



UNICAN VENTURES

*You n I can*

*Empowering Capital. Accelerating Innovation.*

*Investor Deck- 2025*

# *The Private Capital Ecosystem of USP House.*

**Unican Ventures** is an exclusive private capital ecosystem and investment banking powerhouse built under the strategic vision of **USP House**. Designed to **unite capital, innovation, and intelligence**, Unican operates as a closed network and investors' club that connects HNI, UHNI, family offices, venture capitalists, private equity funds, and corporates into a single highly curated and structured ecosystem.

With a strong base of **300+ active investors** and a growing portfolio of strategic deals, Unican Ventures is shaping the future of private capital syndication and positioning itself to become India's most powerful private capital ecosystem.

As an integral pillar of USP House, Unican inherits its operational strength, corporate governance standards, and strategic vision: ensuring long-term sustainability, trust, and leadership in the evolving startup, private equity, and alternative investment landscape.

## Through its integrated ecosystem, Unican empowers members with:

- Access to exclusive investor clubs tailored to sectors, risk profile and deal size.
- Syndicated private equity, venture capital, and growth-stage deals curated by experts.
- AI-driven due diligence, portfolio intelligence, and risk evaluation frameworks.
- Equity banking solutions including fund reporting, valuation insights, and exit strategies.
- Comprehensive investment advisory supported by USP House's global research network.





**“A USP House Ecosystem-  
Where Power, Wealth, and  
Vision Converge.”**

*Unican Ventures is more than an investment network — it is a strategic ecosystem built within USP House, empowering the world’s smartest investors to collaborate, co-create, and lead the future of private capital.*

# The Unican Ecosystem Drives Wealth

Under the strategic governance of USP House, Unican Ventures is building India's most powerful private capital ecosystem—where, investors, innovators, and institutions collaborate to create sustainable wealth and led the future of syndication.



**Capital**

**₹100 Cr  
Capital  
Raised**



**Intelligence**

**4  
White Paper**

**25 +  
Partners**



**Opportunity**

**15 +  
Deals Closed**



# Our Global Core Functions



## Fund Advisory & Establishment

End-to-End guidance on structuring launching AIFs, PE/VC funds, family office funds, and cross-border vehicles — with full compliance, tax efficiency and governance framework.



## Capital Formation & Investor Relations

Designing and executing global fundraising strategies, creating investor presentations and memorandums, managing elite investor networks, and building long term LP relationship.



## Due Diligence & Deal Evaluation

Comprehensive business, financial, legal due diligence powered by proprietary risk model, sector benchmarking, and valuation methodologies for smarter investment decisions.



## Portfolio Intelligence & Asset Management

Advanced performance dashboards, KPI tracking, valuation updates, and asset management report — enabling investors to monitor, measure, and maximize their capital decisions.



## Research & Insights Leadership

Investment market, equity research, industry report and benchmarking to identify emerging opportunities and guide global investment strategy.



## Boardroom & Governance Advisory

Board presentations, KPI dashboards, investment committee support, KPI governance dashboards, and strategic capital advisory for family offices, funds, and corporates



## Private Equity & Venture Capital

Sourcing, syndicating deals and managing PE/VC portfolios, global investment access, performance benchmarking, and structure exist & liquidity planning.



## Tech-Driven Investment Ecosystem

AI-driven deal advisory, portfolio dashboards, digital data rooms, automated reporting, and secondary market access.





# The Unican Private Capital Circle

The Unican Private Capital Circle is the proprietary, invitation-only capital and investor ecosystem of Unican Ventures, governed by USP House.

It brings together a select group of HNI, UHNI, Venture Capital, and Family Offices into a structured and governed private market network designed for:

- Co-investment and capital syndication
- Venture Capital and private equity investing
- Strategic collaboration and enterprise building
- Long-term wealth creation and capital preservation
- Institutional governance of private capital.

It is a private capital institution for the purpose to build an operative system for strategic and financial core of Unican Ecosystem.



## The Principal Capital House (HNI and UHNI)

- Anchor investments in curated Unican-led deals and AIFs.
- Participation in co-investment and syndicate deals.
- Assist in identifying and allocating strategic growth funds.

