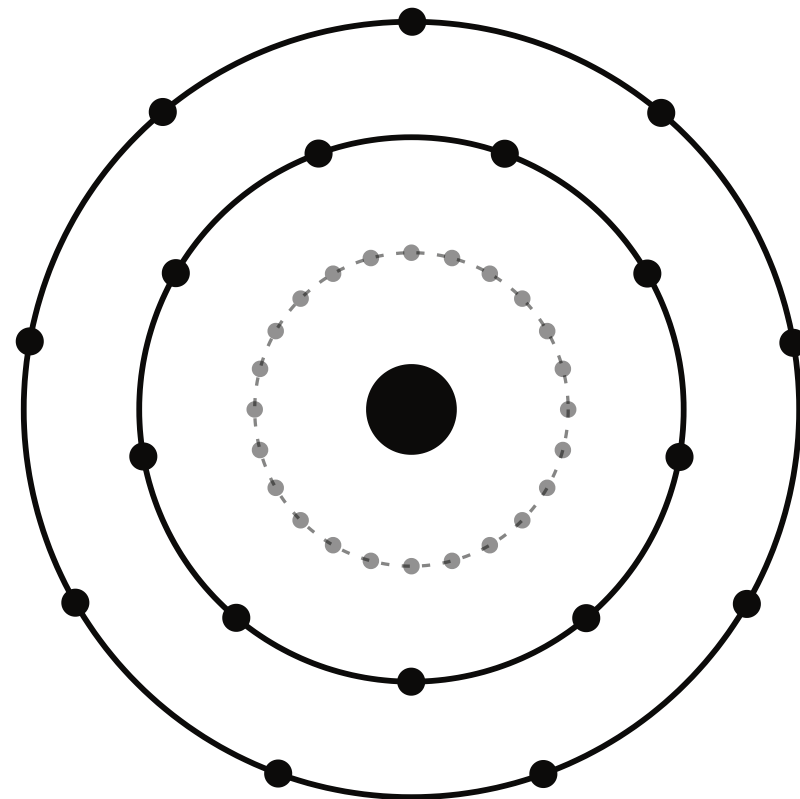




**Cause.
Effect.**

Intelligence.

Pitch deck · October 2026
pitch.oozh.ai



Oozh uses AI to explore the web of **cause and effect** from real-world events and map their impact onto the Indian stock market.

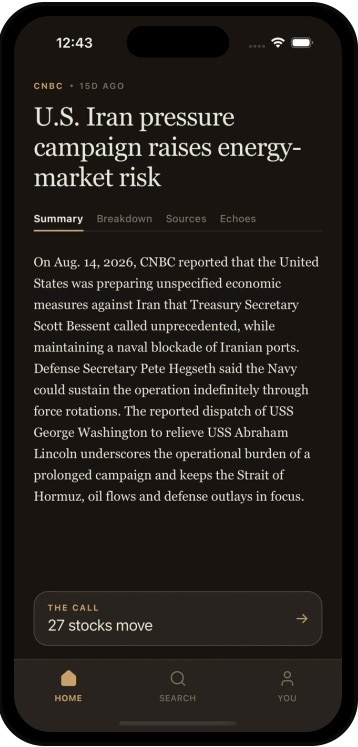
FOR INVESTORS • B2C

See which Indian stocks a news event could move, which way, and why.

FOR INSTITUTIONS • B2B & B2G

Build and explore the cause-and-effect web, then steer it on your own terms.

