

INDEPENDENT DEAL PARTNER · PRE-SALES & CLOSING

I help partner tech teams *close the deals* they can't close alone.

Boardroom access, enterprise pre-sales, prototype-led pitching and an ecosystem of partners — deployed as an individual operator to take your biggest opportunities over the line, in India and abroad.

Mumbai · SF

TWO-MARKET REACH

SF

7+ yrs

BUILDING & SELLING TECH

₹ & \$

DOMESTIC + INTERNATIONAL

ZORAWAR PUROHIT

CO-FOUNDER, M37LABS · FOUNDER, ASTRATECHZ

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THE PROPOSITION

Go big, or go home. I take on *go-big projects* — and bring the conviction to close them.

A Skin in the game I’m not a referral broker. I sit inside your pursuit, shape the pitch, and carry it to signature — paid largely on outcomes.	B Built for the big room CXO and boardroom exposure from M37Labs continues full continues full steam — that access works for partner teams teams too.	C Ecosystem on tap For enterprise-scale deals I assemble the right partners, partners, integrators and intros — including into international markets.
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From the ocean floor to
to the boardroom — a
career built on *depth,*
nerve and precision.

Son of a Major General. A Platinum-rated scuba instructor and a 3,400 km Himalayan Himalayan expedition rider before I was a technologist. I taught myself to code, built code, built businesses across hospitality and software, and now co-lead an enterprise-enterprise-AI company. The through-line: stay calm in deep water, and bring people people safely to the other side.

01 **Discipline** — military upbringing, mission-first execution.

02 **Nerve under pressure** — 30m dives, alpine passes, hard negotiations.
negotiations.

03 **Builder’s fluency** — self-taught engineer; I speak product, not just price.
price.

04 **Founder’s empathy** — I’ve carried payroll and closed deals myself.

TRACK RECORD & CREDIBILITY

The rooms I already operate in — and the bench behind me.

50K+ DEVELOPMENT HOURS SHIPPED VIA ASTRATECHZ	100+ CLIENTS SERVED ACROSS WEB, MOBILE & AI	7+ YEARS BUILDING & SELLING TECHNOLOGY	2024 M37LABS PRE-SEED RAISE (OCTOBER)
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ENTERPRISE ROOMS VIA M37LABS

- TRENT

● WESTSIDE

● KALYAN

● CONCEPT

● ENTERPRISE BFSI & RETAIL

● MUMBAI · GURGAON · BANGALORE · SAN FRANCISCO

WHY STRONG TEAMS STALL

Great engineering rarely fails on the build. It stalls at the *last mile*.

NO 1 · ACCESS Can't get into the room where the budget budget actually lives.	NO 2 · CONVICTION A demo isn't a deal. Enterprise buyers need a need a pitch that closes.	NO 3 · SCALE Big deals need partners, integrators and a a route into new markets.
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Most partner teams have the talent to deliver a ₹5-crore mandate. What they're missing is the operator who can open the door, hold the room, and bring the ecosystem.

Four levers — one operator.

01 Pre-Sales & Deal Closing I embed in your pursuit team: qualify, shape the narrative, run the CXO conversations, handle objections and negotiate to signature. Outcome-led, not hours-led.	02 Prototype-Led Pitching I ideate and stand up working prototypes that turn a slideware promise into something a buyer can touch buyer can touch — the fastest way to de-risk a large mandate.
03 Ecosystem & Partner Connect For enterprise-scale work I assemble the right consortium — integrators, niche specialists, channel and channel and reseller intros — so you can bid for deals bigger than your team alone.	04 International Expansion A live Mumbai–San Francisco footprint and network to help you land first conversations, position for USD position for USD contracts and expand into new markets.

From cold opportunity to signed contract — I work the whole arc.



You keep delivery and IP. I own the climb from opportunity to outcome — and I’m compensated when you win. when you win.

The big rooms aren't a
aren't a future goal.
goal. They're my
current desk.

