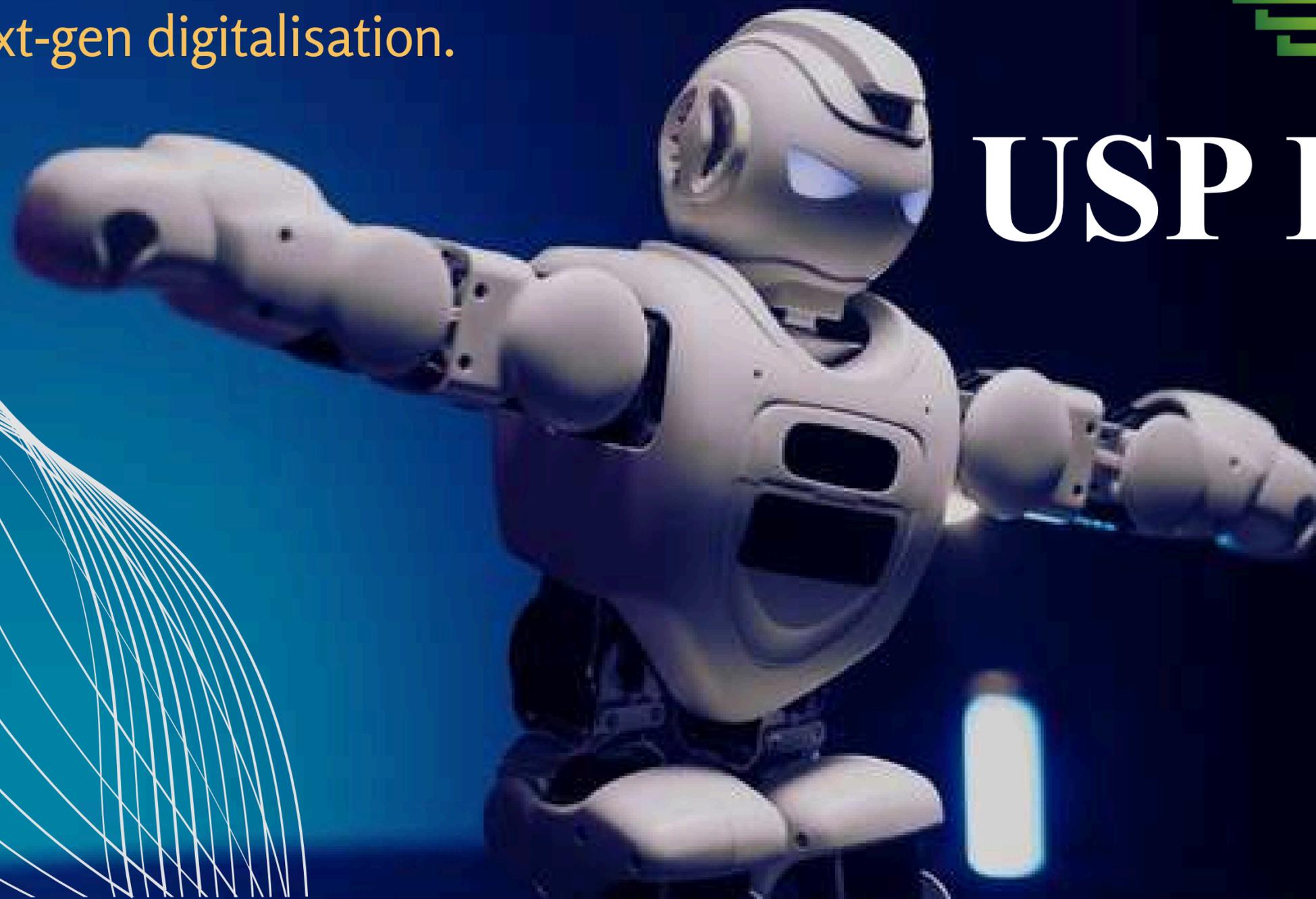


Empowering enterprises through
intelligence, innovation, and
next-gen digitalisation.



