

# **HORSES STABLE**

## **Bharat's Largest Funding Gameshow**

In 2021, the GOI recognized 14000 new startups. However, the fervour toward start-up culture in India, as remarkable as it may be, still has great untapped potential.

The idea behind Bharat's largest funding gameshow is, therefore, to focus primarily on India's start-up environment and establish a thriving entrepreneurial community. We want to bring out the hidden potential and create a space that allows aspiring entrepreneurs to climb the ladders of success.

### **Funding Businesses, The Right Way**

Horses Stable allows promising entrepreneurs from all across the country to present their concepts and endeavours to a notable panel of investors, or horses as we call them, and persuade them to invest in their ventures. The panel consists of 6-8 ardent horses who are willing to provide not only funds but also their wisdom and expertise to help entrepreneurs direct their ventures in the proper fashion. We aim to close the funding round within 30-45 days of the pitch.

Horses Stable commenced its quest for true talent in 2019 with the vision of developing a credible and creative platform that enables businesses and investors to converse openly. The first show alone helped 18 businesses raise funding of a whopping Rs. 41.5 crore from investors.

Horses Stable has now joined hands with Niti Aayog, AIM, T-hub, Jio, Headstart, as well as humanitarian, producer and versatile entrepreneur, Suniel Shetty.

### **Pivotal Role of FTC Talent Media & Entertainment Pvt. Ltd.**

Horses Stable is a Walk of Fame Management company working in strong association with FTC Talent Media & Entertainment Pvt. Ltd. FTC is a multifaceted entertainment company that employs talent from all across the globe to conceptualise media assets and intellectual property (IP).

FTC manages a digital platform that serves as a one-stop destination for production and content needs, including actors, singers, dancers, writers, directors, producers, technicians and others professionals in the entertainment industry. With only a couple of clicks, it streamlines the recruiting process by linking emerging as well as established talent to the perfect opportunities in the entertainment sector.

## **Understanding Our Journey Through Seasons**

### **The Pitch Season**

We named our opening season, "The Pitch," a word actively associated with start-ups. The Pitch brought together the best of production, design and presentation as well as the finest investors. The Investors were Tripti Singhal, Chiranjivgill Singh, Rohit Goyal, Kevin Saboo, Mohit Gulati and Vikash Sharma, while the Deal Master was Nilesh Trivedi and the Celebrity Guest was Rajeev Khandelwal.

### **The Race Season**

The stakes were higher and the responsibilities were greater in the second year. In the first year, we needed market approval because we were the first of our kind. In the second year, we were confident that our platform had garnered the right attention and support, which meant we had to focus on long-term sustainability, hence the name "the Race."

The Investors were Chirag Patel, Mohit Gulati, Giri Malpani, Suraj Juneja, Laxmi Potluri, Aalesh Avlani, Mahavir, Pratap Sharma and Rajesh Dembla, and the Deal Master was Ajeet Khurana.

### **Jo Jeeta Wahi Sikander**

New challenges and competition awaited after successfully catching everyone's attention. We needed to stay grounded and have a distinct presence in order to build our unique image, hence the name "Jo Jeeta Wahi Sikander."

The renowned Investors were Mahavir Pratap Sharma, Mohit Gulati, Mandar Joshi, Suraj Juneja, Aarthi Gupta, Ankita Vashistha, Deeksha Ahuja and Nandini Mansinghka, while Dr Vivek Bindra was the Investment Guru.

### **The Elite Panel of Horses This Season**

Ankita V, Mohit Gulati, Dr Aarti Gupta, Mahavir Pratap Sharma, Yamika Mehra, Sanjay Mehta, Nandi M, Suraj Juneja, Deeksha Ahuja, Naveen Kumar Gupta, Lakshmi Potluri and Aalesh Avlani.