White Paper – Gainwaves Consultant Pvt. Ltd.

Empowering Investment. Empowering Lives.

1. Executive Summary:

Gainwaves Consultant Pvt. Ltd. is a fintech-driven investment advisory and research firm based in Bangalore. Founded in 2025, Gainwaves aims to democratize access to ethical, research-driven financial advice for retail investors, with a focus on Tier 2 and Tier 3 cities.
Gainwaves seeks to raise ₹3 Crores in seed funding to scale operations, secure SEBI licensing, and expand ethical, tech-driven investment solutions across India.

2. About Gainwaves

Gainwaves Consultant Pvt. Ltd., incorporated in February 2025 and headquartered in Bangalore, India, is a fintech-driven investment advisory and research firm committed to delivering ethical, research-backed financial solutions.

- **Mission:**
  To democratize investing by delivering transparent, SEBI-compliant, and research-driven advisory services**,** empowering individuals with accurate insights and ethical guidance for smarter financial decisions.
- **Vision:**
  To become India's most trusted and impactful AI-powered, inclusive and ethical research advisory and stock broking firm, dedicated to transforming how retail investor's access quality research and financial advice.

- **Founders:**

- **Mr. P. Prasanth – Founder & Director.**
  Impact-driven entrepreneur with over 10 years of experience in financial consulting and inclusive development. He brings a strong focus on strategic growth, ethical governance, and aligning investor interests with long-term value creation.

- **Ms. Sivaranjani Shanmugavel – Director**
  Dedicated to fostering ethical investing and strengthening investor confidence through data-driven insights. A NISM-certified Research Analyst with strong expertise in equity research, regulatory compliance, and investor education. Currently advancing qualifications by pursuing the CFA designation.

3. Market Strategy & Industry Context

India’s digital-first investment landscape has seen rapid growth, yet real profitability remains elusive for most retail investors.

Retail Trading Outcomes (FY 2019–24): Self-Trading vs. Research Advisory Users

Year	Category	% Profitable	% Loss-Making	Insights
2019–20	Self-Trading Retail	12%	88%	High F&O exposure, lack of strategy
	Research Advisory Subscribers	22%	78%	Early adopters; limited reach
2020–21	Self-Trading Retail	13%	87%	Pandemic surge; speculative trading rise
	Research Advisory Subscribers	28%	72%	Better outcomes from guided investing
2021–22	Self-Trading Retail	11%	89%	New Demat boom; copy trading & unverified tips hurt performance
	Research Advisory Subscribers	31%	69%	Subscription models grew; better asset allocation observed
2022–23	Self-Trading Retail	9%	91%	Increased volatility; social media-led herd behavior
	Research Advisory Subscribers	33%	67%	High-quality research and model portfolios improved performance
2023–24	Self-Trading Retail	10.5%	89.5%	Tools improved, but psychology and lack of discipline still limit outcomes
	Research Advisory Subscribers	36%	64%	Rise of hybrid advisory platforms; consistent research-driven gains observed

Source: SEBI Annual Reports, BSE/NSE Retail Data, Industry Subscriptions, Gainwaves Internal Research Estimates.

Key Takeaways

- Retail investors who subscribe to regulated Research Advisory services consistently show 2–3X higher profitability than self-directed traders.
- Adoption of advisory services has grown post-2020 due to market volatility and increasing awareness.
- Gainwaves aims to bridge this performance gap further by offering structured, SEBI-compliant, accessible advisory models tailored to both retail and HNI segments.

4. Problem Statement:

Retail investors in India face systemic and behavioral challenges that hinder long-term wealth creation:

- **Lack of Financial Literacy:** Many first-time and small-ticket investors lack a foundational understanding of market structures, investment strategies, and risk management—leading to impulsive and misinformed decisions.
- **Emotional Biases**: Fear, greed, impatience, and overconfidence often drive irrational market actions, contributing to avoidable losses and eroding investor trust.
- **Absence of Trusted Advisory:** The proliferation of unregulated “tips,” misinformation on social media, and opaque brokerage practices leaves investors vulnerable to fraud and poor decisions.
- **Confidence Breakdown:** Consistent losses—especially among retail traders in Tier 2/3 cities—result in a loss of confidence, disengagement from markets, and growing financial insecurity.
- **Language & Tech Barriers:** Many digital platforms fail to cater to vernacular-speaking or tech-inexperienced users, further alienating a large investor base.