USP House

Global-2026



Shaping Legacies. Leading the Future.

Unlocking the Growth with USP House.

At USP House, we redefine business growth through strategy, innovation, and intelligence.

Our global consulting expertise empowers startups and enterprises to scale with precision, performance, and purpose. By integrating strategic advisory, technology, and capital, we help transform ideas into enduring institutions. With USP House, growth isn't a chance, but it's a carefully crafted outcome.



Global House of Strategy and Enterprise Transformation

USP House is a global advisory and investment institution with a mission to advance strategic excellence, economic competitiveness, and enterprise strengthening across international markets.

With more than **75 years of collective leadership excellence**, USP House brings multidisciplinary expertise spanning Strategy & Transformation, Technology and Innovation, Market Acceleration, Corporate Finance, and Transaction Advisory. This breadth enables the organisation to serve as a trusted interlocutor between enterprises, investors, and policy institutions.

Founded in 2019



**India,
The United Kingdom,
Western Europe,
The Middle East and
Australia,**

contributing to international trade corridors, investment ecosystems, innovation frameworks, and enterprise development agendas.

Foundational doctrine-SETU

- Strategic Advisory
- Entrepreneurial Mindset
- Trusted Partners
- Enified Execution

The organisation's operating philosophy frames its commitment to principled conduct, analytical integrity and mission-led service delivery.

4-Integrated Dimensions

USP House operates through four core institutional pillars:

- Advisory
- Analysis & Research
- Design & Develop
- Perform & Report



100+
Professionals



6
Global Offices



650+
Projects

“The USP House Ecosystem: Where Strategy, Capital, and Execution Converge”

We operate as an ecosystem, not a firm - aligning strategy, innovation and capital to create enduring enterprise value.



