

Startup Chhattisgarh <> Eximius Ventures

Date: 08.02.2026

Time: 5:00 PM – 7:00 PM

Venue: Virtual (<https://meet.google.com/bpo-idrh-eya>)

Topic: Modes of Fund Raising for Startups

Speaker: Pearl Agarwal (CO-Founder and CEO Eximius Ventures)

Organized by: Startup Chhattisgarh (Directorate of Industries)

Participants: List attached in annexure

Report:

The meeting introduced the Investor Connect program to prepare startups for an upcoming demo day by teaching investor expectations and how to become investment-ready. Organizers reviewed the program schedule—three training sessions on 8th, 15th, and 22nd February featuring topic workshops and demo pitch reviews—and said investors and high-net-worth individuals from inside and outside Raipur would be invited to maximize exposure; an IP-protection concern was raised and organizers acknowledged paperwork is required but the process is not finalized, inviting follow-up with the participants.

Representatives from Eximius Ventures (Pearl and Neha) described their pre-seed/seed investing focus, typical check sizes around ₹3–4 crore with follow-on support, and sector preferences in consumer tech, fintech, and enterprise AI. Pearl outlined fundraising principles that VC is for venture-scalable growth, not every profitable business needs capital, and founders must lead fundraising. The session then reviewed funding options—equity, debt, and venture debt—explaining appropriate use cases, repayment/ownership implications, and hybrids used to bridge rounds. Case studies illustrated typical choices for marketplaces, retail chains, profitable firms, and consumer brands.

