

INVODEX

**where tf did the money
go? we know.**

run the work. track the money. understand your business.

A REAL STORY

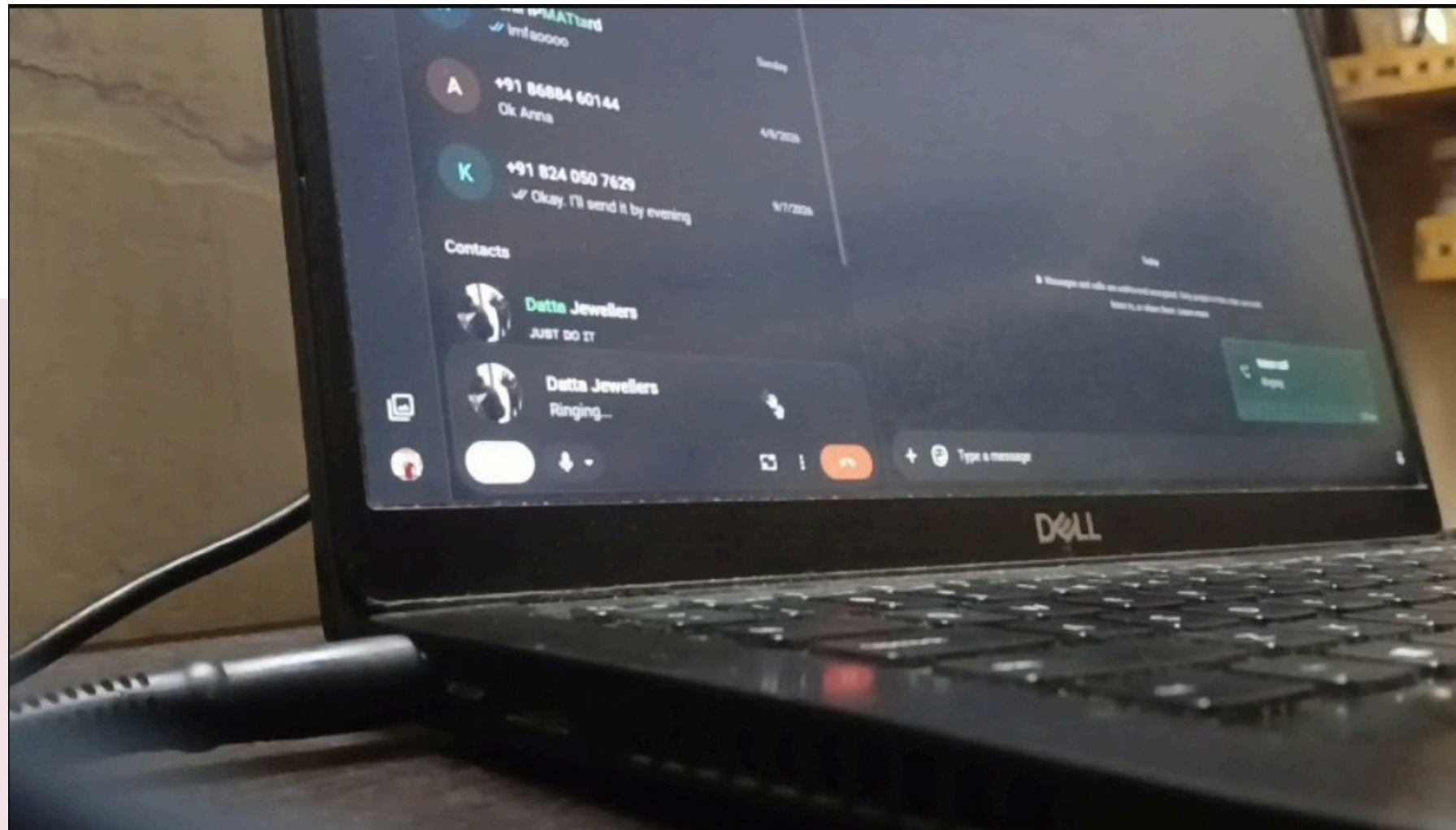
60 grams of gold disappeared.

the registers were full. the answer was not.
one loss. one businesss. a problem hiding in plain sight.



*then when the hell is the gold?
they lost track of their finances and can't
track where loss the has happened.*

A CALL WITH THIS CUSTOMER



[CLICK ME TO WATCH](#)

PROBLEM

**ops and finances live
in different places.**

so, owners can't see where money goes.

VALIDATION

76%

of surveyed owners track money on paper, spreadsheets and sheets

75%

of owners we called spent 5+ every week tracking finances manually.

59%

call it a major problem and wants to fix this.

The problem is real. And businesses are willing to pay to solve it.

**4 businesses are already ready to pay
before we've made a single rupee in revenue.**

source: outreach survey conducted by us

gowtham kumar.



vanee rathi.



shaunak ganjiwale



THE TEAM

SOLUTION

**we, invodex. an os that
connects business with finops.**

run the work

clients, deals, projects, tasks, agreements
and such stuff.

track the money

invoices, expenses, collections and
cashflow

understand it

all the metrics in one place.