**Private Capital
Ecosystem**

- *1500+ Members*
- *4 Communities*

- *5 Global Offices*
- *50+ Impact*



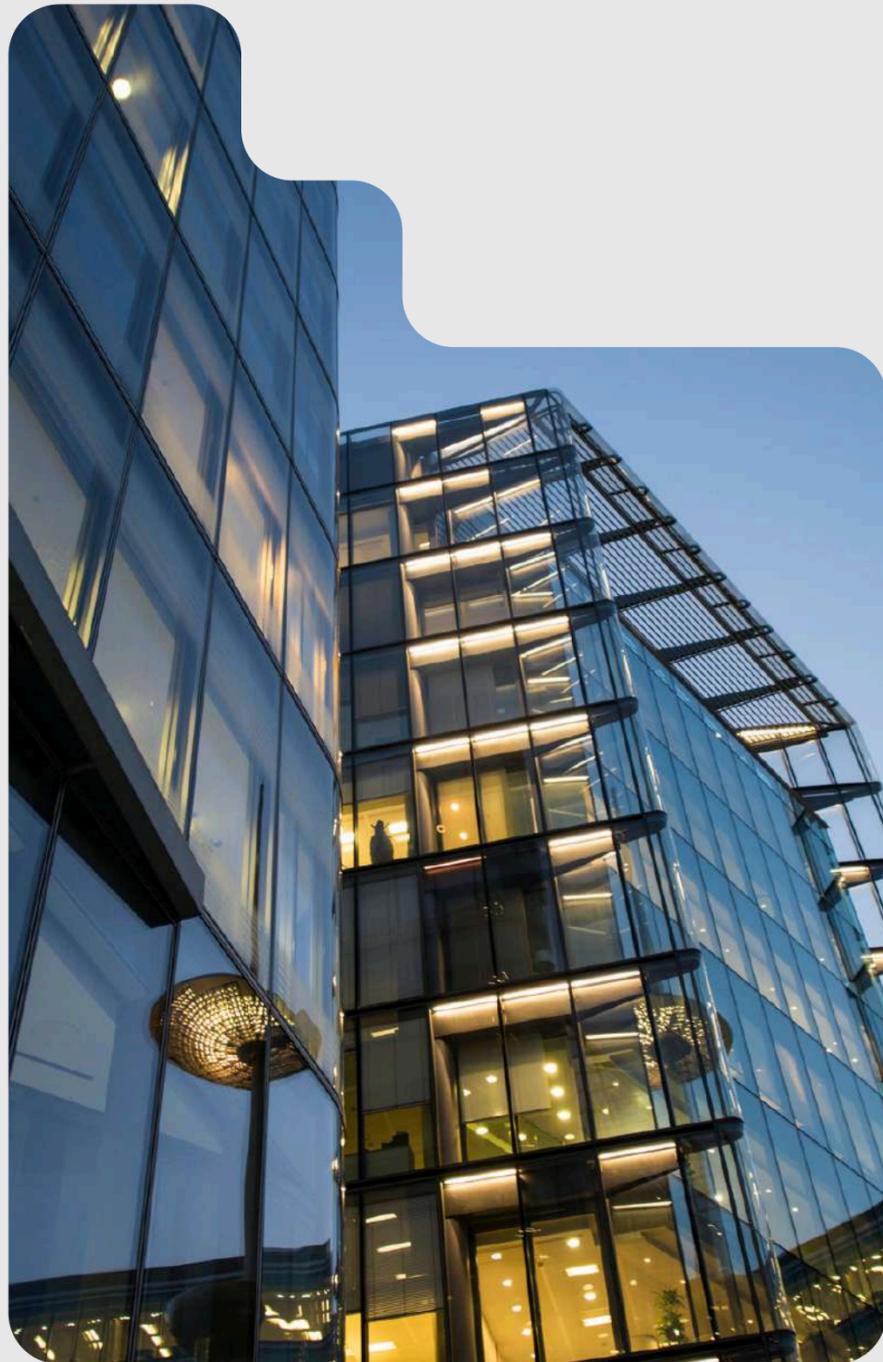
**D2C Community
Ecosystem**



**India's first Franchise
Community Platform**



The Pitch Creator



USP House focused to bridge strategy, innovation, and execution to strengthen institutions, enabling enterprise transformation, and shaping sustainable growth across global market.



Mission

To strengthen organisations through strategic clarity, innovation-led transformation, and disciplined execution to enable sustainable growth across the global market.



Vision

To be a globally trusted advisory and investment institution shaping future-ready enterprises, economic advancement, and enduring partnerships.

