INTERNATIONAL INVESTMENT PLATFORM

CENTER FOR STRATEGIC COMMUNICATIONS

Project №.2107

AI Platform for International Trade, Export Growth, and Strategic Entry into Foreign Markets (India)

REQUIRED INVESTMENT AMOUNT:

USD 2 million

INVESTMENT TERM:

2 years

RETURN:

24% per annum (fixed)

RETURN ON INVESTMENT (ROI):

48%

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Project Description: The project represents an operating Indian technology company that has developed an artificial intelligence-based platform for international trade, business interaction, market analysis, opportunity identification, and the establishment of international partnership connections. The platform combines market analytics tools, a global catalog of goods and services, and a comprehensive support system, enabling enterprises, exporters, and importers to efficiently enter new foreign markets and develop international business activities.

At the core of the platform is the **Mission India Exports** initiative, aimed at preparing **100,000 companies and organizations** for entry into international markets.

The program helps assess the export potential of businesses and products, identify existing limitations, and prepare companies for operating in foreign markets.

The project's target audience includes small and medium-sized enterprises, manufacturers, exporters, service providers, farmers' associations, cooperatives, handicraft enterprises, and other organizations interested in developing international trade.

Current Status:

The platform has been fully developed and is ready for scaling.

The technological infrastructure has been established, the necessary service solutions and partner ecosystem have been integrated, and the export development initiative is already at the stage of practical implementation and is demonstrating its first results.

The project has established working cooperation with **government authorities, ministries and leading industry associations of India**. The initiative is being considered within the context of developing the country's export potential and has already been included in expert discussions concerning the improvement of export policy.

Cooperation is underway with specialized government departments, organizations supporting small and medium-sized businesses, as well as the largest business associations.

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Key Capabilities and Advantages:

The project combines a digital platform and an institutional cooperation network, bringing together businesses, government authorities, and international partners.

Key Advantages:

- Direct interaction with specialized government authorities and industry organizations;
- A verified network of international contacts through diplomatic missions;
- own full-cycle AI platform
- Integration of analytics, partner search, transaction support, and communications into a single solution;
- Scalability regardless of industry sector;
- Simultaneous focus on the export of both goods and services;
- An established network of proprietary consultants and service partners.

Market and Potential:

The project is focused on one of the largest and most promising segments of international trade—the Indian small and medium-sized enterprise (SME) market, comprising approximately **90 million enterprises**.

The target audience has been identified as approximately **2 million companies** with high export potential, of which it is planned to attract more than **600,000 participants** to the platform and build a base of **100,000 active users**.

The relevance of the project is driven by the strategic objectives of developing the country's export potential.

Despite the scale of the domestic economy, the share of exporters among small and medium-sized enterprises remains limited, while the significant trade deficit and the government's objective of achieving **USD 2 trillion in exports by 2030** create sustained demand for modern tools supporting international business activities.

Additional drivers of the project's development include the need to diversify foreign markets **under changing geo-economic conditions**, improve companies' export readiness, and address the absence of comprehensive digital solutions capable of supporting enterprises throughout every stage of entering foreign markets, including the development of service exports.

This creates significant potential for scaling the platform and expanding its presence both in **India and in international markets.**

Team

The project is being implemented by a multidisciplinary team of specialists with a combined professional experience of more than **70 years** in international trade, artificial intelligence, digital technologies, logistics, and supply chain management. The team brings together **serial entrepreneurs, industry experts, and international business development specialists** with extensive practical experience in implementing export projects, developing technology-driven solutions, and supporting companies in expanding into international markets.

The team also maintains close collaboration with **government institutions, trade promotion agencies, and industry associations,** actively contributing to the development of national and international trade initiatives. Team members serve in advisory capacities to various government bodies, departments, and trade organizations, providing expertise in export promotion, policy review, strategic decision-making, and the design and implementation of export awareness, capacity-building, and international trade training programs.

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Cooperation Format:

To scale the project and implement the export support program, the company is seeking **debt financing** in the amount of **USD 2 million**.

The funds raised are intended to expand the platform's reach, attract new participants, and ensure the implementation of the program for preparing companies to enter international markets.

Investment Allocation Structure

Funding Area	Budget
Project promotion, marketing, and participant acquisition	**USD 1.3 million**
Communications, user support, and user onboarding	**USD 0.43 million**
Administrative and operating expenses	**USD 0.27 million**
Total funding amount	**USD 2.0 million**

The planned implementation period for the program is **approximately two years**. It is noted that, with expanded support from government authorities and industry organizations, implementation may be accelerated.

Proposed Terms of Cooperation:

The project offers investors participation in the form of **Debt Investment** under the following key terms:

Parameter	Terms
Financing format	Debt Investment
Funding amount	**USD 2 million**
Return	**24% per annum (fixed)**
Interest payments	Quarterly
Repayment of principal	Upon completion of the two-year investment period
Source of servicing obligations	Cash flows generated from the platform's subscription model and the project's operating activities
Additional protection mechanism	In the event of insufficient cash flows, revenues generated by the core platform may be used to service the obligations, and the outstanding debt may also be converted into an equity stake in the company.

Project Financial Model:

The financial sustainability of the project is based on a **diversified revenue model**, including recurring platform subscriptions and the provision of specialized services to program participants.

The primary sources of revenue generation are:

- platform subscription fees;
- export readiness assessment services for enterprises;
- export documentation support services.

The planned financial model is based on attracting **100,000 paying users** during the implementation of the project.

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Projected Revenue Sources for the Entire Project Implementation Period (2 Years):

Revenue Source	Quantity	Price	Projected Revenue
Platform subscription	100,000 users	USD 100	USD 10.0 million
Export readiness assessment services	25,000 services	USD 50	USD 1.25 million
Export documentation support services	25,000 services	USD 120	USD 3.0 million
Total Projected Revenue	**USD 14.25 million**		

Planned Cost Structure (2 Years):

To implement the project, expenditures are planned for platform promotion, user acquisition, participant support, and the maintenance of operational activities.

Expense Item	Planned Expenditure
Digital marketing and advertising campaigns (Google / Meta Ads)	USD 3.6 million
Participant communications and support	USD 1.2 million
Resources for conducting export readiness assessments	USD 1.0 million
Export documentation support	USD 2.5 million
Administrative and operating expenses	USD 1.0 million
Total Expenses	**USD 9.3 million**

Key Financial Indicators of the Project (2 Years):

Indicator	Value
Total Revenue	USD 14.25 million
Total Expenses	USD 9.3 million
Gross Profit	USD 4.95 million
Interest Payments to the Investor (24%)	USD 0.96 million
Taxable Profit	USD 3.99 million
Tax Expenses	USD 1.197 million
Net Profit After Tax	USD 2.793 million
Return of Investment Principal	USD 2.0 million
Remaining Project Profit	**USD 0.793 million**

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The following parameters of the investment model were used to calculate the Return on Investment (ROI):

- Investment amount: **USD 2,000,000;**
- Financing format: **Debt Investment;**
- Investment term: **2 years;**
- Fixed investor return: **24% per annum;**
- Total investor return over the entire investment period: **USD 960,000;**
- Total repayment to the investor (principal + return): **USD 2,960,000.**

$$ROI = \frac{\text{Investor's Return}}{\text{Investment Amount}} * 100\% = 48\%$$

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