



**ynos**

Gateway To India's  
Startups & Investors

VERSION - 01

# **YNOS PLATFORM USER MANUAL: STARTUPS & FOUNDERS**

Complete Guide to Raising Capital, Finding Investors & Scaling  
Your Venture

**PREPARED BY**

YNOS Venture Engine CC Pvt Ltd

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**INCUBATED AT**

IIT Madras Research Park

**WEBSITE**

[www.ynos.in](http://www.ynos.in)

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# 1. Introduction & Why YNOS For Startups

## 1.1 The Fundraising Challenge

### Common Problems Startups Face:

- Finding the "right" investors is extremely time-consuming
- "Spray and pray" approach wastes time and energy
- Pitching to investors with misaligned interests leads to rejections
- Limited visibility into investor preferences and track record
- No data on comparable valuations or funding rounds
- Difficulty understanding competitive landscape
- Hard to discover government schemes you qualify for
- Limited information on alternative funding options
- No systematic approach to raising capital



### Why YNOS Exists:

Traditional fundraising is inefficient. Founders spend 60+ hours researching investors, often with poor results. YNOS eliminates this friction by providing:

- Data on **14,700+** angel investors in India
- **6,000+** venture capital firms with detailed profiles
- AI-powered investor matching engine
- Valuation benchmarking tools
- Government funding scheme discovery
- Competitive analysis tools
- All from one platform

## 1.2 What Startups Can Achieve with YNOS

### Immediate Benefits:

- Find the right investors in hours (vs weeks of research)
- Save 60+ hours on investor research per funding round
- Understand competitor landscape instantly
- Know what similar startups are valued at
- Discover funding schemes you qualify for
- Access exclusive partner credits (AWS, Zoho, HubSpot, etc.)
- Get data-backed insights for pitch deck



### Strategic Benefits:

- Raise capital faster with targeted outreach
- Negotiate better terms backed by data
- Build investor relationships strategically
- Create sustainable fundraising pipeline
- Make informed decisions about business direction
- Benchmark against competition

## 2. Getting Started

### 2.1 Access Methods

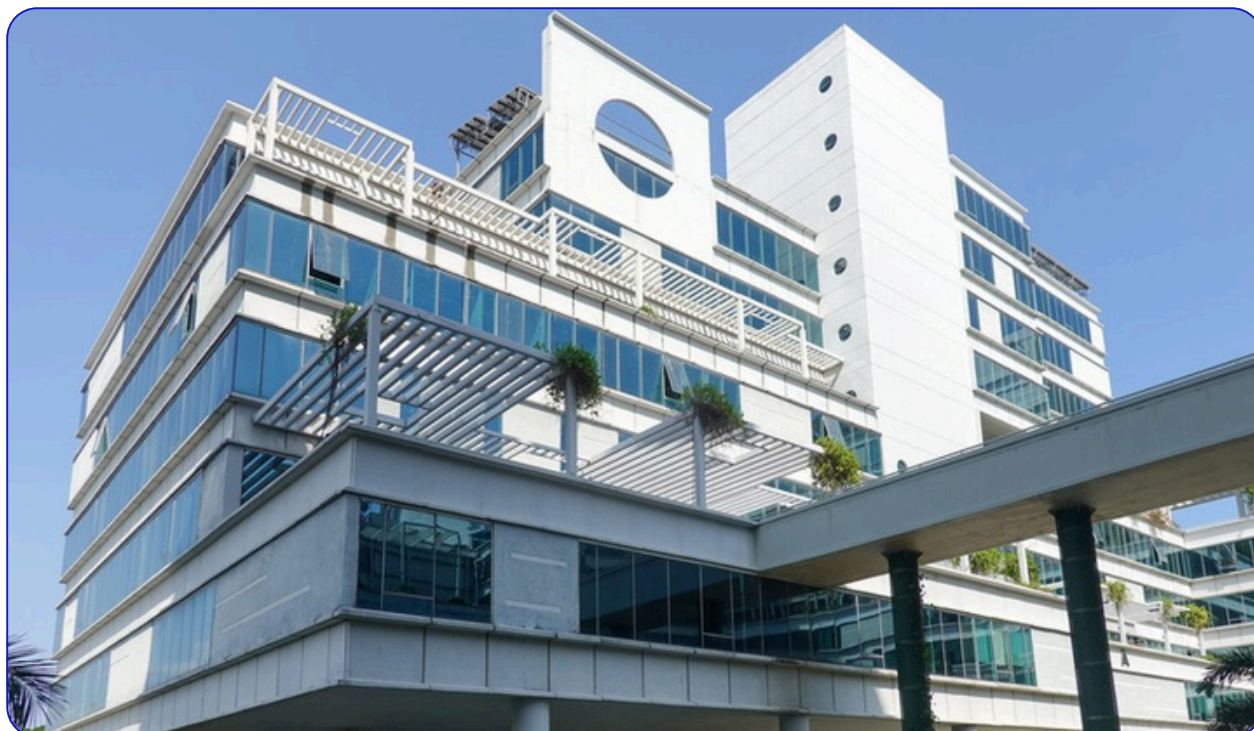
#### Option A: Free Startup Account (Limited Features)

- Visit [www.ynos.in](http://www.ynos.in)
- Click "Get Started for Free"
- Sign up with email
- Verify email
- Access limited features
- Upgrade to premium or buy credits to unlock profiles as needed



#### Option B: Institutional Subscription (Full Access)

- If your startup is incubated at an institution with YNOS subscription
- Your institution provides institutional email access
- Full access to all premium features at no additional cost
- Contact your incubation office for credentials