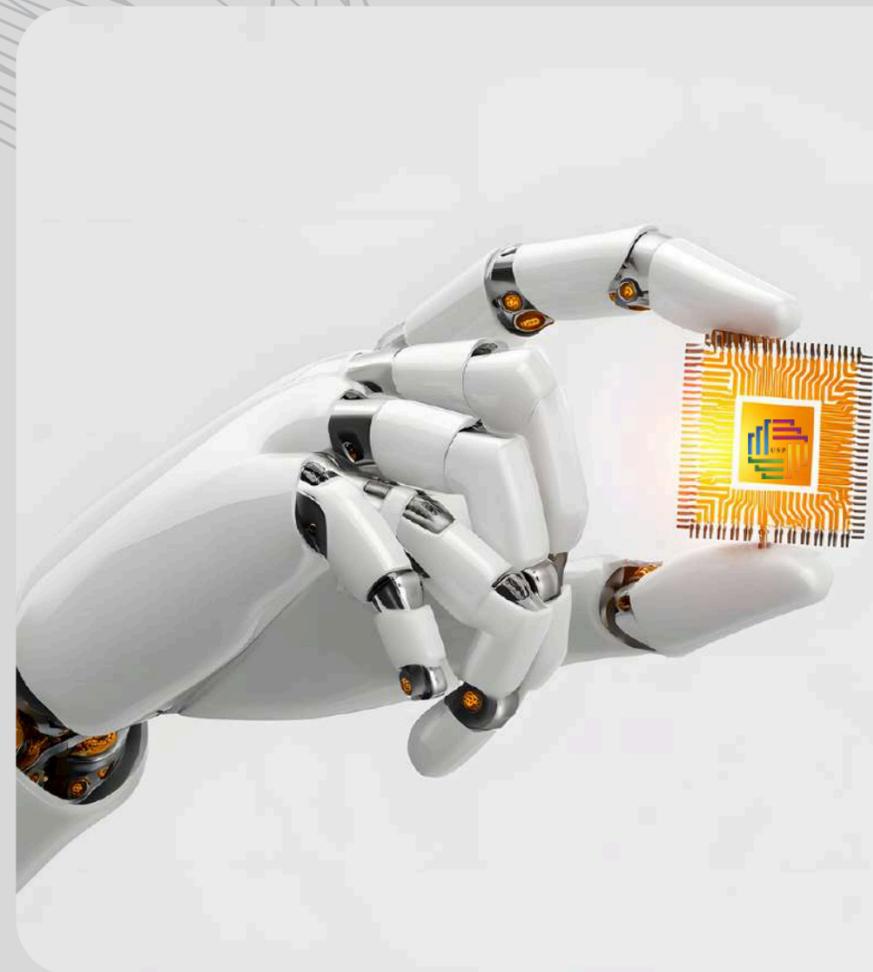


Goal

To build resilient organisations, expand global impact, accelerate value creation, and contribute to international economic and innovation corridors.

“A Transformational Framework for Converting Strategic Challenges into Sustainable Opportunities”

SETU is institutional framework of USP House, designed to transform strategic challenges into sustainable opportunities. It enables organisations to navigate complexity, strengthen governance, and achieve resilient, long-term growth across an evolving global market.



Strategic Advisory

Provides direction through evidence-based analysis, long-term visioning, and policy-aligned decision frameworks. This pillar ensures clarity of purpose and alignment with macroeconomic, sectoral, and organisational realities.



Entrepreneurial Mindset

Introduces adaptability, innovation, and opportunity orientation. It enables organisations to respond proactively to disruption, unlock new-value pools, and pursue growth with calculated risk discipline.



Trusted Partners

Establishing credibility, stakeholder alignment, and governance integrity. This pillar ensures collaboration across leadership, institutions, investors, and ecosystems, fostering confidence and continuity in execution.



Unified Execution

Translating strategy into measurable outcomes through coordinated action, performance monitoring, and accountability mechanisms. This ensures that intent is operationalised with precision and consistency.

4 Dimensions of USP House



Advisory

Guiding businesses with strategic foresight and actionable direction to accelerate growth, scale operations, and build long-term value.



Analysis & Research

Delivering deep market intelligence, financial insights, and competitive benchmarking to empower data-driven decision-making.



Design & Develop

Transforming business models, digital frameworks, and customer experience through innovation, creativity, and technology.

