

FAMELINKS

by **BudLinks**

Financial Pitch Deck

The talent-to-opportunity engine for entertainment, fashion & glamour

Talent discovery is broken for the other 99%

1

Geography kills opportunity

Talent outside metro hubs is structurally invisible to casting directors and brands.

2

The middleman tax is enormous

Agencies gatekeep, take large cuts, and favour their existing roster over fresh faces.

3

Physical auditions exclude

Travel, cost, and safety concerns push talented people — especially women — to self-select out.

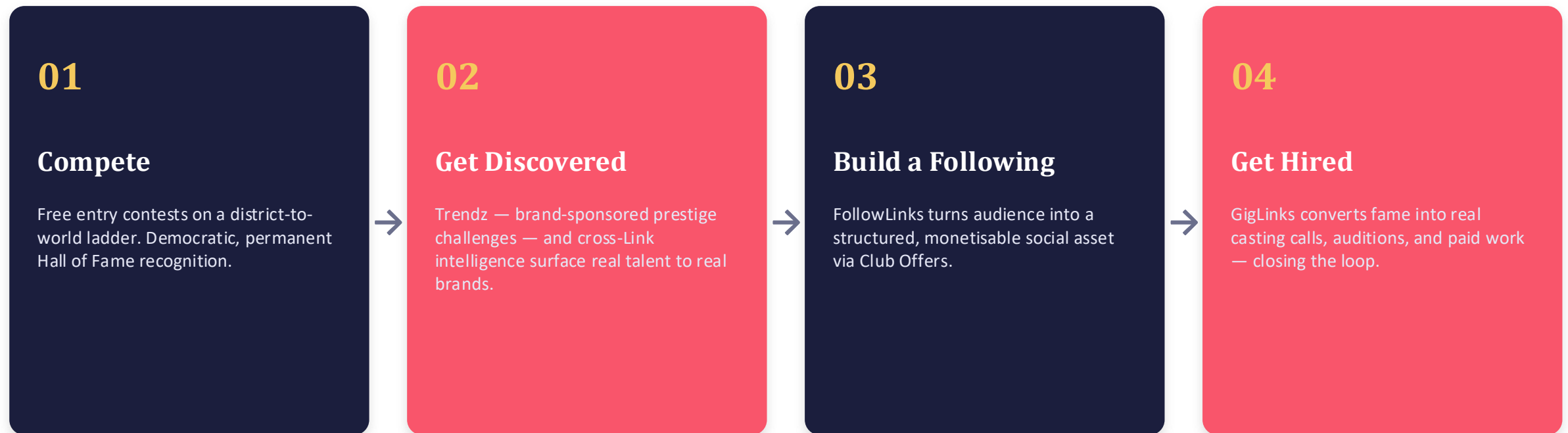
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Fame doesn't convert to income

Social platforms build audiences but have no bridge into real casting or paid work.