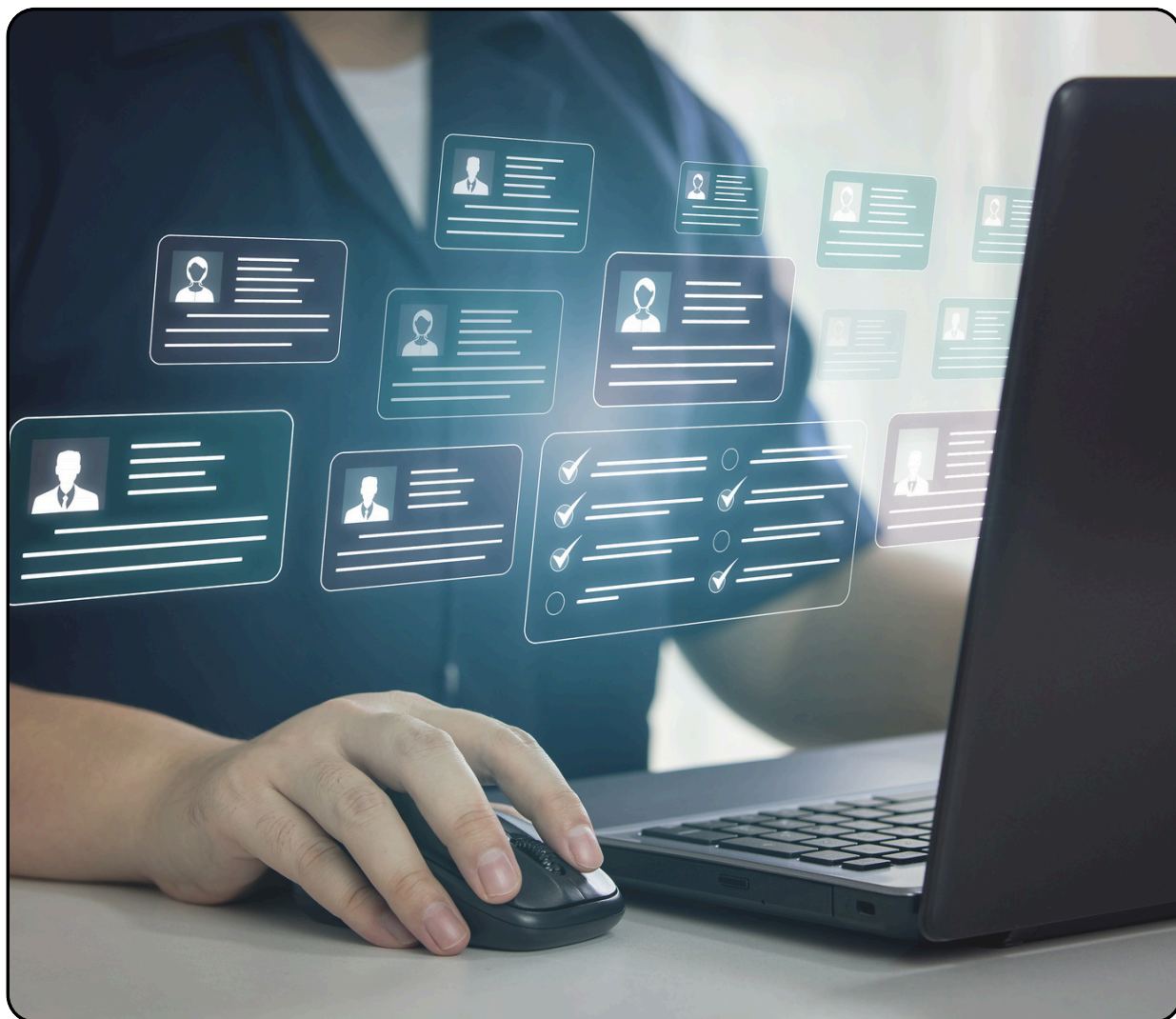
**Option C: Paid Subscription**

- If your startup is incubated at an institution with YNOS subscription
- Your institution provides institutional email access
- Full access to all premium features at no additional cost
- Contact your incubation office for credentials

**2.2 Initial Setup Checklist**

This is the overview of the process needed to set up Start up profile (detailed later)

- Create account with valid email
- Verify email address
- Complete startup profile (critical for investor discovery)
- Upload company logo and description
- List founding team members
- Set up investor preferences
- Link social media profiles
- Bookmark key tools
- Explore platform features



## 2.3 Subscription Tiers for Startups

Feature	Free	Pro	Premium
Startup Profile	✓	✓	✓
Angel Investor Search	Limited	Full	Full
VC Search	Limited	✗	Full
AI Recommendations	✗	Full	✓
Valuation Tool	✗	✓	✓
Competitive Analysis	Limited	Full	Full
Government Schemes	Limited	Full	Full
Debt Funding Discovery	✗	Full	✓
Incubator Search	✓	✓	✓
Reports Download	Limited	✓	Unlimited
StartupGPT Access	Limited	Unlimited	✓
Custom Data Services	✗	✓	✓

## 3. Creating Your Startup Profile

### 3.1 Why Your Profile Matters

#### Your Profile is Your Digital Storefront:

- Investors discover startups through YNOS database
- Complete profiles rank higher in search results
- YNOS AI uses profile data for investor recommendations
- Investors review your profile before meetings
- Profile visibility attracts inbound interest
- Used for pitch deck validation

## 3.2 Step-by-Step: Building Your Profile

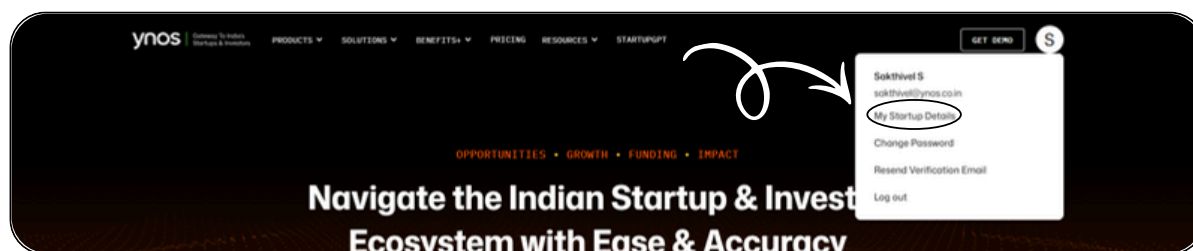
### Section 1: Basic Information

- Click "My Startup" → "Edit Profile"
- Fill in:
  - Startup name (exact legal name)
  - One-liner description (20-30 words explaining what you do)
  - Sector/Industry (primary and secondary)
  - Website URL (if available)
  - Incorporation date
  - Registered address

Have clear idea on these factors mentioned in Manual and Fill in the details as per the form shown in screenshot below.

### Section 2: About Your Startup

- Company description (150-200 words):
  - What problem you solve
  - Who your customers are
  - Why your approach is different
  - Current traction (if any)



The screenshot shows the 'My Startup Details' form. At the top, there are four numbered steps: 1 (highlighted in green), 2, 3, and 4. Below the steps is a box with 'Guidelines for completing your details' and five bullet points. The form fields are: Startup Name (ABC), Business Model (B2B), Startup Category (Edu-Tech), E-Learning, and City (Chennai). At the bottom, there are two green buttons: 'Save' and 'Next >'.