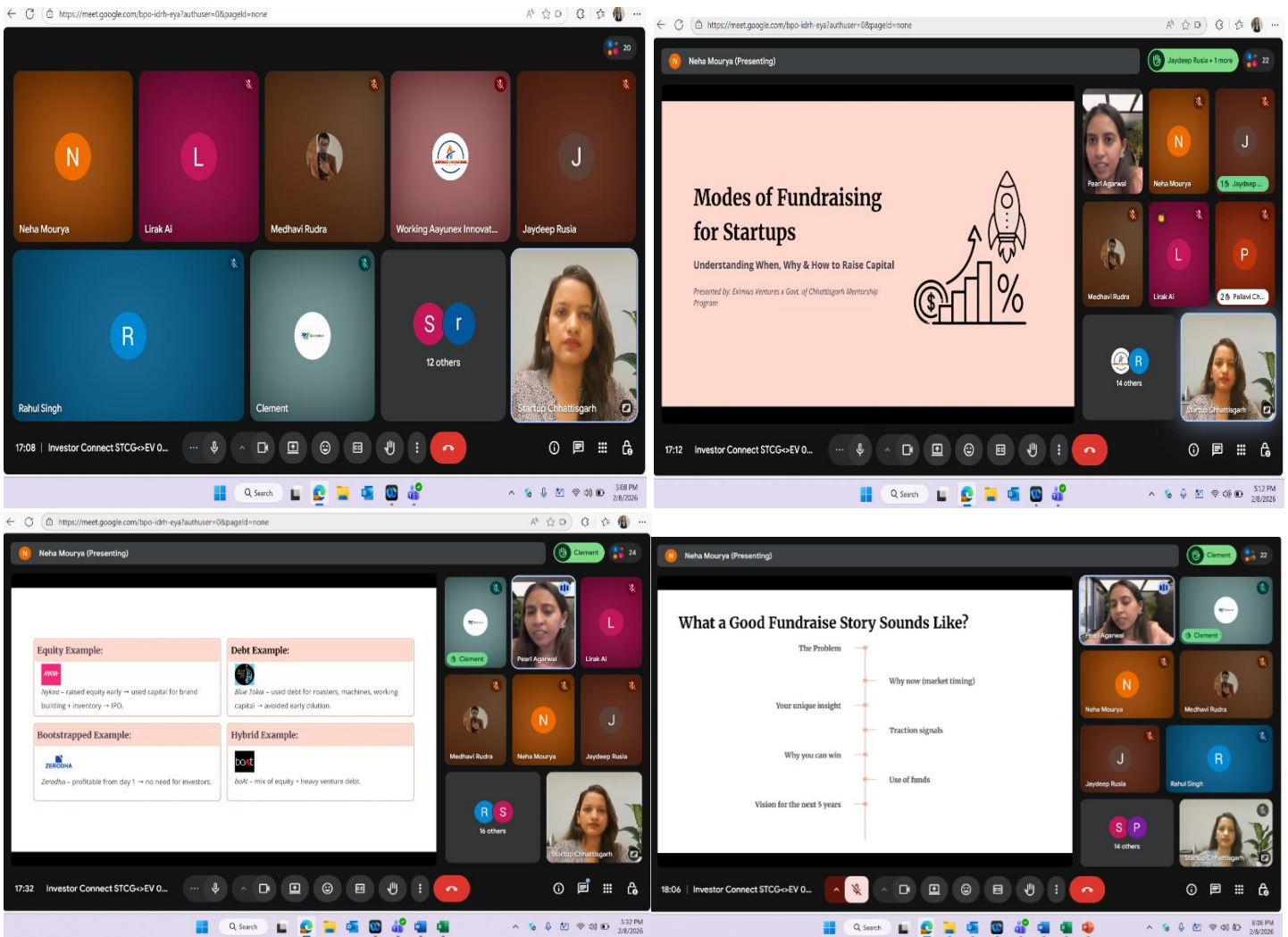
Q&A Highlights

- MVP-stage SaaS (few users): Should raise *equity*, not debt or venture debt.
- Organic grocery brand:
 - Recommended options: working capital loans, revenue-based financing, PO financing.
 - Equity only if aiming for rapid scale.
- Convertible instruments:
 - Convertibles defer valuation; useful for short-term, milestone-focused funding.
 - CCPS sets valuation at entry; investor preference plays a major role.

- Hardware startup with early prototype: Can raise ₹50 lakh – ₹1 crore at pre-seed if milestones are clear.
- LLP structures should convert to Private Limited before fundraising.

The first Investor Connect session effectively set the foundation for startup fundraising knowledge and clarified the expectations for Demo Day. The mix of conceptual frameworks, real-world case studies, and personalized Q&A created strong engagement and helped startups understand how to align their business models with suitable financing options. The upcoming sessions will focus on pitch preparedness and investor-readiness assessment.

Pictures:



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Modes of Fundraising for Startups

Understanding When, Why & How to Raise Capital

Presented by: Exinius Ventures x Govt. of Chhattisgarh Mentorship Program

When Should You Raise?

1 Raise money when you have:

- ✓ A clear plan for how much you need
- ✓ A roadmap of what milestones you will achieve with that capital
- ✓ At least some evidence your idea works

2 Don't raise when:

- ✗ You're unsure what the money will be used for
- ✗ You just want validation
- ✗ You don't understand your business unit economics

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Founder Mistakes While Fundraising

✗ Chasing valuation	✗ Not understanding dilution
✗ Pitching too early	✗ Over-optimistic projections
✗ Ignoring business fundamentals	✗ Talking to wrong type of investors

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Neha Mourya (Presenting)

Summary

Fundraising is about:

1. Knowing whether you need it
2. Choosing the right mode (equity, debt, venture debt)
3. Raising at the right time
4. From the right partners
5. At the right valuation
6. With clear milestone planning

Participants: Pearl Agarwal, Pallavi Chandel, Neha Mourya, Medhavi Rudra, 14 others, Startup ...

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ANNEXURE 1:

Attendance Sheet:

Sl.No.	Name Of Entity	Name of Founder/Representative	Founder/Representative Email ID	Founder/Representative Contact Number
1	Goodbye monotony ventures private limited	Abhilash shrivastava	abhilash@myadda.co.in	9.81E+09
2	Dozert tech private limited	Prakash dev	dozert24@gmail.com	9.12E+09
3	Purusharth organic & natural science private limited	Vikram dewanga	purusharthcg@gmail.com	9.71E+09
4	Vayamone technologies private limited	Jaydeep rusia	jaydeeprusia@gmail.com	7.99E+09
5	Zestavia food and beverages private limited	Vishal rajhans	zestavia@gmail.com	9.43E+09
6	Lairak ai telematic private limited	Amit patel	chalbo.co.in@gmail.com	8.96E+09
7	Arc ventures	Rujhan jaiswal	rujhan.borntowin@gmail.com	7.98E+09
8	Atmik bhara engineering llp	Sazal malhotra	info@atmikbharat.com	7.35E+09
9	Quickdoot private limited	Clement samuel	dootpvtltd@gmail.com	8.64E+09

10	Veepee impex	Vaibhav	bankavaibhav16@gmail.com	7.88E+09
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12	Aureolotus private limited	Vinita deewan	diwan.vineeta@gmail.com	9.34E+09
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19	Shambhavi eco solutions private ltd	Pallavi chandel	pallavi@untrash.in	9.87E+09
20	Brando	Sanat sankirtan	buzz@brando.buzz	9.77E+09