


MEET

texperia


[tek-**spe**-ri-ah]

noun

A world of technology based experiences



The only **experiential tech** platform (globally) that empowers HR to deliver **consumer grade digital experiences**, resulting in an improved

- Employee NPS,
 - Retention and
 - Business outcomes.
- 

The birth of Texperia

2016:
The Beginning



2020:
The Idea



2021:
The Beginning



Been Delivering
Digital Cx across
India and Dubai

Delivered 150+ Experiences
across 40 Customers



Customers ask to create
Employee Experiences
during the pandemic

Delivered EX to Google, Herbalife,
Amazon & Hero Corp



Texperia
is launched
to deliver Ex.

A world without Employee Experiences & Engagement



Cost of replacement of an employee:

20% - 213%

of employee annual salary



Low engagement costs the global economy

\$8.1 trillion.



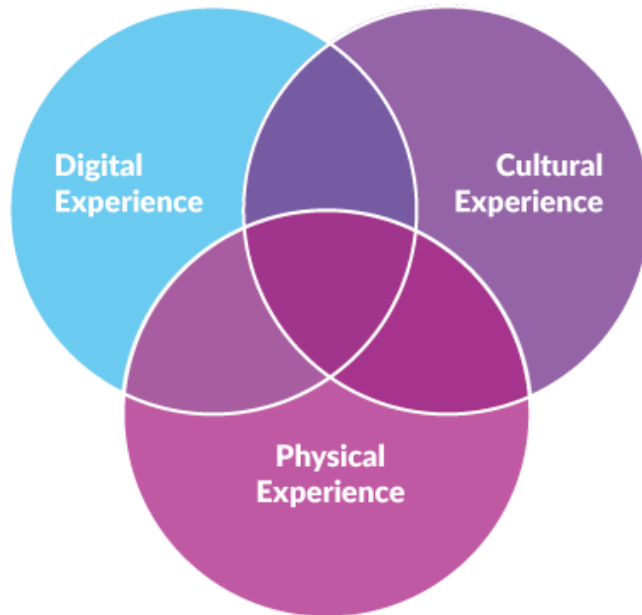
Ex = Cx

Nothing is more crucial

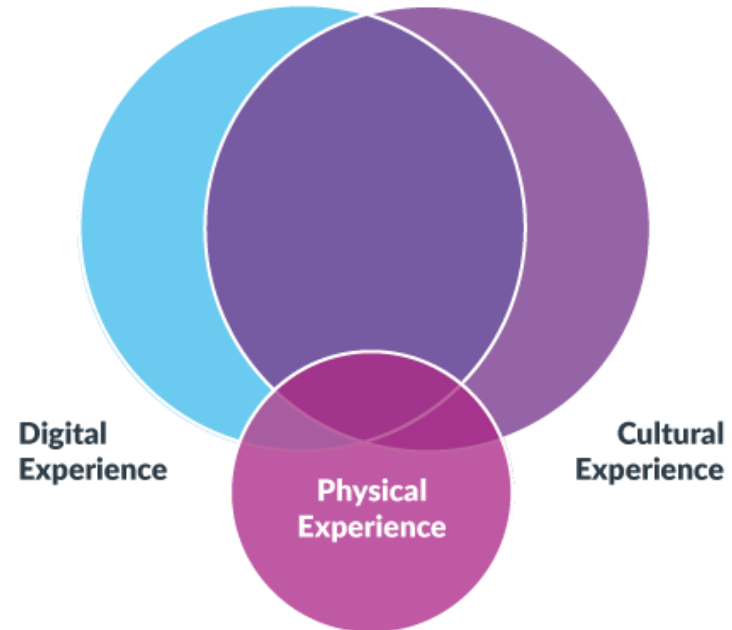
A digital employee experience (DEX) is no longer a luxury, *it's now a necessity.*

