1. **CaptainBiz streamlining financial operations for MSMEs**

CaptainBiz, a leading FinTech-SaaS platform, has been streamlining financial operations for Micro, Small and Medium Enterprises (MSMEs) since 2018. This FinTech-SaaS platform has revolutionized financial operations with user-friendly features for digital billing, inventory management and tax reporting. With an easy onboarding experience through multilingual relationship managers, CaptainBiz has become the preferred choice for thousands of small businesses. As a GSTN-empaneled product, it has become a trusted compliance partner among MSMEs across the country. With a gross subscription value of over $1 million, CaptainBiz aims to expand to 5000 locations by March 2025, showing strong commitment to further strengthen its presence.  
  
Users can create Unlimted E-invoice and E-Way bill directly from their invoices with one-click

1. **CaptainBiz increases its geographical reach by expanding operations to XX cities   
   Current Customer:  
   600+ unique cities  
   No of states - 23 states & 6 Union territories**
2. **CaptainBiz launches Financial literacy campaigns to empower MSMEs**  
   Need inputs
3. **How CaptainBiz is leveraging technology**Need inputs  
     
   **Product Answer:**

* **Cloud-Based Infrastructure:** Our cloud-based platform ensures seamless access to financial data from anywhere, anytime, enabling MSMEs to manage their business on the go.
* **Intuitive User Interface:** CaptainBiz prioritizes user experience with a simple and intuitive interface, making complex financial tasks accessible even to non-tech-savvy users.
* **Robust Data Security:** We employ state-of-the-art security measures to protect sensitive financial data, providing MSMEs with peace of mind.
* **Mobile Optimization:** Our Android and iOS mobile apps empower MSME business owners to manage their finances on the go, increasing efficiency and accessibility.
* **Ease of Inventory Creation:** Pre-populated inventory items across several industries such as FMCG, FMCD, Auto parts, etc., streamline inventory management.
* **Quick Invoice Creation:** Optimized journey to create invoices in under 30 seconds.
* **Invoice Customization:** Advanced invoice template designer with numerous customization options.
* **Easy E-Invoice and E-Way Bill:** Users can create e-invoices and e-way bills directly from their invoices with one click.
* **Export to Tally:** Seamless export of GST reports to Tally in compatible formats for easy sharing with accountants.
* **Multiple Cash and Bank Accounts:** Manage multiple cash and bank accounts for easy payment reconciliation.
* **Connected Ecosystem for Buyers and Sellers:** Automated cross-creation of sales to purchase invoices between CaptainBiz subscribers.

**Tech Side Highlights:**

* **Scalable Cloud Architecture:** Effective handling of the platform without disruption or compromise in performance, with scalability based on requirements. Supports new updates and enhancements without impacting user experience.
* **Accessibility:**
  + **Remote Access:** Log in and use the system from any location with an internet connection.
  + **Cross-Platform Compatibility:** Seamless operation across laptops, tablets, and smartphones.
  + **Responsive Design:** Interface adjusts to different screen sizes for a smooth user experience on any device.
* **API Integration:**
  + **CRM Integration:** Connects with Customer Relationship Management applications like Zoho CRM.
  + **Payment Integration:** Integration with Razorpay for secure and seamless payments, adhering to PCI DSS standards.
* **Customization:**
  + **Invoice Design Templates:** Users can create custom invoice templates or get assistance from CaptainBiz's relationship managers for customized logos and communication settings.
* **Notification Framework:**
  + **Custom Alerts:** Set notifications for specific events like low inventory or due invoice payments.
* **Seamless WhatsApp and Email Integrations:** Enhance customer communications through integrated messaging and email services.
* **Data Export:**
  + **Export Reports:** Export GSTR reports, sales reports, and more to market-compatible applications widely used by users.
* **Single Sign-On (SSO):**
  + **Seamless Navigation:** One login provides access to all features and tools, simplifying access and reducing the need to remember multiple passwords.
  + **Enhanced Security:** Secure authentication reduces the risk of password theft or misuse.
* **Role-Based Dashboards and Reports:** Automatic role recognition provides tailored dashboards and reports to enhance decision-making.
* **Recurring Billing:** Supports subscription models with automated recurring billing, eliminating the need for customer interaction.
* **Easy Integrations:** Supports REST API/microservices for easy integration with external systems and third-party applications.
* **Chatbot Integration:**
  + **24/7 Availability:** The chatbot assists with questions and issues around the clock.
  + **Immediate Answers:** Provides immediate responses to common questions, reducing wait times for human support.
  + **Natural Language Processing:** Understands and responds to queries in natural language for smooth and intuitive interactions.
  + **Guided Help:** Offers step-by-step assistance for using different application features, ensuring easy navigation and utilization of tools.

**Note**: For inputs, we will need data points or relevant information around which we can talk to the media