

# Titan Workspace

B2B SaaS document control  
and workflow automation  
M365 solutions with \$500k  
ARR expanding from India into  
\$6 Billion U.S. mid-market.

By TFW Labs, Inc.  
(a Delaware Corp.)





# The Problem



90% of enterprises subscribers of Microsoft 365 use less than 30% of the platform capabilities causing

1. Lower productivity
2. Spending excessive time to work due to complex navigation
3. Dissatisfaction with platform



# We Unleash Productivity by Removing Complexities of M365



## Document Management

Reducing complexities of records management



## Workflow Automation

Reducing complexities and cost of automation

# Single Dashboard that Unifies all Document Sources for Swift File Discovery



Effortlessly find right and latest version without wasting time

- <
- My Laptop
- One Drive
- Department Files
- Projects Files
- Teams Channel files
- Group files
- Mail Attachments
- ERP Files
- Guest User Files
- SharePoint Sites

## My Documents

+ New  Upload  Download  Properties  Share  Filter  More

<input type="checkbox"/>	Name <input type="checkbox"/>	Title <input type="checkbox"/>	Category <input type="checkbox"/>	Reference <input type="checkbox"/>	Modified <input type="checkbox"/>	Sharing
	Travel	Policy	General	HR SOP	May 5 2024 12:43 AM	
	Product Launch	Marketing Event	Execution Plan	452673	May 5 2024 12:42 AM	
	Social and fun	Recreation	Travel Policy		May 5 2024 12:41 AM	
	Employee Exit_Sample.docx	template	General	98698683	Dec 20 2023 8:29 PM	
	Demo Dummy1.docx	test			July 27 2023 6:56 PM	
	NDA guidelines for employees.docx	NDA for customers	Notice	9876	Mar 20 2023 12:42 PM	
	IAMCP IISA List.xlsx				Mar 8 2021 10:12 PM	



# No-Code Workflow Automation

Innovation meets cost-cutting, saving our customers 60%



## Workflow Examples



Vendor payments



Leave request



Employee ID creation



Vendor onboarding



Price approval



Special promotion approval



Credit approval



Budget approval



Purchase order



Sales commissions approval

## Intuitive User Dashboard for Approvals

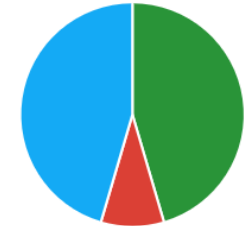
Status: Initiated

+ New Request Processes Filter Sort My Signatures Report

Type here for search...

Pending  
5

Overdue  
0



5	Approved
1	Rejected
0	Forwarded
5	Initiated
0	Cancelled

Title	Type	Request By	Progress	Status	Current Step	Action By
Budget Approval	Finance	Ashish Kamotra a.kamotra@adapt-india.com Date: 04 May 2024 3:26 PM	<div style="width: 100%;"></div>	Initiated 	Approval by Departmental Head	<a href="#">Action</a> <a href="#">History</a>
New Employee Onboarding	HR	Ashish Kamotra a.kamotra@adapt-india.com Date: 04 May 2024 3:23 PM	<div style="width: 100%;"></div>	Initiated 	Approval by Reporting Manager	<a href="#">Action</a> <a href="#">History</a>
IT Assets Procurement	New IT Assets Request	Scott Pearson scott.pearson@titanworkspace.com Date: 30 Aug 2023 8:10 AM	<div style="width: 100%;"></div>	Initiated 	Approval by IT Department	<a href="#">Action</a> <a href="#">History</a>
Pay Time off	HR Process	Scott Pearson scott.pearson@titanworkspace.com Date: 05 Jul 2023 11:16 AM	<div style="width: 100%;"><div style="width: 50%;"></div></div> Step 0 of 2	Initiated 	Approval by Reporting Manager	<a href="#">Action</a> <a href="#">History</a>
Purchase Requisition	Purchase Requisition Process #PO -3	Scott Pearson scott.pearson@titanworkspace.com Date: 09 Jun 2023 12:46 PM	<div style="width: 100%;"><div style="width: 75%;"></div></div> Step 1 of 2	Initiated 	Administrator	<a href="#">Action</a> <a href="#">History</a>

