

Everything your business needs. In one platform.

The AI enabled Operating System for Small Businesses



www.tvarly.com
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The Team

Building products and solutions together for over 7 years • Shark Tank India semi-finalist



Divya Iyer

System Design & Digitalization
MIT Creative Startup Contest Winner 2023
Running service businesses for 10+ years



Nandha Mohanarangan

Product & Platform Architecture
Built systems for banks & fintechs
Scalable AI Systems



 **Hyderabad, India**

 Core team of **4 engineers + 4** in onboarding, sales & support

63M+ Small Businesses in India. 400M+ globally. Only 1 in 10 are operationally digitized.

5 to 7 tools. Zero connection.

Website, POS, inventory, bookings, payments are all siloed. Endless admin, nothing talks.

15+ hrs/wk

lost to admin

AI that talks, can't act.

Generic chatbots don't know your stock, your slots, your customers, or today's sales.

20–30%

revenue leaked

Payments are solved. **Operations aren't.**

The Solution = Unified OS + AI Assistant

One platform. Total context.

One OS for everything a small business runs and an AI assistant with full context to not just advise, but **act on it**.

Website

POS

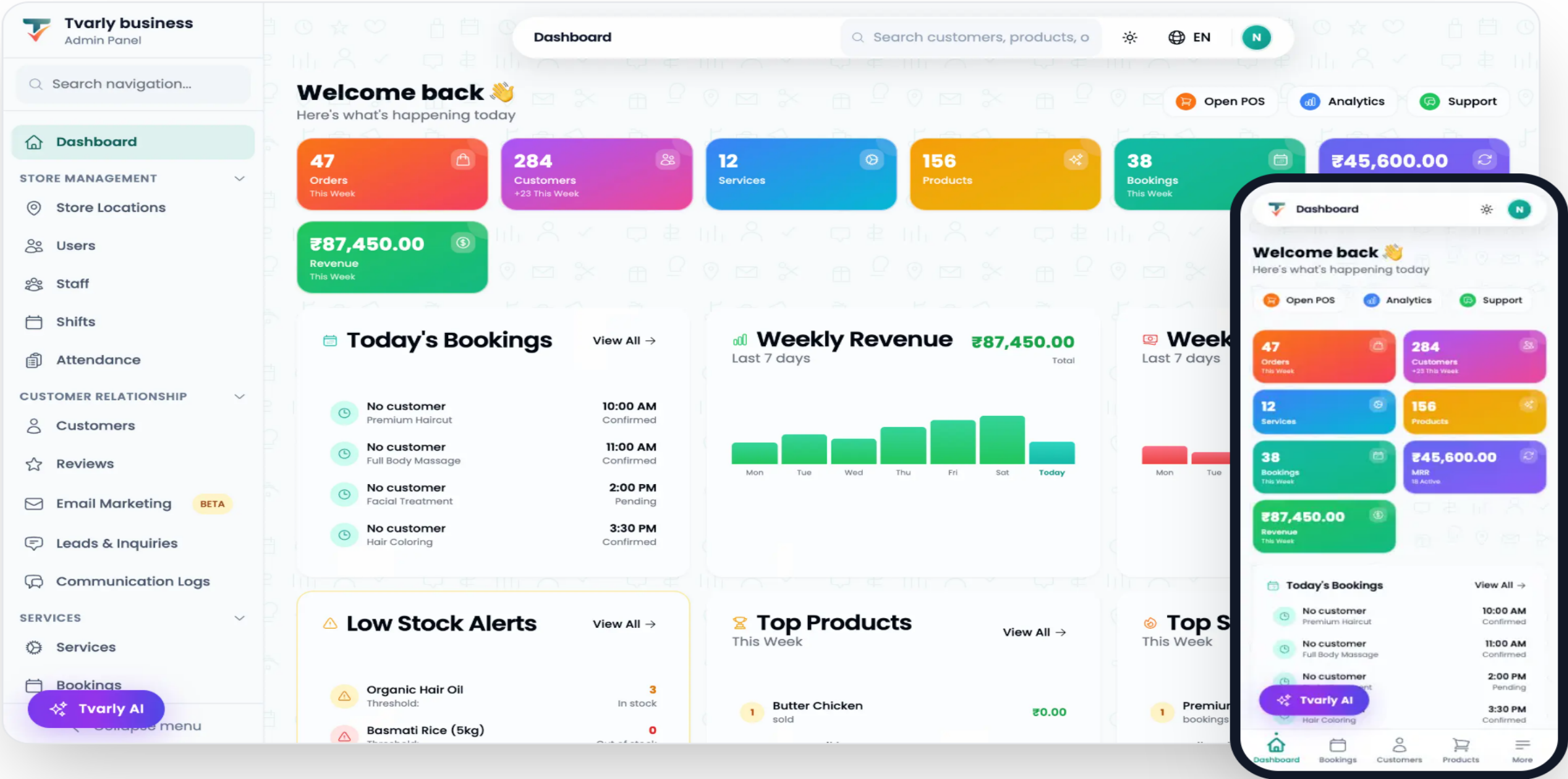
Shared Inventory

Commerce & Orders

Bookings & Renewals

CRM Automation

AI that takes action



What makes us *different*

Others give you tools. We give you an operator.

WEBSITE BUILDERS

Static templates

You build it yourself.

× No intelligence

AI APP BUILDERS

AI-generated code

AI builds, you fix it.

⚠ 90% never ship

TVARLY

OS + AI Assistant

You chat. AI configures and runs the full OS.

✓ Production-ready Day 1

Competitive Landscape



SWITCHED TO TVARLY

4 customers migrated from Shopify (2), Odoo (1), Wix (1)



UNDERPRICED

2 customers told us so; increased subscription ₹999 → ₹1,999



PAID SETUP OFFERED

3 customers offered to pay implementation fee

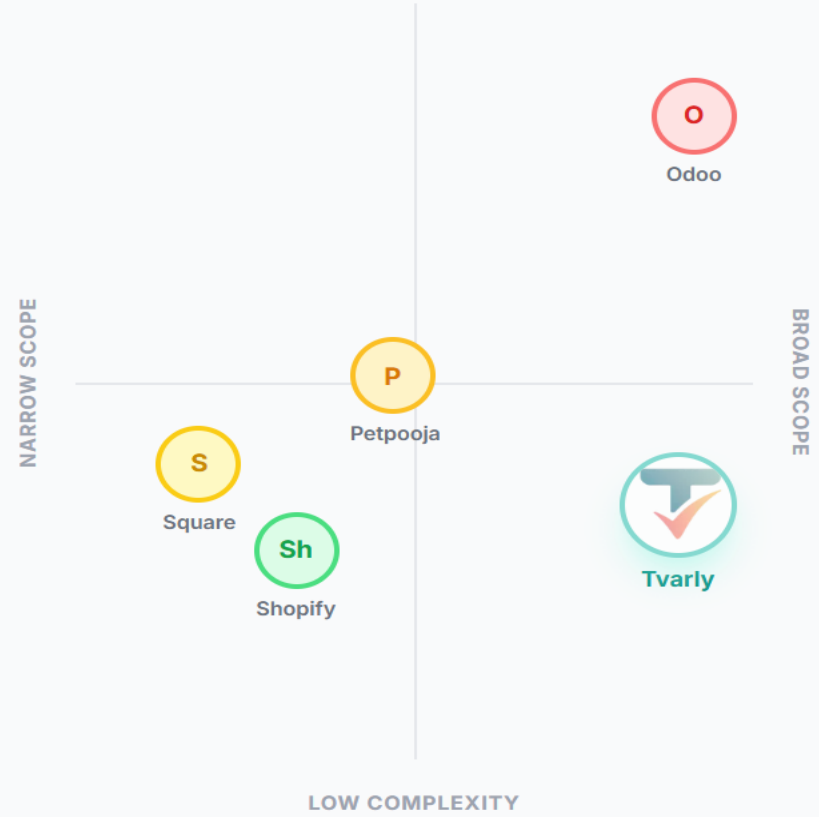


CUSTOMER-INVESTED

1 customer put \$35K into current funding round (as of 26th Apr 2026)