Digital Employee Experience Is Gaining Importance

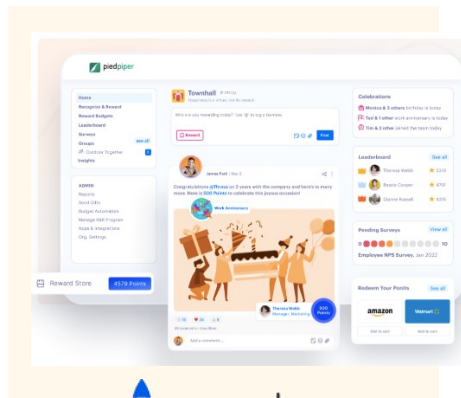
**Pre-Covid
Employee Experience**




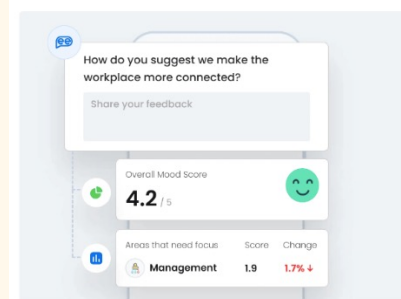
**Post-Covid
Employee Experience**



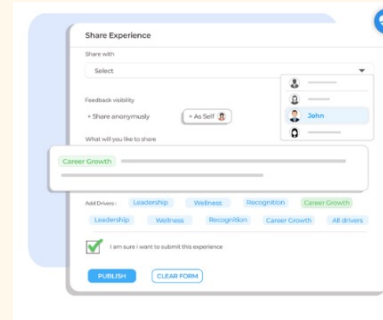
What are the options HR has today?



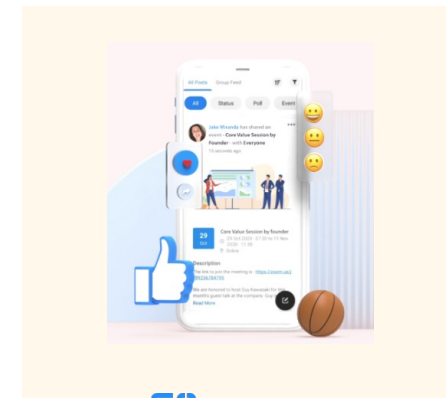
 empuls



 Leona AI



 mesh



 darwinbox

Simply providing access to employees is not the answer!

Most solutions are 'functional' not 'experiential'!