One ecosystem: get discovered, get followed, get hired

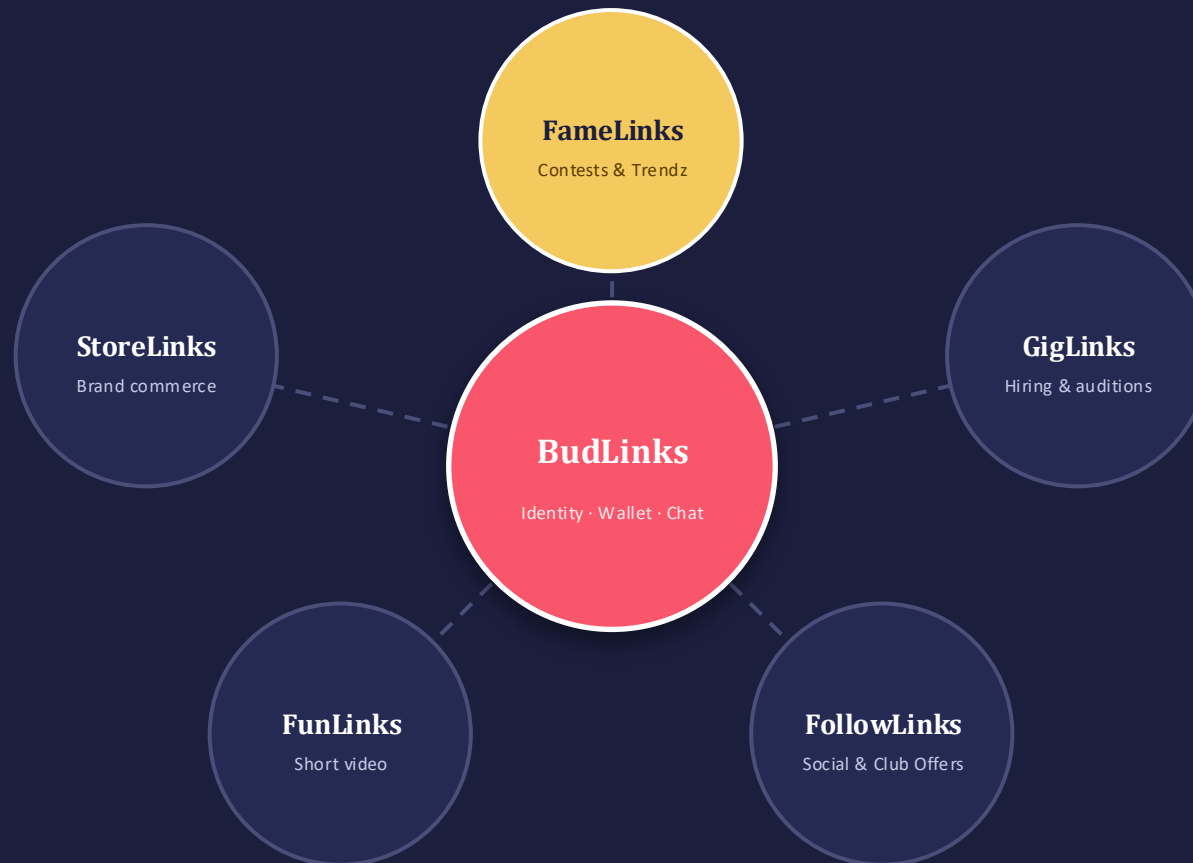
FameLinks is the discovery and prestige engine inside BudLinks — a super-app that turns talent into a fame-to-opportunity pipeline no standalone platform can replicate.



THE PRODUCT

One identity. Five Links. A single fame engine.

FameLinks is one Link inside the BudLinks super-app. Every Link plugs into the same identity, wallet, and chat — so fame earned in one place compounds everywhere else.



FameLinks is the discovery engine that feeds every other Link with real, verified talent.

A large, underserved, and structurally fragmented market

1.4B+

India population — world's largest youth & aspiration-driven demographic

₹1L Cr+

Combined size of India's media, entertainment & influencer-marketing economy

5

Launch verticals: beauty contests, gigs, social following, short video, brand commerce

0

Platforms today combining contest-based discovery + hiring + social in one identity

Why now

- Smartphone and low-cost data penetration has reached tier-2/tier-3 India — FameLinks' core geographic thesis.
- Creator economy and influencer marketing spend are compounding annually with no structured, trustworthy marketplace serving it.
- Talent in small districts remains fame-ready but discovery-starved — the exact gap the geographic ladder was built to close.

Six native monetisation engines, not one

Ad Revenue

46%

Platform-wide advertising as DAU/MAU scale

Brand Trendz

17%

Brands buy permanent prestige titles on contestant profiles

Beauty Contests

13%

Entry, premium features & Grand Finale monetisation

Club Offers

7%

Escrow-protected influencer marketing marketplace (FollowLinks)