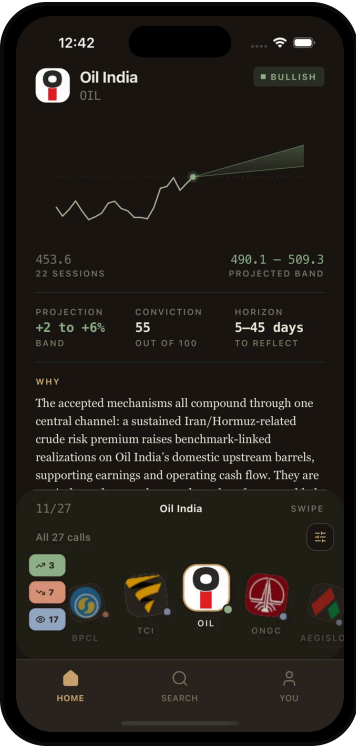
Read the story. Swipe left **twice.**



1

The story

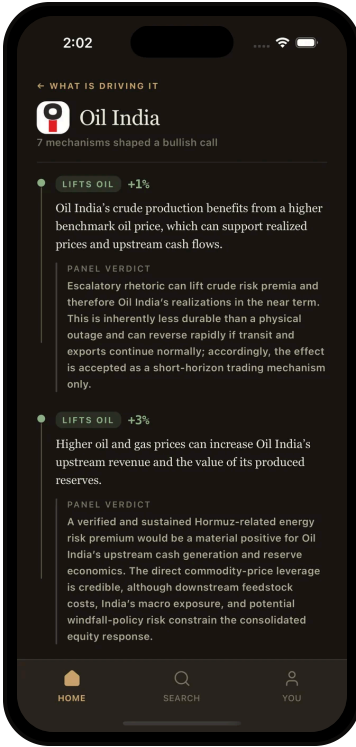
What happened, who says so, and when it happened before.



2

The stocks

Which Indian stocks it could move, which way, and how far.