"Need to look beyond your standard HRMS tools" - Suman Gopalan, CHRO, Freshworks

Start EX with Onboarding

Candidate
Drop-Off Rates

39%
Drop off rate

45k
Loss per
drop off

The
Dead Zone

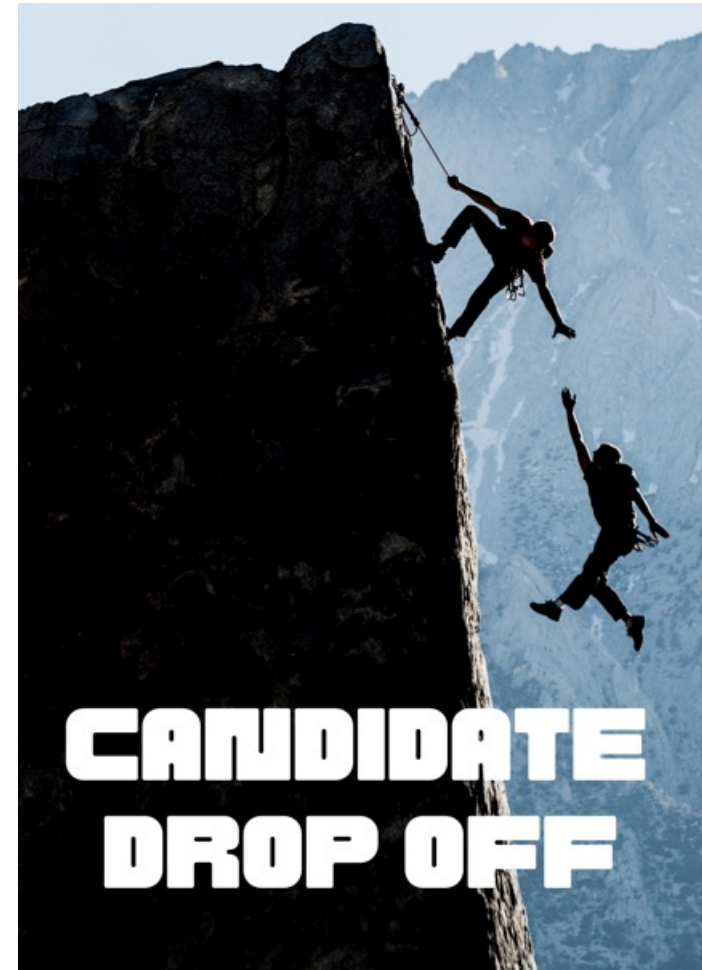
Improves
new hire
retention by
82%

Employee
NPS

58% is
focused on
**paperwork &
processes**

Business
Outcomes

Improves
productivity
by over
70%





The Texperia Solution



Offer Accepted



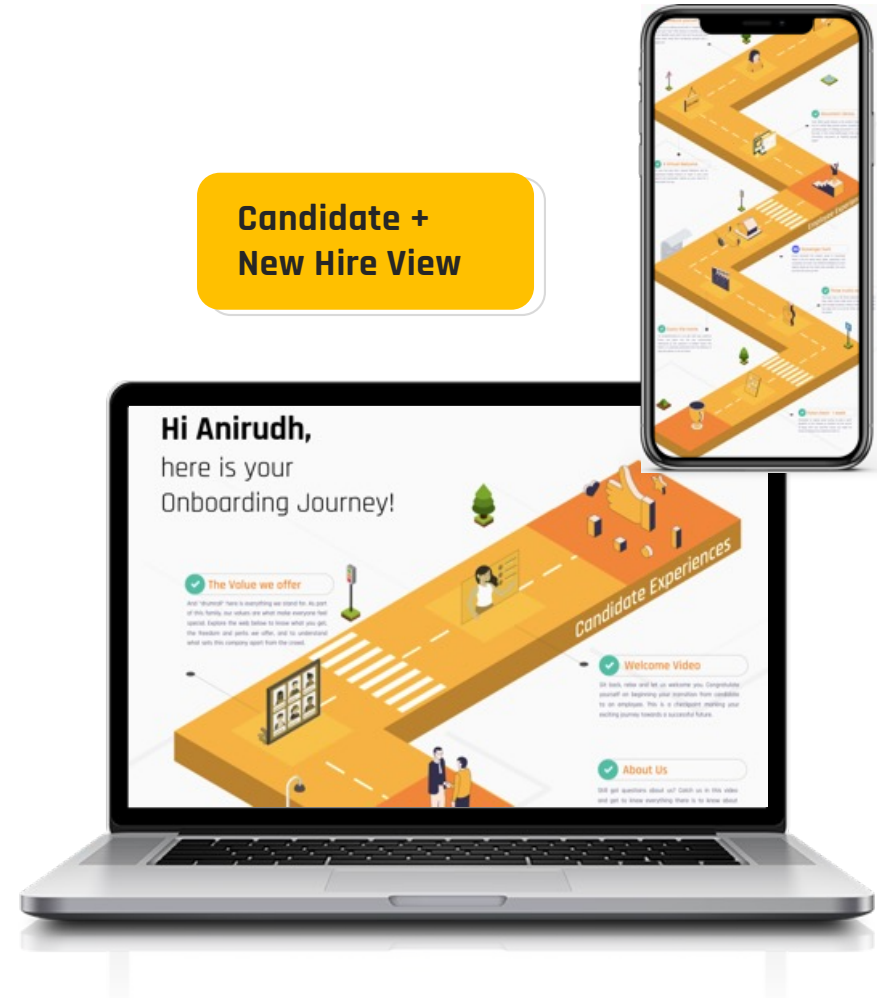
First Day @ Work



90 Days Post Onboarding

Customise | Personalise | Automate

Candidate + New Hire View

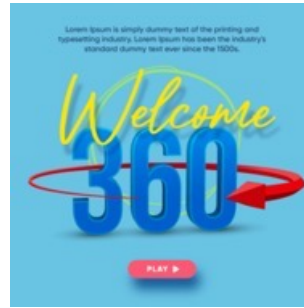


Consumer Grade Digital Experiences

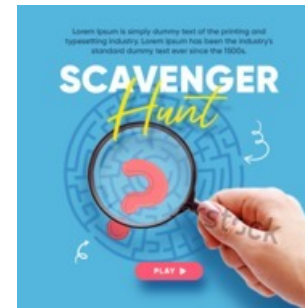
Videos



Immersive



Games



Surveys



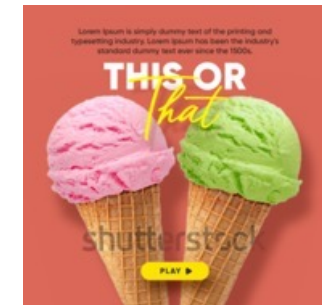
Compliance



Interactive



Poll



Benefits

- 1 **Modernize** tech stack - HR 4.0
- 2 **Consistency** across Surveys, Compliance, Culture, Grievance & Engagement.
- 3 **No dependency** on other teams and external agencies for support.
- 4 **Creative + Tech** support.
- 5 **Reduced** Costs



Beta Trials:

clear

"We are seeing an **improvement in our eNPS** and a **5% reduction** in candidate drop-offs."

BAJAJ | Allianz

"We are **awe struck** with your platform. Its so novel for the insurance industry."

