

A PARTNERSHIP BUILT FOR GROWTH

Strategic D2C Investment Proposal

Capital. Experience. Ecosystem. Resources. All working for your growth.

Presented by

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WHO I AM

I am Agnelorajesh Athaide. For more than four decades, I have been building businesses, creating ecosystems, and investing in people. I started working at the age of thirteen. I have sold door to door. I have built companies from nothing. I have led businesses across real estate, hospitality, technology, water infrastructure, fragrances, athleisure, packaged food, content creation, and business consultancy.

Today, as Chairman and Managing Director of the Global St. Angelo's Group of Companies, I bring what no bank or conventional investor can offer. I bring capital, credibility built over forty years, connections across industries and geographies, and the capability of my entire ecosystem. I deploy all four together for every founder I partner with.

I invest only in activities that create real value and genuine social good. My philosophy is simple and it has guided everything I have built.

Learn. Earn. Return.

THE OPPORTUNITY I SEE IN D2C

Direct to Consumer businesses are one of the most exciting opportunities in India today. Founders are building remarkable products. Customers are ready to buy. The digital infrastructure is in place. The market is enormous.

But there is one wall that almost every good D2C founder hits. Customer acquisition costs.

Advertising costs money. Marketing costs money. Platform commissions cost money. Brand building costs money. And when a founder runs out of capital to fuel customer acquisition, the business stops growing. Not because the product is weak. But because the fuel runs out.

This is where I come in. I provide the fuel. Unlimited and continuous. So the business never stops growing.

THE FOUNDERS I PARTNER WITH

I am sector agnostic. Any D2C business with a strong product and a committed founder is of interest to me. However, there are certain criteria that make a founder the right fit for this partnership.

The Right Profile

- A bootstrapped D2C founder with a genuine product and real customers
- Monthly revenues between Rs. 10 lakhs and Rs. 50 lakhs
- A founder who is stuck at a growth ceiling because of limited marketing capital
- A business where the founder has full control of product quality and delivery
- Preferably based in Mumbai, though I am open to compelling cases

What Sector?

Any sector. I do not restrict myself to one category. What matters to me is not the sector. What matters is the product, the founder, and the potential. If your product is real and your ambition is strong, we should talk.

MY INVESTMENT MODEL

My model is designed around one idea. The founder should be free to do what they do best, which is build the product and serve the customer. Everything else, the marketing, the advertising, the platforms, the technology, the brand building, I take care of it all.

The Revenue Share Formula

Here is how the model works, explained simply.

Whatever the product costs the founder to make, I will guarantee two hundred percent of that cost as the founder's assured revenue share from every single sale. Fixed. Protected. Always. The remaining revenue is deployed by me, along with additional investments from my side, entirely for the growth of the business.

This formula does not change. The founder always receives two hundred percent of their product cost as an assured revenue share per unit sold, regardless of what selling price I decide to take it to market at. If I run a discount campaign or a promotional offer, that cost is entirely mine. The founder's revenue share is protected at all times.

Once the product cost is agreed upon between us, the price flexibility in the market becomes my domain and my decision. The founder focuses on the product. I focus on the growth.

Why This Model Works

Most investment models create uncertainty for the founder. Revenue fluctuates, margins get squeezed, and the founder loses focus on what truly matters, which is the product and the customer.

My model eliminates that uncertainty. The founder knows exactly what they will earn from every sale. They have a guaranteed floor. With that certainty, they can invest their energy fully into improving the product, building quality, and ensuring customer satisfaction.

And while the founder builds the back end, my team and my capital build the front end. Together, we build something that scales.

WHAT I BRING TO THE PARTNERSHIP

This is not a passive investment. When I partner with a founder, I bring my entire ecosystem into their business. Here is what that looks like in practice.

Capital and Marketing Muscle

- Unlimited funding for advertising across all digital and traditional platforms
- Full investment into brand building and market visibility
- Complete ownership of all customer acquisition costs
- All promotional campaigns, discounts, and offers funded entirely by me

Operations and Technology

- All platform commissions handled and paid by me
- All technology costs related to sales, e-commerce, and growth managed by me
- My dedicated tech firm deployed to build and optimise the digital infrastructure

- My team on the ground executing growth strategy end to end

Legal and Compliance

- My own law firm embedded in the partnership for all legal and compliance needs
- Clean legal structure maintained at all times to ensure the company is always investible
- Cap table management and documentation for the journey toward listing

Ecosystem and Relationships

- Access to my global network of industry leaders, investors, and partners
- My four decades of business experience guiding strategic decisions
- Connections across sectors, geographies, and institutional relationships

THE JOURNEY WE BUILD TOGETHER

This partnership has a clear destination. We are not just growing a business. We are building a company that is structured, scalable, investible, and eventually listed. Every step of our journey is designed with that end in mind.

Phase 1 | Stabilise

We fix the founder's guaranteed revenue per unit. We remove the burden of marketing and acquisition costs. We analyse the product, the market, and the brand positioning. We build the foundation.

Phase 2 | Grow

We invest aggressively in advertising, digital presence, and brand building. Customer acquisition accelerates. Revenue grows. The brand becomes visible and trusted in its category.

Phase 3 | Scale

With legal infrastructure in place and a growing brand, we scale systematically. The company becomes a structured entity with strong financials, a clean cap table, and institutional-grade documentation.

Phase 4 | List

The ultimate objective is a public listing. Every decision we make together is aligned to this goal. The founder builds long-term equity value. I build long-term investment value. Both parties win.

WHAT THE FOUNDER MUST OWN

In this partnership, I take care of everything outside the product. But inside the product, the founder is fully responsible. There are two things that cannot be delegated.

The founder must guarantee the quality of the product at all times. And the founder must ensure the satisfaction of every customer at all times. These two things are the soul of the business. They belong to the founder, always.

This division is intentional. It keeps the founder focused on their greatest strength, which is the product, while I focus on mine, which is growth. Together we cover everything.

WHY PARTNER WITH ME

The market has no shortage of investors. But most investors bring only one thing. Money. What I bring is different.

I bring capital. I bring credibility built over four decades. I bring connections across industries and borders. And I bring the full capability of my ecosystem, my team, my law firm, my tech firm, and my relationships, all working for your business.

I have built businesses in good times and hard times. I have navigated markets, regulations, partnerships, and failures. I know what it takes to build something that lasts. And when I partner with a founder, I do not sit at a distance. I walk alongside you for the entire journey.

I believe in one thing above all else.

Earn relationships. Money will follow.

WHO THIS PROPOSAL IS FOR

This proposal is designed to be shared widely. If you are any of the following, this document is for you.

- D2C founders who are bootstrapped, product-strong, and ready to scale
- Business consultants who work with early-stage and growth-stage companies
- Media houses and publications covering the Indian startup and investment ecosystem
- Ecosystem enablers, incubators, and accelerators looking for the right investor partner for their founders
- Anyone who knows a founder who needs this partnership and would benefit from an introduction

If you are a founder who fits this profile, reach out. If you know someone who does, share this. The right partnership can change the trajectory of a business forever.

LET US BUILD SOMETHING THAT LASTS

The best businesses in the world were not built by one person alone. They were built by the right people coming together at the right time with the right resources and the right intent.

I am that partner for the right D2C founder. I bring everything you need to move from where you are to where you deserve to be. And I stay for the entire journey.

You build the product. I build the market. Together, we build the company.

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