Through M37Labs I'm already in enterprise boardrooms — AI strategy with strategy with leadership teams at major retail, jewellery and BFSI groups. groups. That exposure continues full steam, and it compounds for every every partner I work with.

BOARDROOM CXO-level AI & strategy conversations	INNOVATION Rapid prototyping & design-thinking thinking labs
PARTNERS Integrators, specialists & channel channel network	CAPITAL Founder & investor relationships relationships

TWO MARKETS, ONE OPERATOR

The same engagement travels —
— priced in ₹ *at home* and \$
abroad.

INDIA

Mumbai · Gurgaon · Bangalore

Deep domestic enterprise relationships across retail, BFSI and manufacturing —
and the local credibility to move fast.

UNITED STATES

San Francisco

A live US presence and network to open international conversations, position for
position for USD contracts and help partners expand abroad.

The commercial tiers that follow are mapped in both INR and USD.

A three-part model that keeps incentives incentives aligned to *closed revenue*.

01 · Retainer Engaged & embedded A modest monthly retainer secures my time and focus — and is credited back against commission once a deal closes. You pay net for results.	02 · Commission Paid when you win A success fee on closed contract value, on a declining scale — scale — larger deals carry a lower percentage. The bulk of my upside is here.	03 · Equity Option For the big bets On marquee, multi-year mandates I’ll take part of the upside as upside as advisory equity or revenue-share — fully invested in invested in the long game.
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Rates below sit at standard industry levels for high-touch, closure-led business development — not passive referral
passive referral fees.

Success commission by deal size.

TIER	DEAL VALUE (INR)	DEAL VALUE (USD)	COMMISSION	ENGAGEMENT
01 Catalyst	₹25L – ₹50L	\$30K – \$60K	12%	Success-only. Entry mandates.
02 Growth	₹50L – ₹1 Cr	\$60K – \$125K	10%	Light retainer + success.
03 Enterprise	₹1 Cr – ₹5 Cr	\$125K – \$600K	8%	Retainer + milestones + success.
04 Strategic — Go Big	₹5 Cr +	\$600K +	5–6%+ equity	Retainer + success + advisory equity / rev-share.

RETAINER • ₹1.5L–3L / MO • \$2K–4K / MO — CREDITED AGAINST EARNED COMMISSION DECLINING SCALE: BIGGER DEALS, LOWER % — ALIGNED WITH INDUSTRY NORMS

What a closed deal looks like.

GROWTH · 10% ₹80L_{deal} ₹8L_{to me} ≈ \$96K deal → \$9.6K	ENTERPRISE · 8% ₹2 Cr_{deal} ₹16L_{to me} ≈ \$240K deal → \$19.2K	STRATEGIC · 5.5% + EQUITY ₹8 Cr_{deal} ₹44L_{+ equity} ≈ \$1M deal → \$55K + upside
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Net of any retainer already credited. The model is built so I only earn meaningfully when you bank real revenue.
real revenue.

A strong fit if you're...

- ✓ A tech team or studio that **delivers brilliantly** but under-sells.
- ✓ Chasing **enterprise mandates of ₹25L+** and stuck at access.
- ✓ Ready to bid **bigger than your team alone** with an ecosystem.
- ✓ Eyeing **international / USD** expansion.

Not the right fit if...

- × You want a pure lead-list or cold-calling vendor.
- × Deals are sub-₹25L and high-volume / transactional.
- × There's no real delivery capability behind the pitch.
- × You're unwilling to share outcome-based upside.

HOW WE START

A 30-day window to prove it on a *live deal*.

Week 1 Align Pick one or two live opportunities. Agree scope, tier and terms in writing.	Weeks 2–3 Engage I get into the room, shape the pitch, build the prototype, line prototype, line up partners.	Week 4+ Close Drive to terms and signature — then decide where we go we go bigger together.
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Low commitment to begin. High conviction once we win one together.

LET'S TAKE ONE OVER THE LINE

Go big, or go *home*.

Point me at the deal you can't quite close. Let's climb to the next level — together.
— together.

DIRECT

Zorawar Purohit
Purohit

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