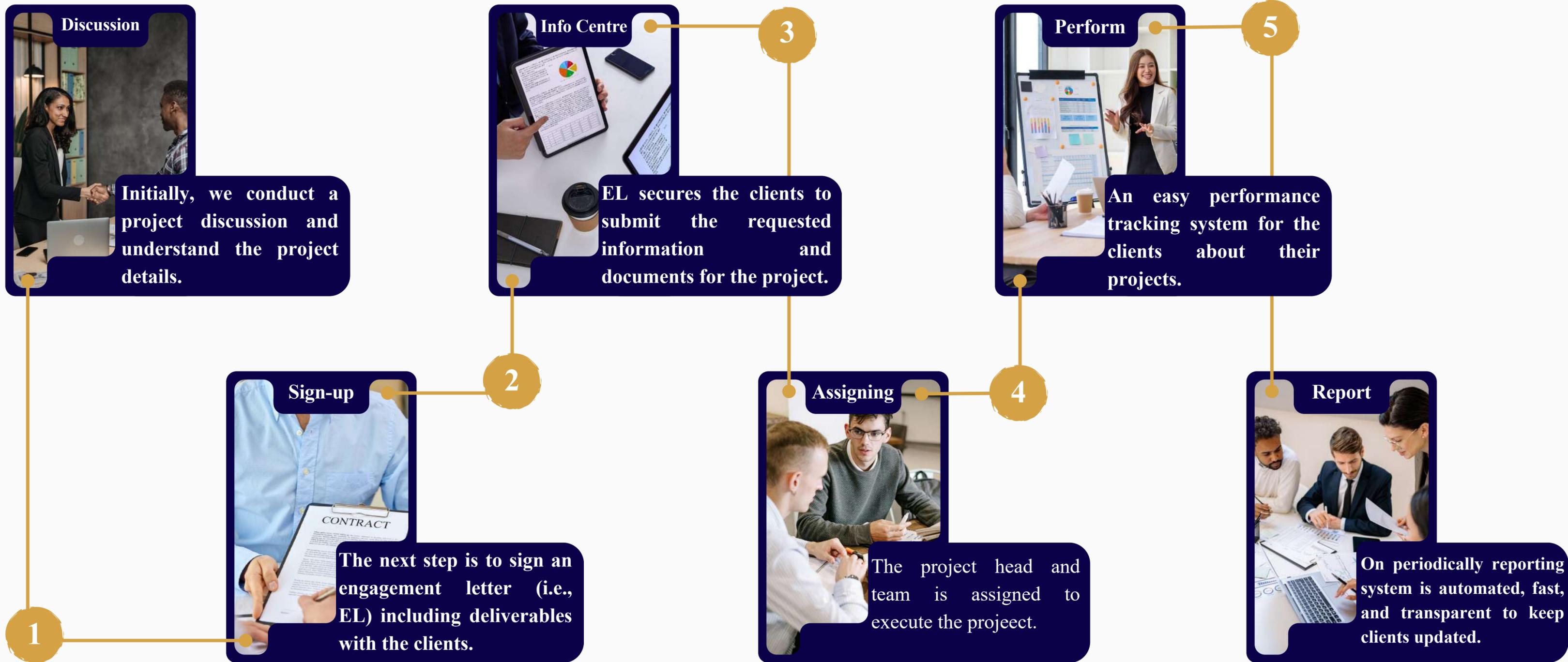


Perform & Report

Measuring performance, optimising outcomes, and ensuring accountability through continuous monitoring and reporting excellence.



“Where Insight Becomes Impact”:



“Five Steps. One Outcome: Impact.”

“Integrated Engine for Venture & Enterprise Growth”



USP House Capabilities Framework

USP House operates through an integrated capabilities framework designed to strengthen innovation, accelerate growth, and enhance enterprise performance. Our approach unifies strategy, technology, finance, and governance into a cohesive system that empowers organisations at all stages, from emerging ventures to scaling businesses to established enterprises.



Innovation Hub

- strategic foresight,
- technological advancement, and
- disruptive solution development.
- design future-ready business models,
- adopt cutting-edge technologies, and
- accelerate digital and product innovation.



