

# Creating PERSISTENT Startups

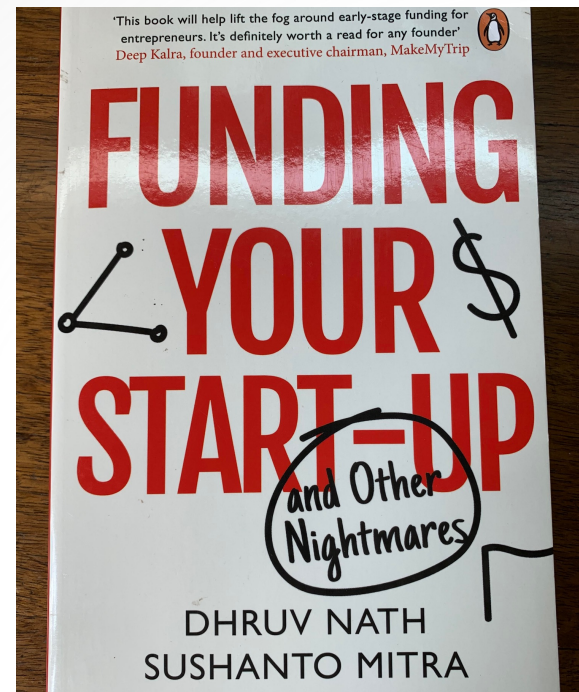
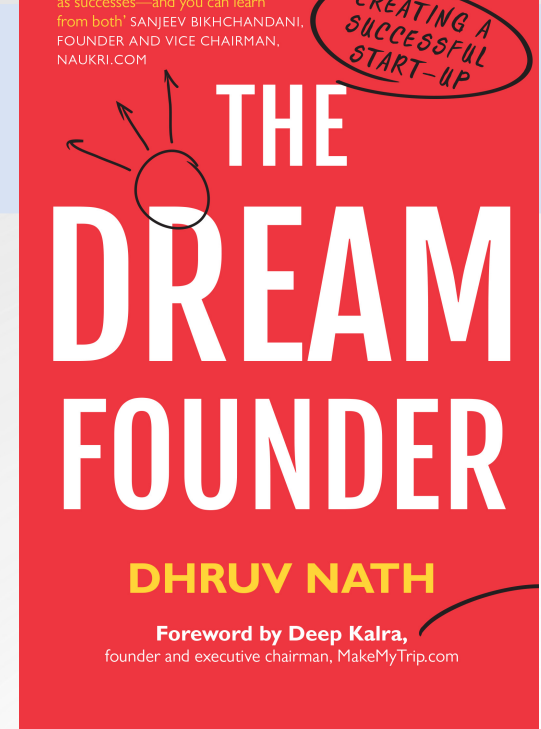
## The SQRRL Story

**Dhruv Nath**

**Angel Investor and Mentor**

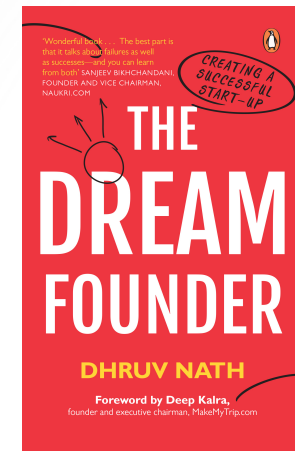
**Director, Lead Angels Network**

**LinkedIn: [linkedin.com/in/dhruvnathprof](https://www.linkedin.com/in/dhruvnathprof)**



# SQRRL

- Have you ever watched squirrels in action?
  - What are they doing?
  - Saving food
- Humans also need to save
  - Not food, money
- But what's the problem with saving?
  - Difficult
  - Too many temptations



# Solution

- Gullak (Piggy Bank)
- Why does this work?
- It is painless

**SQRRL automated  
this Gullak. How?**



# SQRRL Created an App

- Download the app and register
- Every time you spend money digitally, what happens?
  - You get an SMS
- The app accesses all your SMSs
  - So it knows how much you have spent
  - At the end of the week, it totals up your expenses
    - And rounds it up to the nearest hundred rupees
  - This “rounding up” amount is saved



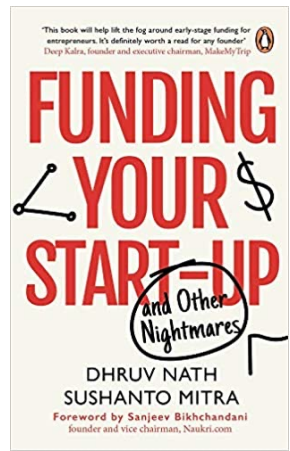
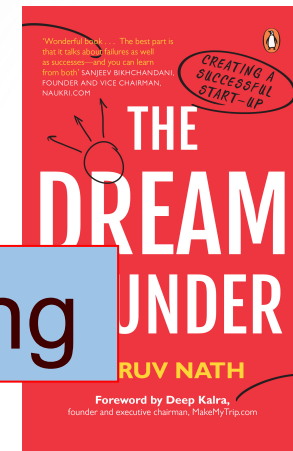
# Can SQRRL charge for this?

