

**Food Seed Tech**  
*Venture Capital & Accelerator*

**FOOD  
SEED  
TECH**

**EMPOWERING GROWTH  
THROUGH PARTNERSHIPS**

*Impact - For Consumers & Investors*

*Achieving IRR 25% growth & UN SDG goals through strategic collaborations*



# ABOUT FOOD SEED TECH (FST)

FoodSeedTech is an Agriculture, Food & Hospitality focussed Pre-Series A VC & Market Acceleration firm investing \$350K - \$1M in ventures with PMF & early traction.

## FUND INFORMATION SHEET

Fund Size <i>(ONLY Hospitality specific fund)</i>	INR 15 Cr
Structure	SEBI CAT I Fund <i>(In Process)</i>
Investment Sector	Hospitality & Foodtech

## Key Highlights

Tenure	8+1+1 Years
Targeted IRR	25%
Management Fees	2%
Carried Interest	20%
Avg Ticket Size	INR 2 to 3 Cr
Min. LP Commitment	INR 50L
Investment Strategy	Milestone basis

## ACCELERATOR

Niche Market : Food & Agri tech

Access to early adopter F&B and FMCG companies, Associations, Hoteliers & Restaurateurs

Access to VC firms and Media

Access to conferences and events

Access to government facilities

Build habits while acceleration

Networking & PR events

MIS Reporting to investors

Virtual CFO for KPI tracking, budgeting & financial planning

## RISK MANAGEMENT & CONTROL

Condition  
Precedents

- Internal Policies and SOPs
- Pre-emptive affirmative rights
- Compulsory disclosure in conflict of interest and related party transaction

Seat in  
board

- Investment Director in Board
- Compulsory attendance for Quorum
- Pre-emptive right/veto power
- Appointment of Key Personnel
- Appointment of Auditors

Terms &  
Condition

- Anti-dilution Rights
- Waterfall mechanism\*
- Ratchet
- Internal audits\*
- Drag along/Tag Along
- ROFO/ROFR
- Liquidity Preference

*\*as required*

# KEY DIFFERENTIATOR

## Niche Target : FoodTech and Agritech

### Market Growth

Increased Internet penetration, Robust finance techstack, development of Tier II/III hubs (e.g. Nashik. Rajkot), elevated Purchasing power, Advent of D2C/QSR brands, introduction of newer & fused cuisines, growing Tourism and culinary exposure and exponential venture profitability in the domain all indicate a lucrative and prospering market.

### Market Indicators

While legacy startups like Rebel Foods (2011, \$1.4Bn, 1195Cr)\*, Wow! Momos (2008, \$302Mn, 413Cr)\* or Petpooja (2011, \$74Mn, 54Cr)\* have proven steady success over 1.5 Decades, Newer brands like Samosa party (2016, \$18Mn, 3Cr)\*, Boba Bhai (2023, \$4.96Mn, 24Cr)\* have shown 5x-8x growth in much shorter times.

Year 2023 alone saw infusion of \$400Mn private funds into Hospitality domain in India strongly indicating bullish investor sentiment, Startup growth and ecosystem acceptance.

\*(date of incorporation, Last Valuation, Last Revenue)

### Exit Potential

India has national brands like Mapro, Amul, Chitale, Karachi, Barbecue Nation, Devyani foods, D-mart and many MSME B2B players, posing opportunities for M&A and acqui-hiring.

## Investment \$350 K

GTM Stage - Required Strength Network

Asset Class	Target IRR	# of Funds	General Exits
0-100 K\$	>30%	40000	Series A/B/C
100 K\$ - 500 K\$	25%-30%	853	Series B/C/D
1 M\$ to 20 M\$	20%-25%	2000	Series D or IPO
20 M\$+ & PE	16%-20%	3000	IPO
Public	12%-18%	-	