## 4. Core Feature: Finding & Connecting With Angel Investors

### 4.1 Why Angel Investors Matter

#### Angel vs VC Timeline:

Stage	Typical Funding	Lead Time	Check Size
Pre-seed	₹5–25 Lakhs	2–3 months	₹5–20 Lakhs
Seed	₹25 Lakhs – ₹1 Crore	3–4 months	₹20–50 Lakhs
Series A	₹1–10 Crores	4–6 months	₹50 Lakhs – ₹2 Crores

#### Why Raise from Angels First:

- Faster decision-making (days vs weeks)
- More flexible terms
- Mentorship and networking value
- No institutional constraints
- Can raise smaller amounts
- Less due diligence required
- Multiple angels can fund one round
- Build investor relationships for Series A

### 4.2 Step-by-Step: Finding Angel Investors

#### Phase 1: Prepare Your Pitch and relevant document:

Before searching for angels, ensure:

- Startup profile is 90%+ complete on the YNOS platform and you have the following details mention clearly in your pitch deck when you reach out to them for guidance or investments:
  - Funding target is specified
  - Team is clearly described
  - Current traction is documented
  - Business model is clear

#### Phase 2: Access Angels Module

1. From main menu, click "Angels"

2. You'll see:

- Search bar
- Advanced filters
- "My Recommendations" (AI-powered)
- Recent matches
- Saved searches

### Phase 3: Build Your Search Criteria

#### Filter by Angel Background:

- Profession: Founder, CEO, CXO, Professional, Domain Expert
- Years of Experience: 5+, 10+, 15+, 20+ years
- Previous Startup Experience: Yes/No
- Education: IIT, IIM, Premier institutions
- Geographic Location: Select states/cities where angels are based

#### Filter by Investment Preferences:

- Check Size: ₹5-10L, ₹10-25L, ₹25-50L, ₹50L+
- Sectors: Select sectors they typically invest in
- Stage: Pre-seed, seed, early growth
- Investment Activity: Actively investing, passive
- Recent Activity: Invested in last 1 year, 2 years, etc.

#### Filter by Network:

- Angel Networks: IAN, IAMAI, etc.
- Industry Network: Tech, FinTech, HealthTech, etc.
- Geographic Network: Cities where they're active

### Phase 4: Review Search Results

#### For each angel investor found, YNOS shows:

- Name & Photo
- Professional Background (current/past roles)
- Investment Track Record:
  - Number of investments
  - Companies invested in
  - Notable exits
  - Success rate
- Investment Criteria:
  - Preferred check size
  - Sectors of interest
  - Stage preference
  - Geographic focus
- Investor Rating: Based on activity, success, responsiveness
- Recent Investments: What they've funded recently

### Phase 5: Shortlist Qualified Angels

#### 1. Review 5-10 Top Results

- Read their investment profile carefully
- Check if they've invested in similar startups
- Verify sector alignment
- Look for warm connections

#### 2. Save to List

- Click "Save" to add to your list
- Create named lists (e.g., "FinTech Angels," "First Round")
- Organize by priority

### 3. Export List

- Download as PDF/CSV
- Share with co-founders for input
- Use for tracking outreach

## 4.3 Advanced: AI Recommendations

### Using "My Recommendations" Feature:

#### 1. How It Works:

- AI analyzes your startup profile
- Matches against 14,700+ angel profiles
- Considers: sector match, stage, check size, geography, team background
- Ranks by likelihood of interest

#### 2. Accessing Recommendations:

- Click "Angels" → "My Recommendations"
- System generates list of top 20-50 angels
- Sorted by match score (highest first)

#### 3. What the Scores Mean:

- 90-100: Very high likelihood of interest
- 75-89: Strong match
- 60-74: Good potential match
- <60: Lower priority

#### 4. Refresh Recommendations:

- As your startup evolves, refresh recommendations
- Add traction metrics to improve matches
- Update funding target as you progress

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## 4.4 Connecting with Angels

### Method 1: LinkedIn Connection

#### 1. Find Angel Profile on YNOS

#### 2. Click "Connect via LinkedIn"

#### 3. Use the below Message Template to dm them on LinkedIn:

- Pre-filled with context
- Personalize your message (highly recommended)
- Keep it brief (3-4 sentences)
- Include: who you are, what problem you solve, why you're reaching out to THIS angel specifically



### EXAMPLE MESSAGE:

"Hi [Name], I'm [Your Name], founder of [Startup]. We're building [problem solved] using [tech]. We've seen [traction]. Your investment in [similar startup] aligns perfectly with our vision. Would love a 15-minute chat? [Link to 1-pager]"

#### Method 2: Email Introduction

1. Find Angel Profile on YNOS
2. Click "Send Email"
3. YNOS Helps Draft Email:

- Subject line suggestions
- Body template
- Customize with your story
- Attach 1-pager/pitch deck

#### Best Practices for Outreach Email:

- Subject Line: Clear and compelling (40-50 chars)
- Greeting: Personalized to investor
- Hook: Why you're reaching out (1-2 sentences)
- Intro: 2-3 sentences on your startup
- Traction: Key metrics showing progress
- Ask: Specific ask (15-min call, angel round details, etc.)
- Closing: Professional, leave door open
- Length: Keep under 150 words

#### Method 3: Warm Introduction

1. Check if You Have Mutual Connections:

- Review angel's profile for LinkedIn connections
- Ask co-founders/mentors for warm intros
- Leverage network at your incubator
- Ask advisors for connections

## 2. Request Warm Introduction:

- More effective than cold emails
- 3-5x higher response rate
- Ask through LinkedIn or email
- Provide context for introducer

## 4.5 Following Up & Tracking

### Create a Tracking Spreadsheet:

Angel Name	Contact Method	Date Reached	Response	Next Step	Follow-up Date
[Name]	LinkedIn	[Date]	Yes / No	Schedule call	[Date]

### Follow-up Timeline:

- Day 1: Send initial outreach
- Day 5: If no response, send follow-up (reference original message)
- Day 10: One more follow-up, then move on
- Rule: Don't be pushy; respect investor time

### Response Rate Expectations:

- Cold email: 5-10% response rate (normal)
- LinkedIn: 10-15% response rate
- Warm intro: 30-50% response rate
- If reaching 50 angels, expect 5-10 responses

## 5. Accessing Venture Capital Networks

### 5.1 When to Approach VCs

#### Right Time for VC Fundraising:

- Seed funding secured (angel/friends round) ✓
- Product ready and validated ✓
- Traction demonstrated (revenue, users, growth) ✓
- Scalable business model proven ✓
- Raising ₹50L+ (minimum ticket size for most VCs) ✓
- 12-18+ months of runway planned ✓