NO

- Free service
- Get lots of people to use it
- Then offer them other financial products, and charge for them
  - Insurance / Loans / Mutual Funds
  - Financial Planning / Tax Planning.....
- **Essentially, Wealth Management for the non-wealthy**
- This is how SQRRL makes money

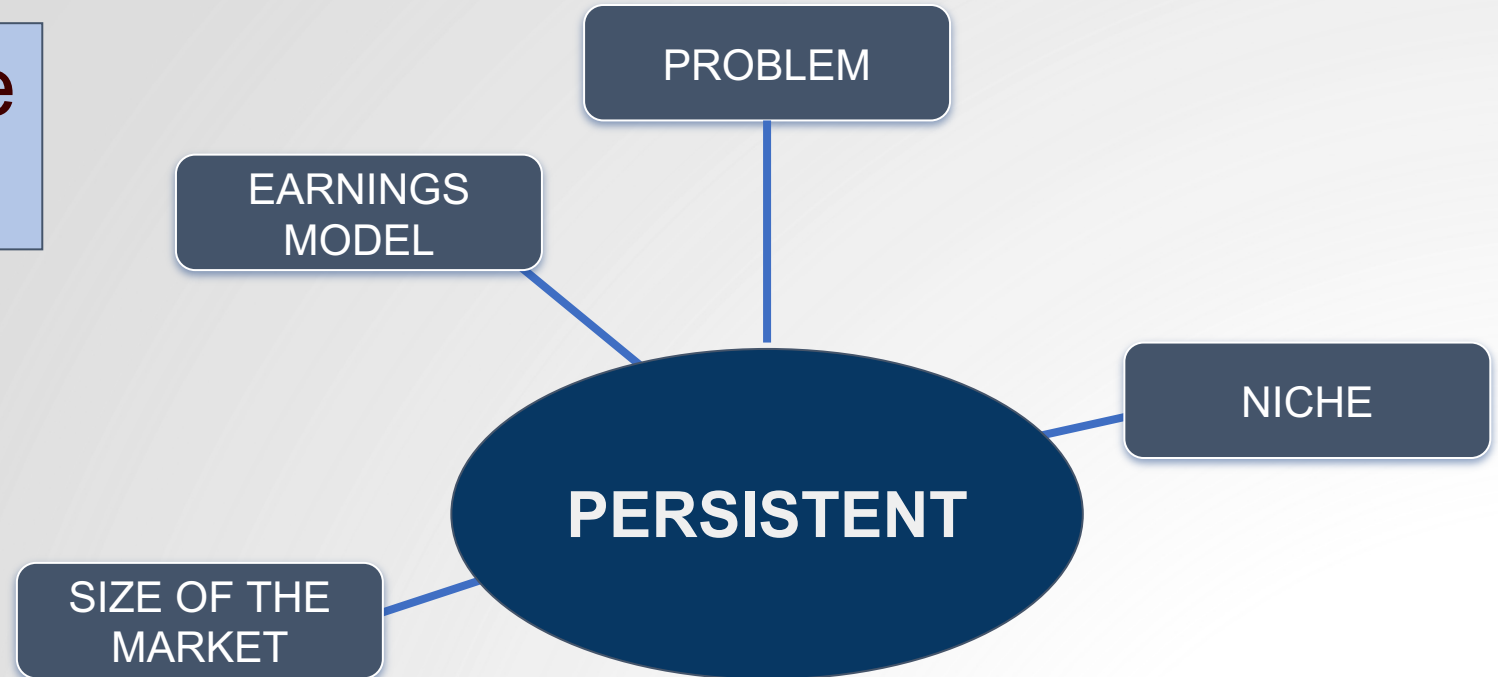