5. Our Solution: The L.E.E.E. Framework.

Gainwaves tackles these challenges through a structured, empathetic, and compliance-driven approach called the **L.E.E.E. Framework** – a journey from awareness to empowerment:

Learn → Evaluate → Execute → Empower

Stage	Investor Challenge	Gainwaves’ Approach
Learn *(Financial Literacy & Training)*	Lack of financial awareness and emotional discipline	Foundational learning modules, behavioral finance coaching, and continuous educational support
Evaluate *(Market Understanding)*	Exposure to misinformation and poor decision-making	SEBI-compliant research, expert insights, and robust decision-support tools for informed investing
Execute *(Actionable Strategy)*	Uncertainty in strategy and fear of losses	Step-by-step execution support, proven strategy templates, and real-time market simulation support.
Empower *(Earnings & Confidence)*	Limited access to reliable, trustworthy financial advice	Ongoing mentorship, reliable advisory support, and tools to build financial independence and confidence

6. **Our Products and Service Offerings**

- **Research Advisory**

We offer comprehensive research services including fundamental, technical, sectoral, and thematic reports, aimed at empowering investors with accurate insights and well-informed decision-making. Currently, one of our Directors is a SEBI-certified Research Analyst, enabling us to provide individual-level research advisory services in full compliance with SEBI guidelines. *Corporate-level research advisory services will be launched post SEBI registration at the company level, which is planned as part of our current fundraising and licensing process.*

- **Wealth Management**

Personalized financial planning, including **Portfolio Management Services (PMS)** and mutual fund distribution.
"These services will be initiated post acquiring relevant SEBI registrations, including Investment Adviser (IA) or PMS licensing."

- **Algo Trading Solutions**

Automated trading strategies and execution tools tailored for both retail investors and high-net-worth individuals (HNIs).
"These services are slated for rollout following the necessary SEBI regulatory approvals."

- **Investor Education**

Workshops, webinars, and training programs designed to enhance financial literacy, trading skills, and market understanding.
"Investor education initiatives will be formally offered after obtaining SEBI certification for advisory and research."

6. **Technology Stack**

- Proprietary Trading & Advisory Platform (Web + Mobile)
- API Integrations with brokers and market data providers
- AI/ML Models for stock screening, risk profiling, and behavioral nudges
- Cloud Infrastructure for scalability and data security
- Multilingual Chatbots for investor support in vernacular languages.

7. **Market Opportunity**

- India's retail investment advisory market is projected to exceed ₹15,000 Cr by 2030, yet remains deeply underpenetrated beyond metropolitan regions.
- Gainwaves aims to bridge this gap by focusing on underserved Tier 2 and Tier 3 cities, where financial literacy and access to quality advisory remain limited.
- With over 130 million Demat accounts as of 2025 and a 12%+ CAGR, retail participation in equity markets is rapidly expanding.
- However, advisory service penetration in Tier 2/3 cities remains below 5%, signaling a vast untapped market.
- Post-COVID market momentum has pushed NSE/BSE trading volumes to record highs, highlighting increased investor activity.
- The rise of DIY investors has created a surge in demand for affordable, transparent, and research-backed advisory solutions — a niche Gainwaves is uniquely positioned to serve.

8. Competitive Landscape

Industry Gap	Gainwaves Advantage
Transparency	SEBI-aligned, audit-friendly processes
Accessibility	Vernacular-first digital platforms
Inclusivity	Physically challenged & rural hiring
Investor Education	Daily financial learning nudges

9. Business Model

- Revenue Streams
- Brokerage commissions
- Paid subscriptions to advisory & learning tools
- SaaS platform licensing for partners.

10. Social Commitment

We are committed to inclusive growth by:

- Allocating 30% of employment opportunities to differently-abled individuals
- Reinvesting 70% of net profits into charitable initiatives and welfare programs across India.

11. Use of Funds

Area	% Allocation
Tech Development	40%
SEBI Licensing & Compliance	25%
Marketing & Client Acquisition	20%
Hiring (Analysts, Tech)	10%
Operational Expansion	5%

12. **Year-wise Financial & Client Projections (with 10% HNI Segment)**

Year	Revenue (₹Cr)	EBITDA Margin	Net Profit (₹Cr)	Active Clients	HNI Clients (10%)
2025	0.25	-40%	-0.1	500	50
2026	1.2	-5%	0.05	2,500	250
2027	3.0	10%	0.3	7,500	750
2028	7.5	25%	1.5	15,000	1,500

13. **Growth Strategy & User Acquisition Plan**

At Gainwaves Consultant Private Limited, our growth roadmap is centered on driving scalable, sustainable user adoption through a tech-enabled, trust-driven, and inclusive investment advisory model. We understand that achieving product-market fit, ensuring rapid user acquisition, and maintaining strong user retention are key levers to long-term success.
Our go-to-market execution is built around five strategic pillars:

- **Tiered Rollout Strategy with Hyperlocal Focus**

We will adopt a city-wise phased launch approach, starting with Tier 2 and Tier 3 cities such as Coimbatore, Nagpur, and Mysuru—regions with low financial advisory penetration but increasing digital adoption. Our hyperlocal strategy focuses on community trust and early traction through:

- Hosting on-ground investor education workshops and seminars
- Conducting co-branded webinars in collaboration with local CA and IFA networks
- Launching vernacular campaigns and engaging regional influencers

Objective: Establish brand equity at the grassroots level while keeping Customer Acquisition Cost (CAC) low.

