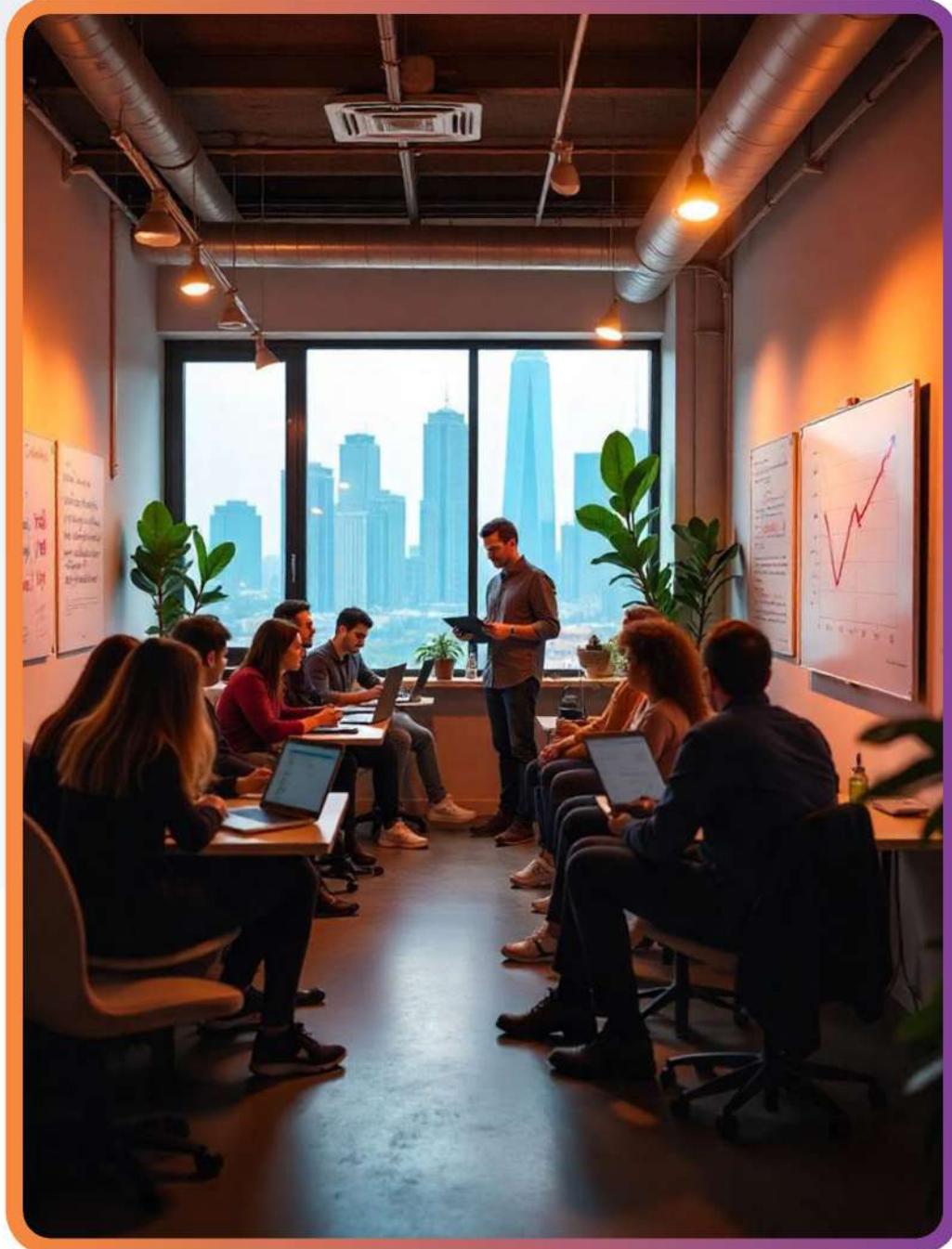




Saarthi

Lead with Clarity, Grow with Trust



INTRODUCTION

In the earliest stages of building a startup, founders and teams face a powerful paradox: fast momentum meets rising internal friction. As teams grow from 5 to 60, the lack of structured communication, accountability, and operations begins to quietly slow progress. Without realizing it, leadership shifts focus from strategic direction to daily task oversight, and trust-based team culture gives way to uncertainty.

Saarthi was built with a singular purpose — to empower early-stage startups with the internal alignment, automation, and role-based structure they need to scale without chaos. Inspired by the Sanskrit word Saarthi (charioteer), the product represents a guiding system that sits quietly behind the scenes, ensuring that vision, execution, and team culture stay connected.

Where traditional HR tools begin and end with administrative functions, Saarthi acts as a people-operating system — a system that turns startup complexity into focused collaboration, helping founders lead with clarity while empowering every employee with confidence.