## The Venture & Growth House (VC and PE)

- Sourcing deals and lead venture & growth investments
- LPs and Fund-of-Fund management and governance.
- Provide strategic advisory and reporting support to portfolio companies
- Assisting in conducting the programs and fund roadshows.

## The Legacy Capital House (Family Offices)

- Guide governance framework and risk management
- Assisting in due diligence, deal sourcing, and screening the deals.
- Assisting in exit and liquidity strategy.
- Support in portfolio monitoring and reporting structure.



# Our Strategic & Governance Structure

**Wealth Creation**

Through disciplined private market circle investing and a peer hedge fund.

**Capital Efficiency**

Through disciplined private market circle investing and fund management.

**Risk Management**

Through structured deals, a highly monitored & reporting system, and governance.

Through the layered circular sophisticated capital and concentration of serial wealth.

**Institutional Power**

Through a family office, serious & generational wealth owners.

**Long-Term Legacy**



# Unican Ecosystem Plus

## Unified Access to Exclusive Opportunities

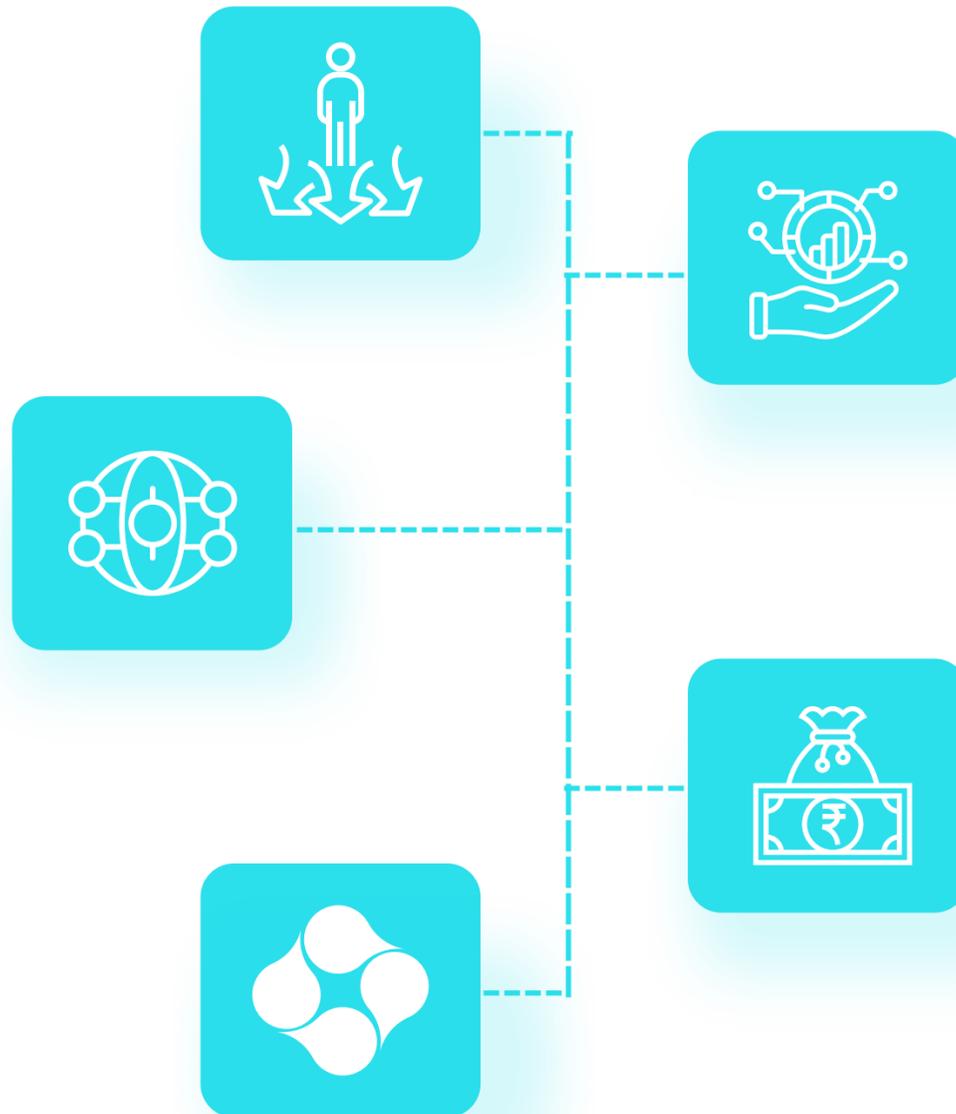
Priority and Exclusive Access helps investors maximize returns by investing in high-growth, vetted deals before they go mainstream.