Fame Coin Purchases

7%

Platform-wide currency — brand-funded hashtag campaigns

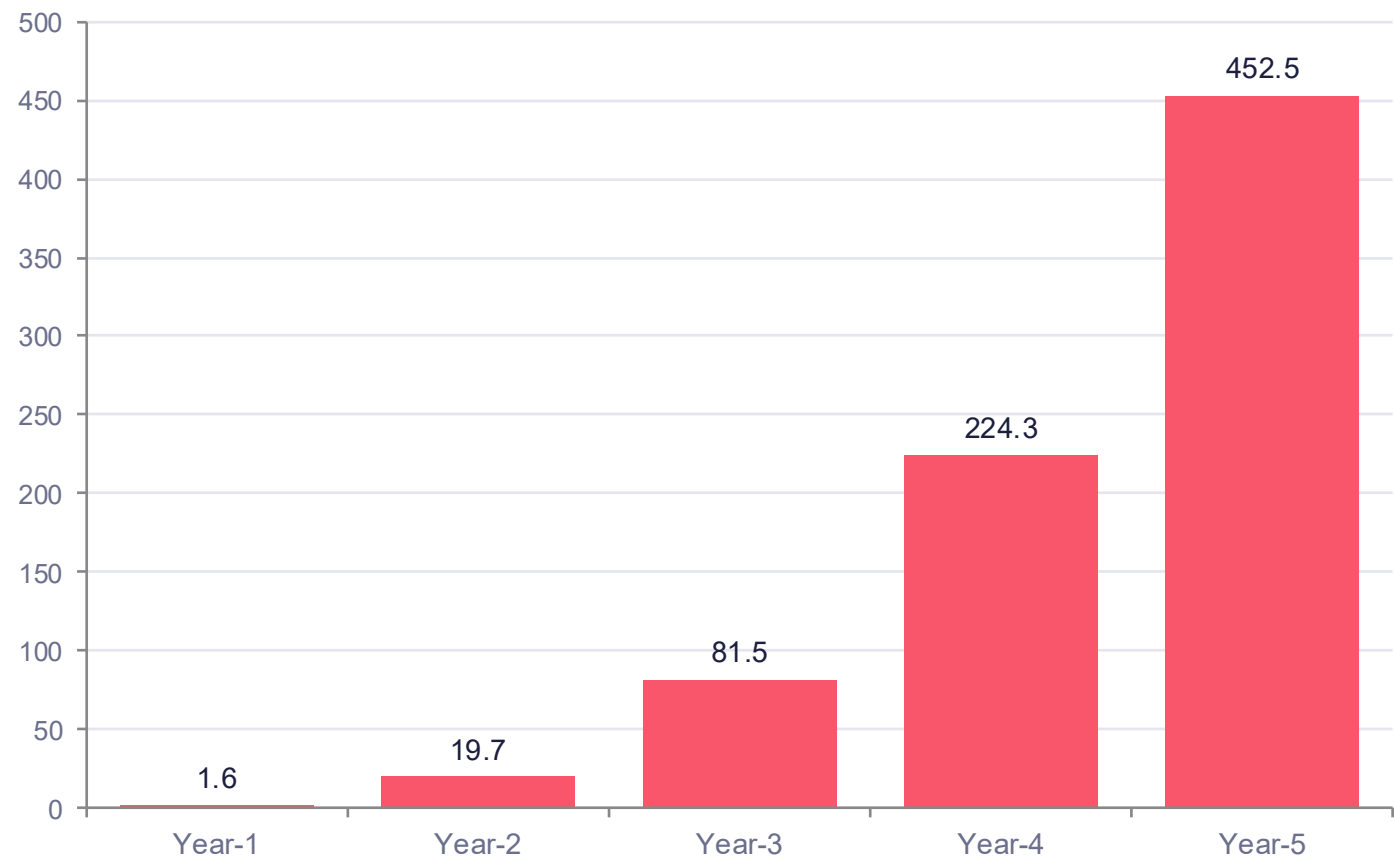
Paid Promotions

11%

Self-serve CPM ad placements across every Link feed

% share of Year-5 projected revenue

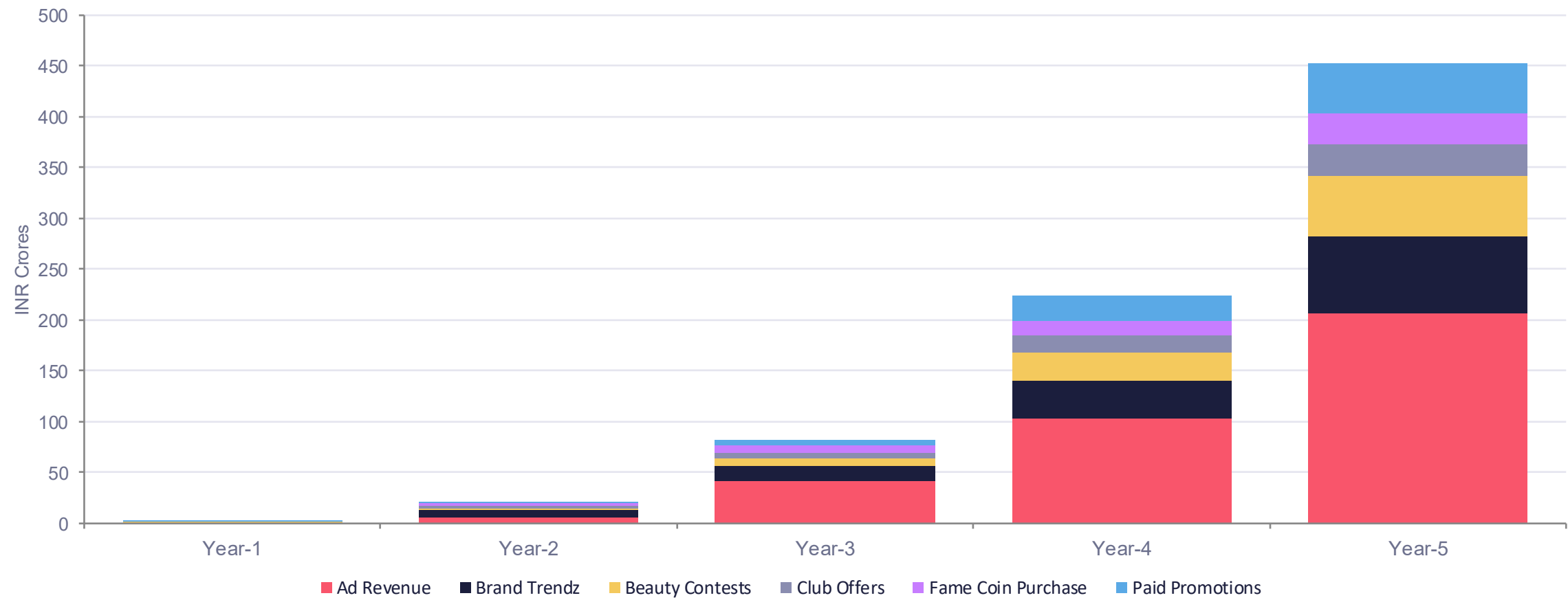
