



Clarivyn Advisory

STARTUP CONSULTING · THE GROWTH ARCHITECTURE™

PREPARED FOR YOU

FOR FIRST-TIME FOUNDERS AND EARLY-STAGE STARTUPS

You Have an Idea. But Is It **Investor** **Ready?**

Most founders spend their first ₹2 to 5 lakhs on packaging and ads — before validating a single customer. Before knowing if the price point works. Before understanding why someone will choose them over an existing option.

Clarivyn builds the foundation first. Then the investor story.

What Happens When Founders Skip the Foundation

₹2–5L

Spent on Ads Before Validating the Customer

Most D2C founders build packaging, run Instagram ads, and order inventory — before confirming a single person will pay the price they have set.

'Everyone'

The Target Customer at Day 1

When asked who the customer is — the answer is 'everyone aged 18 to 60.' This is not a customer. This is a category. Investors reject this immediately.

Zero

Customer Interviews Conducted

The idea has never been tested with a real person outside the founder's friend group. The business plan is built on assumptions — not evidence.

No Deck

Cannot Walk Into an Investor Meeting

No market sizing. No financial model. No pitch deck. No answer to 'why will someone choose you over the existing option?' — the first investor question.

90%

of Indian Startups Fail in Year 1 — Before Getting to an Investor

Not because the idea was bad. Because the foundation was never built. No validated customer. No defensible business model. No financial clarity. No investor-ready story. Clarivyn builds all of this — in writing — before you spend your first rupee on marketing.

From Idea to Investor Ready. Everything in Writing.

Clarivyn does not give advice. Every engagement produces written documents — a validated problem statement, a defined customer profile, a business model canvas, a market sizing, a financial model, a pitch deck, and a funding narrative. All in writing. All defensible. All yours.



Founder Clarity Assessment

Your problem statement validated with real customer evidence. Not opinion — documented proof that the problem exists and people will pay to solve it.



Customer Discovery

12 real customer interviews conducted. ICP defined. Price validated. Positioning statement written. Before you spend on marketing.



Market Sizing — TAM SAM SOM

Built bottom-up from real data — not Google estimates. TAM, SAM, and SOM calculated with every assumption written and defensible.



Financial Model Month 1–36

Revenue, COGS, gross margin, CAC, churn — Month 1 to 36. Every assumption documented. Breakeven month identified. Investor-ready.



Pitch Deck — 15 Slides

Structured to answer the 10 questions every investor asks — in the right order. Every claim sourced from the customer discovery and financial model.



Investor Introductions

Transform clients receive 3 warm introductions from Jay Modi's IIM Kozhikode alumni and pharma industry network.

The result: a founder who can walk into any investor meeting with complete confidence.

FUNDING ASK BUILT

₹50 Lakhs

Modelled and defensible

Starter

TOTAL INVESTMENT

₹14,999

Validate your idea before spending on marketing. 12 real customer interviews. ICP defined. Price validated. Business model canvas built. Delivered in a 9-page report with written proof of everything discovered.

3 WRITTEN DELIVERABLES

- D1 Founder Clarity Assessment**
Problem validated with evidence. Not opinion.
- D2 Customer Discovery Framework**
12 interviews · ICP · Price · Positioning
- D3 Business Model Canvas**
Revenue streams · Costs · Unit economics
- ICP Profile — Written**
Exact customer — age, city, trigger, objection
- Positioning Statement**
One sentence that wins the customer decision
- 9-Page Startup Report**
Written proof of everything found and built

PAYMENT SCHEDULE

DAY 1 — START
Engagement begins

₹4,999

DAY 30 — COMPLETION
Report delivered

₹10,000

7 DOCUMENTS DELIVERED

- ✓ 9-Page Startup Report — PDF
- ✓ Founder Clarity Assessment — PDF
- ✓ Customer Discovery Framework — PDF
- ✓ 12 Customer Interview Summary — PDF
- ✓ Business Model Canvas — PDF
- ✓ ICP Profile Sheet — PDF
- ✓ Positioning Statement — PDF

Vynora validated ₹349 price with 9 of 12 real customers before manufacturing one bottle.

Start for ₹4,999 on Day 1

Growth

TOTAL INVESTMENT

₹49,999

Everything in Starter — plus market sizing, a Month 1–36 financial model, a 15-slide pitch deck, 30 investor Q&As rehearsed, and a complete funding narrative. Walk into any investor meeting ready.

DELIVERABLE 4

Market Sizing — TAM SAM SOM

Built bottom-up. Vynora: TAM ₹3,200Cr · SAM ₹480Cr · SOM ₹24Cr. Every assumption written and defensible.

DELIVERABLE 5

Financial Model Month 1–36

Revenue, COGS, margin, CAC, churn — Month 1 to 36. Vynora: breakeven Month 8. Every assumption documented.

DELIVERABLE 6

Investor Pitch Deck — 15 Slides

15 slides answering the 10 questions every investor asks in the right order. Every claim sourced from evidence.

DELIVERABLE 7 + 8

Q&A Simulation + Funding Narrative

30 hardest investor questions rehearsed in 4 live sessions. ₹50L raise with use of funds and milestones written.

PAYMENT SCHEDULE

DAY 1
Engagement begins

₹9,999

DAY 60
Report delivered

₹40,000

9 DOCUMENTS DELIVERED

- ✓ 11-Page Growth Report — PDF
- ✓ Founder Clarity Assessment — PDF
- ✓ Customer Discovery Framework — PDF
- ✓ Business Model Canvas — PDF
- ✓ Market Sizing TAM SAM SOM — Excel + PDF
- ✓ Financial Model Month 1–36 — Excel
- ✓ Investor Pitch Deck 15 Slides — PDF
- ✓ Q&A Simulation 30 Questions — PDF
- ✓ Funding Narrative and Use of Funds — PDF

PACKAGE 03

GROWTH ARCHITECTURE™

90 DAYS · WEEKLY SESSIONS

Transform

TOTAL INVESTMENT

₹89,999

Everything in Growth — plus the complete 36-chapter Growth Architecture applied to your startup, a 1-Page Marketing Plan, co-founder alignment agreement, and 3 warm investor introductions from Jay Modi's personal network.

