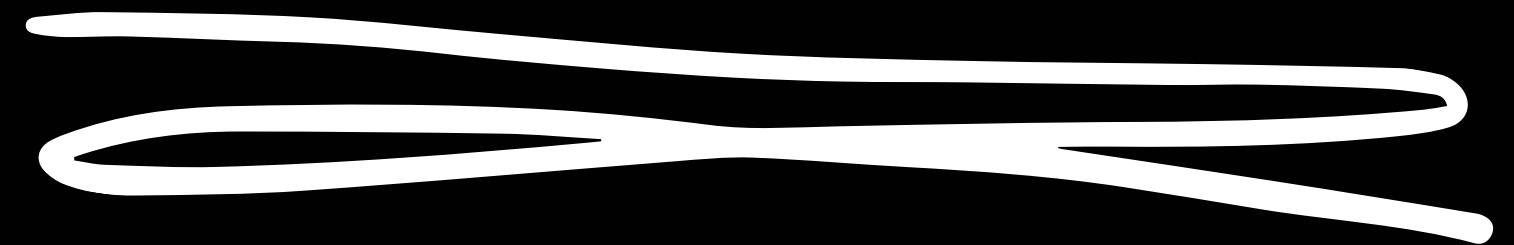




Employee Empowerment



The Problem of MSMEs



Problem 1

Lack of Structured HR Programs

Smaller firms often lack the time or resources for formal HR initiatives, leaving employee development ad-hoc and fragmented.

Problem 2

Employee Demotivation & High Turnover

Without personal growth opportunities, employees may feel stuck, leading to disengagement or attrition.

Problem 3

Limited Personal & Financial Well-Being

Employees often don't know where to start with health, finances, or ongoing learning. This can cause stress and lower productivity.

Problem 4

Inability to Track Progress & Impact

Employers struggle to measure the ROI of wellness or training programs without proper tools for tracking engagement and outcomes.

Problem 5

Fragmented Solutions & Overhead Costs

**Businesses might resort to multiple disconnected apps or services,
making it cumbersome and expensive to manage.**

Summary of the Problem

Most micro and small businesses in India (and globally) operate without structured wellness or development programs, impacting productivity and employee satisfaction.

The Solution



Through

**All in One App Based
Platform to nutre the
growth of MSME teams!**

With

- **Holistic Approach**
- **Gamified Engagement**
- **Measurable Impact**
- **Accessible & Scalable**
- **Community Support**

Value Proposition:

“The Life TrackR empowers MSMEs and their employees with a holistic, all-in-one platform that boosts engagement and productivity—without the complexity or cost of a full HR department.”

Life Changing Solutions

The 4 essential pillars of life come together to shape a brighter future.



Learning

Problem

After completing education, learning is often viewed as relevant only to work / job.

Financial Guide

Learning new subjects through apps & quiz can be enjoyable and lead to meaningful growth.

Investments

Problem

Employees lack guidance when it comes to making investments.

Financial Guide

We encourage and guide them to invest regularly in a variety of financial instruments.

Family

Problem

They work tirelessly to earn for their family but struggle to create happiness.

Financial Guide

We provide them with simple steps to build a happy family and strengthen their bonds

Energizing

Problem

Employees often neglect their health while focusing on advancing their careers.

Small Steps

Simply increasing daily steps can lead to significant improvements in overall health

