INVESTMENT CASE STUDY

EMI NAHI, EQUITY.

Building a more adaptive capital market

for India's startups, SMEs and growth businesses.

Foxhog Ventures x FundingBazar.com

US$1.34 million announced investment | Beta-stage platform

01 | THE INVESTMENT THESIS

Capital should move with the business - not against it.

Foxhog Ventures has announced a US$1.34 million investment in FundingBazar.com, a beta-stage digital marketplace intended to bring equity funding and revenue-based financing into one discovery and matching experience.

THE PROBLEM	THE PLATFORM RESPONSE
Fixed EMIs continue even when a small business faces seasonality, delayed receivables or a temporary slowdown. Traditional equity, meanwhile, is difficult to discover and negotiate outside established venture networks.	FundingBazar.com is intended to help businesses compare and access capital structures aligned with ownership, revenue and growth - while helping investors discover screened opportunities.

“EMI Nahi, Equity” is not an argument against every loan. It is a mission to give founders a genuine choice of capital.

A broader capital menu Equity for patient growth, revenue-linked finance for adaptive repayments, and responsible debt where fixed repayments genuinely fit.	**A marketplace approach** Technology-led matching can make alternative funding easier to discover, compare and evaluate.
Founder-first structure The objective is to protect working capital during vulnerable growth phases and reduce unsuitable debt dependence.	**Investor access** A curated marketplace can expand the opportunity set beyond conventional VC sourcing channels.

Evidence posture. Investment size, platform stage and product description are based on the Foxhog/FundingBazar announcement. Transaction disbursement and commercial terms were not independently verified.

02 | THE REAL-WORLD PROBLEM

When a good order creates a bad cash-flow month

A small manufacturer wins a large order. It must buy inventory, add shifts and fund delivery before the customer pays. Growth is visible - but cash is trapped between today's expenses and tomorrow's receivable.

1	ORDER WON
2	UPFRONT COST
3	CASH GAP
4	FIXED EMI
5	GROWTH AT RISK

How an adaptive structure changes the sequence

Revenue-linked finance Payments can flex with revenue. Stronger months support higher payments; weaker months may reduce the immediate burden, subject to contract terms.	**Equity capital** No monthly EMI. Investors participate in long-term value, while founders exchange a negotiated ownership stake for patient capital.	**Better-fit debt** Debt remains useful when cash flow is predictable, the purpose is clear and the repayment schedule fits the asset or working-capital cycle.

The intended outcome: move the founder's attention from repayment survival to execution - fulfilling orders, retaining talent, improving products and building distribution.

Important: revenue-based financing is not free money and may still involve repayment obligations, fees, caps or security. Product suitability, disclosures and regulatory compliance remain essential.

03 | MARKET EVIDENCE

India’s MSME finance gap is a system-level challenge

The need for alternative capital is not a marketing invention. Indian and international institutions consistently identify access, information and product fit as barriers for smaller businesses.

INR 41.95 lakh crore addressable MSME credit demand (FY2021 estimate)	**INR 20.21** lakh crore credit supply	**51.82%** estimated gap-to-demand ratio

Source: NITI Aayog analysis drawing on KPMG, SIDBI, IFC and World Bank data.