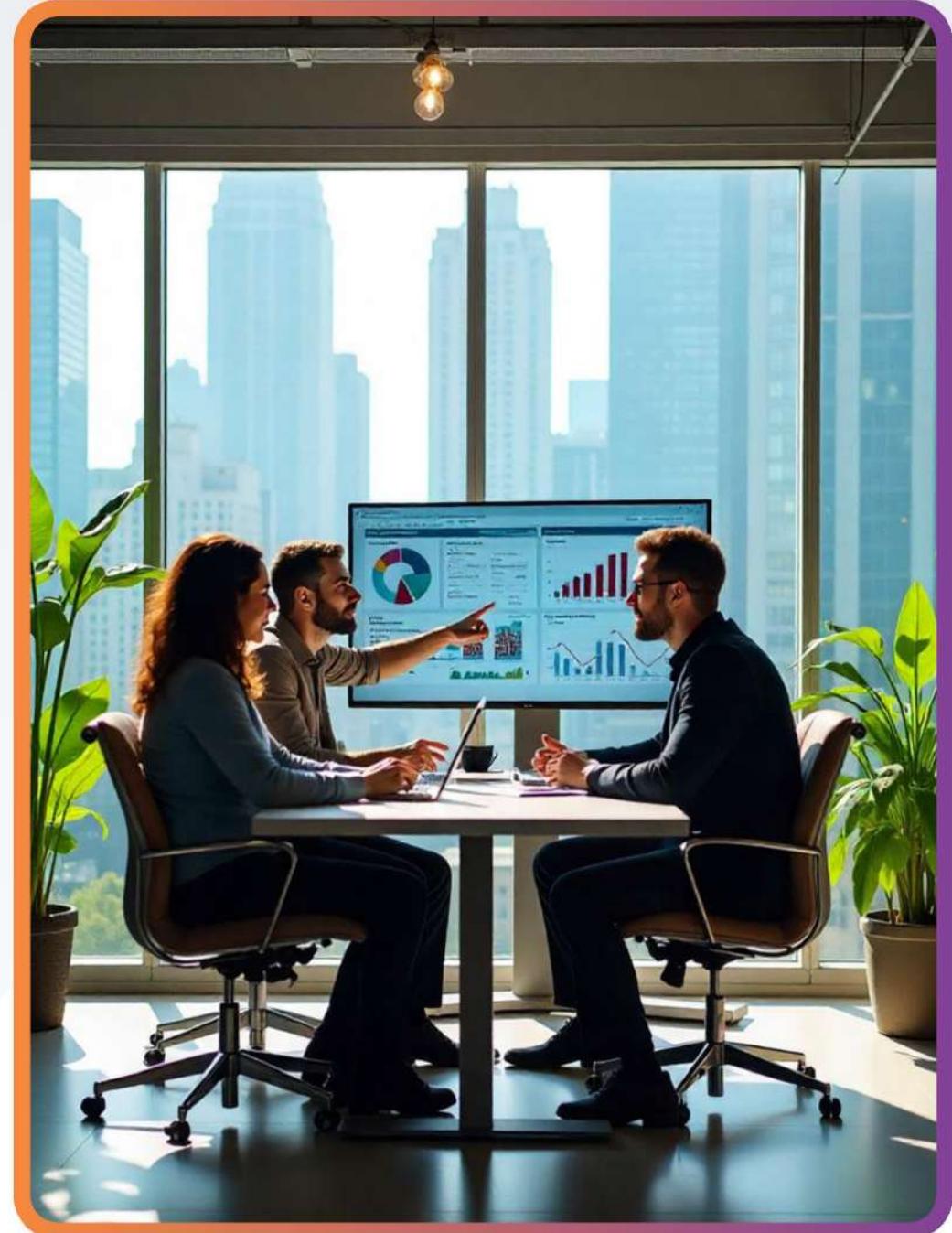
SAARTHI'S VISION FOR STARTUP

Our vision with Saarthi is to elevate how early-stage startups operate internally, transforming the way teams collaborate and grow. We want founders to focus on what truly matters — building innovative products and driving revenue — not bogging down in task updates, administrative work, or tracking attendance. We believe employees should work with clear direction, a sense of purpose, and dignity, without the stress of confusion or fear of misalignment.

Saarthi is more than just a tool — it's a trusted system of clarity, rhythm, and accountability that evolves with the team as they scale. It provides an intuitive structure, fostering seamless communication and collaboration across all levels. It ensures that the heart of every startup — its people — can function without unnecessary noise, delays, or internal conflict.

With Saarthi, internal growth is not left to chance; it becomes just as intentional and impactful as the success you achieve externally. It's a system that empowers teams to operate efficiently, enabling founders and employees to align on vision, drive productivity, and move forward with confidence.