ReBirth of L.I.F.E

Learning

Investments

Family

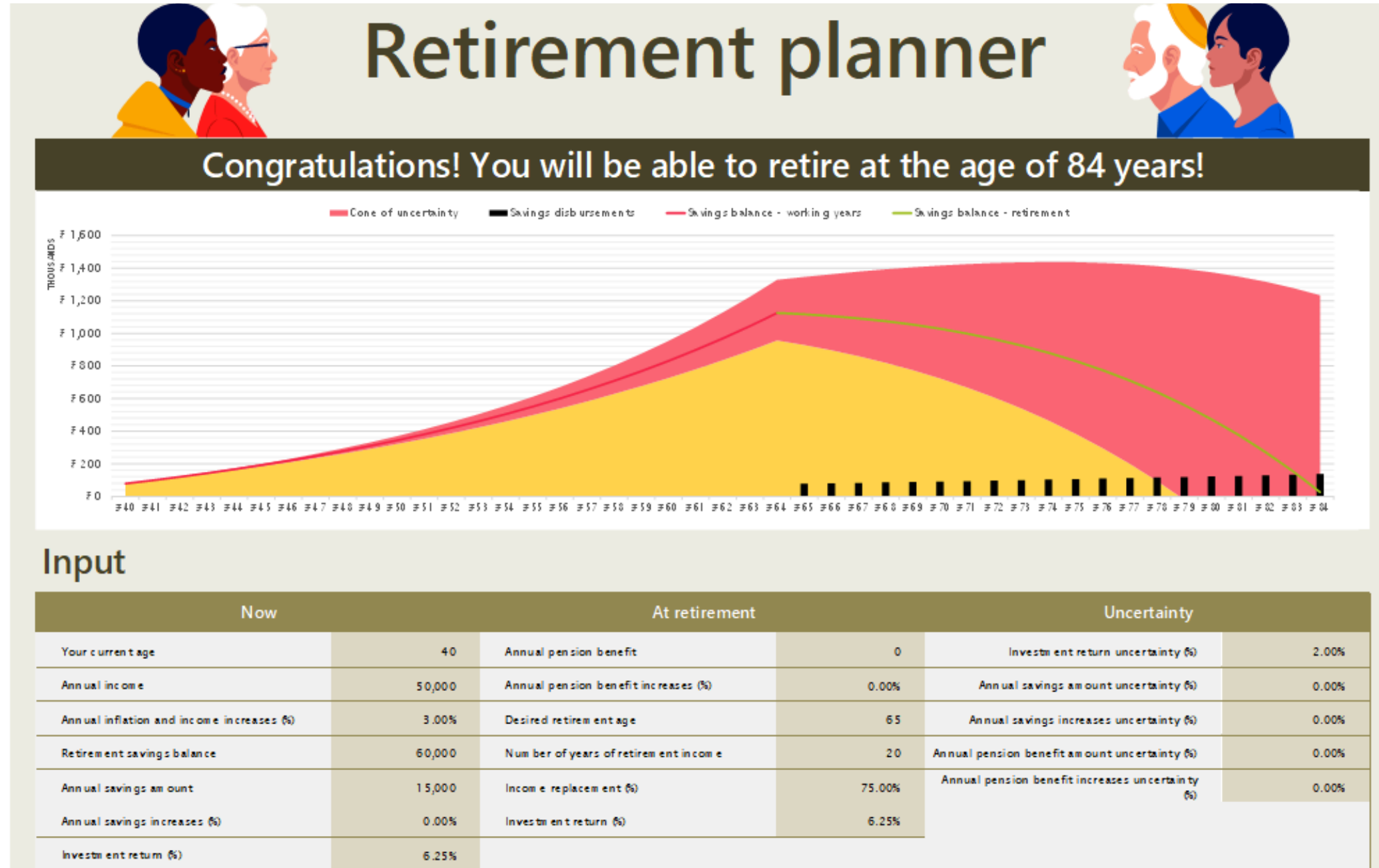
Energizing thyself

How

We tackle the problem by integrating gamification and tracking into The Life TrackR platform. Employees work toward small, achievable goals, earn badges for milestones, and engage in friendly competition through leaderboards. Simultaneously, progress analytics give both employees and employers the insights needed to measure improvement and drive consistent results.



Then

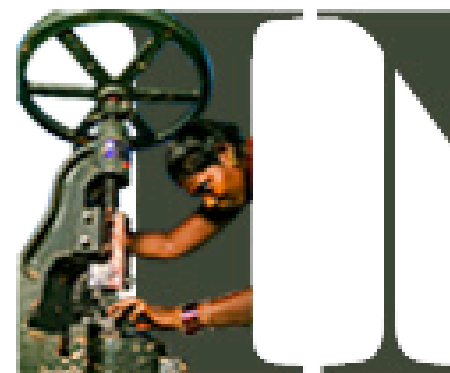


Now

Target Audience

India is growing each year

MICRO SMALL MEDIUM ENTERPRISE (MSME)
data in India



63.4 million

MSME units across India

MSMEs contribute

40% of the overall
exports from India.

