

# ISF Startup Exchange

The startup Exchange

*Together we build your  
“Future with a Difference”*



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## THE ISF

### STARTUP EXCHANGE

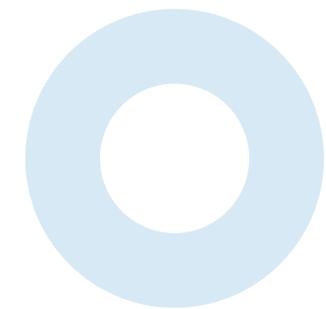
ISF Startup Exchange is the ultimate product in the product line of ISF Analytica & Informatica Private Limited.

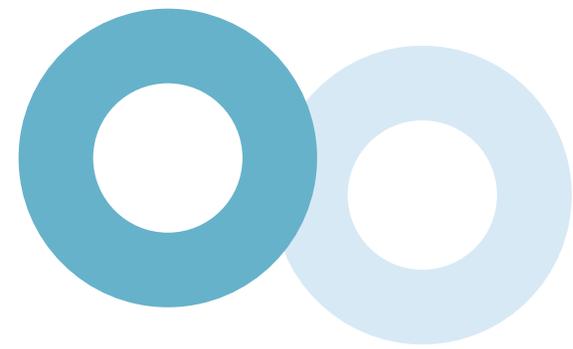
The product provides a platform to start-ups to raise funds from the investors listed on the platform.

It also provides the investors excellent opportunity to invest in high risk high returns kind of companies and ideas i.e. start-ups.

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## KEY FEATURES

### Fundraising

Getting the funds on the table is a challenge as it requires an in-depth study from the sides, promoter and the investor, to come together with a common vision and mission.

### Startup Exchange

Startup exchange, the next in line in the suite of the module of ISF Analytica & Informatica Pvt. Ltd., enables to exactly solve this problem in the following way.

1. Creates an information memorandum as a teaser for the investor
2. Creates a proper pitch deck for the investor presentation
3. Creates a detailed project report for deep dive
4. Creates a financial and marketing strategy model

All this is done by the previous applications in the ISF suite and is passed on as a docket to the Startup Exchange.

### Match making

The most important feature that Startup Exchange addresses is the matchmaking process which is dependent on Sector matching Quantum of fund required versus the investors' risk appetite Nature & type of funding .



### Due Diligence

Once a set of matches are shortlisted, the Startup Exchange comes out for the promoters with a probable list of investors and for the investors, it shows a probable list of projects that they may like to invest in.