OBJECTIVES

Saarthi was created to solve the everyday operational hurdles that slow down growing startups. By focusing on clarity, automation, and team alignment, Saarthi helps startups move faster internally—so leaders can focus on scaling externally.

Key Objectives:

- Reduce internal miscommunication and task duplication by over 50%
- Enable 100% visibility of employee progress, attendance, and timelines
- Help founders and HR regain 15–20 hours/month for strategic work
- Automate daily HR actions to reduce manual workload
- Improve onboarding efficiency and role clarity for all new hires
- Support scalable growth with structured workflows and role-based systems
- Strengthen team alignment and build a culture of accountability and transparency

PROBLEM STATEMENT

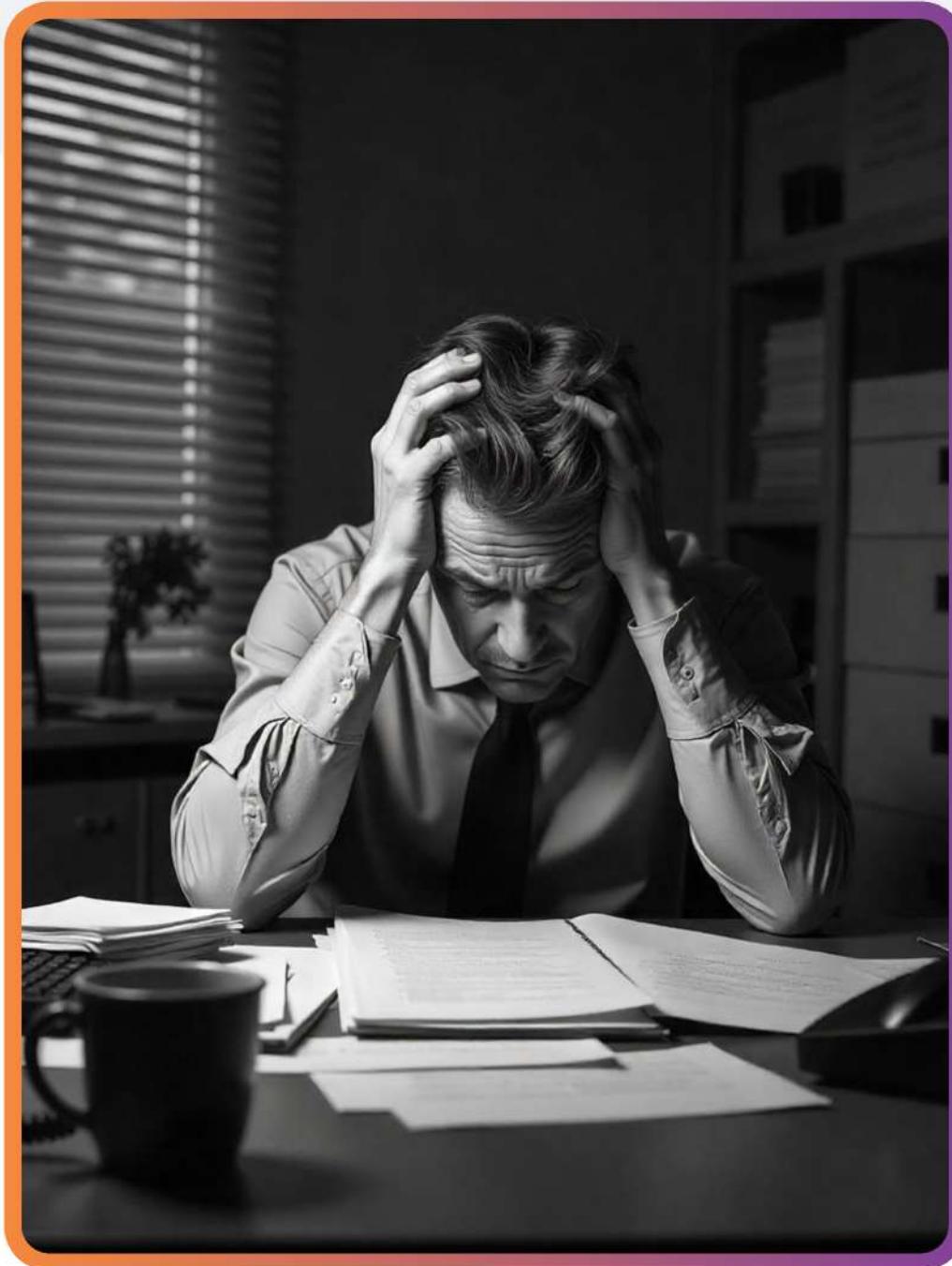
Startups rely on ambition, flexibility, and rapid growth — but without strong internal systems, these strengths can quickly become liabilities. As the company grows, teams face duplicated work, missed tasks, and unclear roles. In the absence of clear communication systems, employees may not fully understand expectations, project scopes, or team goals.