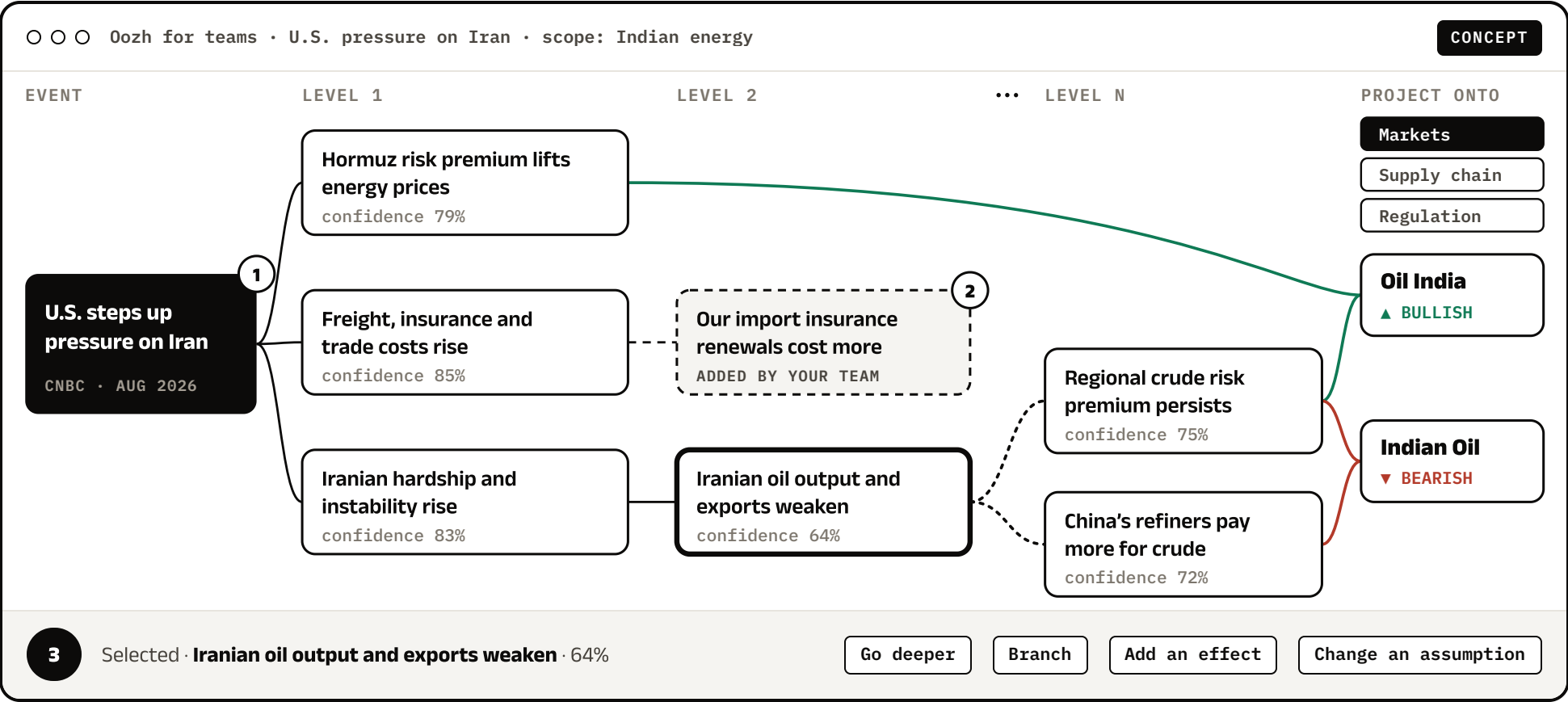
3

The reasoning

Each mechanism behind the view, kept or dropped.

Real screens from the Oozh app, on a CNBC story from August 2026. Illustrative only, not investment advice.

Pick an event. Build the web. **Steer it.**



Concept design on real engine output. The team-added effect is an example.

Two kinds of buyers, one engine.

Investors

People who buy Indian stocks · B2C

₹299 A MONTH

TAM

13.5 crore

registered investors on NSE
NSE, Aug 2026 · 135 million



SAM

10 lakh+

already pay for market research
Moneycontrol Pro alone, FY25



SOM

10,000

subscribers, our 3-year goal
Tijori, a similar research product, has 15,000 paying

Institutions

Research, risk, strategy and policy teams · B2B & B2G

₹4 LAKH A YEAR

TAM

1.08 lakh

organisations with 100+ staff, plus research firms
CompanyData, RevenueBase, 2026



SAM

2,350

already pay for one Indian research platform
Tracxn alone, June 2026



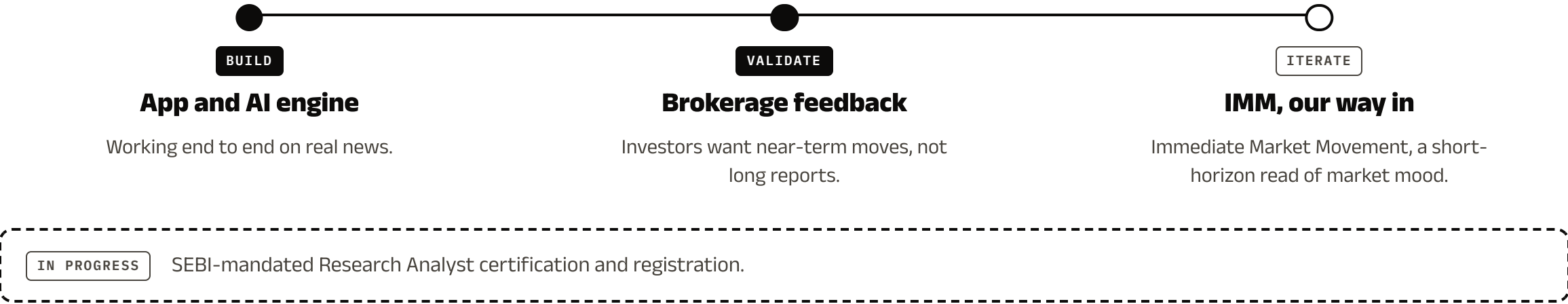
SOM

100

organisations, our 3-year goal
Prewave, which maps world events to business impact, serves 200+ enterprises

Every figure is sourced in appendix A1, with the detail in A2 and A3.

MVP built in **3 months,** part-time.



The brokerage feedback came from one informal conversation. It is not a partnership, an endorsement or a study.

Hidden impacts for investors. **A steerable web** for institutions.

FOR INVESTORS • B2C

Oozh builds a deep, multi-level web from each event and finds its immediate and hidden impacts on Indian stocks, at any level.

FOR INSTITUTIONS • B2B & B2G

Teams build and steer their own cause-and-effect chain, as deep as they need, and project it onto markets, supply chains or regulation.

Immediate-impact analysis is still in development.

We sell **subscriptions.**

INVESTORS · B2C

₹299 a month

Monthly or annual plan.