Revenue trajectory: ₹1.6 Cr → ₹452.5 Cr in 5 years



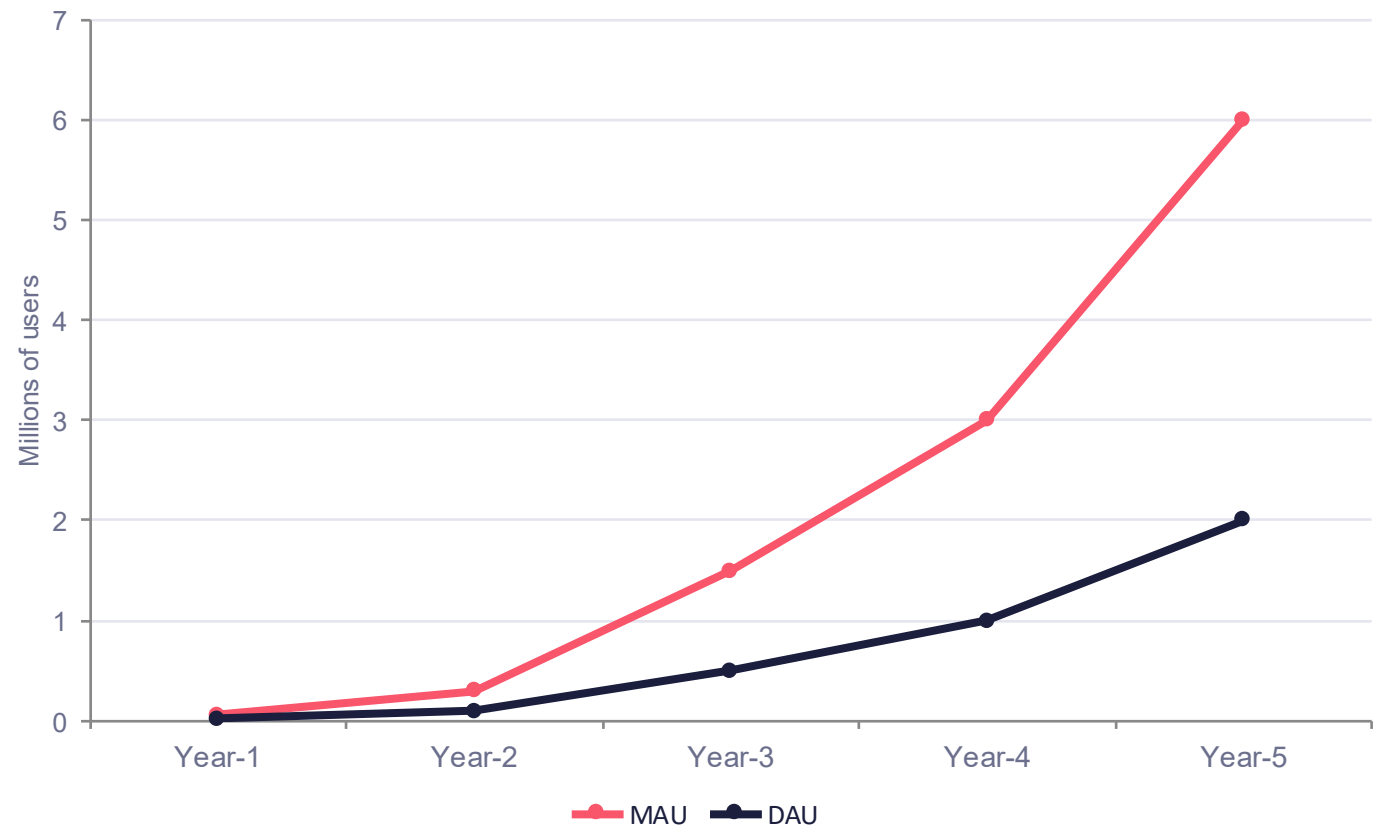
	Y1	Y2	Y3	Y4	Y5
Revenue (₹ Cr)	1.6	19.7	81.5	224.3	452.5
Gross Margin %	58%	72%	78%	78%	78%
EBITDA %	-225%	-2%	24%	40%	43%
Net Profit %	-229%	-3%	19%	30%	32%