Leadership spends more time managing people logistics, resolving conflicts, and chasing updates than focusing on product or growth. These aren't failures in leadership — they're signs of scaling without the right structure.

Challenges Saarthi Addresses:

- Delayed onboarding and lack of documented roles for new hires
- Scattered leave approvals and attendance tracking causing workflow gaps
- Founders and HR spending hours managing manual updates and check-ins
- Employees unsure of next steps, deadlines, or who's accountable
- No unified task view across departments or roles

Without a centralized, empathetic system that supports people, performance, and process — execution slows down, friction increases, and team culture suffers.



SOLUTION OVERVIEW



Saarthi is designed as the first true internal system for scaling startups — one that creates transparency, automates workflows, and maintains organizational clarity at every level. It bridges the gap between people and processes, ensuring that even as the startup grows quickly, the team remains synchronized.

Rather than overwhelming teams with complex data or founders with unnecessary management tasks, Saarthi provides simplicity, visibility, and purpose for every user journey — from HR and managers to employees and C-suite leaders.

Key Capabilities:

- Structured employee onboarding with department and designation setup
- Daily attendance and leave request flows with automated approval system
- Task assignment and progress tracking segmented by team or role
- Role-based dashboards for Admin, HR, Manager, Employee, and MD views
- Internal messaging system for leave clarifications or timeline requests
- Exportable reports for decision-making, forecasting, and record-keeping

By focusing on clarity, consistency, and trust, Saarthi empowers leaders to guide effectively while providing every employee with a reliable structure to succeed.

✍ EXECUTIVE SUMMARY

Saarthi is a simple yet powerful system built for growing startups. It manages everyday needs like attendance, leave tracking, task management, and team communication — all in one place. It helps employees stay clear on their tasks, saves HR time through automation, and gives founders a quick view of team performance — without extra effort.

- All-in-one platform for attendance, leave, task, and communication
- Improves task visibility and accountability for employees
- Role-based dashboards for clarity across teams
- Helps founders maintain alignment and focus on strategic growth
- Reduces internal conflicts by 30% and boosts employee productivity and culture by 25%