Higher Competition implies Higher Valuation

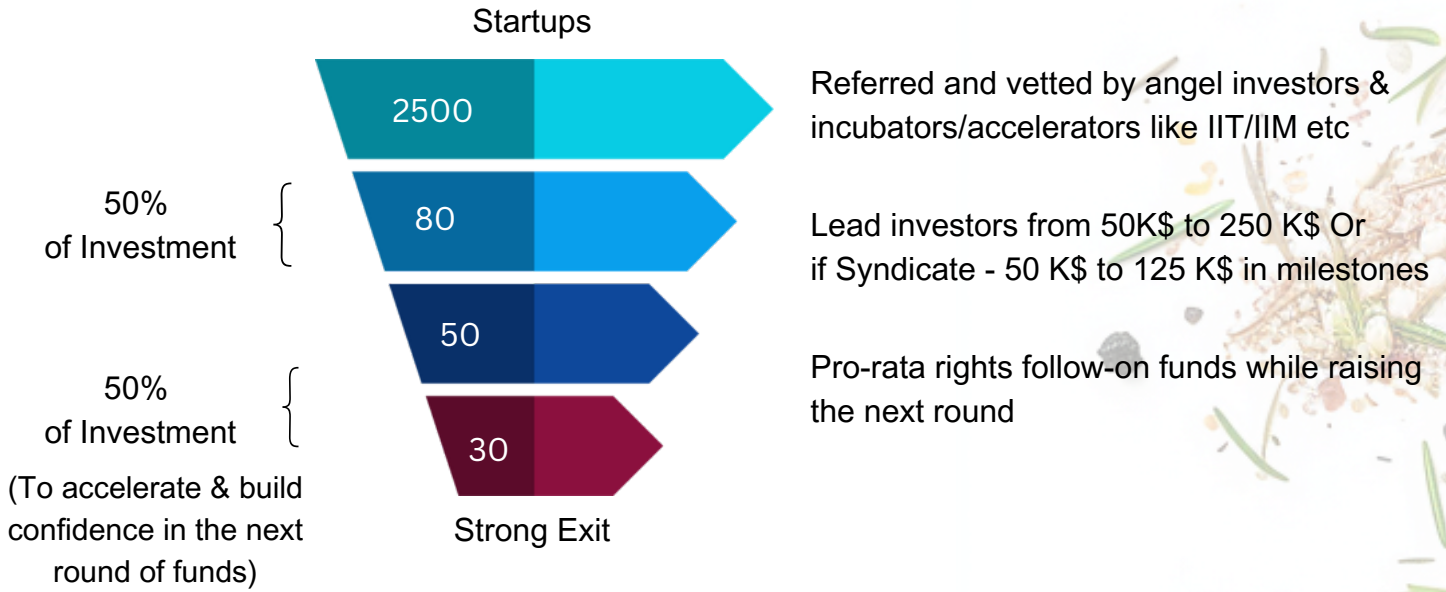
## Screening Process

- **Deal Sourcing** : High growing startups, Self discovered and pre-vetted by top incubators & angel groups like IITs, IIMs, T-Hub, Aghub, Manage, Limited Partners & Domain Experts
- **Screening Criteria** :
  1. SOM > 5 M\$
  2. LTV:CAC > 1.5-5 (ideally to be 3)
  3. Strong promoter profiles
  4. Clear Exit Potential
  5. Successful paid pilot(s)
  6. Review from customers
  7. EBITDA positive
  8. Preferred monopoly in niche

**Reference Evaluation Report (Available upon request)**



## Three Stage Investment



## Potential Return

25% IRR to its investors

	Company	Avg ROI	Avg. year	Funds	IRR
Secondary/Public sales	8%	32x	8	500 K\$	82.83%
Exit to continuity funds	12%	15x	4	350 K\$	119.13%
Merger & Acquisition	30%	3x	6	250 K\$	22%
Write-off	50%	0x	5	150 K\$	0%

Expected IRR is 58.85%

\*Tracxn

## SDG & ESG Integration throughout Investment Cycle

Prior to investment

- Screening for exclusion of activities & Risk categorisation

ESG Corrective Action Plan Agreement / Due Diligence

- Detailed ESG Due Diligence (medium to high risk)

Investment Monitoring, Reporting and Exit

1. Treasury Mgmt. Guidelines

2. AML/CFT Compliance Framework

3. Code of Ethics & Business Conduct

4. Conflict on Interest Policy

5. Corporate Engagement Policy





## Examples of Startup

summer.



**joinSummer:** QR+Pos for restaurants  
**Visit :** <https://joinsummer.app/>

**Vision :** Every Restaurant, Theatre orders through their QR + POS

**TAM :** INR 4,30,000 Crore

**Revenue :** INR 1 Cr last year

**Metrics :** 80% retention, 70% margins

**Recommended by**  
100X VC

**USP:**  
**Team from Microsoft**

IS  
HORECA  
STOP

**HorecaStop:** One stop HoReCa procurement solution  
**Visit :** <https://www.horecastop.com/>  
**Vision:** 12L HoReCa & 4,000 cinema halls Pan India

**TAM :** INR 6,75,000 Crore

**Revenue :** 4 Cr last year

**Metrics :** 70% retention, 17% margins

**Recommended by**  
India Accelerator, T Angels

**USP:**  
**Exponential growth team**

Kytchens

**Kytchens:** KaaS (Cloud Kitchen-as-a-Service)

**Vision:** Tier II/III expansion Pan India

**TAM :** INR 1,82,600 Crore

**Revenue :** 6.56 Cr last year

**Metrics :** 64% retention, 30% margins

**Recommended by**  
Ex-UberEats

**USP:**  
**UberEats(SEA) head founders**

ROCCA  
THE NEW AGE CHOCOLATE

**ROCCA:** Affordable luxury chocolate  
**Vision:** Be the Next Ferrero Rocher

**TAM :** INR 1,82,600 Crore

**Revenue :** 1.5 Cr last year

**Metrics :** 25% retention, 65% margins

**Recommended by**  
100X VC, SharkTank (S3)

**USP:**  
**High growth post episode telecast**

xook

**Xook:** fresh food Vending Machines

**Vision:** Expand global footprint

**TAM :** INR 1,75,130 Crore

**Revenue :** Pre-revenue (Paid Pilots)

**Metrics :** 85% retention, 15% margins

**Recommended by**  
LP Network

**USP:**  
**Started exporting to US**

## DATA DRIVEN SOURCING & SCREENING

- 1:3 startups should be from Tier - II & Tier - III
- Startup owner having two or more past startups or similar industry background
- Customer centric startups (i.e. Niche Oriented Monopolizing Startups)
- Projected valuation of the company by understanding similar company growth
- Industry oriented crucial KPI analysis



