



D2C · HOME ESSENTIALS / MUMBAI

SaffronCart

Thoughtfully selected essentials for everyday homes.

FICTIONAL FOUNDERS

Aditi Rao & Nikhil Shah

Seed concept · Illustrative proposal · 11 September 2026

FUNDING ASK

₹75 lakh

PRE-MONEY VALUATION

₹6 crore

The idea, in context

01 THE PROBLEM

Home essentials discovery is fragmented across product quality, design and suitability.

03 TARGET CUSTOMER

Urban households choosing practical, considered home essentials.

02 THE PROPOSED SOLUTION

A curated discovery experience with clear specifications and coordinated fulfilment.

04 BUSINESS MODEL

Illustrative product margin and repeat-purchase model; economics are not yet validated.

Funding & the questions to test

ILLUSTRATIVE USE OF FUNDS

40% product and sourcing

35% customer discovery

25% fulfilment design

No real customers, traction, revenue, partnerships or returns are claimed. All figures exist solely to demonstrate the product interface.

SYNTHETIC REVIEW NOTES

Demo reviewer A · 4/5

A clearly defined customer segment. How will repeat purchase and acquisition costs be validated?

Demo reviewer B · 5/5

A coherent proposition and focused initial assortment. What evidence will establish quality consistency and supplier reliability?