Feature	★ Tvarly All-in-one	Odoo €7B • 16M	Square \$30B • 4M	Shopify \$120B • 5.5M	Petpooja \$103M • 150K
DNA	SMB OS + AI	ERP	FinTech	E-Commerce	F&B POS
COMMERCE					
Store + POS + Inventory	✓	✓	✓	✓	✓
Raw Material + PO Mgmt	✓	✓	✗	✗	✓
SERVICES					
Booking + Service Mgmt	✓	✓	—	✗	✗
Restaurant Features	✓	—	—	✗	✓
AI					
AI Employee (24/7)	✓	✗	✗	✗	✗
AI Workflow Automation	✓	—	✗	✗	✗
PLATFORM					
Website + CRM + Email Marketing	✓	✓	—	✓	✗
Single Unified Platform	✓	✓	✗	✗	—
TCO / MO 5 users, all-in	\$99	\$155 \$31 × 5	\$250+ stacked	\$400+ plan + apps	\$10 F&B only

POSITIONING MAP
HIGH COMPLEXITY



MARKET & GTM ECONOMICS

International (\$)

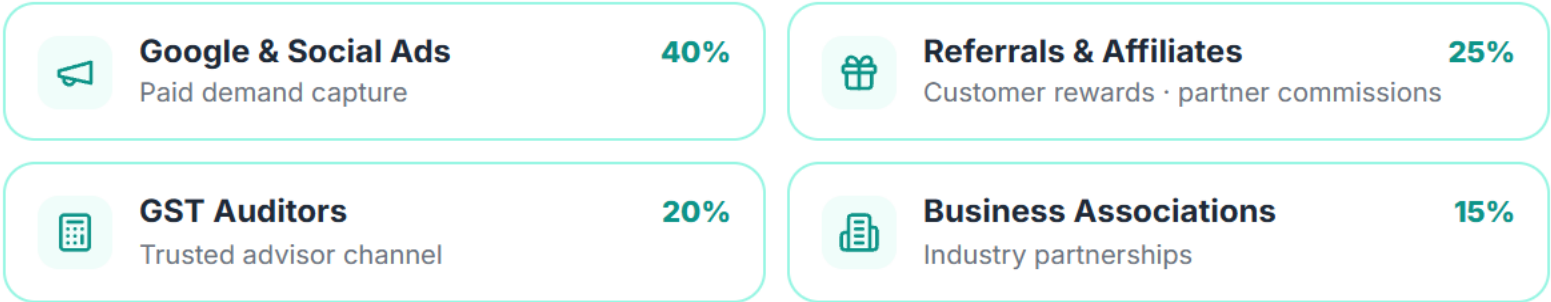
India (₹)

THE MARKET

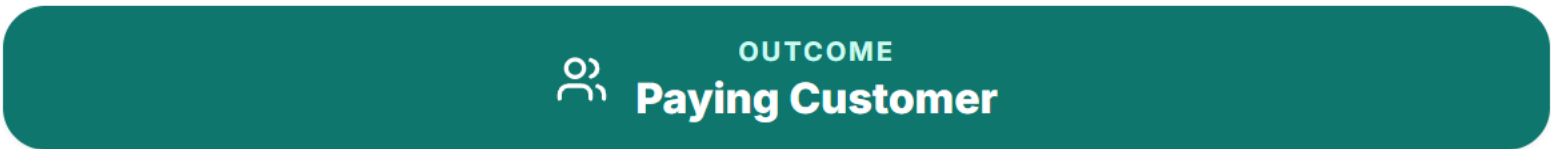


Sources: Mordor Intelligence · Global Growth Insights · Fortune Business Insights · BizReport