# Benefits due to Simplification



Speed and accuracy while finding right documents with latest versioning

**3x** faster

Control on documents by owner such as confidential or restricted access

**70%** better

Productivity & ease of use while collaborating with vendors, customers or subcontractors

**50%** higher

ROI for automation of manual tasks using No-Code tool

**4x** higher

Internal IT Cost

**50%** reduction

# Empowering Top Brands

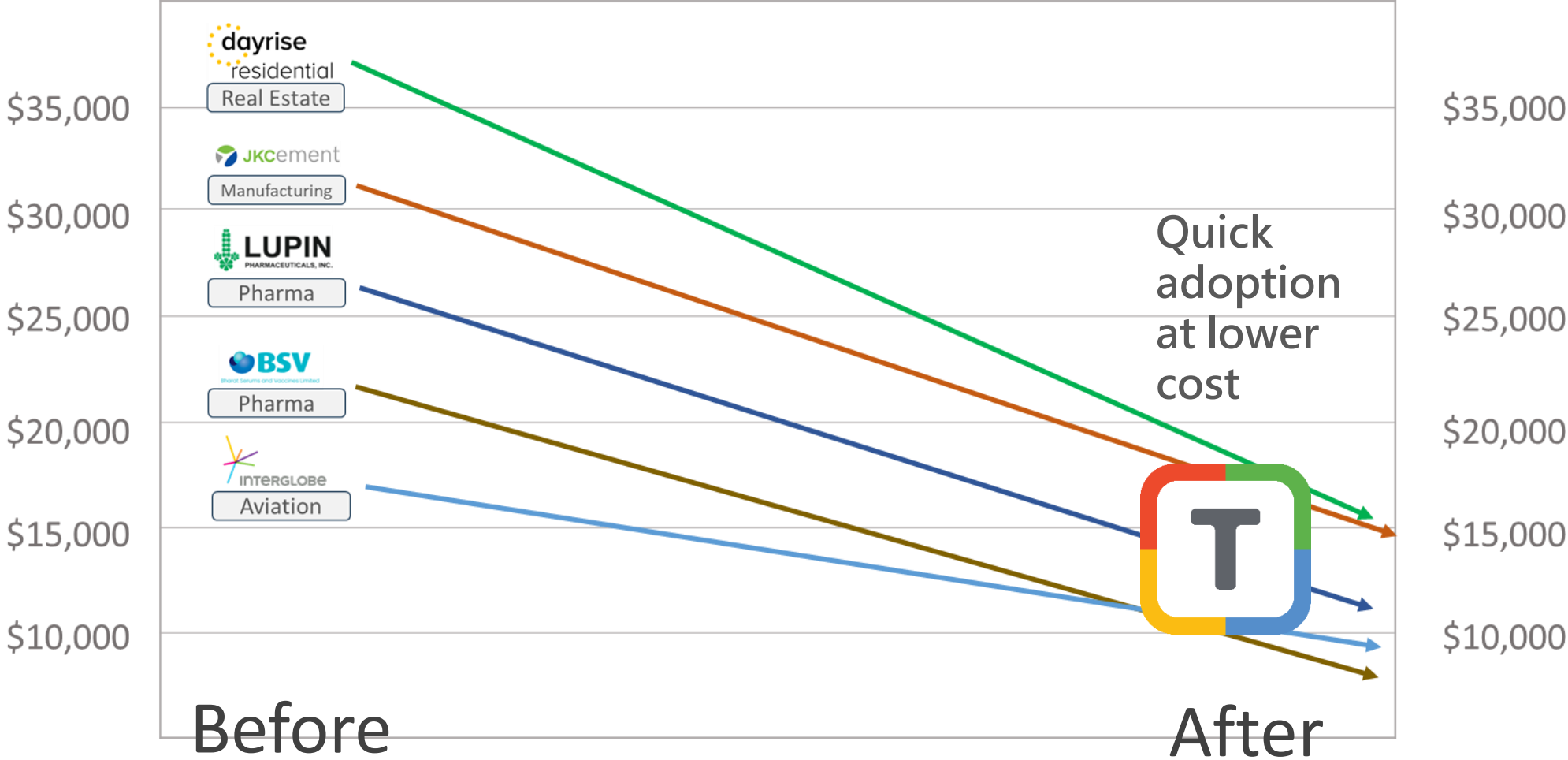
Top 20 in Manufacturing and Pharma as our customers



