IMPACT QUEST 3.0 — FINAL JURY ROUND · 5-MINUTE PITCH

Every small business, visible and trusted by the people who buy from it.

Fairview turns the evidence a business already produces on WhatsApp into a presence AI can read, a receptionist that answers its customers, and a record of work that buyers can trust.

From discovery to outcome · Siddharth Gangal · sg@thestacc.com · getfairview.com

Buyers now ask AI. AI only recommends businesses it can read and verify.

FOUNDER-LED SALES CALLS

100+

with Indian small businesses

NO REAL WEB PRESENCE

70%+

no website, or a dead template with prices years stale

INDIA'S MSMES AT STAKE

~64M

run on WhatsApp and word of mouth; the search era passed them by

WHY IT PERSISTS

Staying machine-readable is **continuous work**: fresh content, structured data, current prices, proof of every job. No small business can hire for that, and the agencies it can afford build a website once and move on.

THE STAKES

A business a machine cannot read **vanishes from the answers buyers act on**. The big get bigger. The small lose demand at the moment it matters most.

THE BUYER'S SIDE

A family in Nashik looking for a solar installer, or a good toy for a five-year-old, has **no way to tell a sound business from a poor one**. No prices, no proof, no reviews worth reading.

We manufacture the exact signals ranking machines are built on.

HOW GOOGLE RANKS — E-E-A-T & FRESHNESS

- **Experience** — Google's quality systems reward first-hand proof of doing the work. A dated job photo or invoice *is* that proof.
- **Freshness & helpful-content systems** favour pages that keep changing for real reasons. Our agent publishes as work happens, so nothing goes stale.
- **Structured data** — schema.org markup on every page lets machines parse services, prices, and reviews, and earns rich results.

HOW AI ASSISTANTS ANSWER — RETRIEVE → VERIFY → CITE

- Assistants ground their answers in retrieval: they search, parse what they find, and **cite only what they can verify**. A business without verifiable facts drops out of the answer.
- A confident recommendation needs **structured, dated, corroborated facts** — precisely what an evidence-backed profile provides.
- Agents will soon read through **MCPs and APIs** as well. The same structured record answers them, so we can serve that channel the day it matters.

Fresh, dated updates
published as the work happens

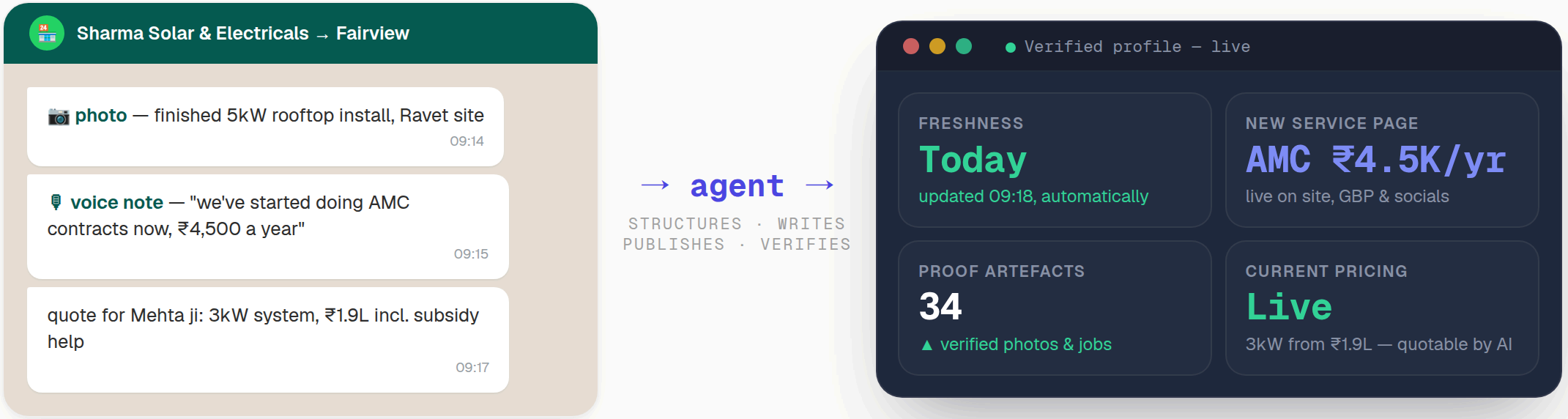
Schema on every page
machine-parseable by default

First-hand proof
every claim traces to a photo or invoice

A record any assistant can read
the same profile, served to agents

All of it falls out of one act: a business forwarding its evidence. Four months of that took a Gujarat solar firm from zero to a 34% AI citation rate.

