



Aadi-Tattva

Business Plan

Building Tomorrow Together

Collaborate • Innovate • Grow

Executive Summary

Aadi-Tattva - A US-India strategic technology bridge



Viable Business Opportunity

A viable business opportunity exists in creating a US-India strategic technology Bridge focused on Defense, Space Technology, Cybersecurity and AI, Engineering services, and Export-compliant sourcing and program management.

Highest-Potential Model

Become the trusted intermediary and execution Bridge between Indian MSMEs/startups, US primes and integrators, Government innovation ecosystems, Investors and accelerators, Compliance and procurement systems.

Bridge should operate as a:

- Strategic sourcing network
- Cross-border program management firm
- Defense/space accelerator
- Compliance and market-entry advisory
- Technology commercialization platform

Core Positioning

Trusted Intermediary
+
Execution Bridge

for US-India deep-tech growth

Why This Opportunity Exists Now

Strategic alignment, supply-chain shifts, and rapidly opening defense and space ecosystems

US–India strategic alignment is accelerating

The US and India have shifted from a traditional buyer-seller defense relationship toward co-development, co-production, trusted supply chains, AI and semiconductor collaboration, space partnerships, and startup ecosystem integration. (<https://psa.gov.in>) Programs like INDUS-X; iDEX are increasingly supporting startup participation and SME integration. (<https://idex.gov.in>)

US companies need alternative supply chains

US defense and space firms are seeking China+1 sourcing, lower-cost engineering, trusted democratic partners, secure software development, electronics manufacturing diversification

India offers Engineering talent, lower manufacturing costs, strong software capability, government incentives, expanding private space and defense ecosystems

India's private defense and space sectors are opening rapidly

India has moved aggressively toward: privatization in space, startup-led defense innovation, MSME inclusion, technology transfer programs

Examples: Indian startups entering US defense collaboration programs; Indian firms working with US Space Force-related initiatives; US venture firms funding Indian aerospace startups

A trusted intermediary can reduce vendor discovery friction, compliance complexity, export-control confusion, and procurement risk

Vision & Mission

Clear positioning for Aadi-Tattva's cross-border bridge

VISION

Be the Best Business Bridge for Indian startups/MSMEs, US mid-tier defense, aerospace, space, and IT businesses

MISSION

Establish a Bridge to connect Indian startups/MSMEs, US mid-tier defense, defense, aerospace, space, and IT businesses for growth across cross-country

Connecting US and India – One Business At A Time

Go-To-Market Strategy

A phased path from advisory relationships to a scalable proprietary ecosystem

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Start Lean Advisory + Network

Offer: Membership based association for market-entry advisory, compliance guidance, US-India geo-political impact on business through monthly news letter, quarterly events, and activities aligned with Government events

This builds passive relationships with the potential clients – covers Operating Expenses

1

Start Lean Consulting + Guidance

Offer: Business specific consulting, vendor discovery, partnership facilitation

Curated B2B marketplace and execution platform connecting US primes and Tier-1 contractors with Indian MSMEs/startup

This builds relationships and deal flow – generates adhoc revenue

2

Expand Managed Execution Platform

Offer: program management, sourcing coordination, secure engineering teams, QA oversight – Joint Venture, Technology Transfer, Back-office support

This creates recurring revenue stream

3

Launch Proprietary Ecosystem

Offer: Accelerator, Universities, venture studio, innovation fund, procurement platform, dual-use IP portfolio.

Accelerator focused on drones, autonomy, AI, cybersecurity, satellite analytics, secure communications.

This becomes defensible and scalable

Potential Business Models

Four scalable models for the US–India strategic technology bridge

Supplier Network Platform

Curated B2B marketplace and execution platform connecting US primes and Tier-1 contractors with Indian MSMEs/startup

Secure IT & AI Services

Software modernization, AI integration, cybersecurity, simulation engineering, digital twins, DevSecOps, autonomous systems software

Space Commercialization Bridge

Specialized platform connecting Indian space startups, US launch ecosystems, satellite customers, defense-space buyers

Dual-Use Technology Accelerator

US–India accelerator focused on Drones, autonomy, AI, cybersecurity, satellite analytics, secure communications, battlefield software, edge computing

Challenges Versus Opportunities

Turn cross-border complexity into a differentiated business advantage

Export Controls

Challenge: Navigating ITAR, EAR, defense licensing, classified restrictions

Opportunity: Provide legal counsel, compliance expertise, US entity presence, strict cybersecurity standards

Long Sales Cycles

Challenge: Defense procurement cycles are slow - 12–36 months is common

Opportunity: This means cash flow planning is critical, recurring services revenue matters, commercial dual-use customers help stabilize revenue

Trust and Credibility

Challenge: US defense firms care heavily about reliability, cybersecurity, geopolitical trust, quality systems

Opportunity: Establish certifications, advisory boards, government relationships, strong compliance processes

Procurement Complexity

Challenge: Many Indian SMEs struggle with US procurement language, proposal writing, standards, contract structures

Opportunity: Your platform becomes valuable if it simplifies this

Trusted execution layer between ecosystems

Plan of Action

Promote Aadi-Tattva as a trusted execution bridge — not a generic consultancy

Strategic Positioning

Be a trusted US–India deep-tech integration Bridge for defense, space, and secure AI/IT - not a pure manufacturer nor a generic consultancy

Specialized Cross-Border Bridge

Be a specialized cross-border Bridge that understands - procurement, engineering, compliance, geopolitics, startup ecosystems, trusted supply chains

Opportunity is real

US and Indian governments want it,
Supply chains are shifting,
Private space and defense are expanding,
SMEs lack cross-border execution capability. (psa.gov.in)

Aadi-Tattva
Addresses Major US-India B2B gap, Provides high rewarding business potential,
and Promotes US-India Bi-lateral initiatives

Additional Information

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Market Segments

Prioritized target areas by potential, entry difficulty, and recommendation

Segment	Potential	Entry Difficulty	Recommended
Defense software	Very High	Medium	Yes
Cybersecurity	Very High	Medium	Yes
Space analytics	High	Medium	Yes
Drone systems	High	High	Selectively
Electronics manufacturing	High	High	Later stage
AI for defense/logistics	Very High	Medium	Strong
Export compliance services	High	Low	Immediate
Gov procurement advisory	Medium	Medium	Good add-on

Geographic Strategy

High-value hubs across India and the United States

India

Bengaluru — aerospace, AI, space
Hyderabad — defense electronics, drones
Pune — manufacturing, automotive-defense crossover
Chennai — electronics, aerospace
Noida — electronics and defense corridor

USA

Washington — policy and defense access
Austin — dual-use tech startups
Denver — space ecosystem
Huntsville — defense engineering
San Diego — defense and autonomy

Thank You

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