#### Don't Approach VCs If:

- Pre-seed stage (no traction) ✗
- Seeking <₹25L (too small for institutional investors) ✗
- No differentiated value proposition ✗
- Unclear business model ✗
- Team gaps in key areas ✗

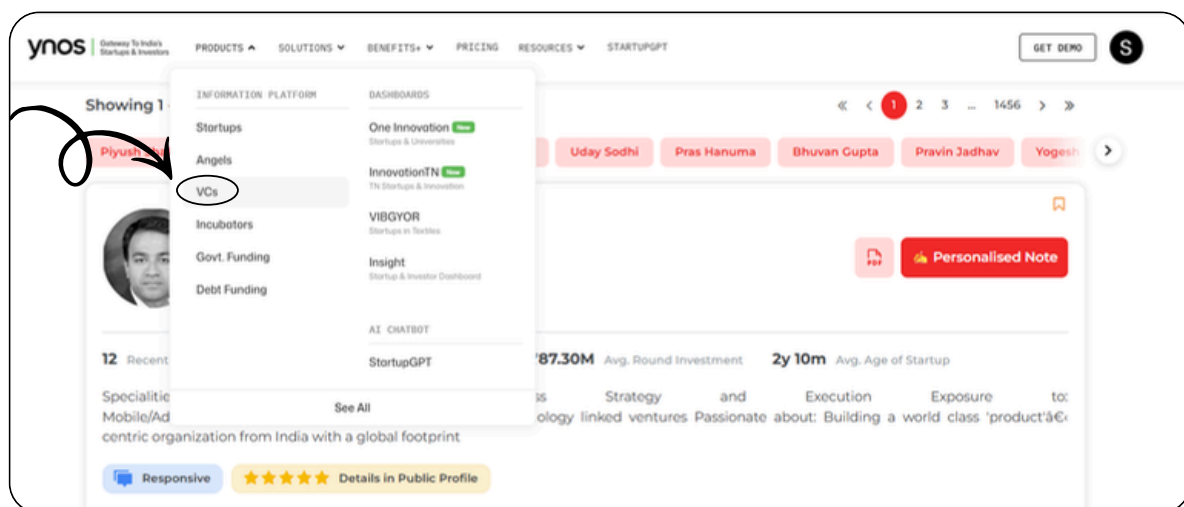
## 5.2 Finding the Right VC

### Step 1: Search VCs

#### 1. Click "VCs" from Main Menu

#### 2. Filter by:

- Investment Stage: Seed, Series A, Series B+
- Ticket Size: ₹25L-1Cr, ₹1-5Cr, ₹5-10Cr, etc.
- Sector Focus: Tech, FinTech, HealthTech, etc.
- Geographic Focus: Pan-India, specific regions
- Portfolio Companies: Look for similar startups they've funded
- Check Size Range: Average check and range



### Step 2: Research VC Firm

#### For each VC, review:

- Track Record:
  - Companies funded
  - Notable exits (unicorns, acquisitions)
  - Success rate (% of portfolio companies that raised Series A+)
  - Average holding period
- Investment Criteria:
  - Stated focus areas
  - Ticket size range
  - Stage preferences
  - Geographic constraints
- Team:
  - Partner names and backgrounds
  - Expertise areas
  - Open positions (they might prefer certain sectors)
- Recent Activity:
  - Recent fundings
  - Active period (last 6-12 months)
  - News and announcements

### Step 3: Identify Decision Maker

- Find the partner/investor responsible for your sector
- Research their background
- Check their previous investments
- Understand their thesis

## 5.3 VC Outreach Strategy

Never: "Spray and Pray" Your Pitch Deck

Instead: Targeted Outreach

#### 1. Build a Shortlist

- Identify 15-20 VCs that fit your profile
- Rank by fit (geography, stage, sector)
- Identify warm connections to each

#### 2. Warm Introduction is Critical

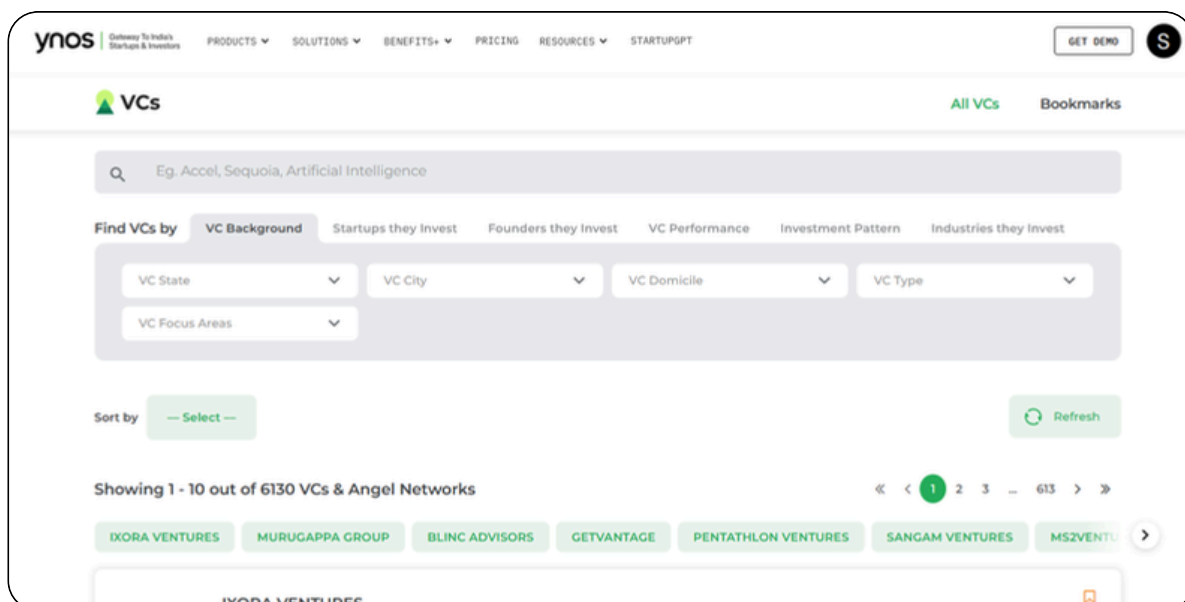
- Ask advisors/mentors for intros
- Use your network (other founders, angel investors)
- Ask incubator staff for VC connections
- VCs get 1000s of cold pitches; warm intros 10x your chances