One forwarded message. The agent does the rest.



01 — PUBLISHES EVERYWHERE MACHINES LOOK

One forwarded message updates the website, Google Business Profile, social media, and directories — every surface a buyer or an AI assistant checks, kept consistent and current.

02 — VERIFIED PROFILE

Every claim traces to a real photo, invoice, or confirmed job, and carries a date. The owner decides what is public. An assistant can recommend and quote with confidence.

03 — THE PUBLIC RECORD

Every verified job and price also feeds public pages for the trade. Assistants cite those pages, and the businesses named on them. Agents can query the same record through an MCP endpoint.

This is the door. Every customer walks in here, in their own language, on the app they already use.

05 / 11 — ONE YEAR ON FAIRVIEW

Two customers. One year.

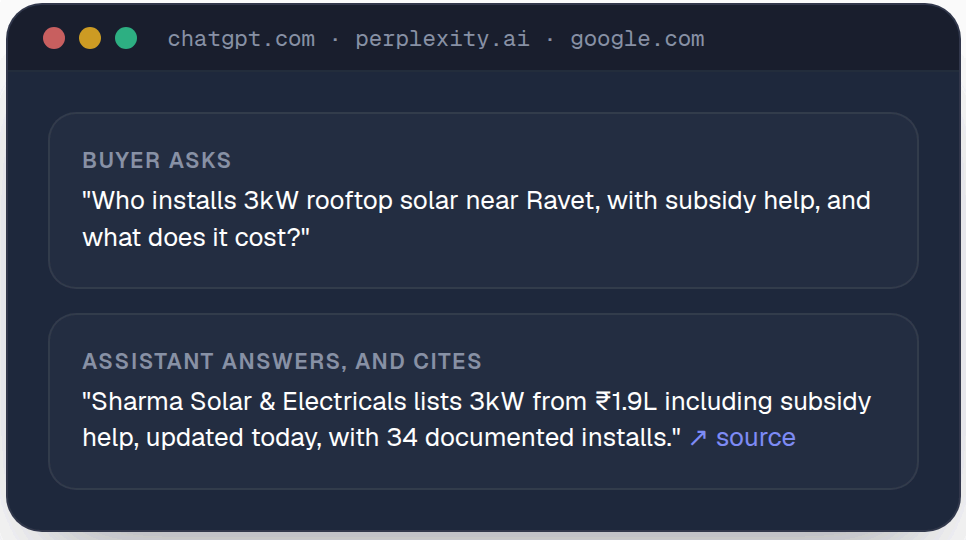
	Sharma Solar & Electricals rooftop solar · a service business	Skaleups toys · a brand selling online · on Fairview today
MONTH 0	Word of mouth and a dead template. Invisible to search and to AI.	Sells on its own store and on marketplaces. Knows its revenue. Guesses at its profit.
MONTH 1 FOUND	Profile live. Pages published as jobs happen. **First AI citation.**	Products readable by assistants. Pages published from what already sells. **Knows what every order actually earns.**
MONTH 3 ANSWERED	Enquiries land on WhatsApp. **A personal receptionist** replies, quotes, and books the site visit.	Campaigns judged by margin and repeat orders. Creative made from what customers already ask.
MONTH 6 PROVEN	Completed jobs become proof on the profile. Reviews requested. AMC renewals rebooked.	Delivered and kept orders become proof. Winning messages feed next month's pages.
MONTH 12 CHOSEN	↻ **Found by a buyer who asks once: on an AI assistant today, on Fairview next.**	↻ **Same.**

Same WhatsApp. Same evidence. One record. The business does one thing: it forwards what it already produces.

Publishing live today · verified profile in build · receptionist in progress · Sharma Solar is an illustrative name