24.63 % of
the services.

6.11% of GDP

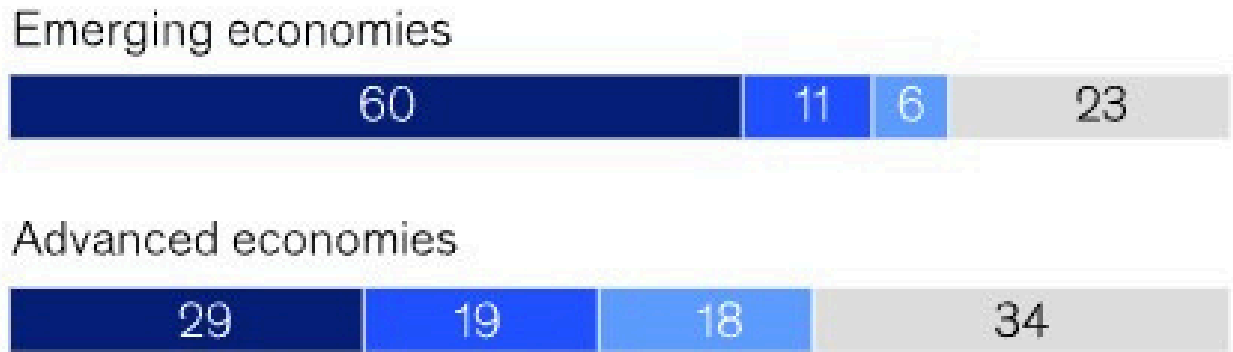
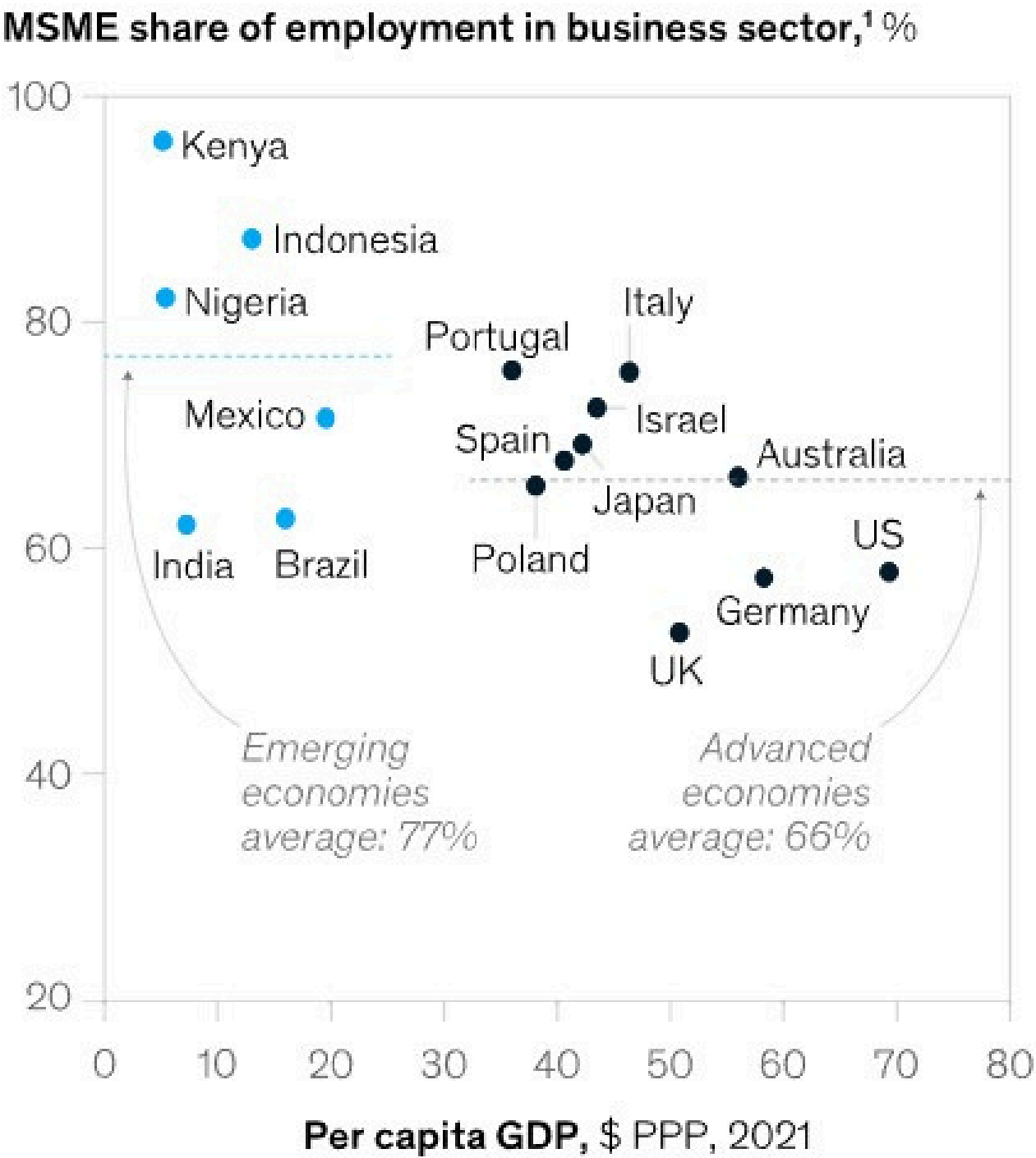