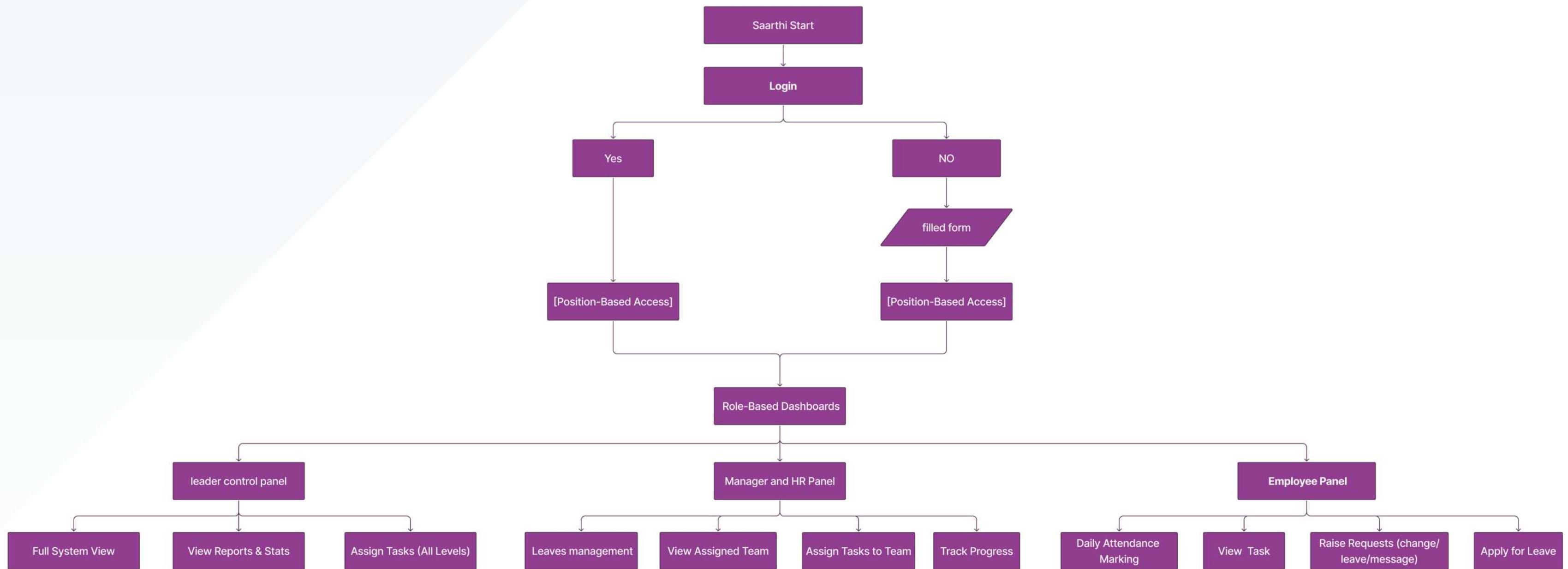


FEATURE PRIORITIZATION - MOSCOW FRAMEWORK

Must-Have (MVP Features)	Should-Have (Next Iterations)	Could-Have (Future Growth)	Won't-Have (Not Required Now)
Employee Management	Messaging System	Task Deadlines with Alerts	Full Inventory Management
Attendance Tracking	Task Assignment, Performance Tracking	Payroll Management	Client Management (CRM)
Leave Management	Employee Feedback System	Sales Reporting	Advanced Gamification Features
Role-Based Dashboards	Employee Recognition & Rewards System	Financial Reporting	Employee Wellness Programs

RICE SCORING FOR MVP KEY FEATURES

Feature	Reach	Impact	Confidence	Effort	RICE Score
Employee Management	10	10	9	3	210
Attendance Tracking	10	9	9	3	189
Leave Management	9	8	8	4	144
Role-Based Dashboards	8	9	8	4	144





Priya Deshmukh

HR & Operations Manager at a growing startup

Background

Priya manages HR tasks, payroll updates, attendance, and onboarding for a fast-growing startup. She often juggles multiple responsibilities and uses spreadsheets or free tools that are not connected to each other.

Demographics

Age: 33
Company Size: 25 employees
Location: Pune, India
Location: Pune, India

Goals

- Maintain attendance, leave, and payroll records easily in one place
- Save time on repetitive HR admin work
- Improve communication between team leads and employees
- Get a quick overview of employee data for reporting

Pain Points

- Manual data entry across different apps
- Lack of clarity between employee and manager updates
- Difficulty tracking performance or leaves accurately
- Existing tools are too expensive or complex

Technology

Mobile Application
Internet Knowledge
Software
Social Networks

Motivations

Ease of use
Offers & discount
Comfort
Prices

HR PERSONA

To streamline people operations, we used the HR persona to shape intuitive workflows, role-based navigation, and decision-ready visibility. This ensured HR teams could manage onboarding, compliance, and employee engagement with speed and clarity.

Principle 2: Journey Mapping

To design with empathy and precision, we built a journey map that visualizes the HR persona's end-to-end experience. This clarified pain points, surfaced opportunities, and aligned product decisions with real user needs — ensuring every feature supports a purposeful and intuitive workflow

