that core rather than starting over. Growth happens along four paths at once: **industries**, **geography**, **product depth** and **revenue per business**.

Expansion path, step by step

Step	Where	How
1. Beauty, one city zone	Salons, parlours and beauty businesses in a single city zone in India	Founder-led onboarding and demos, free founding offer for the first 200 businesses, owner-to-owner referrals, and a personalised Business Growth Audit for each pilot business.
2. More areas and cities	Nearby areas, then Tier 2 and Tier 3 cities across India	The same onboarding process, repeated area by area. Local ambassadors (web developers, marketing agencies, consultants and trainers), beauty associations, distributors and academies carry the introduction.
3. More industries	Fitness, healthcare and clinics, and real estate first; then education and coaching, weddings and events, and automotive services	Shared core plus industry-specific workflows and onboarding. Prototypes for fitness, healthcare and real estate are already prepared, so each category is an extension, not a rebuild.
4. International markets	US, UK, Canada, UAE and Australia	Taken up once the India process is repeatable, using the partner and integration ecosystem and industry templates built in earlier stages.

What powers the expansion

- **One platform, many industries.** A shared core with category workflows means a new industry needs configuration and onboarding, not a new product.
- **Supply first.** The free founding offer builds a base of real businesses and real usage in each area before any charge, which makes the platform more useful to the customers who search on it.
- **Referral loops.** The 7-Day Business Challenge gives each business a shareable results card, so every success becomes the next introduction.
- **Local ambassador network.** Web developers, marketing agencies, consultants and trainers introduce Orbit Setu to businesses they already serve.
- **Industry insight reports.** Anonymised reports, such as salon retention trends, attract new businesses and build authority in each category.
- **Ecosystem.** Multi-branch and agency accounts, an integration marketplace, industry templates and certified onboarding partners let growth scale beyond the founder.

Product depth that grows with the business

Phase	What it adds
Core platform	Customer discovery, reliable business listings, booking and management workflows, category-specific onboarding.
Business intelligence	Business Pulse, Revenue Intelligence, AI Co-Founder and Sales Advisor, industry-specific analytics.
AI operations	Voice receptionist, lead and follow-up agents, workflow automation, owner approvals and action history.
Scale	More industries and cities, partner and integration ecosystem, international markets.

How revenue expands with each business

- **More per business:** extra branches or seats, industry modules and premium automation.
- **Usage add-ons:** AI credits, voice receptionist charged per minute, and WhatsApp and messaging usage.
- **More businesses:** every new area and industry adds a new group of businesses on the same platform and the same cost discipline, where core features run on standard code and AI is used where it adds value.

One line: start with beauty in one city zone, repeat the same process across India, extend the same core to new industries, then take it abroad.

Future expansion: industries, countries, AI workflows and custom agents

Orbit Setu grows in four directions from one shared core: **more industries**, **more countries**, **automated AI workflows** and **custom AI agents for every business**. The owner stays in control throughout: agents propose, the owner approves, and every action is logged.

The four growth directions

Direction	What it means	How it happens
Multiply industries	From salons and beauty to fitness, healthcare and clinics, real estate, education and coaching, weddings and events, and automotive services.	A shared core (discovery, bookings, customers, staff, billing, revenue) with industry-specific workflows. A new industry is an extension of the platform, not a rebuild.
Multiply countries	From India to the US, UK, Canada, UAE and Australia.	One city zone first, then Tier 2 and Tier 3 cities across India, then international markets with local language, currency and payment options, supported by local partners and ambassadors.
AI workflows	Repetitive work such as enquiry replies, reminders, follow-ups and reports runs automatically.	Workflow automation and integrations connect the platform with the tools a business already uses, such as WhatsApp, calendars and messaging.
Custom agents per business	Every business gets its own set of AI agents, set up for its category, services, prices, hours and tone.	The owner chooses which agents to switch on, reviews what they propose and approves actions. Agents can be added as the business grows.

Lead generation workflow connected to the AI Co-Founder

Step	What happens
1. Capture	Enquiries from the platform, WhatsApp and calls arrive in one place, so none are missed.
2. Respond	A lead agent drafts a reply and suggests the next step. The owner approves, and every action is logged.
3. Follow up	A follow-up agent reminds the owner about open enquiries and brings back customers who have not returned.
4. Learn	The AI Co-Founder reads the business's own bookings, revenue and customer behaviour and recommends offers, timing and campaigns.
5. Repeat	Results from each campaign feed the next recommendation, so the loop of discover, run and grow keeps improving.

Why this scales

- **Same system, every business.** Agents are configured per business, so each owner gets advice and automation that fit them while the platform stays one product.
- **Cost grows with use.** Core features run on standard code, and AI, voice and messaging are usage-based add-ons, so heavier users pay in proportion to the value they receive.
- **Owner always approves.** Prices, bookings and outbound actions need the owner's approval, which builds trust in each new market and industry.
- **Rolled out in stages.** AI operations (lead and follow-up agents, voice receptionist, workflow automation) follow the core platform and business intelligence phases on the roadmap.

One line: more industries, more countries, and a custom set of AI agents working for every business.