

Press Release

We360.ai raises funds from SucSEED Indovation...

Hyderabad - March 2022 We360.ai has secured an \$500,000 (INR 3.8 Crore) amount in Fundraise from Hyderabad headquartered **SucSEED Indovation Fund** and saw participation from GSF Accelerator , ah! Ventures , Campus Fund VC , Mr. Vishal Gondal (Founder & CEO GOQii) as part of its Seed round.

This round also saw participation from **Mr. Dinesh Agarwal** (Founder - IndiaMart) , **Mr. Pras Hanuma** (Strategic Investor) , **Mr. Amarjit Batra** (MD , Spotify India) , **Mr. Vigyan Lodha** (Serial entrepreneur), **Mr. Akbar Khan** (CEO Rain Instant Pay) , **Mr. Kanwaljit Bombra** (Co-founder & CEO nCORE Games) , **Mr. Nitish Mittersain** (Founder & MD Nazara Technologies) and other HNIs

The company was advised by PepperTree, an advisory firm run by ex-bankers Akshi Mehta and Ankur Goyal.

We360.ai aims to be the most employee friendly productivity monitoring software in the world which would help boost employees' productivity exponentially as well as provide real-time analytics and actionable insights for business owners.

We360.ai provides a transparent, unbiased and selfsame environment in an organization which is a must-have for any organization which is looking to grow. Unlike their competitors, We360.ai is an employee friendly productivity monitoring tool which gives users the ability to know their productivity levels, engagement time in different tasks and even manage leaves and attendance from the desktop application.

Arnav Gupta, the Founder and CEO of **We360** said, *"We360.ai is enabling businesses to scale and operate in an enhanced way which is showing promising results in terms of output, data security and even revenue."*

He further added that *"The seed funding we raised from SucSEED Indovation Fund and such established Investors will help us substantially to create value for our customers and expand globally. "We are focused on our goal to empower 1 million companies and their employees. This fundraise will help us get to that target. We are glad to have our clients and investors' confidence who have helped us reach here and inspiring us to move onward and upward."*

Speaking on why they have invested **Vikrant Varshney** Co-Founder & Managing Partner of **SucSEED Indovation Fund**, said, *"With the continuous rise in distributed teams, CIO's want relevant tools for hybrid world. Believing the majority of the workforce across the globe will be remote workers. TAM in India is \$0.2 Billion, USA/Europe is \$4.5 Billion, Rest is \$2.6 Billion. Total TAM is \$7.3 Billion. With a CAGR of 18.82%. With We360.ai, you no longer have to waste your time consolidating productivity data or perform manual analysis. Their solution empowers managers, HRs, and admin users with a hierarchy-based dashboard to quickly analyze an employee's performance, at a granular level."*

Supplementary Information Boilerplate – About We360 (Zenstack Private Limited)



- You can Connect with [We360.ai](https://www.linkedin.com/in/arnav-gupta-0411/)
- LinkedIn of the founder : <https://www.linkedin.com/in/arnav-gupta-0411/>
- LinkedIn of the Company: <https://www.linkedin.com/company/74629276/>
- Website: <https://we360.ai>

About the company – [We360.ai](https://we360.ai) is an employee productivity monitoring software working in the B2B SaaS space , helping business owners and managers to manage employee productivity effectively. We360.ai uses real time analytics to determine the working pattern of employees. We360.ai is a cloud based employee monitoring software that helps managers gain actionable insights into employee productivity with analytics through personalized dashboards and reports irrespective of the location of the employee. The company is sector agnostic and caters to large customers like Pajantali Research and Cogent Infotech while also catering to SMBs. The award winning product has a 4.9 user rating on G2, with over 10,000+ employees, empowering 600+ SMBs being internationally recognised across continents.

Problem(s) that We360 is addressing:

- Managing and monitoring distributed teams and remote workforce.
- Challenges in hiring remote talent.
- Business revenue loss to challenges in tracking employee productivity.
- Difficulties in quantifying employee efforts.

Solution:

We360ai is an employee productivity monitoring tool which is exemplary for SMEs which are trying to scale up, manage distributed teams, increase employee productivity and establish transparency in the organization. With features like Application and URL tracking, productivity measurement and attendance management, it becomes the perfect software for all small and medium businesses.