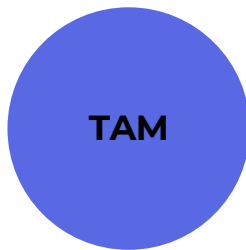
eurofins

"We were sending manual emailers to candidates, this will **save us time and money.**"

Chargebee

"Your experience will make **candidates arrive in a Mercedes Benz** and then it shouldn't be a Maruti 800 experience."

The Market & Customer



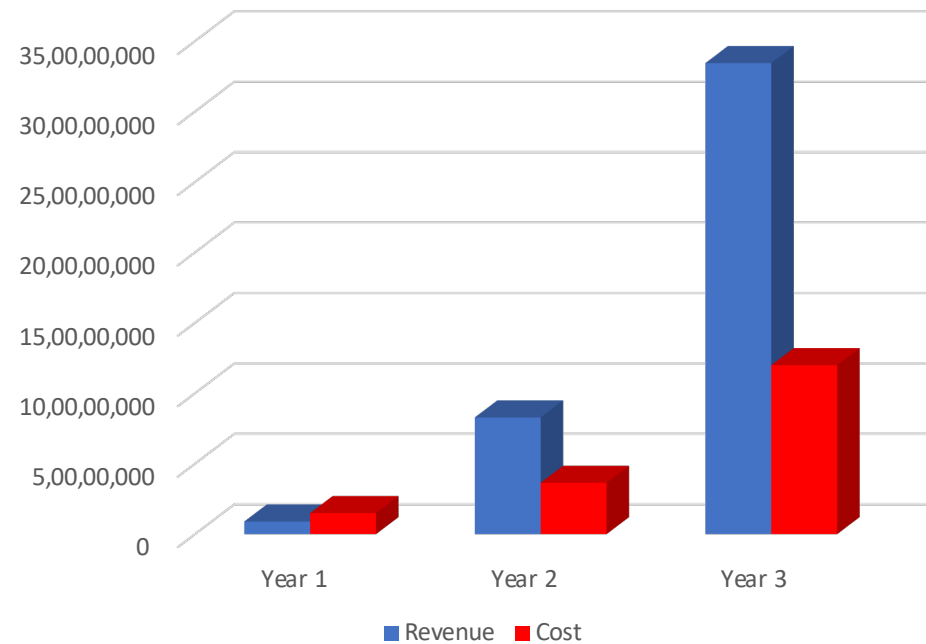
Evaluating other Markets: Started demos in Dubai + USA and UK.