Helping you save is a method of marketing

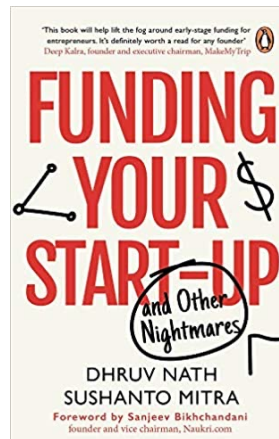


# Framework for a successful startup

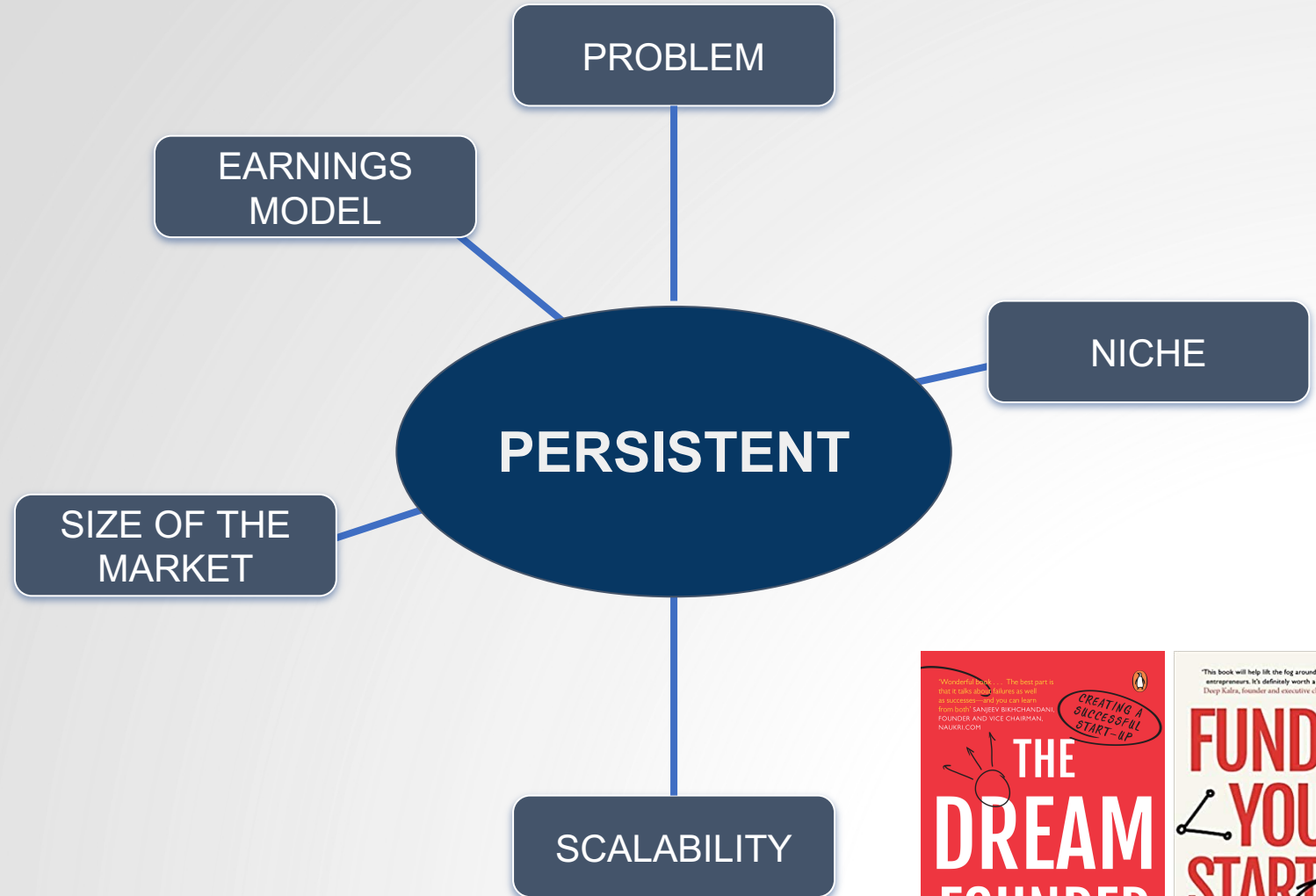
What do you do if the market is crowded?



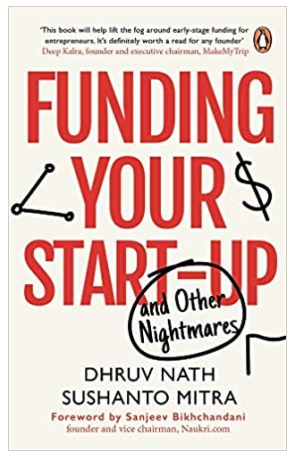
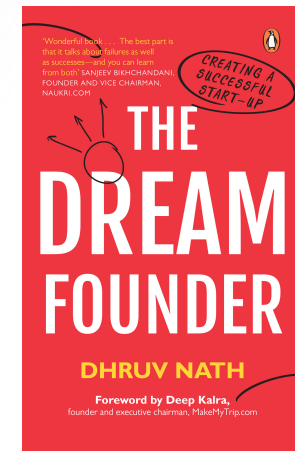
Identify a large enough, non-crowded niche