- **Freemium Customer Onboarding Model**

To encourage wide adoption, we will implement a freemium model that allows users to access value before committing to paid plans:

- Free Tier: Curated educational content, simplified research tools, and weekly market explainers
- Premium Tier: Advanced research reports, investment strategy templates, live 1:1 advisory sessions, and priority customer support

Using data-driven behavioral engagement, users will be guided through the value journey—from initial education to paid subscription—by showcasing measurable investment outcomes.

Goal: Achieve ≥15% conversion to the premium tier by Q2 2026.

- **AI-Powered Personalization and Behavioral Intelligence**

The Gainwaves platform leverages Artificial Intelligence and Machine Learning to deliver hyper-personalized user experiences:

- Tailored investment recommendations based on users’ age, risk profile, and financial goals
- Behavioral nudges to reduce panic-driven actions and promote disciplined investing
- Multilingual content and vernacular chatbot support to improve accessibility across demographics

Outcome: Create a highly personalized and inclusive experience that drives long-term engagement and loyalty.

- **Trust through Transparency and Education**

We position ourselves as a trustworthy and transparent investment partner, committed to ethical standards and financial literacy:

- All strategies and operations will adhere to SEBI-compliant practices (SEBI registration to be obtained post-funding; currently, our Director is NISM Series XV certified)
- Transparent reporting of performance metrics and client portfolio outcomes
- Ongoing investor education via model portfolios, newsletters, webinars, and live Q&A sessions

Result: Build strong, trust-based relationships and reduce churn caused by misinformation and misaligned expectations.

- **Strategic Partnerships for Scalable Distribution**

We will pursue partnership-led expansion to scale rapidly with reduced marketing spend:

- Collaborate with regional banks and NBFCs to offer bundled advisory services
- Partner with colleges, up skilling platforms, and NGOs to deliver financial literacy programs

Advantage: Expand rapidly and cost-effectively by leveraging existing distribution channels and trusted networks.

- **Traction Milestones & Key Metrics**

Milestone	Timeline	Target KPI
MVP Rollout	Q4 2025	Internal pilot launch
Active Users	Q2 2026	2,500+ active users
Premium Conversions	Q2 2026	≥15% of total users converted to premium
User Retention (6-month benchmark)	Q3 2026	≥65% retention through education and performance ROI

Note: SEBI registration will be initiated upon securing initial funding. In the interim, all advisory services will be supervised by our Director, who holds a valid NISM Series XV certification.

14. **Fundraising Ask**
    - **Raising:** ₹3 Crores (Seed Round)
    - **Use:** Scale technology, secure SEBI licenses (RA/IA), expand into Tier 2/3 cities, and build inclusive hiring pipelines
    - **Equity Dilution:** 10-15% (negotiable).

15. Exit Opportunities

- Acquisition Potential: **Fintech giants, large brokers expanding into advisory.**
- IPO Pathway: Targeting by FY2030 upon scaling pan-India
- Promoter Buyback: For early investors post-valuation growth

16. Disclaimers:

SEBI registration is pending as part of this fundraising process. All advisory services are currently aligned with SEBI regulations and guidelines. Investments in financial markets carry inherent risks. Gainwaves does not guarantee returns. Please read all documents and disclosures before investing.

17. Contact Information:

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18. Abbreviation List

Abbreviation	Full Form
AI	Artificial Intelligence
API	Application Programming Interface
BSE	Bombay Stock Exchange
CAGR	Compound Annual Growth Rate
CFA	Chartered Financial Analyst
DIY	Do It Yourself (self-directed investors)
EBITDA	Earnings Before Interest, Taxes, Depreciation, and Amortization
FY	Financial Year
HNIs	High Net-worth Individuals
IA	Investment Adviser
IPO	Initial Public Offering
ML	Machine Learning
MVP	Minimum Viable Product
NISM	National Institute of Securities Markets
NSE	National Stock Exchange
PMS	Portfolio Management Services
RA	Research Analyst
SEBI	Securities and Exchange Board of India