THE GROWTH ARCHITECTURE™ — 36 CHAPTERS · 7 PILLARS · 4 REVENUE STAGES



Founder Mindset



Customer Mastery



Revenue Arch



Operations



Marketing



Team + Culture



Investor + Capital

Pre-Revenue

₹1 to ₹10 Lakhs

₹10L to ₹1 Crore

₹1Cr to ₹100 Crore

12

WRITTEN DELIVERABLES

3WARM INVESTOR INTROS —
JAY'S NETWORK**13**WEEKLY SESSIONS OVER 90
DAYS

PAYMENT — 3 INSTALLMENTS

DAY 1
Engagement starts**₹14,999**DAY 45
Mid-point check**₹35,000**DAY 90
Report delivered**₹40,000**

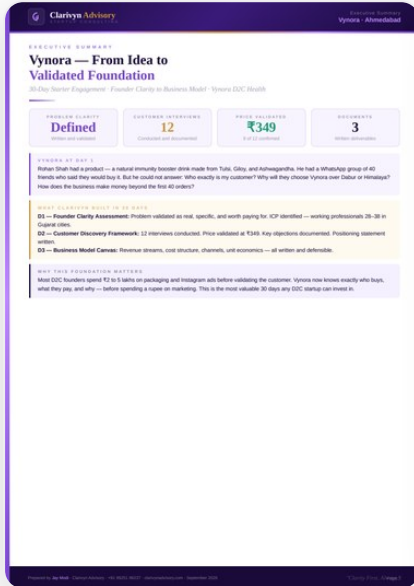
TRANSFORM-ONLY DELIVERABLES

- ✓ Growth Architecture 36 Chapters Applied
- ✓ 1-Page Marketing Plan — Team Executes
- ✓ Co-Founder Alignment Agreement — Signed
- ✓ 3 Warm Investor Introductions
- ✓ 13-Week Progress Log — Full Record
- ✓ Monthly 30-Minute Review Framework

WRITTEN PROOF

This Is What You Receive. Not Advice. A Report.

Actual pages from the Vynora D2C Health Startup Growth Engagement Report · September 2026



FOUNDER CLARITY



FINANCIAL MODEL



BEFORE AND AFTER

12

CUSTOMER
INTERVIEWS
CONDUCTED IN 30
DAYS

₹349

PRICE VALIDATED
BY 9 OF 12 REAL
CUSTOMERS

₹12.6L

PROJECTED
REVENUE AT MONTH
12

₹50L

INVESTOR ASK —
MODELLED AND
DEFENSIBLE

"Every engagement ends with written proof. No vague advice. No generic recommendations.
Just your startup — investor ready. Clarity First. Always."

— Jay Modi, Founder, Clarivyn Advisory · Author — Before The Investment · Beyond the First Rupee



Clarivyn Advisory

STARTUP CONSULTING · THE GROWTH ARCHITECTURE™

THE AUTHOR BEHIND THE METHOD

Two Books. One Idea: Clarity.

Jay Modi has written two books on building a business and getting it ready for investment. The thinking in them is the same thinking behind every Clarivyn engagement: **write it down, make it a system, and prove the result.**

01

Before The Investment

Questions Every Startup Must Answer

The questions a founder should be able to answer before asking anyone for investment.

ENGLISH · AVAILABLE ON AMAZON

Search
**Before The
Investment**
on Amazon.in

02

NEW

Beyond the First Rupee

The Seven-Pillar Path to ₹100 Crore

A seven-pillar path for taking a business from its first rupee towards ₹100 crore.

ENGLISH EDITION · AMAZON.IN



SCAN · AMAZON.IN

02

ગુજરાતી આવૃત્તિ

₹100 કરોડની રચના

સાત સ્તંભોથી વ્યવસાયને નવી ઊંચાઈ આપવાનો માર્ગ

The Gujarati edition of Beyond the First Rupee, for business owners who think and read in Gujarati.

GUJARATI EDITION · AMAZON.IN



SCAN · AMAZON.IN

Jay Modi

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Clarivyn Advisory

STARTUP CONSULTING · THE GROWTH ARCHITECTURE™

YOUR CONSULTANT

Jay Modi

Startup Investment Readiness Strategist · Ahmedabad, Gujarat

QUALIFICATION

B.Pharma · MBA in Pharma Management
IIM Kozhikode Executive Alumni — Entrepreneurship
& New Venture Creation · Strategies for Product &
Marketing

EXPERIENCE

~10 Years in Pharma Trading · Creator of SIRD —
Startup Investment Readiness Framework, a 20-
question assessment

AUTHOR — TWO BOOKS

Before The Investment — Questions Every Startup Must
Answer
Beyond the First Rupee — The Seven-Pillar Path to ₹100
Crore
English & Gujarati editions · Available on Amazon

CREATOR

The Growth Architecture™ — 36 chapters from
First Rupee to ₹100 Crore · Applied in every
Transform engagement

B.Pharma

MBA Pharma Management

IIM Kozhikode Alumni

SIRD Creator

Author of 2 Books

Growth Architecture Creator

START WITH THE ₹9,999 STARTUP CLARITY SESSION — VALIDATE BEFORE
YOU INVEST



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