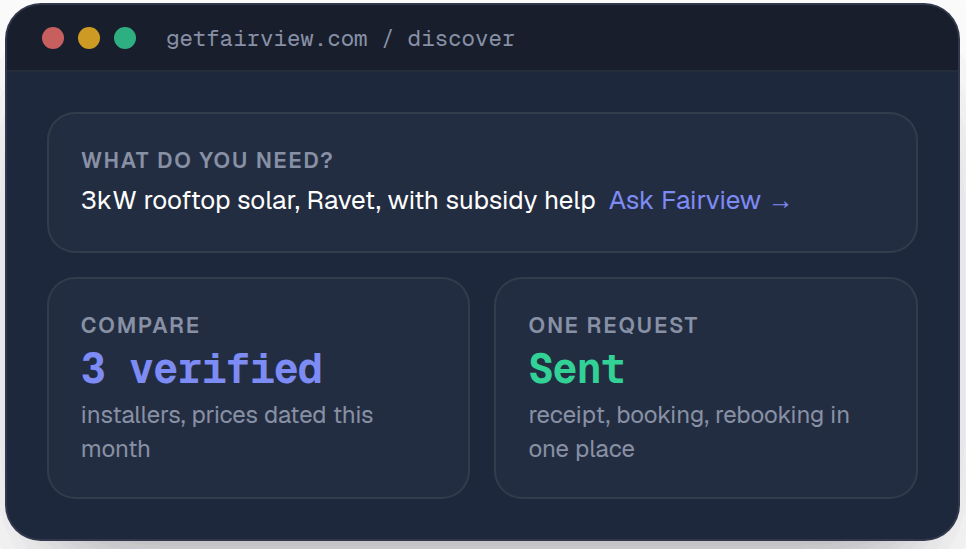
Ask once. Find the right product or service.

TODAY THROUGH AN AI ASSISTANT



The assistant cites the page and the business on it. **This is the 34% citation rate** a Gujarat solar firm reached in four months.

NEXT THROUGH FAIRVIEW



Describe the need, compare verified profiles, send **one request instead of ten calls**. Receipts, bookings and rebooking stay in one place.

Two-sided inclusion. The business gets demand that would have gone to a bigger player. The buyer in a smaller city gets a trustworthy answer where there was none.

Nobody is building this for the small guy.

VS AGENCIES & TEMPLATES

Built to stay fresh

An agency delivers a website once. Our agent updates the moment work happens, so the price shown is this week's price.

WON'T AGENCIES COPY THIS?

Software margins

Agencies sell billed labour. Continuous freshness at small-business prices only works at software margins. Our first US agency partner resells us.

VS LISTINGS & DIRECTORIES

Trust from outcomes

A directory shows what the business typed. Fairview shows what the business did, with the photo, the invoice and the date.

VS DIY BUILDERS

WhatsApp & vernacular first

A voice note in the owner's language is enough. If you can send a WhatsApp message, you can be found.

Machine-readable presence → **Discoverable to AI-era demand** → **Income that would otherwise flow to bigger players** → **Formalisation, growth & livelihoods**

WE WILL REPORT · SDG 8 — DECENT WORK

Businesses onboarded

Made machine-readable, with the agent as their marketing department and their receptionist.

WE WILL REPORT · SDG 9 — INFRASTRUCTURE

First-time AI visibility

A digital trust identity for the informal economy, built where businesses already are.

WE WILL REPORT · SDG 10 — REDUCED INEQUALITIES

Inbound enquiries, Tier 2/3

Reported first for the Jubilant pilot cohort. Paying customers fund near-free profiles for the smallest.

Five-year outreach: 1M+ paying businesses · 10M+ free verified profiles · 5M livelihoods supported, Tier 2/3 first

31 businesses pay us every month.
Bootstrapped, revenue-funded.

PAYING CUSTOMERS
31
▲ on theStacc today

MONTHLY RECURRING REVENUE
₹5.6L
▲ ≈ ₹67L annualised

EXTERNAL FUNDING TAKEN
₹0
customer revenue funds everything

CHANNEL PARTNERS
1 US
agency partner already closing deals

CASE STUDY — SOLAR EPC, GUJARAT
0% → 34%
AI citation rate in 4 months. Daily impressions 2.5K → 8.7K **(+248%)**.

CASE STUDY — SOLAR ENGINEERING, SURAT
0 → 20+
leads per week from organic. Traffic 120 → 4,800/mo; page-1 keywords 12 → 340+.

CASE STUDY — SOLAR SAAS, GLOBAL
5 → 70+
leads per month **(+1,400%)** across 100+ countries and 8 languages.

✓ **theStacc live & earning**
websites, content & visibility as a subscription

✓ **Fairview live for product brands**
Skaleups and Blur India on it today

↻ **Agent in build, receptionist in progress**
WhatsApp evidence → verified profile → answered enquiries

thestacc.com/case-studies — full data, screenshots, and methodology for all three.

Each new business makes the public record more worth citing.