#### 3. First Conversation:

- Intro email should be 5-7 lines max
- Highlight 1-2 key differentiators
- Include link to 1-pager (not full pitch deck)
- Ask for 15-20 minute exploratory call

#### 4. Preparation for VC Meetings:

- Have polished pitch deck ready (20 slides)
- Know your financials cold
- Prepare for hard questions
- Bring data on competitive advantage
- Know your ask (how much, use of funds, timeline)



## 6. Government Funding Schemes

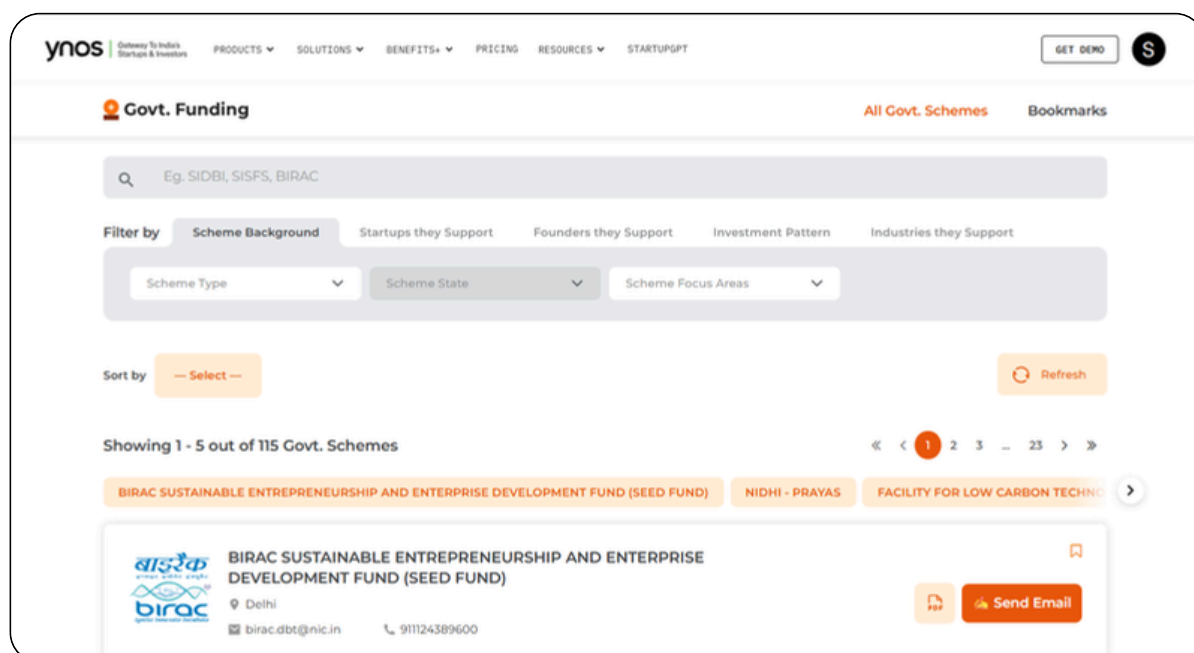
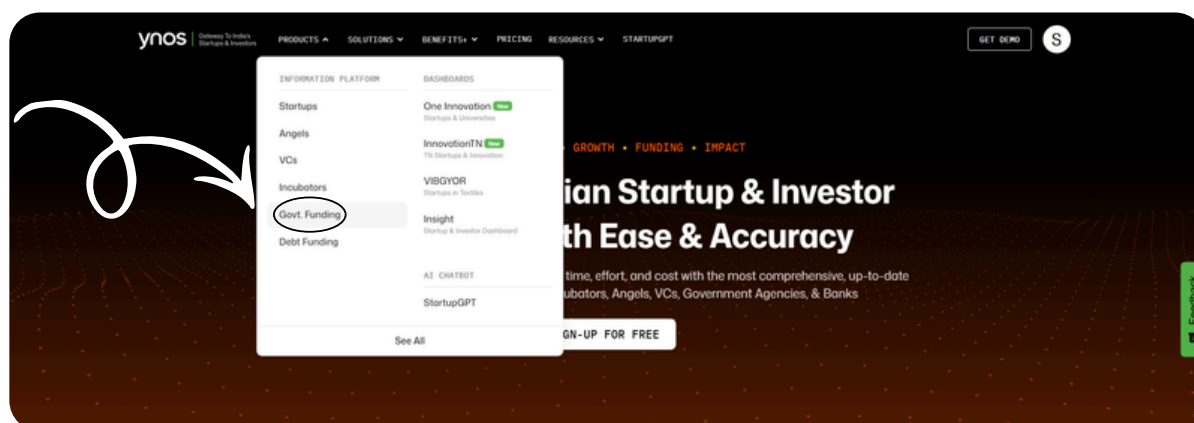
### 6.1 Why Government Funding?

Advantages:

- Non-dilutive (you don't give up equity)
- Lower interest rates than traditional loans
- Grants for R&D and innovation
- Tax benefits in many cases
- Credibility boost (government-backed)
- Can supplement private fundraising

Available Schemes (112+):

- Startup India initiatives
- State-specific funds
- Industry-specific schemes (HealthTech, AgriTech, etc.)
- Women entrepreneur programs
- Export promotion schemes
- R&D grants



## 6.2 Finding Applicable Schemes

### Step 1: Access Government Schemes Module

1. Click "Government Funding" from Main Menu
2. Filters Appear:
  - Sector: Select your industry
  - Stage: Pre-seed, seed, early growth
  - Type: Grant, loan, subsidy, tax benefit
  - Amount: Seeking ₹5L, ₹10L, ₹50L, ₹1Cr, etc.
  - Eligibility: Sector requirements, team criteria
  - Location: Central, state-level schemes

### Step 2: Review Applicable Schemes

For each scheme, YNOS shows:

- Scheme Name & Government Body
- Eligibility Criteria (startup age, sector, location)
- Benefits (amount, type, timeline)
- Application Process (steps and documents needed)
- Success Rate (% of applications approved, average funding)
- Contact Information (where to apply)
- Application Link (direct to government website)
- Startup Stories (companies funded under this scheme)

### Step 3: Build Your Scheme Strategy

Typical Government Funding Journey:

1. Pre-Seed Stage (0-6 months):
  - Startup India recognition
  - Incubation grants (state schemes)
  - Suitable: Small grants ₹5-25L
2. Seed Stage (6-18 months):
  - Fund of Funds Scheme (FoFS)
  - State seed funds
  - Suitable: ₹25-100L
3. Early Growth (18+ months):
  - Industry-specific schemes
  - Export promotion
  - Suitable: ₹50L-1Cr+