PROPOSED, TO TUNE AFTER LAUNCH

Tijori charges ₹330 to ₹500 a month.

INSTITUTIONS · B2B & B2G

₹4 lakh a year

Annual licence, starting with a pilot.

PROPOSED, TO VALIDATE IN PILOTS

Tracxn earns about ₹3.6 lakh a year per account.

₹3.6 crore

10,000 subscribers × ₹299 a month

+ ₹4 crore

100 organisations × ₹4 lakh a year

≈ ₹7.6 crore a year

Year-3 goal at full run rate

A target, not a forecast. Assumes every customer pays the stated price. Benchmarks in appendix A2 and A3.

Retail in December. First pilot in February.



IN PROGRESS

Accuracy validation. The AI models behind Oozh already know how past events played out, so back-tests would flatter us. We’re designing a forward test with market experts and academics, and will publish the method and the scores, possibly after the retail launch.

Target dates. December depends on certification and registration. B2B discovery runs in parallel. Accuracy plan in appendix A6.

Khavin Shankar

SOLO TECHNICAL FOUNDER

- 5 years building software in regulated health-tech.
- Built the Oozh MVP, app and AI engine, in 3 months.
- Pursuing SEBI-mandated Research Analyst certification.

 khavinshankar

 kha.vin

“

We built Oozh because we wanted it as investors ourselves, my father and I. India is the market we know best, so we validate here first.

Why Oozh, and why India first

We're seeking mentorship, AI credits, industry connections, and early-stage support to launch Oozh and secure our first B2B pilot.

EMAIL

admin@oozh.ai

WEB

oozh.ai

Sources and detail for every claim follow in the appendix.

Where every number comes from

FIGURE	WHAT IT IS	SOURCE	AS OF
13.5 crore	Investors registered on NSE (unique PANs)	NSE Market Pulse, Sep 2026	Aug 2026
10 lakh+	Moneycontrol Pro paid subscribers	Network18 annual report	FY25
15,000 · ₹330 to ₹500	Tijori paid subscribers, quoted by its founder, and its monthly price by plan	Entrackr · Zerodha	2025
1.08 lakh	105,314 Indian companies with 100+ staff, plus 2,403 research and advisory firms	CompanyData · RevenueBase	Oct 2026
2,350 · ₹3.6 lakh	Tracxn paying accounts, up 16% in a year, and revenue per account a year (₹21.1 crore a quarter)	Tracxn Q1 FY27 investor deck, NSE	Jun 2026
200+	Prewave enterprise customers	prewave.ai	Oct 2026
6,500+ · ~\$200M	AlphaSense customers and Dataminr’s annual recurring revenue, both cited in A3	AlphaSense · Dataminr	2025
42 · 82 · 27	Effects traced, companies within reach and stock calls in one real analysis	Oozh database, final backup	Aug 2026

The numbers behind 10,000 subscribers

TAM

13.5 crore

Everyone registered to invest on NSE in August 2026. This is the audience, not the number willing to pay. It grew by 61.6 lakh between April and August 2026 alone.

SAM

10 lakh+

Moneycontrol Pro crossed 1 million paid subscribers in FY25, which shows Indian investors pay for market news and research. It is a broader product than Oozh, so we do not count its users as ours.

SOM

10,000

Our 3-year goal, 1% of that paying base. The closest research product, Tijori, has 15,000 paid subscribers at ₹330 to ₹500 a month. Oozh is priced at ₹299.

Distribution matters.

Tijori's founder expects its Zerodha partnership to grow its paid base. Industry connections are in our ask for the same reason.

Other paid research products.

Tickertape, Screener, Trendlyne, Value Research and MarketsMojo all sell paid plans. We could not verify their paid counts, so none are used here.

The numbers behind 100 organisations

TAM

1.08 lakh

105,314 Indian companies with 100 or more staff (53,222 with 100 to 199, 33,239 with 200 to 499, 18,853 with 500+), plus 2,403 research and advisory firms with 1 to 50 staff. Third-party databases; government bodies are not counted.