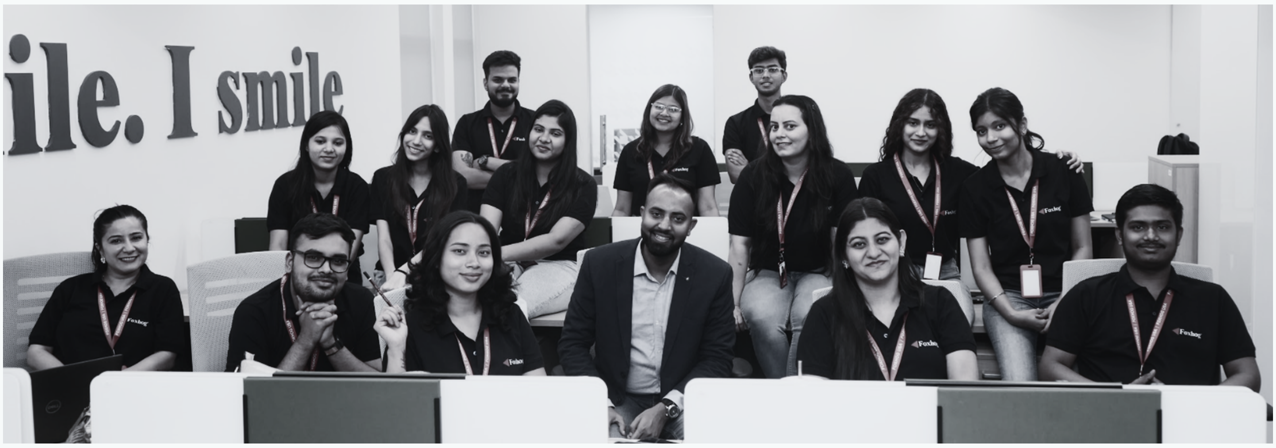
Government of India The Finance Ministry has stressed non-debt financing channels, digital enablement and inclusive strategies for women entrepreneurs and first-generation businesses.	**World Economic Forum** Research discussed by WEF identifies shortages in both SME debt and equity, and notes that stronger equity capital can improve later access to appropriate debt.
International Monetary Fund IMF research highlights credit information, competition, institutions, legal frameworks and financial supervision as drivers of SME financial inclusion.	**Global signal** The IMF Financial Access Survey reported that 46 of 61 consistently reporting economies saw SME bank lending decline as a share of GDP between 2021 and 2022.

What the data means: increasing loan supply alone is not enough. The ecosystem also needs capital products, information infrastructure and digital distribution that fit the risk and cash-flow profile of smaller firms.

04 | THE PLATFORM OPPORTUNITY

From financing search to structured choice

FundingBazar.com is positioned as an intelligent marketplace rather than a single-product lender. The promise is a clearer path between business need, capital structure and investor appetite.



Foxhog team photograph. Source: foxhog.vc public website.

01	BUSINESS PROFILE	Revenue, sector, stage and funding purpose
02	CAPITAL FIT	Equity, revenue-linked finance or appropriate debt
03	INVESTOR MATCH	Relevant investors and structured opportunities
04	DILIGENCE	Documents, risk review and transparent terms
05	GROWTH	Capital deployed against measurable milestones

Where Foxhog's capital can create leverage

Product and engineering Build the business and investor journeys, matching logic and scalable infrastructure.	**Risk and transparency** Standardise information collection, suitability checks, disclosures and decision trails.
Investor network Expand the number and variety of capital providers active in SME and startup opportunities.	**Market education** Help founders understand dilution, repayment mechanics, cost of capital and trade-offs before choosing.

05 | IMPACT FRAMEWORK

A mission measured in healthier businesses - not louder claims

The investment should be judged by whether it creates better capital decisions and stronger companies. These are the outcomes that would turn “EMI Nahi, Equity” from a campaign line into a credible operating mission.

ACCESS	Qualified businesses onboarded	Investor matches	Time to funding decision
FIT	Share choosing non-EMI capital	Cash-flow coverage after funding	Founder understanding of terms
BUSINESS HEALTH	Revenue growth after funding	Jobs supported	Repeat funding without distress
TRUST	Disclosure completeness	Complaint resolution	Investor performance reporting

The conclusion

India does not become “debt-free” by eliminating useful credit. It moves toward financial resilience when small businesses are no longer forced into unsuitable fixed obligations because no other capital is visible.

Foxhog’s announced investment in FundingBazar.com is a bet on that broader choice: equity for patient growth, revenue-linked structures for adaptable expansion, and responsible debt where the economics truly fit.

EMI NAHI, EQUITY.

From repayment pressure to growth partnership.

Sources

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