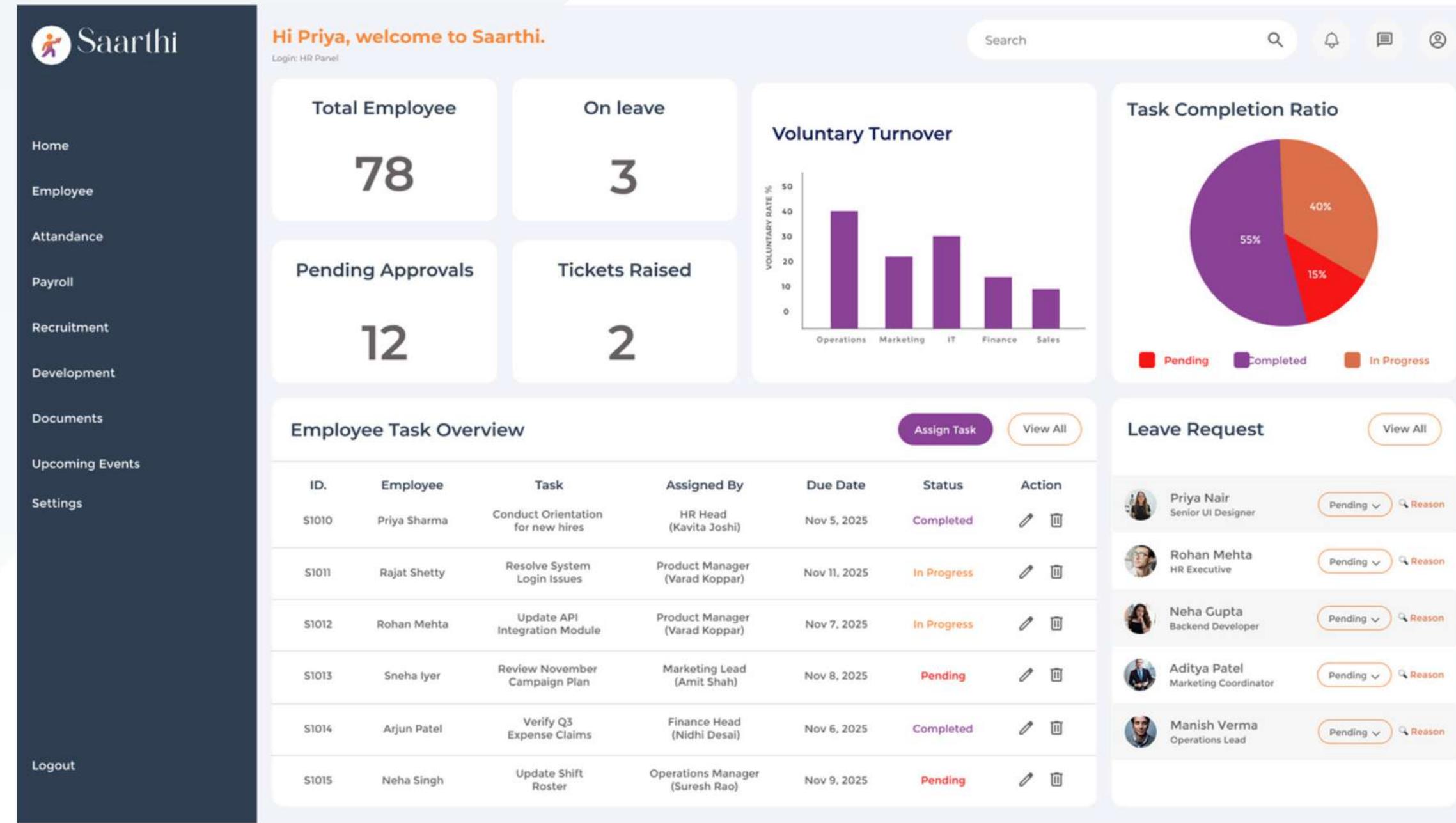


Journey Map

Stage of journey	Activities	Emotions	Feelings and needs
Onboarding & Setup	Sets up team members, assigns roles, explores dashboard		Needs a clear interface and quick onboarding to save time
Attendance & Leave Tracking	Reviews attendance logs, approves leaves, manages shift updates		Wants automation and quick approvals without switching tools
Task Assignment & Monitoring	Assigns tasks, tracks deadlines, checks status reports		Needs a single view to track performance and pending work
Performance Review	Evaluates monthly reports, checks analytics for team progress		Needs transparent metrics and data-driven insights
Communication & Feedback	Shares updates, provides feedback, conducts team check-ins		Wants an integrated space for communication to reduce back-and-forth
Reporting to Higher Management	Compiles reports, exports insights, justifies team output		Needs automated reporting and visual summaries to present quickly
Reflection & Continuous Improvement	Analyzes productivity trends, identifies improvement areas		Needs actionable insights and smooth UX to make data-driven decisions

Potential opportunities for improvement

- Simplify Onboarding: Provide guided tooltips and templates for first-time setup.
- Unified Dashboard: Combine attendance, leave, and task tracking into one intuitive panel.
- Smart Approvals: Introduce one-click leave/task approval to save time.
- Automated Reports: Auto-generate visual performance reports for quick review.



Unified Dashboard

Built for fast-moving startups, Saarthi's main screen brings together core business functions — from HR and operations to finance and team workflows — into one unified view. It's designed for clarity and speed, helping founders and teams stay focused, aligned, and in control as they scale.

KEY METRICS & KPIs

To measure Saarthi's effectiveness, we focused on real operational challenges that growing startups face — particularly around people management, clarity, and execution rhythm. The following key areas reflect how Saarthi helps unlock internal productivity and alignment across teams.

Task Completion & Clarity : Saarthi improves task tracking and accountability—boosting completion rates by 40–50% through clear role-based assignments and deadlines.

Automated Leave & Attendance : Manual tracking is reduced by over 70%, saving HR time and improving planning accuracy through a streamlined request-approval flow.

Founder Time Saved : Leadership gains back 15–20 hours/month by eliminating manual check-ins, approvals, and daily status coordination.

Reduced Communication Noise : Internal messaging tied to tasks cuts unnecessary chats by 50%, helping teams stay focused and aligned.

Overall Operational Growth Enablement : Startups using Saarthi report up to 30–35% improvement in internal efficiency, directly contributing to faster delivery cycles, stronger culture, and more predictable scaling.