# TEAM AND GOVERNANCE

An Entrepreneur Led Fund

## Sponsor & Fund manager

### FST Accelerator Pvt Ltd.

Custom structured fund & growth accelerator imparting 3x faster growth from Seed to Series A promoted by Mr. Mayur Vora & Mr. Rohit Shah

## Investment Committee

The IC boasts of members, the likes of Ms. Neha Poddar, Mr. Kris Ashok, Mr. Jayesh Parekh scrutinizing, validating and ensuring sustainable investments by the fund

## Management Team

The team comprises of successful entrepreneurs, imicro nvestors, Finance & Market Analysts, Domain professionals

## Mayur Vora (Alumnus IIM B in Finance and Owner of Mapro Foods PVT. Ltd)

Mayur Vora is an exemplary figure in the Food and Agri industry, renowned for bootstrapping brands like Mapro, Falero, and Mazaana from homegrown to leading exporters. His entrepreneurial flair is exemplified not only in brand creation but also in strategic acquisitions. Mapro, under his guidance, has become the country's leading strawberry producer, with Mapro Garden - a holiday experience centered around food—attracting one of the highest daily footfalls in the industry.

His influence extends outside food and beverages as he makes significant inroads into the dairy sector with milk brands and has invested in sustainable technologies, including solar and biomass plants, waste management, and agricultural equipment, reflecting his commitment to environmental sustainability and technological progress.

In the financial realm, Vora's acumen is evident in his early investments as a limited partner in two leading funds, highlighting his foresight and investment savvy. His philanthropic efforts include hospitals, schools, libraries, and empowerment of villages, thereby contributing to community development multifold.



## Rohit Shah (Alumnus IIT KGP and Executive program of PE & VC IIM B)

Rohit Shah is a avid Investor & Founder. As an Ex-CIO Buyhatke, a SaaS solution, he steered the company from 0 to 3.5 Million monthly users securing Series A funding from Beenos at a 30 M\$ valuation.

Rohit has successfully delivered innovative techno-business ventures delivering sustained profitability with an average team size of 20. His ventures include:

- **Fibonacc:** A patent transfer company managing 102 patents.
- **GSE:** Established innovation labs at Cummins College, VIT, and VIIT, working under the guidance of Honorable Minister Nirmala Sitharaman at Udyog Bhavan.
- **Metahire.ai:** Provided Resourceservices to over 46 corporates, including Cosmos Bank and PMPML.

In addition to his entrepreneurial pursuits, Shah serves on the board of Sant Sopankaka Bank (AUM: 700 Crores), where he drives the adoption of modern technologies to create a contemporary ecosystem.



***Mayur Vora and Rohit Shah bring complementing competencies to FoodSeedTech to achieve a shared goal of advancing food and agritech businesses.***



## Why Hospitality?

**Resilient Domain:** Farm-to-Food value chain is one of the most resilient, evergreen domain in comparison to spike-growth sectors as evident from post COVID market performance.

**TAM:** At a market size of \$247Bn in India alone, hospitality is not a “winner-takes-all” domain. The pie is big enough for multiple brands to exist.

**Expansion opportunities:** Growth, Scalability and geographical expansion is easily accessible to the domain.

## Why invest \$350K and not lower than \$100K or at Series A+?

**Sweet spot, Less Competition** - Angel investors, incubators invest < \$125k most likely at Pre-Seed while VCs invest > \$1Mn Series A onwards. Post-seed/pre-Series A startups have achieved Product-Market-Fit, have some early revenue or traction. FST supports ventures scale 5x-8x rapidly ensuring exponential growth in impact and value.

**Investor's Flexibility** - With expedited growth, Investors get multiple opportunities for exit at Series A/B/C within a shorter period of time. FST also supports ventures with SME IPO, ensuring long term returns as well.

**Maximum Leverage** - Post-Seed is the Go-To-Market & scalability chasm where startups can leverage FST's niche domain strengths are most valued at this stage for the venture, creating the most value for investment as well. This mitigates the product risk associated with the angel stage and the marketing risk often faced at the VC firm level.

## Why Us?

FoodSeedTech Venture Capital invests in startups with commercially viable offerings. With MAPRO and our LPs as key industry stalwart leaders offering hands-on practical support, FST ensures 5x-8x exponential growth in 14 months for ventures. FST provides network of early adopters, FMCGs, Strategic advisors, Market access, Backend integration with manufacturing and distribution and export access.



“

The digital revolution has consistently opened doors for transformative industries at just the right moments. 2008 came as the golden era for eCommerce, unlocking unparalleled consumer reach. Then 2012, heralding a surge for SaaS, revolutionizing how businesses operate.

As we pass through 2024, The Farm to Food value chain is already at the threshold of a latent wave poised to break open.”

- Rohit Shah

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