TARGET AUDIENCE

freelancers

solo professionals who invoice clients and chase payments.

small agencies

teams juggling several clients, projects and expenses.

small businesses

owners still using paper, spreadsheets, notes for tracking money.

MARKET SIZE

TAM

₹1,35,000 Cr

SAM

₹40,500 Cr

SOM

₹405 Cr

HOW DO WE START OFF

01

D2C

- **targeted performace marketing**
- **organic founder-led content marketing**

02

B2B

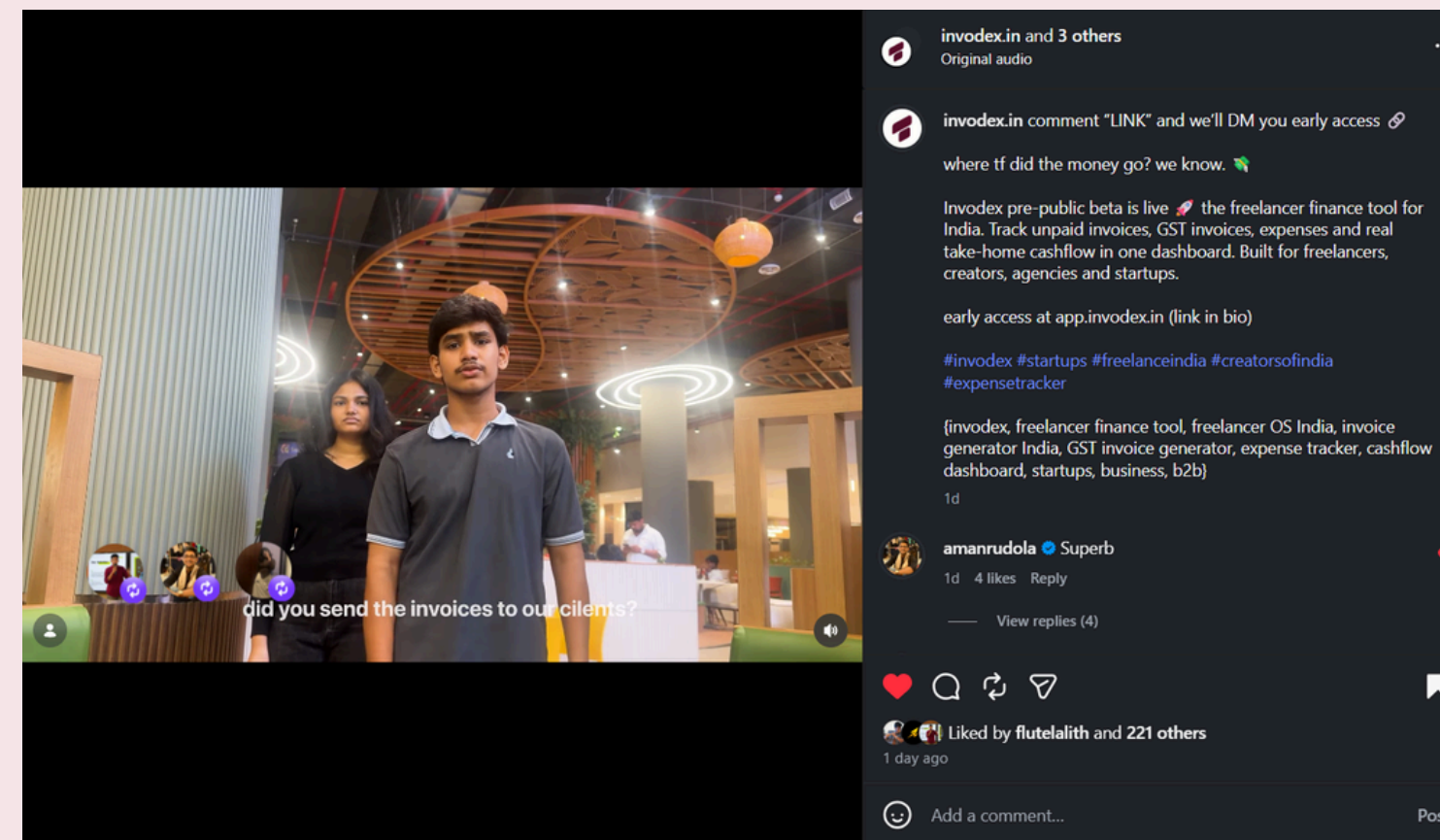
- **targeted linkedin marketing**
- **key partnerships with organizations**
- **cold outreach**

11k+ views • 1.4k+ interactions • 17h+ watch time
all of this in one single day



REEL PROOF

an attempt to crack distribution



DEMO

**now it's time to have a
look at invodex.**

demo for the next 60s :)

this is the 2nd most important task we have to do



INVODEX

next 30 days plan

organic content

putting some crazy founder-led content on instagram and linkedin.

cold outreach

reaching out to ton of small and mid scale businesses and freelancers personally to do the pilot test.

yeahh..... this is the first and most important
thing to do lol



INVODX

**figure out the rest while
actually building it.**

'cuz ideas **nvr come out fully formed**, it gets clearer only when we **build the shit out of it.**