# Saving Time, Saving Money <Before and After>

Customization \$

Titan \$





# Land and Expand

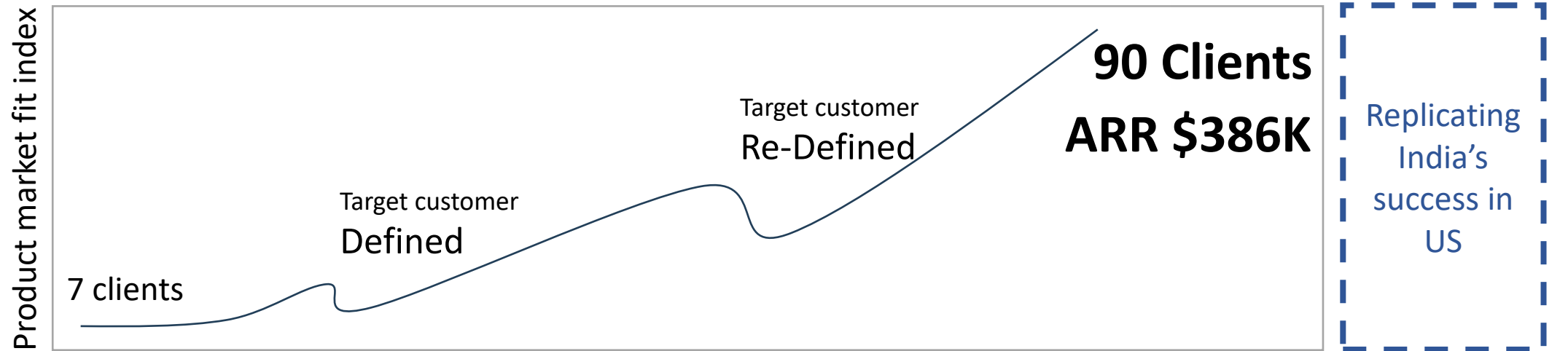
Organic growth within each customer

Our customers start initially with small set of users and then keep increasing subscriptions as they see ROI



Month	M1	M3	M6	Year	Y1	Y2
500 users	1000 users	1300 users	1730 users			
300 users	750 users	1500 users	1750 users			
300 users	700 users	1500 users	1700 users			
1 Process automated	5 Process automated	22 Process automated				
300 users		500 users				
50 users		93 users				
250 users		1000 users				

# Market Fit Conquered



**2021**

- **MVP**
- 1.4M investment
- Initial few clients in India

**2022**

- Product development
- Commercial release
- **India focus**

**2023**

- **Product Market Fit**
- Product enhancement
- Microsoft Co-Sell ready
- Channel traction
- **India Success**

**2024**

**Expand  
in US**

# Growing with Capital Efficiency

**Contracted  
ARR  
\$500,000**

**2023 revenues**

Subscription = \$386,000

Services = \$522,000

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Total = \$908,000

**ARR Growth**

2023 v/s 2022

**4X**

**Monthly Burn  
\$15,000**

(Dec2023: \$18,000/month)  
(2022: \$50,000/month)

**Burn Multiple  
(2024)**

$\frac{\text{Total burn}}{\text{Net new ARR}} = 1$

(2023 Burn multiple= 1)  
(2022 Burn multiple= 6)

**NRR**

Net Revenue retention

**93%**

(2022: 78%)



# US Alone is 45% of Global M365 Market



- We want to focus on US market because

- Higher margins
- Largest Ecosystem of Microsoft Resellers

**7X higher price as compared to India**

	India	USA
Document Management	\$1 user per month	\$7 user per month
Workflow Automation	\$450 Per Workflow per year	\$2500 Per Workflow per year