## 6.3 Application Tips

For Each Scheme:

1. Download application forms from website mentioned in YNOS (official website of Govt/Organization) ✓
2. Prepare required documents (incorporation certificate, PAN, team resumes, business plan, pitch deck) ✓
3. Write compelling application (explain problem, your unique solution, market opportunity) ✓
4. Include financial projections ✓
5. Get incubator/mentor letter of support (if available) ✓
6. Submit before deadline ✓
7. Track application status ✓
8. Prepare for government-led presentations ✓

## 7. Debt Funding & Alternative Finance

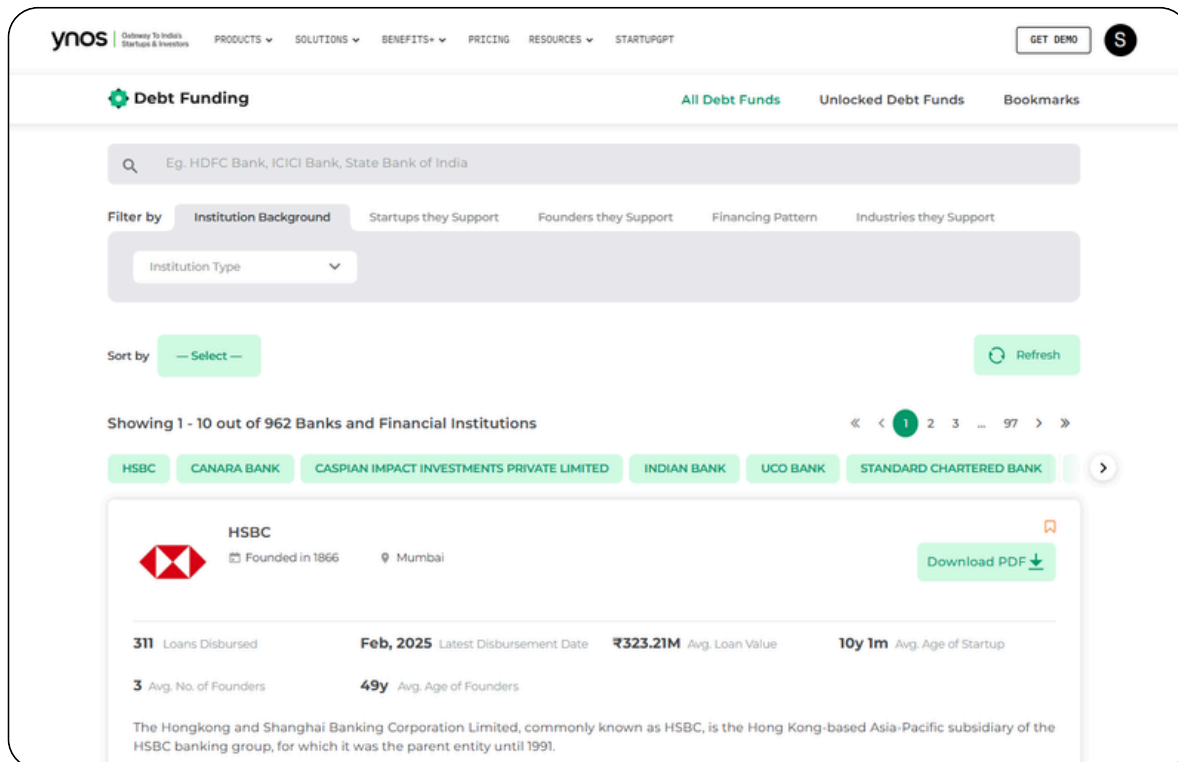
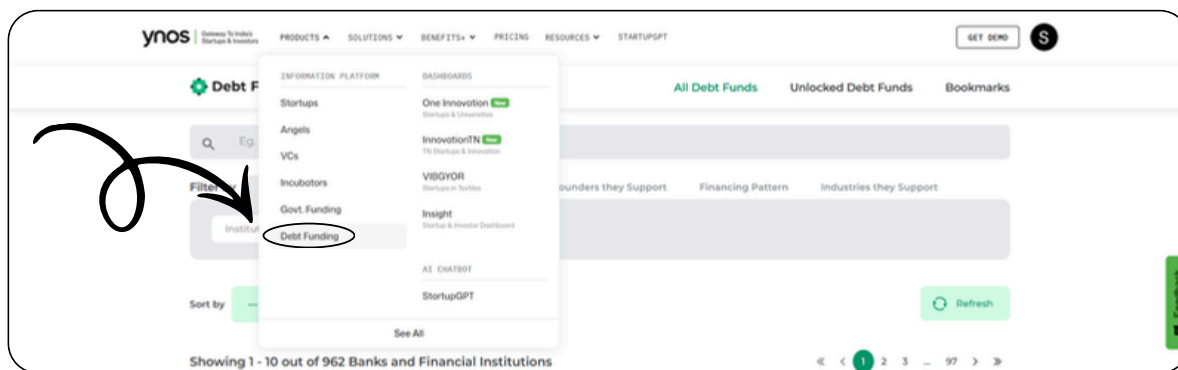
### 7.1 When to Consider Debt

#### Good Fit for Debt:

- Strong revenue model (not just user growth)
- Predictable cash flows
- Collateral available or guarantor
- Asset-based business
- Lower risk profile
- 12+ months revenue history

#### Not Good Fit:

- Pre-revenue stage
- Highly unpredictable cash flows
- Asset-light business
- Still in product-market fit phase



## 7.2 Types of Debt Available

Funding Type	Amount Range	Typical Timeline	Equity Dilution
Personal Loans	₹5–25 Lakhs	2–3 weeks	None
Business Loans	₹10–100 Lakhs	2–4 weeks	None
Revenue-Based Financing	₹25–200 Lakhs	1–2 weeks	None (Revenue share)
Invoice Financing	Case-dependent	3–7 days	None
Venture Debt	₹25–100 Lakhs	3–4 weeks	Minimal equity kicker

## 7.3 Finding Debt Options on YNOS

1. Click "Debt Funding" from Main Menu

2. Filter by:

- Amount needed
- Industry/sector
- Current revenue status
- Timeline

3. Review Options:

- Amount needed
- Industry/sector
- Current revenue status
- Timeline

4. Compare & Apply:

- Use YNOS data for comparison
- Apply directly through platform or lender website