120 million people are employed
by MSMEs

91% have less than 100 employees

The World

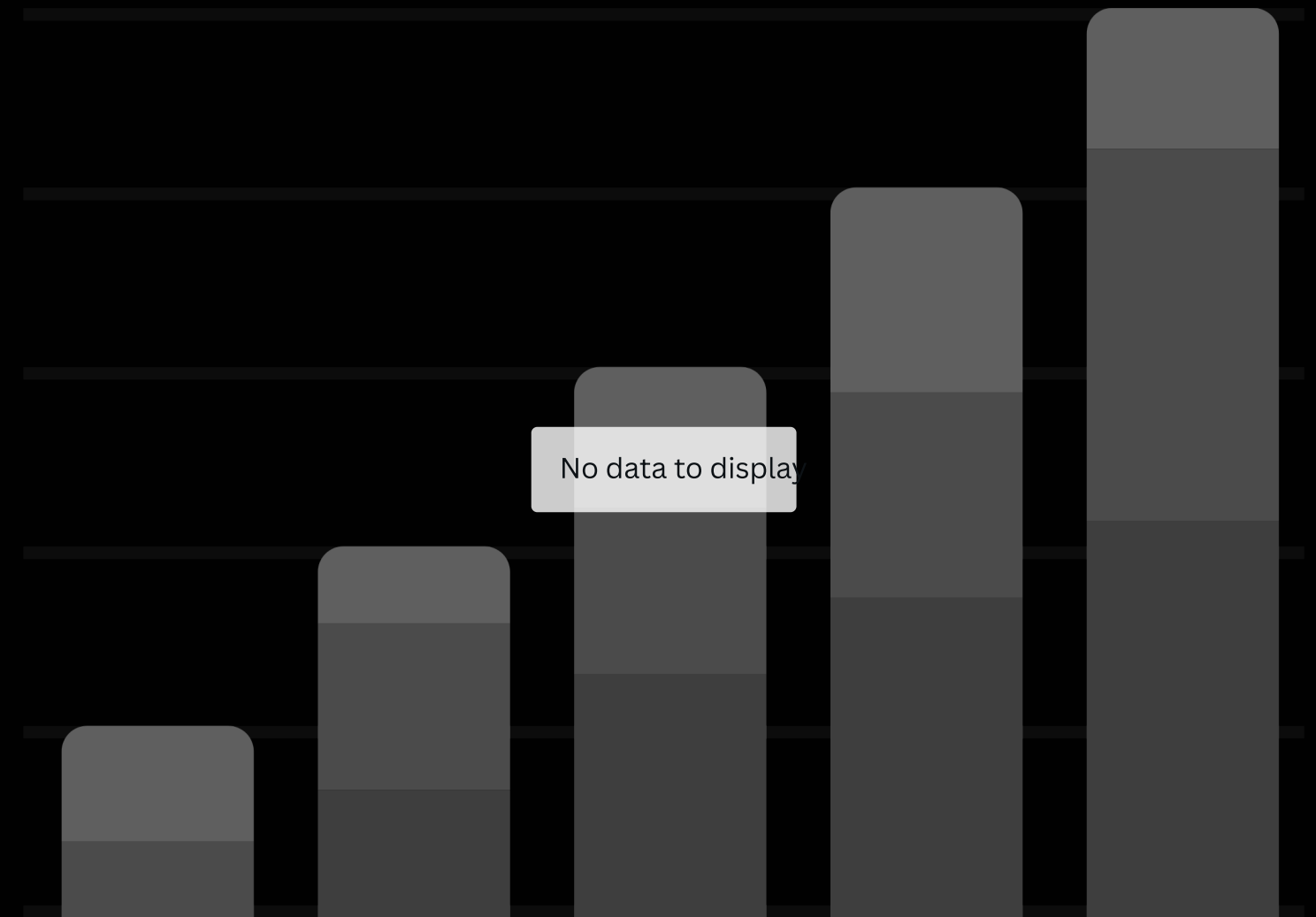
- Microenterprises
- Small enterprises
- Medium-size enterprises
- Large companies