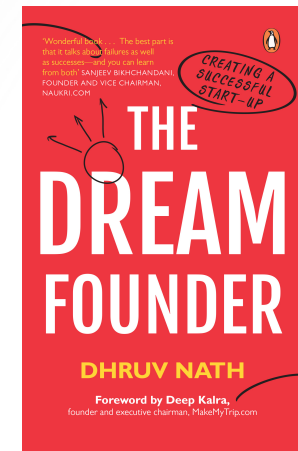
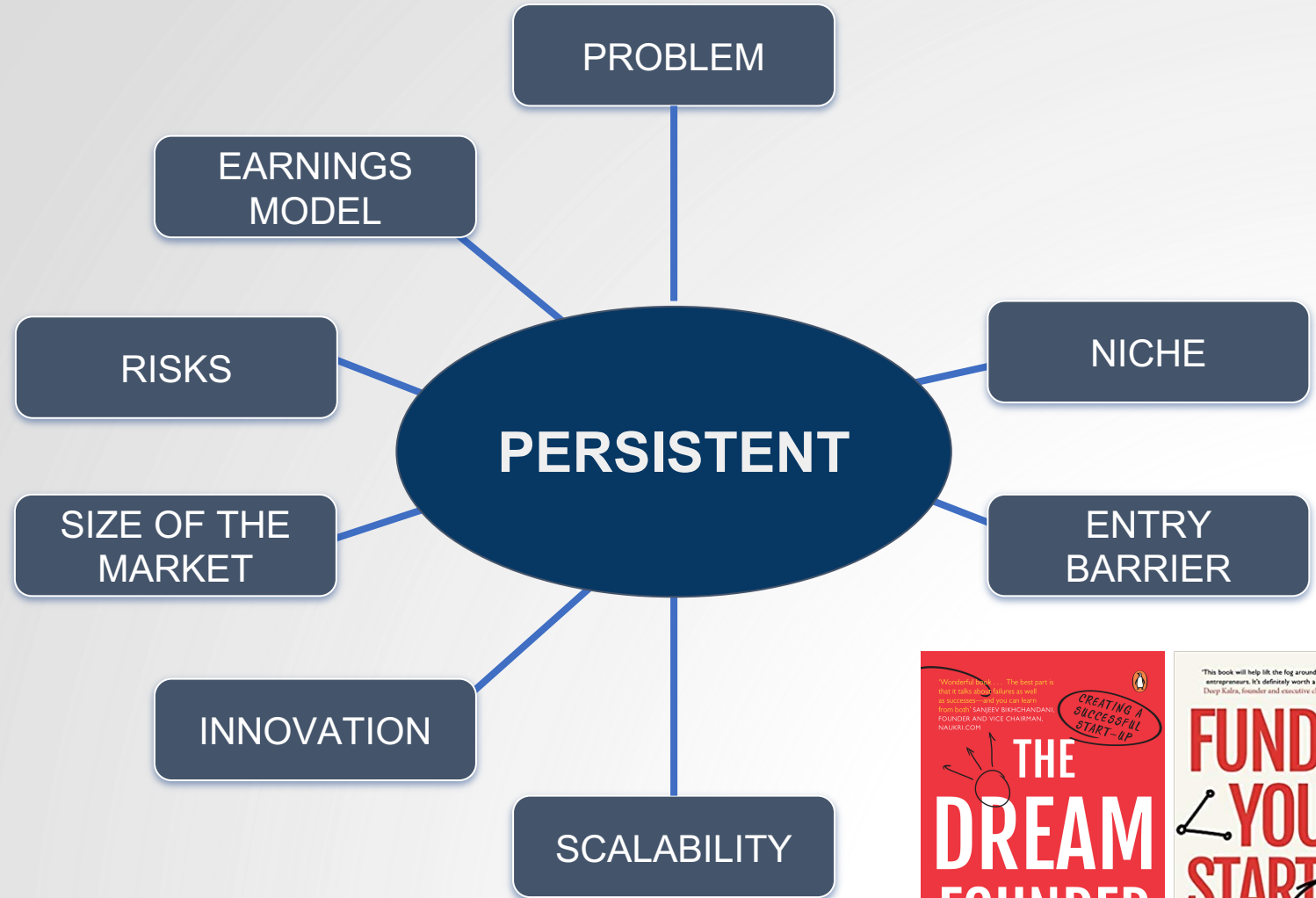
# Framework for a successful startup



How scalable is  
SQRRL?



# Framework for a successful startup





# SQRRL - Entry Barrier?

- Low
- Over time, brand and trust to some extent
- One more reason to scale up rapidly



# Framework for a successful startup

What is the final proof?



# What do Investors Look For?

SQRRL was able to raise \$1 Million within one year of launch



# SQRRL Today

- Traction:
  - 14 lakh downloads
  - 4 lakh monthly active users
- Acquired by CASHe, a large NBFC which wanted to diversify
  - All investors got a profitable exit!!!



# Creating PERSISTENT Startups

## The SQRRL Story

**Dhruv Nath**

**Angel Investor and Mentor**

**Director, Lead Angels Network**

**LinkedIn: [linkedin.com/in/dhruvnathprof](https://www.linkedin.com/in/dhruvnathprof)**