# 8. Competitive Analysis & Benchmarking

## 8.1 Why Competitive Analysis Matters

For Fundraising:

- Investors expect you to know competitors
- Demonstrate clear differentiation
- Show market opportunity
- Prove your unique angle

**For Business:**

- Understand market positioning
- Identify white spaces
- Learn from competitor successes/failures
- Benchmark performance metrics

**8.2 Using YNOS for Competitive Analysis****Step 1: Find Direct Competitors**

## 1. Search for Similar Startups:

- Use same filters as your startup would use
- Look for startups solving same problem
- Check those targeting same market

## 2. Review Competition:

- View funding raised by each
- Compare team size and expertise
- Check time to market advantage
- Review technology approach

**Step 2: Detailed Competitor Profiling**

For each competitor, analyze:

<b>Metric</b>	<b>Your Company</b>	<b>Competitor A</b>	<b>Competitor B</b>	<b>Notes</b>
Funding Raised				
Latest Valuation				
Funding Stage				
Employees				
Founded				
Time to First Funding				
Technology				
Market Focus				
Key Investors				

### Step 3: Create Competitive Positioning

Build Your Narrative:

- "Unlike Competitor A (who focuses on [X]), we focus on [Y]"
- "Competitor B has [strength], but we have [differentiation]"
- "Market is large enough for multiple winners; we're uniquely positioned for [segment]"

## 9. Valuation & Fundraising Strategy

### 9.1 Understanding Valuation

Why Valuation Matters:

- Determines how much equity you give up
- Sets expectations for future rounds
- Affects dilution of early investors
- Important for employee stock options

Valuation Methods:

Method	Best For	Calculation
Comparable Companies	Early-stage startups	Revenue multiple × your revenue
DCF (Discounted Cash Flow)	Profitable companies	Future cash flows discounted
VC Method	Venture-backed startups	Target exit value ÷ target return
Cost Method	Pre-revenue startups	Capital raised + invested

### 9.2 Using YNOS Valuation Tool

Step 1: Input Your Startup Details

1. Access "Valuation Tool" (Pro/Premium feature)
2. Enter:
  - Sector and sub-sector
  - Founding year
  - Funding raised so far
  - Current revenue (if any)
  - Team size
  - Key metrics (users, growth rate, etc.)

Step 2: Get AI-Powered Valuation

System analyzes:

- Similar startups in your space
- Market multiples for your sector
- Funding stage comparables
- Growth trajectory

Output: Valuation range (e.g., ₹2-3Cr at current stage)

### Step 3: Benchmark Against Comparables

YNOS Shows:

- Average valuation for startups at your stage
- Range (25th to 75th percentile)
- Your estimated valuation
- How you compare to peers

### Step 4: Plan Your Ask

Example:

- Current post-money valuation: ₹2.5Cr
- Raising: ₹50L
- Your ownership pre-round: 100%
- Investor ownership:  $\text{₹50L} \div \text{₹2.5Cr} = 20\%$
- Your ownership post-round: 80%

## 9.3 Valuation Tips for Fundraising

What Investors Look For:

- Realistic valuation (not inflated) ✓
- Justified by metrics ✓
- Benchmarked against peers ✓
- Supported by data ✓
- Conservative growth assumptions ✓

Common Mistakes:

- Inflated valuations based on "potential" ✗
- Not benchmarked against comps ✗
- Fixed valuation (no flexibility) ✗
- Not supported by traction ✗

## 10. Incubator & Accelerator Discovery

### 10.1 Finding the Right Program

Benefits of Incubation:

- Mentorship and guidance
- Network access
- Office space and infrastructure
- Funding connections
- Credibility boost
- Often leads to better fundraising outcomes

### 10.2 Using Incubator Search

1. Click "Incubators" from Main Menu

2. Filter by:

- Sector focus (Tech, FinTech, etc.)
- Stage (Pre-seed, seed, growth)
- Location (geography)
- Batch duration (3 months, 6 months, etc.)
- Success rate (% funded after program)

### 3. Review Program Details:

- Portfolio companies
- Funding success rate
- Mentor expertise
- Office space and facilities
- Investment (equity taken)
- Duration and benefits

### 4. Apply to Programs:

- Use YNOS data for application
- Build compelling application
- Show problem-solution fit
- Highlight team capabilities

## 11. Using YNOS For Market Research

### 11.1 Market Sizing Using Ecosystem Data

#### Estimate Market Size by Analyzing:

- Number of startups in your sector
- Funding flowing into sector
- Number of customers acquired by similar startups
- Geographic distribution of startups
- Growth trends in sector

#### Example:

- 200 SaaS startups in India
- Average ₹2L MRR per startup = ₹40Cr market
- Growing at 40% YoY
- Your target: 5% market share = ₹2Cr TAM opportunity

### 11.2 Investor Appetite Analysis

#### Use YNOS to Understand:

- Number of startups in your sector
- Funding flowing into sector
- Number of customers acquired by similar startups
- Geographic distribution of startups
- Growth trends in sector

## 12. Advanced Tools: Custom Data Services (Premium)

#### For Complex Analysis:

##### 1. Request Custom Extract for a fee (or free depending on your subscription)

- Specify data you need
- YNOS team prepares custom dataset
- Delivered as CSV/JSON

**2. Examples:**

- "All HealthTech startups in Tier 2 cities with 5-50 person teams"
- "Angel investors in Bangalore who backed B2B SaaS startups"
- "All companies funded by a specific VC in last 2 years"

**3. Typical Turnaround: 2-3 business days**

## 13. Best Practices For Fundraising

### 13.1 The Fundraising Timeline (Seed Round)

**Month 1-2: Preparation**

- Complete YNOS startup profile
- Build pitch deck
- Identify 50+ potential angels
- Set up LinkedIn
- Prepare 1-pager/product demo

**Month 2-3: Initial Outreach**

- Send 100-150 initial outreach messages
- Expect 5-15% response rate (5-15 positive responses)
- Schedule meetings with interested investors
- Refine pitch based on feedback

**Month 3-4: Meetings & Pitches**

- Take 20-30 investor meetings
- Expect 2-5 investors to express serious interest
- Handle due diligence questions
- Negotiate terms

**Month 4-6: Due Diligence & Closing**

- Share financial models
- Provide references
- Legal documentation
- Wire transfers
- Close round

### 13.2 Pitch Deck Essentials

**20-Slide Deck Outline:**

- Title slide (company, founders)
- Problem (what you're solving)
- Solution (your approach)
- Market (opportunity size)
- Traction (what's working)
- Business model (how you make money)
- Competitive advantage (your moat)
- Competitors (who they are, your differentiation)
- Team (who's executing this)
- Financials (projections)
- Funding ask (how much, use of funds)
- Timeline (key milestones) 13-20. Appendix/backup slides

### 13.3 Follow-Up Framework

After Investor Meeting:

Day	Action
Day 1	Send thank you email within 24 hours
Day 3	If asked for more info, send within 24 hours
Day 7	“Any additional questions?” check-in
Day 14	If positive signals, schedule next meeting
Day 21	If no response, send a polite follow-up
Day 28	Move on if there is no engagement

## 14. FAQ & Trouble shooting

### Frequently Asked Questions

**Q1: Is my startup data visible to everyone on YNOS?**

A: No. Your startup profile visibility is controlled in settings. You can make it private, visible to investors only, or fully public. Recommended: investors only (during fundraising) or public (when raising).