ACQUISITION CHANNELS



BLENDING MIX



Mix % = expected share of new acquisitions at scale

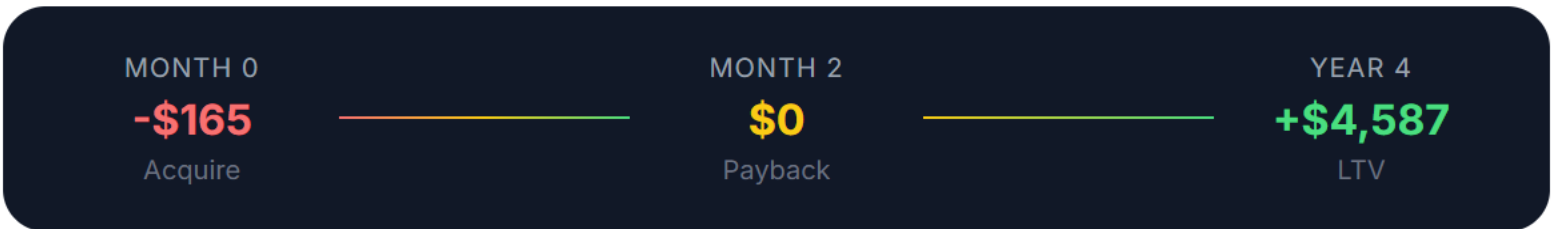
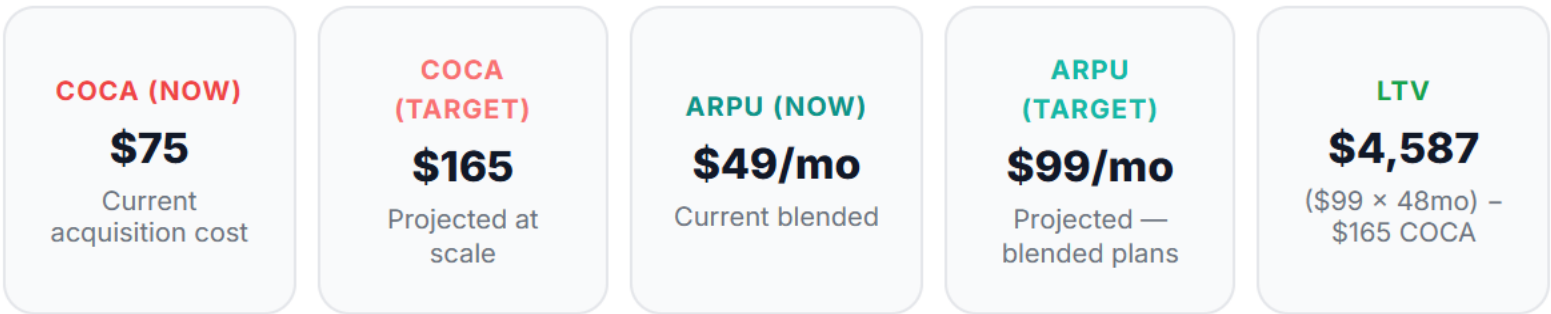
GTM — REVENUE MODEL



