

noesiss.

Finance & Taxation for Those Too **Busy** Actually Building.

Supporting founders with simplified compliance, taxation, incorporation, and strategic financial guidance.



About The Founders

noesiss.

Our Story



CA PRITI KATHURIA

Ex-  airtel 

With experience across Airtel and AMD, Priti has worked in accounting, audit, controllership, and compliance operations. She focuses on helping businesses build structured, audit-ready financial systems while simplifying GST, taxation, and compliance processes for founders.



CA KARAN PRATAP

Ex-  stripe 

Karan brings experience from KPMG and Stripe across taxation, payments, analytics, and business strategy. He works with startups on financial structuring, international payments, growth strategy, and building scalable financial systems.



The Hidden Cost of Regulatory Friction



◆ **42%** of early-stage startups receive **GST-related notices** due to basic reconciliation and filing errors

◆ **5x to 15x** The financial **penalty of retroactive compliance** (late fees, penal interest) compared to proactive management.

◆ **61%** of startups operate with at least **one pending statutory violation**, making it un-investable during VC due diligence.

◆ **6700+** DPIIT- recognized startups have been **officially struck-off** by the MCA, due to annual filing neglect.

The Founder's Reality



The Risk to the Incubator



The Partnership Solution

1. Confusion around GST, incorporation, and filings

Promising startups lose out on seed funding because of failed due diligence

We ensure every startup in the cohort is **legally and financially structured** from the Start.

2. Compliance is ignored until a notice arrives

Wasted Incubation Time

Proactive Monitoring, **catching deadlines** before they come.

3. Intimidating Traditional Consulting Firms, not Start-Up friendly

High-value incubator mentors waste hours answering basic questions.

We provide a **dedicated channel** or regular 'Office Hours' for all queries.

4. Complex Global Finance Guidance & International payments are overwhelming

Startups struggle to monetize globally or handle foreign investments smoothly

Guide them through **cross-border payment setups** and regulatory compliance.

Execution Strategy

Progressive stages of team collaboration development and effectiveness

01



Deep-Dive Workshops

One specialized session per quarter on topics like 'Benefits of MSME Registration' or 'Navigating Data Privacy & Compliance.'

02



The Compliance Clinic

Bi-weekly virtual office hours to answer rapid-fire questions and translate legal jargon into plain English.

03



Direct Access

Priority Slack/Discord support for basic compliance and finance queries

The Win-Win Mutual Value



For Incubators

- Mentor hours saved
- Higher portfolio fundability
- Zero operational overhead
- Revenue-share model



For Founders

- Preferential pricing
- Zero wait times
- Proactive legal updates
- Strategy tailored for bootstrapped and early-stage budgets.



What We Offer

● Foundation & Structuring

- Entity Incorporation
- Startup India (DPIIT) Support
- Intellectual Property Rights(IPR)

● Tax & Statutory Compliance

- GST Compliance & Advisory
- Income Tax Compliance & Advisory
- Secretarial & ROC Filings
- Assistance with Notice Reply/Filing

● Global Architecture

- FEMA & FDI Compliance
- Cross-Border Structuring
- Export/Import Support Planning

● Strategic Finance & CFO Services

- Fractional CFO Services
- Financial Modeling & Unit Economics
- MIS Reporting

● Investor Relations & Fundraising

- Pre-Due Diligence Audits
- Funding Assistance
- Project Reports
- Cap Table & ESOP Management
- Valuation Advisory



Case Study

The Problem: A health-tech startup's LLP registration was stalled by constant MCA objections and an unresponsive consultant, completely blocking them from purchasing core medical machinery.

The Solution: We took over, cleared the regulatory bottlenecks, and secured their registration in just 11 days, instantly unblocking their operations.



The Problem: A growing D2C brand wanted to expand to SEA and the Middle East but was stalled by complex cross-border compliance and the lack of a reliable international payment processor.

The Solution: We designed a strategic roadmap, successfully incorporated their Singapore entity, and negotiated favorable terms with a top-tier payment gateway, seamlessly unlocking their international revenue.



Let's Build Founder-Friendly Compliance Together.

We would love to hear your questions.



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