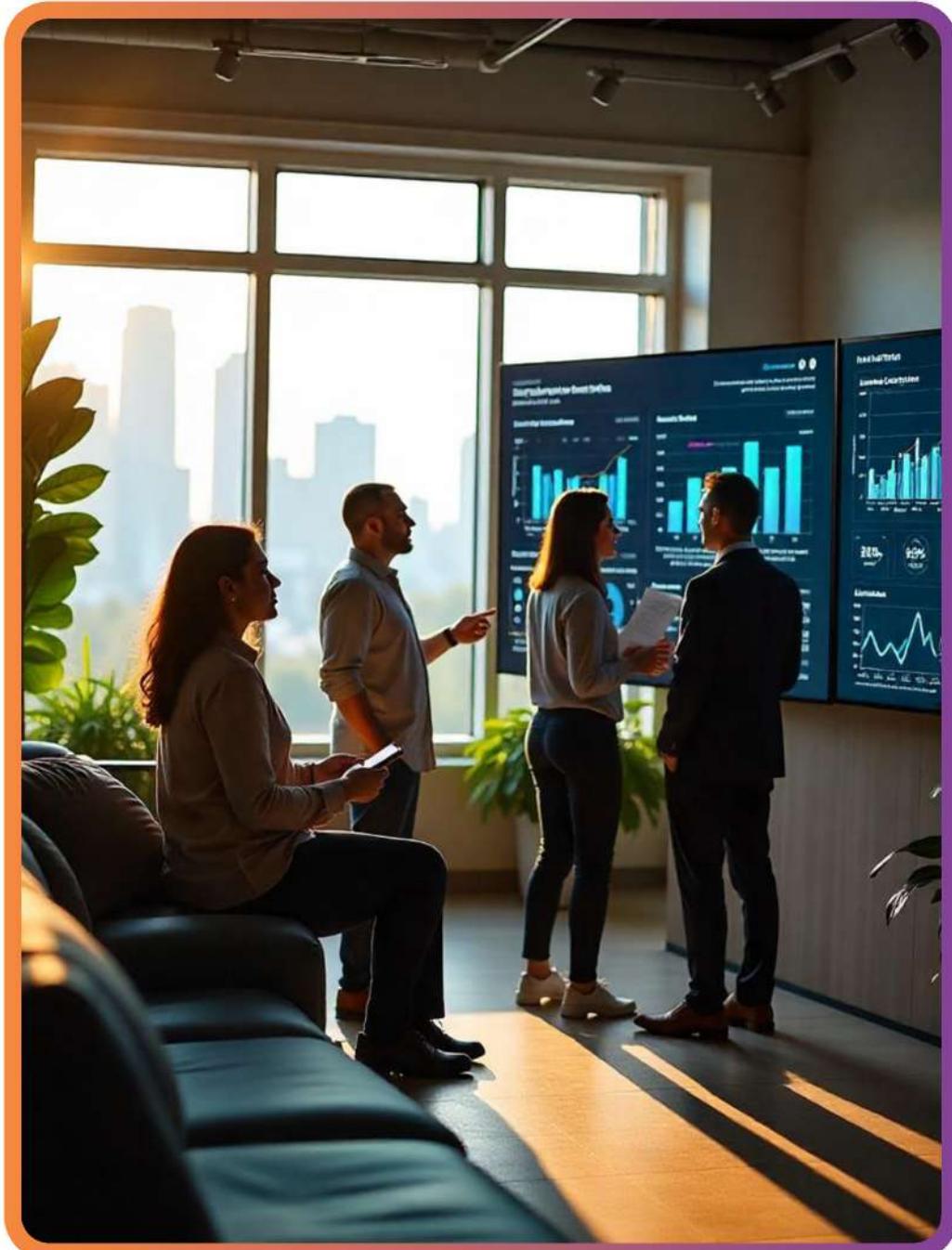
BUSINESS IMPACT

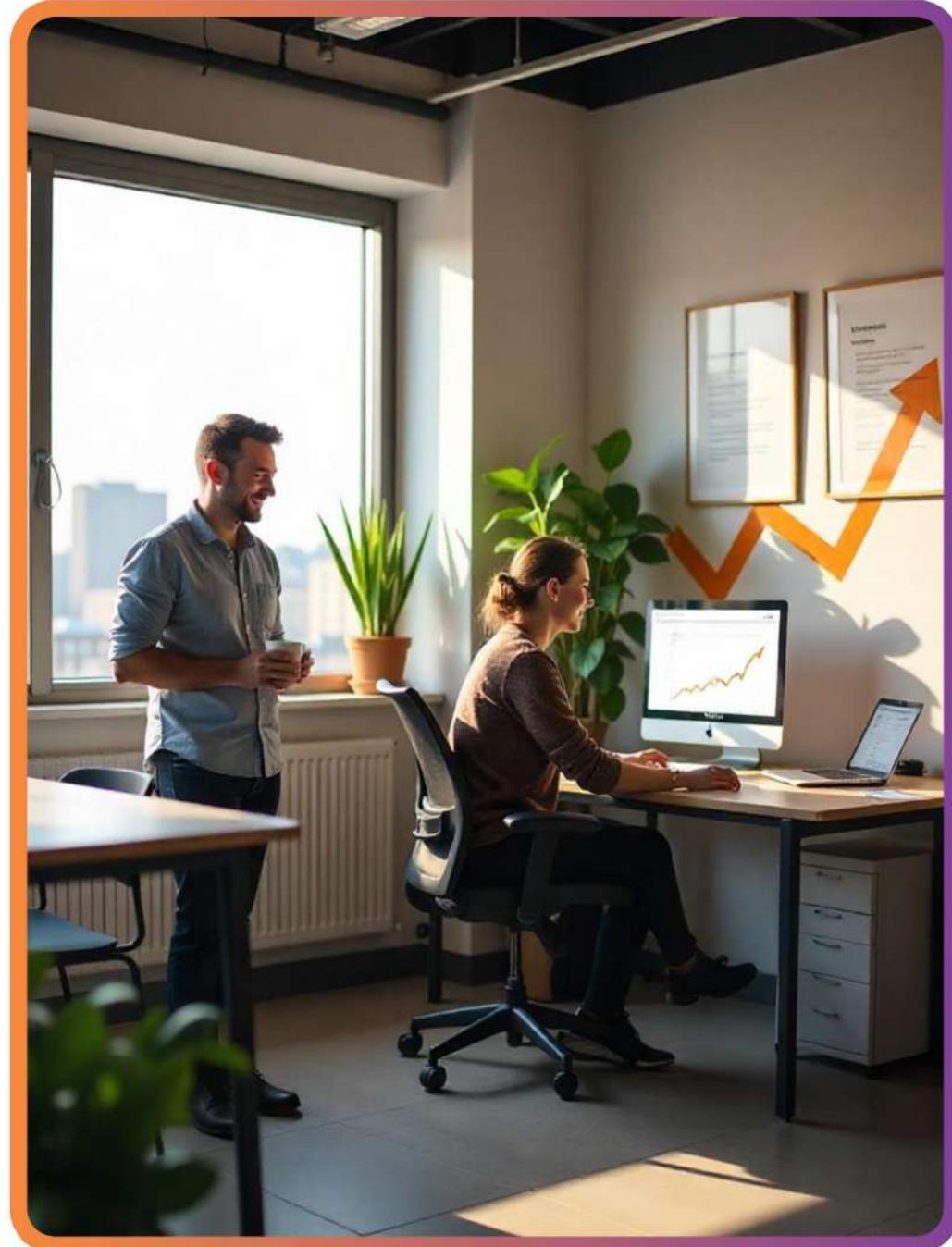
Saarthi's implementation directly translates into operational uplift and emotional ease for startup teams. It's not about flashy features—it's about freeing up leadership to lead, helping teams execute with clarity, and building a foundation of calm, confident collaboration.

Key impacts we're already seeing and building toward:

- ⌚ 50% reduction in time lost to internal confusion and updates
- 💼 15–20 hours per month saved for founders and team leads
- 🎯 Better role accountability leading to faster project completion cycles
- ↗ Lower attrition risk by offering structure and communication transparency
- 📊 Improved decisions through clear reporting and system-wide visibility

Saarthi isn't just reducing friction—it's aligning daily execution with long-term growth.





SCOPE & FUTURE GROWTH

Saarthi is designed to evolve with a startup's journey — from operational basics to intelligent team systems. It will remain lean, focused, and human-centered while expanding its capabilities in the most meaningful ways.

What's Next:

Performance Reviews & 1:1 Logs – Structured growth tracking without extra tools.

Team Dashboards & Weekly Reports – Visual insights into productivity and trends.

Gamification Features – Streaks, badges, and recognition to boost motivation.

Payroll & Compensation Sync (Optional) – Connects attendance to basic payout logic.

Smart Task Routing & Notifications – Auto-assign based on roles, deadlines, and availability.

CONCLUSION

Startups don't fail because their product didn't work. They fail when internal alignment breaks down, when communication stalls, and when leaders get stuck in coordination instead of creation.

Saarthi is a response to that failure point.

It offers early-stage startups the foundation they need to scale—not just in size, but in structure, clarity, and culture. Every interaction within Saarthi is built to help teams stay aligned, reduce noise, and execute better, together.

For founders who believe that team health drives business health, Saarthi is more than a product—it's a leadership choice.

And for us as builders and product thinkers, Saarthi is our commitment to the belief that great companies are built from the inside out.