### Frequently Asked Questions

**Q2: Can I edit my profile anytime?**

A: Yes. Edit anytime. Updates appear immediately. Important: keep it current, especially traction metrics and funding status.

### Frequently Asked Questions

**Q3: How accurate is the investor matching?**

A: AI recommendations are ~70-80% accurate. Always verify manually by reviewing investor's portfolio companies and investment thesis. Use as starting point, not gospel.

### Frequently Asked Questions

**Q4: What should I include in my pitch deck to share with investors?**

A: 20-slide deck with: problem, solution, market, traction, business model, team, financials, funding ask. Keep it visual, minimal text, compelling data.

### Frequently Asked Questions

#### Q5: Why didn't I get responses from my angel outreach?

A: Common reasons:

- Outreach not personalized (investors can tell)
- Cold email (use warm intros when possible)
- Sector mismatch (verify before reaching out)
- Poor timing (holidays, busy season)
- Unclear ask (be specific about what you want)

Solution: Iterate on your message, use warm intros, follow up appropriately.

### Frequently Asked Questions

#### Q6: How many investors should I reach out to?

A: For seed round: reach out to 100-150 investors. Expected outcomes:

- 5-15% initial positive response
- 20-30 investor meetings
- 2-5 serious offers
- 1-2 commits to close

### Frequently Asked Questions

#### Q7: Can I use YNOS data for competitors too?

A: Yes. Use YNOS to research competitors thoroughly. This helps with competitive positioning in your pitch.

### Frequently Asked Questions

#### Q8: How often is YNOS data updated?

A: Continuously. Funding news, company updates, team changes are added regularly. Some metrics are updated weekly, others monthly. Historical data is always accurate.

### Frequently Asked Questions

#### Q9: What if my startup doesn't fit traditional categories?

A: YNOS has broad categories. Use closest match and provide detail in your description. YNOS team can help categorize correctly if needed.

### Frequently Asked Questions

#### Q10: Can I download complete investor lists?

A: Yes (Pro/Premium). Filters applied, export as CSV. Useful for mass outreach campaigns. Follow up protocols to avoid spam filters.

## Quick Reference: Critical Workflows

Objective	Steps	Estimated Time
Find Angel Investors	Complete profile → Go to Angels → Apply filters → Save list → Export	1–2 hours
Build Investor List	Search 50 angels → Review profiles → Shortlist 20–30 → Rank by fit	3–4 hours
Reach Out to Angels	Personalize message → Send via LinkedIn/Email → Log in spreadsheet	30 mins per 10 outreaches
Research VC Firm	Search VC → Review portfolio → Read news → Identify partner → Plan outreach	30–45 mins per VC
Analyze Competitors	Search competitors → Gather funding data → Compare metrics → Document differentiation	1–2 hours
Estimate Valuation	Input startup details → Run valuation tool → Compare with comps → Set funding ask	~30 mins
Find Government Schemes	Filter by sector & stage → Review schemes → Check eligibility → Plan applications	1–2 hours
Generate Pitch Deck Support	Download YNOS market data → Add competitor benchmarks → Use valuation insights	2–3 hours

## Support & Resources

### Getting Help:

- YNOS FAQ: [www.ynos.in/faq](http://www.ynos.in/faq)
- Live Chat: Available on platform
- Email Support: [support@ynos.in](mailto:support@ynos.in)
- Demo Videos: YouTube channel "YNOS Venture Engine"
- Book a Call: Schedule demo with YNOS team

### Exclusive Benefits for Institutional Subscribers:

- Access partner credits: AWS, Zoho, HubSpot, Freshworks
- Featured in institutional startup profiles
- Invitation to YNOS pitch events
- Priority support

Version: 1.0

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For: Startup Founders, CEOs, Business Development Leads

Questions? Contact your incubator or [support@ynos.in](mailto:support@ynos.in)

## Appendix: Startup Glossary

Term	Definition	Example
Seed Funding	Initial capital to build or launch a product	₹10–50L from angel investors
Series A	First institutional VC funding round	₹50L–₹2Cr from VC firms
Valuation	Estimated worth of a company	₹1Cr post-money valuation
Equity	Ownership stake in a company	Founder: 80%, Investors: 20%
Dilution	Reduction in ownership after new funding	From 100% to 80% after ₹50L raise at ₹2.5Cr
Burn Rate	Monthly cash expenditure	₹20L spent per month
Runway	Number of months before cash runs out	12 months with ₹2.4Cr in bank
MRR	Monthly Recurring Revenue	SaaS business earning ₹1L/month
CAC	Cost to acquire one customer	Spend ₹1,000 to acquire a ₹5,000 LTV customer
LTV	Lifetime value of a customer	Customer generates ₹5,000 over time
Pivot	Major change in business strategy	Shift from B2B to B2C
Traction	Proof of market adoption	1,000 users with 20% MoM growth
Due Diligence	Investor evaluation before investing	Review of financials, IP, and contracts
Term Sheet	Investor's offer outlining key terms	Valuation, equity, board seats
Equity Kicker	Additional equity given to debt providers	2% equity along with venture debt

## Recognition



## Institutional Users



**Happy Fundraising! Use YNOS to accelerate your startup's capital journey.**

### Stay Connected

-  B4-06, Block B, IITM Research Park, Kanagam Road, Taramani, Chennai - 600113
-  Sakthivel@ynos.co.in | pradeep@ynos.co.in  +91 9790803023 | +91 8903518024
-  @ynosventure  @ynosventureengine5001  YNOS Venture Engine
-  ynos.startup.community  YNOSventure