	Agencies project or retainer	Directories JustDial, IndiaMART	DIY builders Wix, Squarespace	Fairview jobs and prices, published
WHAT THE SELLER KEEPS	The files from that job	Records that rot	No jobs, no prices	Every job and price, dated and proven
WHERE BUYERS COME FROM	The owner's own marketing	Traffic bought, then sold back to the business	The owner's own marketing	Assistants cite the pages we publish
HOW THE MONEY WORKS	Billed hours; more revenue means more staff	Ads, funded by chasing consumers	A cheap monthly tool	A monthly subscription; one pipeline serves everyone
DOES CUSTOMER #500 MAKE CUSTOMER #1 BETTER OFF?	— No	— No — a rival on the same page	— No	↻ Yes, when they share a dated public page

More businesses in one trade → More jobs and prices, dated → One public page, kept current → Assistants cite the page, and the names on it → Our customers get found → Verified outcomes improve what the next buyer can discover ↻

Thirty-one businesses already pay to be found, about ₹18K a month each; one 3kW solar job covers it. The receptionist and the order view run on the same evidence, so the second product costs us little to sell. Buyers use Fairview for free. Near-free profiles for the smallest are funded by the layers above.

Back us to run the first Bharat pilot inside the Jubilant ecosystem.

MONTHS 0-3 · FOUNDATION

Ship the Fairview agent v1

- theStacc to **100** paying customers, **₹10L** MRR
- Free visibility audits as the door-opener; plan shaped with the programme's mentors

MONTHS 3-6 · THE JUBILANT PILOT

Onboard 200–500 businesses

- Vernacular intake: voice notes in the owner's language
- Receptionist on WhatsApp in beta

MONTHS 6-12 · SCALE

5,000 businesses visible to AI

- A current public price page in every trade cluster we enter
- Near-free profiles for the smallest; Fairview Discover alpha

RING 1 — JUBILANT COMPANIES' OUTLETS

Local discovery at store level. Domino's as the example: every store's hours, menu, delivery area and offers kept current and readable by AI, one city at a time.

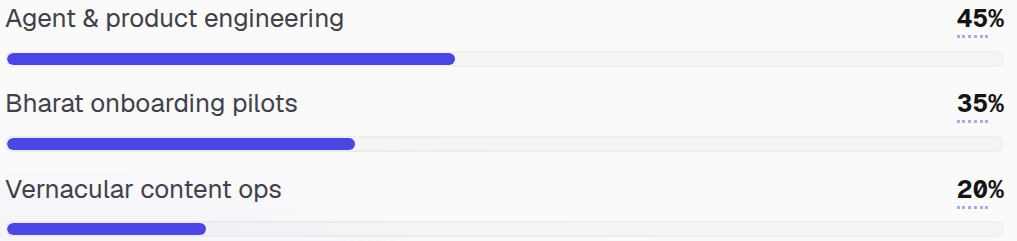
RING 2 — SUPPLIERS, DEALERS & CLIENTS

The small businesses around Jubilant companies. Vendors, distributors, dealer shops, contractors. Verified profiles, a receptionist, proof of work. Already trusted by a Jubilant company.

RING 3 — FOUNDATION ENTREPRENEURS

Ventures the Jubilant Bhartia Foundation backs, Impact Quest cohorts included. Found, answered and proven from day one.

We ask for incubation and grant support, mentorship from Jubilant operators, and introductions into the three rings. Our 12-month gate: 200–500 businesses onboarded from the ecosystem, N% reach first-time AI visibility, N inbound enquiries generated. Miss it, and we fix before we scale.



Built by people who have done this before.

Siddharth Gangal
FOUNDER & CEO

Built his last company to **$1.5M in revenue** — 40% of it from SEO — and sold it to a US acquirer. Ran the 100+ sales calls behind this product.

Udit Kumar
CRO

Runs sales. Five years with Siddharth through the last scale-up; MBA. Builds the process for high-volume, low-ticket selling.

Amit M
FULL-STACK ENGINEER

With Aditya, wrote all the software so far — theStacc platform and the Fairview agent. AI-native.

Aditya Garud
FULL-STACK ENGINEER

Builds across the whole stack, from the WhatsApp pipeline to the published sites. AI-native.

Akshay VR
HEAD OF MARKETING

Runs paid ads and guerrilla marketing.

Ritik
SEO EXPERT & PRODUCT MANAGER

Runs SEO for our clients and for us — the case-study rankings are his work.

Himanshu Rathore
UX & PRODUCT MANAGER

Owns design and UX; decides and ships product features.

01 70% of small businesses are invisible online — and AI search is about to make that fatal.

02 Fairview fixes it with zero behaviour change. Forward your WhatsApp evidence and the agent gets you found, answers your customers, and proves your work.

03 31 businesses already pay us ₹5.6L a month. The mission funds itself. Your ecosystem is where we prove it at scale.

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