Founder's Details –

- A. [Arnav Gupta](#) (Founder & CEO) , [Swapnil Tripathi](#) (Co-Founder & CRO) , [Sandeep Panda](#) (Co-founder & CTO) . We are headquartered in Tier-2 Bhopal , MP.
- B. Sandeep comes with an experience of 14+ years and has built many cutting edge products in the past. He specializes in ML and blockchain.
- C. Swapnil brings an experience of 18+ years , has worked with the likes of TATA , reliance. He has also exited from an ed-tech startup post acquisition. He is a Digital Marketing and Sales Strategist with a focus on both Economy and scale

About the market Potential in this at space:

- A. Our current market size is about \$7.3B , the industry is growing at a rate of about 18% . Breaking into competition was a bit difficult as companies in India usually prefer the international players over Indian. We decided to make this software
- B. We360.ai is currently in the top 3 softwares in the world in the employee monitoring domain. [Link](#)
- C. The Indian market is still growing and there is no market leader currently present in the domain , this gives We360.ai an immense opportunity to capture the market and seize the opportunity.

Supplementary Information Boilerplate – About SucSEED Indovation Fund



For further information on **SucSEED Indovation Fund**, please contact:
The Content Team of SucSEED Indovation Ventures, Hyderabad.
E-mail: marketing@sucseedindovation.com

SucSEED Indovation Fund (SIF) is an AIF Cat-1 Venture Capital Angel Fund with 100 crore corpus and has grown out of SucSEED Angels Network (SAN) and IITH Tech Ventures, an early-stage tech seed initiative with IITH Hyderabad. General Partners of the Indovation Fund have 100+ years of cumulative experience within technology, fund management, and startup ecosystem and have already invested in 60+ companies and are a team of proven Industry leaders, joined together for the sole purpose of bringing tech innovation to the market with their engagement and growth mentoring.

- Managing GPs of the Fund: [Vikrant Varshney](#), [Dhiraj Kumar Sinha](#),
- Other GPs of the Fund: [J A Chowdary](#), [Lax Chepuri](#), [Ramesh Loganathan](#), [V V S N Raju](#)
- [Vineeta Gupta](#) - VP- Deal Discovery & Investments, SucSEED Indovation Ventures

Theme of the Fund – Indian Innovation for mass needs in the following Six (6) sectors - EdTech, FinTech, Health-tech, Security & RegTech, Enterprise & MSME SaaS and Digital Economy & Emerging Tech.

The Fund invests in three stages:








- **Bucket A - Seed Fund** (80% of discovery yet 15-20% of Investible Amount),
- **Bucket B - Growth Capital** and **Bucket C – Pre-Series/ Bridge Round**, comprising 80% of the investible amount of the fund.

Portfolios in #SucSEEDfamily and extended family of IITH Tech Ventures and our partners overall-

1. **EdTech:** lifecycle from K-12, STEM to College and beyond such as [EduGorilla](#), [Edmingle](#), [Ockypocky](#), [Eventbeep](#), [Xplorabox](#), [Tinkerly](#), [LetzConnect](#), [Speedlabs](#),
2. **FinTech & Card Analytics :** [Stack Finance](#), [Stockal](#), [i2iFunding](#) and [Insense](#),
3. **HealthTech & Wellness:** [AyuRythm](#), [Feetwings](#), [FlexMotiv](#) and [Rayd8](#)
4. **RegTech & Security:** [Spintly](#), [IntelleWings](#), [Strobes](#), [Pixuate](#) and [SignalX.ai](#)
5. **Enterprise SAAS, HR Tech & X-border Commerce Platform:** [6Degree](#), [FreeStand](#), [Jobsgaar](#), [Kenyt](#), [Eunimart](#) and [Hyrelabs](#),
6. **Digital Economy & Emerging Tech:** [Kahanibox](#), [Frenzi](#), [UGH](#), [EsportsXO](#), [Stargate](#)
7. **Sports, Passion, Publishing & Media Tech:** [Leadstart Pencil](#), [Mevero](#), [Sportido](#), [Str8bat](#).
8. **RealtyTech & City Solutions:** [MML](#), [Kenyt](#), [Paymatrix](#)
9. **FoodTech Video Commerce, HoReCa Supply Chain, Platform:** [Aducруп](#), [Supplynote](#), [GullyMart](#), [Sortizy](#)
10. **Automobile, Logistics & IOT:** [Sepal](#), [Revos](#), [Mashinga](#)
11. **Retail, Fashion & Women Hygiene:** [Niki.ai](#), [6Degree](#), [Sanfe](#), [Dave.ai](#)

Some of the recent exits from their extended portfolio

- [Paymatrix](#) (recently acquired by [Muthoot Finance](#)),
- [Tapchief](#) (which is recently acquired by [Unacademy](#) in a 100 Cr transaction) &
- [Scholr](#) (acquired by [Byju's](#)),
- [Tinkerly](#) (secondary with [Navneet Ventures](#)),
- [Revos](#) (secondary with [Union Square](#) and [Prime Ventures](#)),
- [Niche.AI](#), [Hyrelabs](#) etc.

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