+ SECONDARY STREAMS

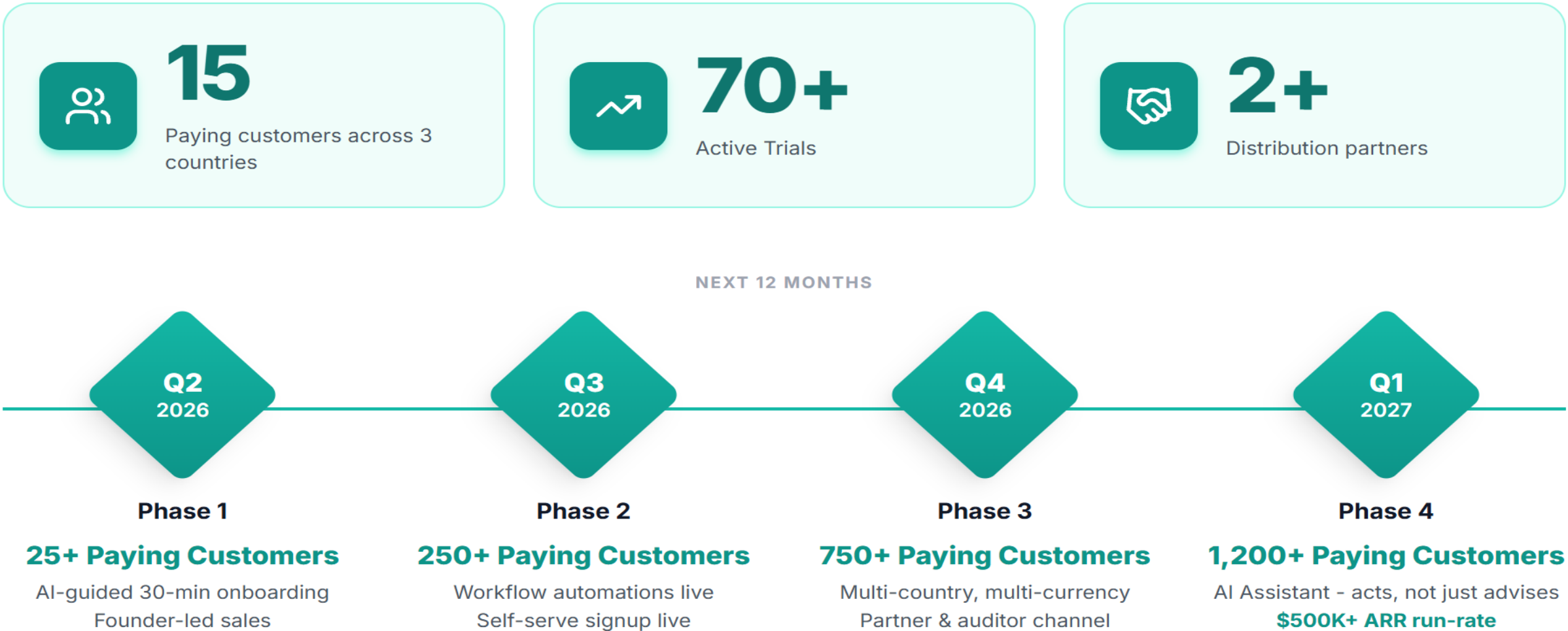


UNIT ECONOMICS



Traction & *Roadmap*

Where we are today · where we're headed in the next 12 months



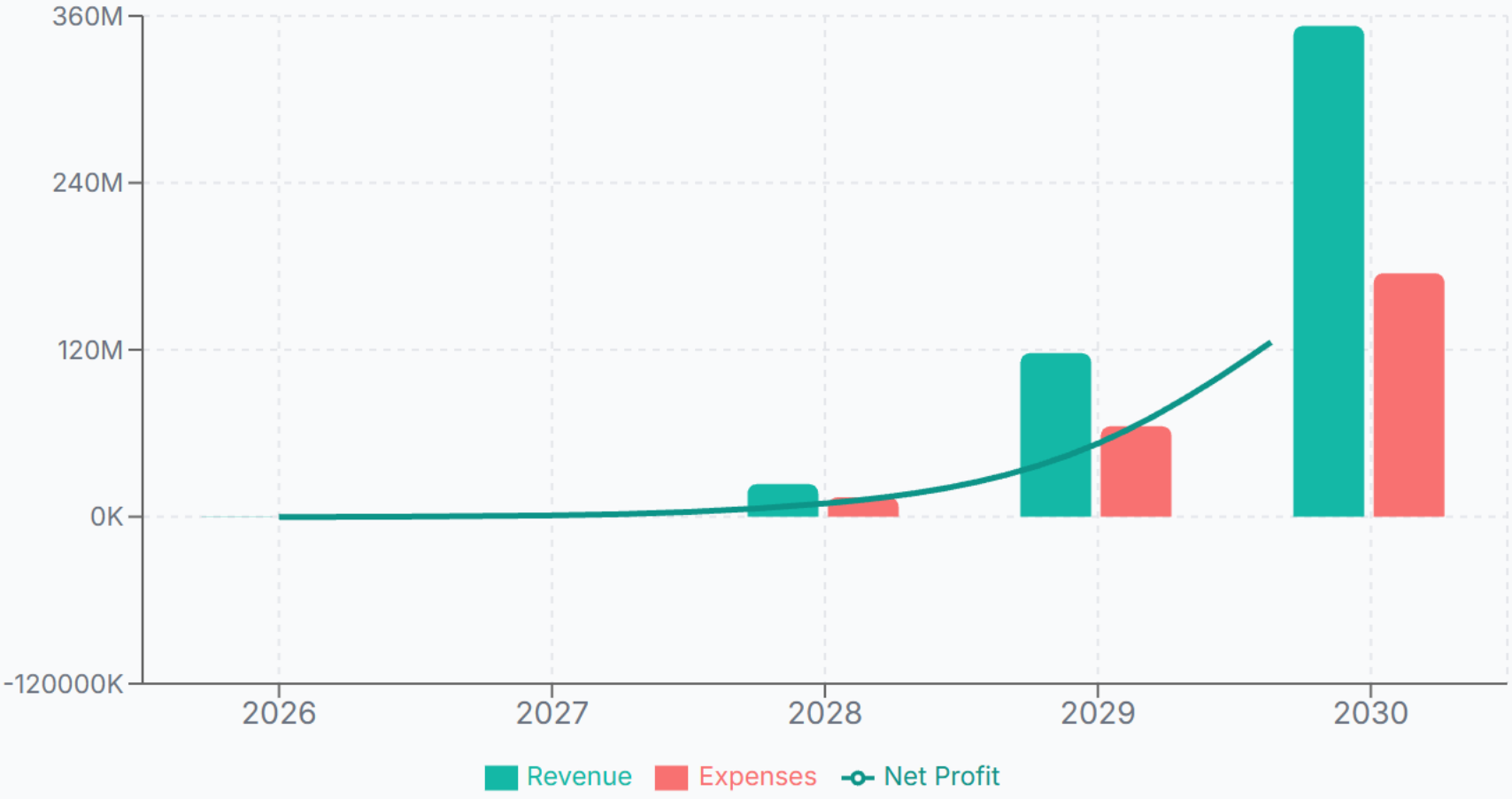
5-YEAR FINANCIAL PROJECTIONS

Revenue, expenses & customer growth (in \$K)


4,000 customers
by end of 2027


Break-even
Year 2 (2027)


\$352M ARR
by Year 5 (2030)



Year	Customers	Revenue	Net
2026	750	\$156K	-\$264K
2027	4,000	\$2.4M	+\$952K
2028	40,000	\$23.5M	+\$9.5M
2029	200,000	\$117.6M	+\$52.6M
2030	600,000	\$352.8M	+\$177.8M
Blended ARPU: \$49/mo (75% India, 25% Intl)			
Growth: 10x → 5x → 3x			



The Ask

\$500K

12 months of runway to reach \$880K ARR

\$35K raised (as of 18 May 2026)

\$465K remaining



Growth

\$200K (40%)

Digital ads & content

Channel partnerships

Referral programs



R & D

\$200K (40%)

Advanced AI capabilities

Platform features

Integrations & API



Ops

\$100K (20%)

Multi-region compliance

Customer support

Infrastructure

WHAT THIS UNLOCKS



1,500+

Paying customers in 12 months



5+

Countries



\$880K

ARR run-rate in 12 months



**The operating system every small business
deserves**

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Appendix — Sources & References

All market data as of March 2026

SMB DIGITIZATION GAP

- 🔗 63.4M MSMEs in India; only 12% fully digitally mature
SIDBI — MSME Sector Progress & Challenges (May 2025) — https://www.sidbi.in/uploads/Understanding_Indian_MSME_sector_Progress_and_Challenges_13_05_25_Final.pdf
- 🔗 India MSME annual survey 2025 — sector size & registration data
ICRIER — https://icrier.org/pdf/Annual-Survey-MSMEs_India_2025.pdf