Traction

25% more each year

Where is your company currently at? Visualize with a graph to highlight important developments.





REVENUE



MODEL

How we make our bucks

First, a Basic Subscription Plan.

Then,

- Collaborations with yoga trainers, gym instructors, financial advisors, etc
- Referral fees, revenue-sharing on premium content or specialized workshops.
- Offline workshops, corporate training events, co-branded initiatives with educational or financial institutions.
- White-label offerings for organizations needing custom branding.



size

THE MARKET

Apply the two ways to size the
market - top down or bottom up.

1.9
Billion+

Total Available
Market (TAM)

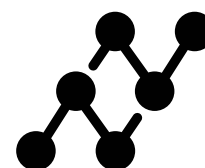
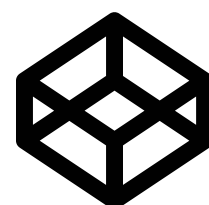
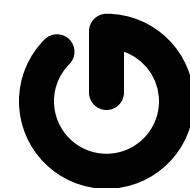
53M

Serviceable Available
Market (SAM)

10.6M

Serviceable Obtainable
Market (SOM)

**Direct
Competitors**



**Indirect
Competitors**



Competitive

ADVANTAGES

Advantage 1

Visualize your competitive advantages using a quadrant for easy scanning.

Advantage 2

How is the landscape differentiated and what makes you different.

Advantage 3

What can you do better than your competition? How will you outperform?

Advantage 4

A company with strong competitive advantages is likely to survive longer.

Competitor approach

Approach 1

How will you set your company from the competition?

Approach 2

What's your path to reach your customers?

Approach 3

Events, partnerships, ads — list the effective ways to reach them.



Business or Revenue Model

Show the ways your company
plans to make money.

Solution 2

Communicate big value
conveniences and be
truly straight forward.

Solution 3

Communicate big value
conveniences and be
truly straight forward.

01



Whether through a graph, timeline, or chart, present the viability of your product or service and tell how your company will operate, make money, and achieve goals.

02



If you have plenty of ways to make money, focus on one main method, such as subscription, ads, and transactions.

03



Touch upon key metrics here too, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).



Meet
THE TEAM



kairav
domadia

Founder & MD

[https://www.linkedin.com/
in/kairav-domadia/](https://www.linkedin.com/in/kairav-domadia/)



krutika
domadia

Founder & Director

[https://www.linkedin.com/in/
krutika-domadia/](https://www.linkedin.com/in/krutika-domadia/)

Company Credentials

CIN # U78300MH2024PTC434817

PAN# AAGCL0329J

TAN# MUML15100B

GSTIN is 27AAGCL0329J1ZI

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