*Source: Dun & Bradstreet **Livemint/ TOI/ CBRE South Asia Survey

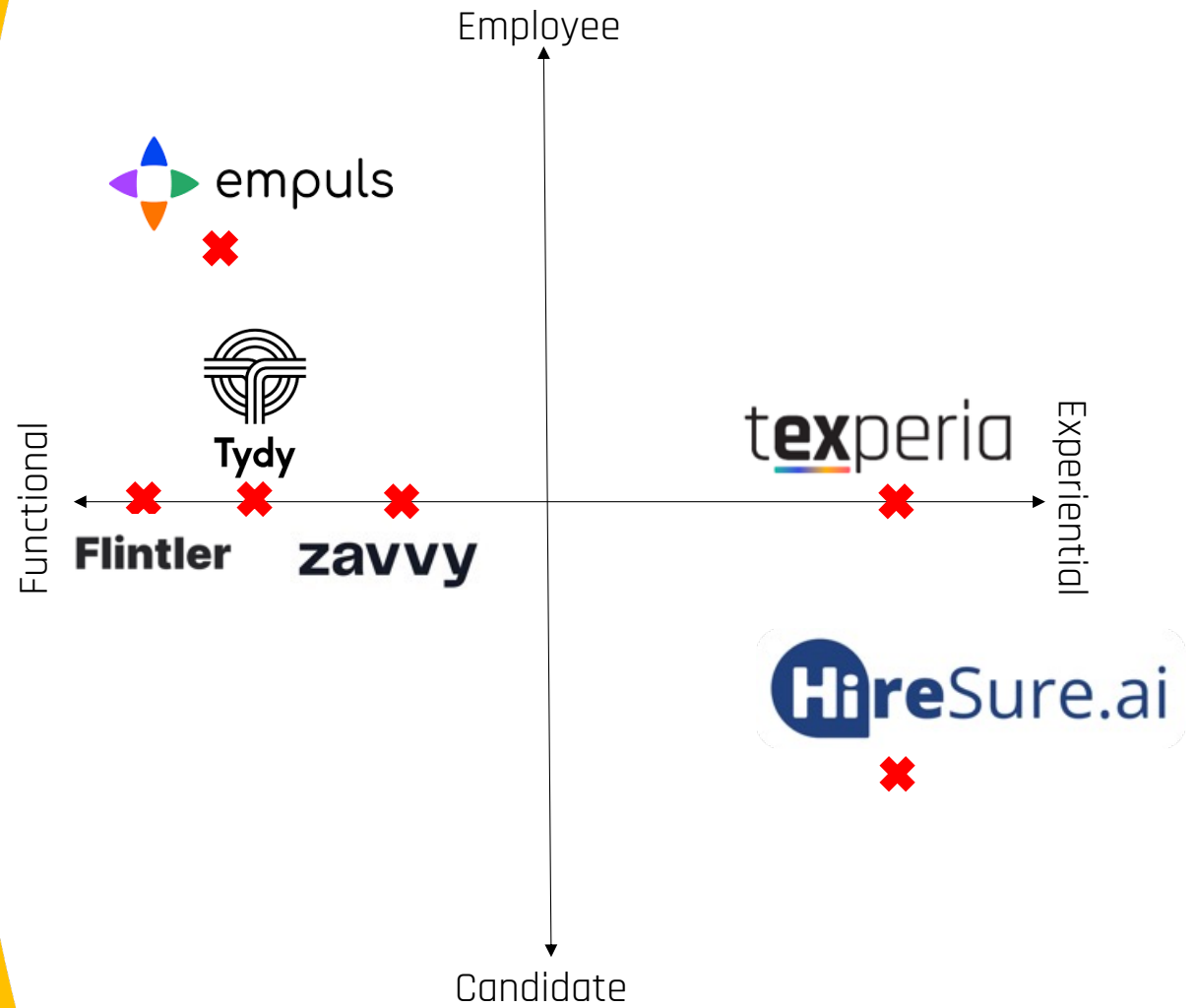
Business Model

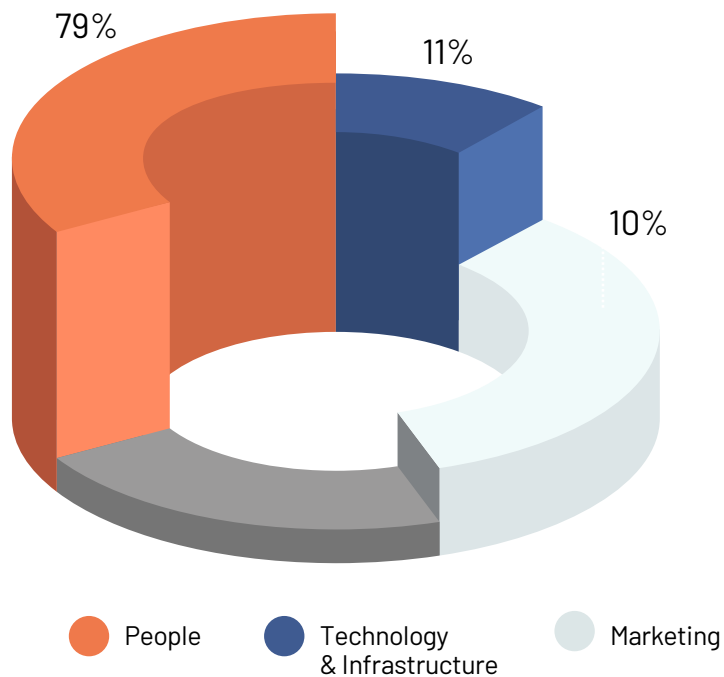
- SaaS
- Billed Per Employee per month
- Budgets from Onboarding + Engagement + Surveys + Compliance
- LTV: 60 Lakhs INR
- CAC: 65k INR

Projection



Competition





The Ask

Raised Pre-Seed with IIM (Udaipur), through the Startup India Seed Fund Scheme.

Raised 30 Lakh @9.7 Cr (Pre-Money) Valuation and have offered a 3% CCD.

**ASK: 1.80 Crore INR/
230K USD**

15% Equity @12 Cr Valuation.

The Team



Anirudh Goutham
Founder + Chief of Biz Dev

18 years of experience in advertising, communication, animation and technology.



Giridhar Jayakumar
Co-Founder + Chief of Creative

Chief of Creative
20 years of experience in Print, Digital, Animation, Films, UI UX.



Rohit Iyer
Head of Tech/ Architect

Head of Tech/ Architect. 12+ years of experience in building tech products



texperia



Start-Up Employee Engagement
Solution Provider Of the Year



RazorpayRize



Anirudh Goutham
Founder + Chief Experience Officer
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