- 🔗 ~90% accept digital payments; only 13% use digital marketing/e-commerce
Vi Business MSME Growth Insights 2025 — <https://www.myvi.in/business/enterprise-segments/smb/msme-growth-insights-study-report-2025>
- 🔗 Fragmented digital adoption persists across India MSMEs
Voice & Data — <https://www.voicendata.com/research/indias-msmes-embrace-digital-future-but-fragmented-adoption-persists-9442244>
- 🔗 Registered MSMEs in India 2025 — by type
Statista — <https://www.statista.com/statistics/1384894/india-number-of-registered-msmes-by-type/>
- 🔗 ~358–400M SMEs worldwide; 90% of all businesses, ~50% of GDP
World Bank — SMEs Finance — <https://www.worldbank.org/en/topic/smefinance>
- 🔗 Driving global growth through small business
World Economic Forum (Jan 2026) — <https://www.weforum.org/stories/2026/01/driving-global-growth-through-the-power-of-small-business/>

Full competitive analysis available at [docs/competitive-analysis.md](#)



Advice vs. Action

Fragmented tools + manual work → **One OS + AI that runs it**

TODAY'S AI

"Stock is low on your bestseller, reorder soon..."

"Consider running a promotion this weekend..."

"3 subscriptions are expiring, you should reach out..."

Gives advice. Owner still does everything.

TVARLY — THE OS + AI ASSISTANT

 Auto-reordered 50 units. PO sent to supplier.

 Created weekend promo. Pushed to 85 contacts.

 Renewed 3 subscriptions. Upsold 1 to annual plan.

Takes action. Owner focuses on the craft.

WHY THIS WORKS

The **OS** gives the AI assistant **total context & tools** to act

Website

+

POS

+

CRM

+

Inventory

+

Calendar

+

More

=

One OS → AI can act