Profitable from Year-3 onward. Margins scale as fixed platform costs amortise across a rapidly growing user base.

Revenue mix diversifies as the ecosystem matures



Platform KPIs: from 60K to 6M monthly active users



1,390+

Brands associated by Year-5

₹20

Blended cost per paid install

₹7-29

Monthly revenue per user (Y1 → Y5)

~4

Beauty contest cycles/month at scale

Cost discipline: opex scales slower than revenue

INR Crores	Year-1	Year-2	Year-3	Year-4	Year-5
Total Revenue	1.6	19.7	81.5	224.3	452.5
Total Direct Costs	0.70	5.63	17.85	49.41	98.75
Gross Margin	0.9	14.1	63.7	174.8	353.8
Payroll	3.37	6.89	11.41	17.78	25.79
Advertising / Marketing	0.32	2.92	11.99	28.22	55.77
Other Opex	0.95	4.74	20.49	39.11	75.61
EBITDA	(3.7)	(0.4)	19.8	89.7	196.6
Net Profit / (Loss)	(3.8)	(0.5)	15.6	67.0	147.0

Headcount Plan

Year-1	35
Year-2	62
Year-3	100
Year-4	141
Year-5	172

Avg. revenue per employee grows from ₹0.05 Cr (Y1) to ₹2.6 Cr (Y5) as the platform scales.

Client acquisition strategy

Awareness → Activation → Strategic Tie-ups

01 Awareness

Free sign-up with Fame Coins credited to every new wallet on joining — zero-friction entry.

02 Activation

Contests and campaigns; influencer and ambassador partnerships drive habitual return visits.

03 Strategic Tie-ups

SMM content engagement, targeted SEO/SEM, and paid YouTube promotion to showcase features.

CAC ≈ ₹20 per install

Blended cost of paid + organic acquisition, holding steady across the 5-year model as organic share rises from 10% to 35%.

No single competitor owns this end-to-end pipeline

Platform	What they do	What FameLinks does differently
Instagram / TikTok	Social media, content discovery	Structured competitions, geographic ladder, permanent recognition
Casting platforms (StarNow, Backstage)	Job listings for talent	Adds community, contest, social & brand layers — full ecosystem
Physical beauty pageants	Organised offline contests	Fully digital, free to enter, zero geography or financial bias
Influencer platforms	Brand-influencer matching	Builds the influencer's fame natively before connecting to brands

Unknown Talent → Contest → Trendz → Hall of Fame → GigLinks Opportunity → Brand Partnership → FameCard Identity

