

# LUMENSTRAT

*From Insight to Impact*



**Where Vision Meets Execution**  
**Navigating Strategy with Clarity**  
**Empowering Growth with Precision**



## Our Strategic Identity

Empowering businesses at every stage of their journey

1

Driving growth, efficiency, and strategic clarity

2

Structuring efficient investment vehicles

4

Advisory across finance, legal, investor relations, and brand domains

3

## Our Distinct Edge



Customized strategies aligned with unique goals.



Cross-industry insights to navigate diverse markets.



Fast, high-quality execution with a quick turnaround.



Trusted partnerships built on collaboration and transparency.



Solutions that embrace market trends and innovation.



Leadership team with 40+ years of deep expertise across Strategy, Operations, and Organization Building

# Our Team



**Riddhi V Shah**  
Founder

Provided strategic advisory services to early-stage startups, helping them refine business models, go-to-market strategies, and fundraising plans.

Engaged in networking and ecosystem building, fostering collaborations between startups, investors, and industry stakeholders.

Through her leadership at Weneurs Forum, she supports diversity and inclusivity in entrepreneurship.



OCHIN

Epic



**Sandip Poddar**  
Co-Founder

Provided financial consulting, business restructuring, and market entry strategy for corporate clients.

Worked on corporate strategy and business expansion initiatives, aligning financial planning with long-term growth objectives.

Conducted financial feasibility studies to drive strategic business decisions.

Deloitte



AFFERGUSON&Co.



**Siddhant Santani**  
Business Analyst

Strong foundation in financial analysis and strategic advisory, leveraging expertise in investment research, capital markets, and data-driven decision-making.

Experience in equity research and financial analysis, with hands-on exposure to market research, valuation modeling, and business performance evaluation.



Nakamichi®



**Divya Goyal**  
Legal and Compliance

Specializing in funding mandates, term sheets, share-holder agreements, and compa-ny incorporation.

Former Legal Advisor at WE Hub Foundation ensured legal compliance for startups, drafted MOUs, employee policies, and POSH frameworks.

As an AIF Banyan Impact Fellow, led a Micro Enterprise Incubation unit to support women entrepreneurs and formalize startups.



AIF AMERICAN  
INDIA  
FOUNDATION



# Services Offered



## Business Growth & Expansion Strategy

Designing long-term strategic roadmaps, including market entry, GTM planning, and organizational scaling initiatives.



## Market Intelligence & Consumer Insights

Delivering actionable insights through custom research, trend analysis, TAM/SAM sizing, and consumer/channel behavior mapping.



## Competitive Benchmarking & Positioning

Evaluating market dynamics and peer performance to refine business positioning and sharpen competitive edge.



## Investor Readiness & Capital Advisory

Advising on narrative building, business model structuring, cap table optimization, and investment documentation.



## Commercial & Business Due Diligence

Beyond red flags – we uncover commercial truths, validate demand, and de-risk decisions with sharp customer, channel, and competitor insights



## Pricing & Unit Economics Optimization

Improving financial health via cost structure review, revenue modeling, and pricing strategy design.



## Legal Advisory & Strategic Documentation

Drafting and reviewing critical agreements with shareholders, JV, ESOPs, NDAs—and internal policies for business continuity and investor trust.



## Turnaround & Performance Insights

Reviving underperforming businesses through cash flow analysis, margin improvement, and operating model redesign.

Thank You for Exploring

**LUMENSTRAT**  
*From Insight to Impact*

Strategic Advisory Arm of Lumencap Ventures Pvt. Ltd.



engage@lumencap.in



4th Floor, Plot 20, Huda Techno Enclave,  
Hitech city, Hyderabad, Telangana 500081