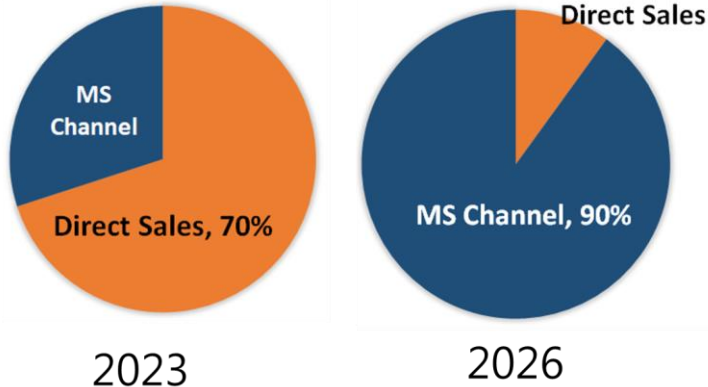
# Channel Driven Growth Strategy

Projections		2024	2025	2026
<b>ARR</b>		<b>\$ 1,923,853</b>	<b>\$ 7,874,633</b>	<b>\$ 21,908,140</b>
<b>New Clients Needed</b>	USA	65	384	834
	Asia	93	366	678
	Total New clients	158	750	1512
Total Clients		<b>256</b>	<b>1006</b>	<b>2518</b>

## Consistently Reducing Client Acquisition Time

	Months taken to sell
First 10 clients	10 months
Next 10 clients	8 months
Next 20 clients	12 months
Next 20 clients	8 months
Next 25 clients	6 Months

## Reseller driven Go-to-Market Strategy



# Tapping into a Market of Billions



Customer having M365 are our potential targets

**350M**

**Daily Active  
Users of  
Microsoft 365**

(Global annually growth 22%)  
(US growth 35%)

**\$32Bn** is workflow  
automation  
opportunity by 2026  
(Growing at 16% CAGR)

**\$20Bn** is document  
management  
opportunity by 2026  
(Growing at 17% CAGR)



# Meet the innovators behind Titan Workspace

After delivering M365 customizations for more than a decade, founding members created Titan Workspace as a readymade solution that could be useful to a large M365 audience.



Ashish Kamotra | Founder & CEO

<https://www.linkedin.com/in/ashishkamotra>



ZARA  
FOREVER 21  
FedEx

Dipankar Goswami  
CTO



DHL  
VANS

Subhankar Goswami  
Chief Architect



Panasonic  
Honeywell

Deepali Kamotra  
Director HR



Adapt

Gaurav Bhutani  
VP Sales



ERNST & YOUNG  
Capgemini







Rishi Kakkar  
Product Architect



McKinsey  
& Company  
BCG BOSTON CONSULTING GROUP

Kalpana Verma  
AVP - Customer Success

# Covering full spectrum of collaboration within M365

	Document Management	Workflow Automation	External User Collaboration	Projects & Tasks
 Titan Workspace	✓	✓	✓	✓
 MacroView	✓	✗	✗	✗
 bamboo solutions	✗	✗	✗	✓
 CMap	✓	✗	✗	✗
 xoralia	✓	✗	✗	✗
 Autopilot	✗	✓	✗	✗

*Planned*



Our Copilot will  
Improve Decision Making  
from Documents,  
Workflows, Task and  
Projects using  
Microsoft AI





# Investment Opportunity - Seed

**Current Raise = \$1M**

We're raising a \$1m investment to achieve \$2M ARR by years' end while building out our nationwide reseller network.

(via SAFE or Convertible note, through a rolling raise with a minimum investment of \$250K)

## Use of Funds

- 15 Customer Logos in US
- Building reseller network in US
- Recruiting 1 Channel Sales Specialist
- Prepare for Series A in 12-15 months



# Titan **W**orkspace

 **Microsoft**  
Solutions Partner  
Modern Work

 Microsoft  
**Co-Sell Ready**  
Partner

## TFW Labs, Inc.

Headquartered in Dallas TX  
(Delaware Corp)

## India Subsidiary

Gurugram, India  
(100% owned by US Corp.)

Contact:

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Founder & CEO

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