DCF-based pre-money valuation: ₹53.2 Crores

Discounted Cash Flow (DCF) Method	INR Crores
Total PV of Cashflows (5 years)	33.89
PV of Terminal Value	57.16
Total Enterprise Value	91.06
Total Equity Value	91.06
(-) Illiquidity Discount (DLOM, 35%)	(31.87)
Post-Money Valuation	59.18
(-) Total Investor Funding to Date	(6.00)
Pre-Money Valuation	53.18

Key Assumptions

Discount Rate (WACC)	37.7%
Cost of Equity (Ke)	37.7%
Risk-Free Rate	6.3%
Size Risk Premium	22% (startup)
Terminal Growth Rate	2.0%
Tax Rate	25.2%

100% equity-funded to date — zero debt on the balance sheet.

Raising ₹1.0 Crore to fuel an 18-month growth sprint

₹1.0 Cr

WE ARE RAISING

Founders have already invested ₹55 lakhs of their own capital.

App & Platform Development

Core build-out across FameLinks, GigLinks, FollowLinks, FunLinks — Flutter / Node.js / MongoDB stack

Marketing & User Acquisition

Paid + organic acquisition targeting 150K downloads in the first phase

Salaries & Team

Founding technical and business team through platform launch and early scale

150K

Target downloads · India · <2 months

150,000

Monthly active users at 18-month mark

100+

Brands associated

₹0.75 Cr

Projected monthly revenue at 18 months

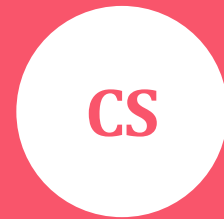
Founder-led, with deep creative and commercial range



Kalyan Seervi

Founder & CEO

A tech leader with 15+ years experience at MNCs. Writer and director in Bollywood films. A unique mix of technical and creative expertise gives him a strong sense of engaging with end-users and the public.

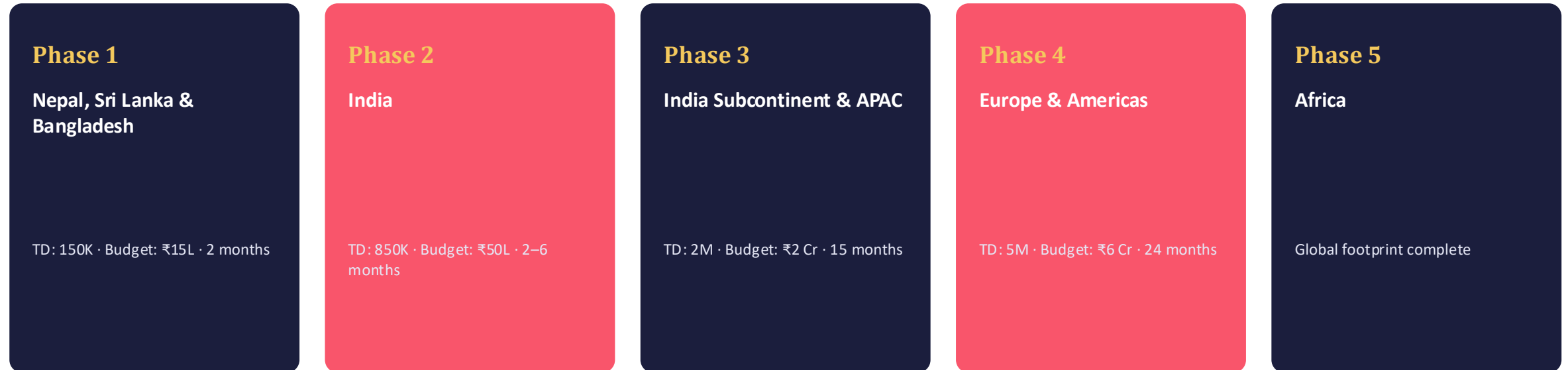


Chetna Seervi (Kuki)

Deputy CEO — Business & Collaborations

Marketing strategist and business collaboration expert, leading finance and company affairs. Drives brand partnerships and cross-functional operations across the ecosystem.

Five-year regional expansion roadmap



Total 5-year expansion budget: ₹8.65 Crores

Year 1	Year 2-3	Year 4-5
Video introductions for contestants · Better UI	Live beauty contests (FameLive) · Filters & editing suite	Advanced brand promotion & campaign tooling

Thank You

Let's build the platform that turns fame into opportunity.

Kalyan Seervi — Founder & CEO

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