

India's only reward based crowdfunding platform!

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# BackingBay

Where Tomorrow's ideas find their first YES!

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MAY 2025

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# Problems

SOLVE THE PROBLEM WITH US

## **STARTUPS & CREATORS CHALLENGES**

- Validating demand before launch
- Accessing capital without giving up equity or taking on debt
- Building community and early adopters
- Underutilization of Crowdfunding in India: Focus on Non-Business Causes

## **CONSUMERS & EARLY SUPPORTERS STRUGGLE WITH**

- Have limited avenues to discover & back innovative, for-profit projects early
- Are often left out of early innovation journeys
- No easy way to support them beyond likes and shares.
- No clue where to find tomorrow's game-changers.



# Solutions

SOLUTION FOR OUR PROBLEMS - BACKING BAY

## A PLATFORM FOR STARTUPS AND CREATORS TO:

- List products, services, events, and projects
- Get early sales, validation, and community backing
- Avoid debt or dilution in early stages
- No loans. No equity lost. Just pure hustle

## FOR CURIOUS USERS TO DISCOVER AND SUPPORT INNOVATION:

- Be the first to spot what's next.
- Support the dreamers. Back innovation.
- Because great ideas deserve a head start — with you in it as stakeholders.





# Key Benefits to Startups & Creators

## **MONETIZE EARLY**

Monetize ideas and MVPs before full launch  
Much cheaper than marketplaces – no listing fees, low commission

## **PROTECT OWNERSHIP**

Raise funds without equity dilution or availing debt burdens



## **BUILD COMMUNITY**

Build early traction and community

## **VALIDATE**

Validate with real buyers & feedback.  
Better than presales on marketplaces — built for discovery, not just commerce

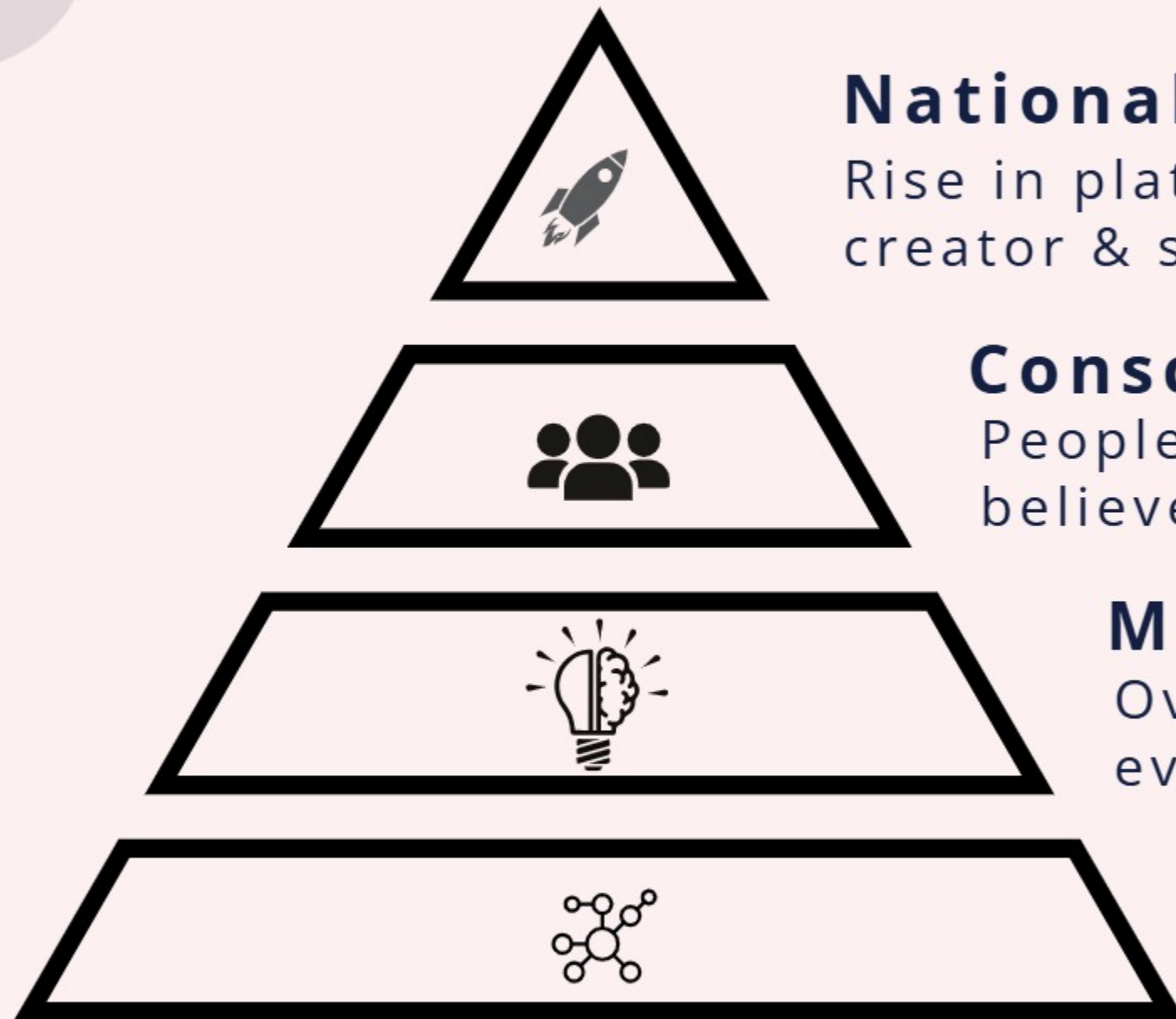
# Easy Onboarding Steps

FOR CREATORS & STARTUPS

- 1 STEP 1: CAMPAIGN INFO**  
Enter project name, category, video & images
- 2 STEP 2: FUNDING GOAL**  
Set amount and campaign duration
- 3 STEP 3: REWARDS**  
Specify perks with images & descriptions
- 4 STEP 4: ENGAGE BACKERS**  
Share your story, vision & FAQs
- 5 STEP 5: GSTIN SUBMISSION**  
Complete compliance & watch success unfold



# The Opportunity




Backing Bay - built for our creators, communities, and culture.

From living rooms to boardrooms, Shark Tank India proved one thing: the whole country is hungry for the next big thing — and wants to be part of it.

# Competitive Landscape

Backing Bay - india's only reward centric crowdfunding platform

VS

Platform	For - Profit	Equity - Free	Discovery	Community	India - Centric
 BackingBay	✓	✓	✓	✓	✓
Kickstarter	✓	✓	✓	✓	✗
Indiegogo	✓	✓	✓	✓	✗
Ketto/ Milaap	✗	✓	✗	✗	✓
Fundable	✓	✗	✗	✗	✗
Gofundme	✗	✓	✗	✗	✗



# Team



**RITESH AGRAWAL**  
**Co-founder & CEO**

Chartered Accountant,  
Company Secretary (India Rank 3),  
Ex-Deloitte



**RAJEEV ROY**  
**Co-founder**

PGDM - IIMA, Ex-Dean XLRI,  
StartUp Mentor,  
Ex - CEO 36 Inc.



**DIVYAMAN ROY**  
**CMO**

BA (Delhi University),  
Brand Strategist





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You've just docked at **BackingBay**  
— thanks for the voyage!

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