## Syndicated Capital = Shared Risk + Higher Returns

Smart facilitation of capital syndication- pooling funds from multiple members to invest collectively.

## Multi- Asset Diversification Strategy

When giving instructions or writing emails, don't leave out any important details or assume that they understand what you mean or want them to do.



## Portfolio Intelligence & Risk Mitigation

Intelligent portfolio analytical system tracks every investment closely, ensure smarter capital allocation, protecting wealth while creating sustainable growth.

## Smart Exits & Secondary Liquidity

You want someone who has experience with your industry, but also someone who is trustworthy and reliable—and who will understand why it's important for them not to talk about confidential information with anyone

# Deal Evaluation Process

At Unican Ventures, every investment opportunity is evaluated through a structured, disciplined and governance-led process to protect capital, ensure transparency, and align investor interests over the long term.

The Objective of the evaluation process is not to maximise deal flow, but to identify high-conviction opportunities with controlled risk, strong governance, and clear exit visibility.





# Unican Investment Ecosystem

## Pre-Seed to Seed Stage

- Angel Investor
- First-Risk Capital
- Small Ticket Entry
- High Risk - High Return
- Early access to the opportunity
- Curate Unican Vetted Deals

## Maturity Stage

- Strategic Investor, PE Firms, and Family Offices
- Pre-IPO deals, Secondary Liquidity, and Long-term Capital
- Lower capital risk and defined exit
- Shaping towards industry leadership.



## Early Stage

- Angel Syndicates
- Venture Capital Participation
- Moderate Ticket Entry
- Revenue generational and product market-fit
- Structured deals and opportunities.
- Valuation discipline and governance readiness.

## Growth Stage

- Growth stage VCs, Family Offices, and Institutional Co-Investors
- Scale Capital
- Board governance and Operational Excellence
- Larger Ticket Entry, and Sustainable Unit Economics
- Structured cap-table and governance framework.

# The Unican Capital Foundation- Global



Unican Venture governed three major houses under The Unican Capital Foundation, which serves as the structured and governing framework.

## Purpose of the Foundation:

- Define Capital standards and discipline
- Ensure governance, ethics, and compliance
- Maintain long-term institutional continuity
- Protect the integrity of the Unican Ecosystem.



## The Principal Capital House

- HNI & UHNI
- Cheque Size: INR 25 lacs +
- Lock-In Period: 4 Years
- Sector Focus Deals
- AIF-Fund Management

45+

Angel Investors



## The Venture & Growth House

- Venture Capitalist/AIF
- Cheque Size: INR 2 Crs +
- Lock-In Period: 4 Years
- Sector Focus Deals
- LP Introduction
- Fund-of-Fund Strategy
- Portfolio Fund Strategy

275+

VC/AIFs



## The Legacy Capital House

- Single-Family offices and Multi-family offices.
- Cheque Size: INR 10 Crs+
- Lock-In Period: 4 Years
- Sector Focus Deals
- Funds Strategy-Managers
- Co-Invest Deals
- Pre-IPO Deals

15 +

Family Offices



# Unican Fund Ecosystem

We are a gateway to over 275 VC funds worldwide.



Gruhas



REALTIMX  
ANGEL FUND



fluid  
ventures





# Our Team



**Aayush Bajaj**  
(Co-founder and CIO)

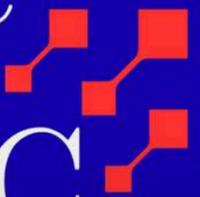


**Sudiksha Arora**  
(Investment Analyst)



# THANK YOU FOR YOUR ATTENTION

ANY QUESTIONS?

House  
of D2C 

USP 

[www.usphouse.com](http://www.usphouse.com)



+91-8376059410



[aayushbajaj@usphouse.com](mailto:aayushbajaj@usphouse.com)



1094, LGF, Oahfeo Co-works,  
Sector 46, Gurugram, Haryana,  
India