SAM

2,350

Tracxn, a Bengaluru research platform, has 2,350 paying accounts, up 16% in a year. Half are investment firms and 45% are corporates, including strategy teams and consulting firms. India is its largest market by accounts.

SOM

100

Our 3-year goal, about 4% of Tracxn's paying base. The closest product idea, Prewave, maps world events to their impact on a company's suppliers and serves 200+ enterprises.

Intelligence software sells.

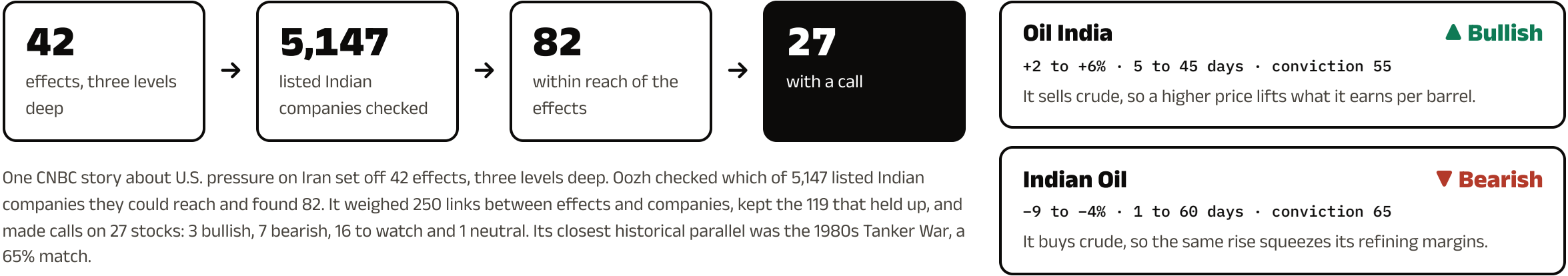
AlphaSense has 6,500+ customers and over \$500M in annual recurring revenue. Dataminr is approaching \$200M, serving 100+ U.S. agencies and 20+ governments. Tracxn earns about ₹3.6 lakh a year per account.

How we will validate.

List 100 named Indian organisations in research, risk and strategy. Hold 20 to 30 discovery conversations, test paid-pilot terms, and replace these estimates with real conversion.

One real story, start to finish

“U.S. Iran pressure campaign raises energy-market risk” · CNBC · analysed 15 August 2026



Figures as recorded in the analysis run. Illustrative, not a forecast or a recommendation.

How Oozh reasons

- 1 Watch**
Reads trending financial news every day, merges duplicate coverage into one event, and scores each event for market relevance. Low-value stories are dropped.
- 2 Understand**
Builds context for each event that survives: a summary, what, why, when, where and who, and its sources.
- 3 Trace**
AI proposes effects level by level, each with a reason and a confidence score. Every effect is challenged before it's kept.
- 4 Recall**
Compares the event with past events to find historical parallels, and says where each parallel stops holding.
- 5 Match**
Maps the surviving effects onto 5,147 listed Indian companies. Every company link is challenged, and weak ones are dropped.
- 6 Call**
For each company that remains: a stance, a conviction score out of 100, a projected price band and a time horizon.
- 7 Reality check**
Each call will be compared with what actually happened. We'll publish the hits, the misses and the shortcomings, and use them to keep improving.

AI does the reading. Analysts do the steering.

For investors, in-house SEBI-registered Research Analysts will navigate and steer Oozh's analysis. Registration is in progress, and the retail launch waits for it.

Back-tests would flatter us. So we’re building a better test.

WHY NOT BACK-TESTS

It’s like grading a student on a test they’ve already seen.

Oozh runs on frontier models such as GPT and Claude, trained on recent data. They have already read how past events ended, so a back-test would score their memory, not their reasoning.

WHAT WE’RE WORKING ON

- 1

Designing a better method

Working out how calls get recorded and scored, and against which simple baselines, with no hindsight.
- 2

Next, a second opinion

Market experts and academics will review and verify the method before any test runs.
- 3

Then, test and publish

We’ll run the accuracy tests and publish the results, hits and misses alike, verified through SEBI’s PaRRVA framework.

Until then, we make no accuracy claims.