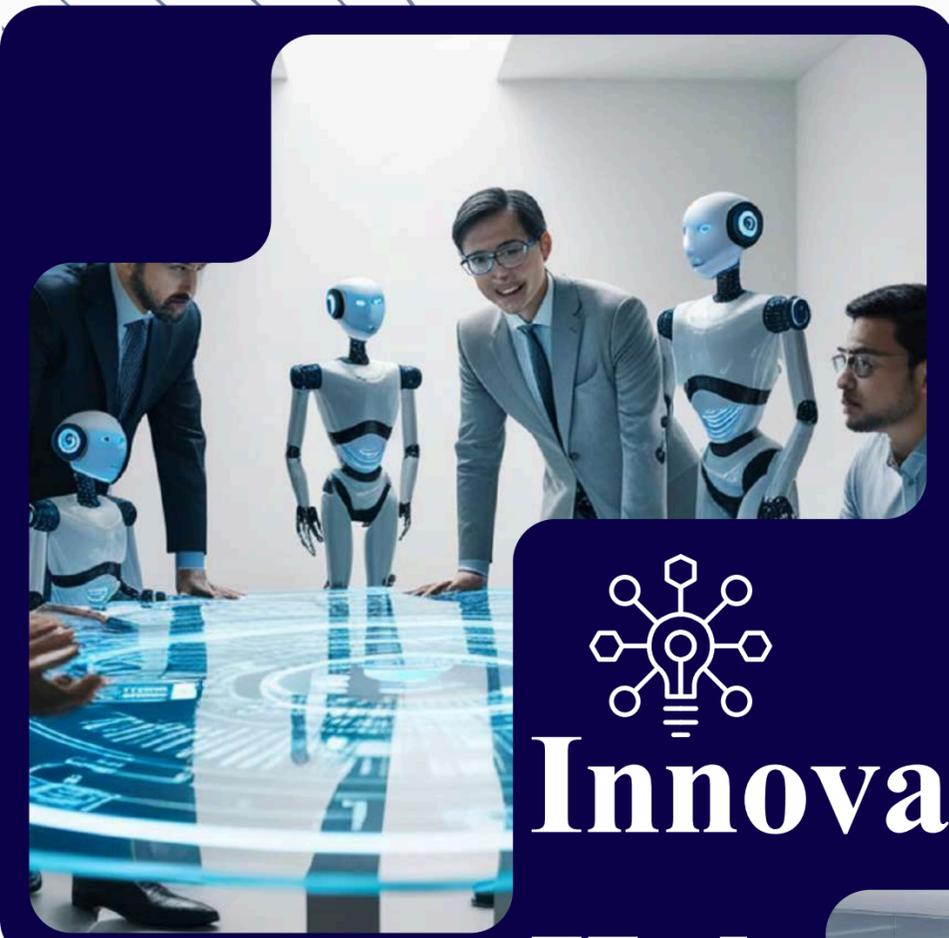
Growth Nexus

- strategic engine for revenue acceleration,
- market expansion, and
- cross-border scale.
- sales strategy,
- market intelligence,
- customer insights,
- brand positioning, and
- ecosystem partnerships,



Enterprise Edge

- building resilient,
- efficient, and investment-ready organisation.
- strategy development,
- operational excellence,
- performance governance,
- corporate finance, and
- transaction advisory.



Innovation Hub



Ideation

We support founders and leadership teams in shaping ideas into leading and scalable ventures.

- Opportunities identification grounded in the market gaps and demand signals.
- Business concept validation through a research paper and feasibility assessment.
- Value proposition and differentiation design.
- Early-stage business model structuring and roadmap creation.



Go-to-Market (GTM) Strategy

We design structured market entry and acceleration strategies to ensure efficient scale.

- Target customer and market segmentation analysis.
- Pricing, positioning, and distribution strategy design.
- Sales and channel strategy development.
- GTM execution roadmap with performance milestones.



Strategy

We provide strategic clarity to navigate growth, competition, and transformation.

- Long-term vision, growth strategy, and expansion planning.
- Competitive landscape and strategic positioning analysis.
- Operating model and resource alignment.
- Strategic decision frameworks for leadership teams.

Startups





Innovation Hub



Fundraising

We prepare ventures for investor-ready and credibility-building.

- Capital strategy and fundraising readiness assessment.
- Investor positioning, storytelling, and pitch deck development.
- Financial modelling and valuation support.
- Investor outreach strategy and transaction coordination.

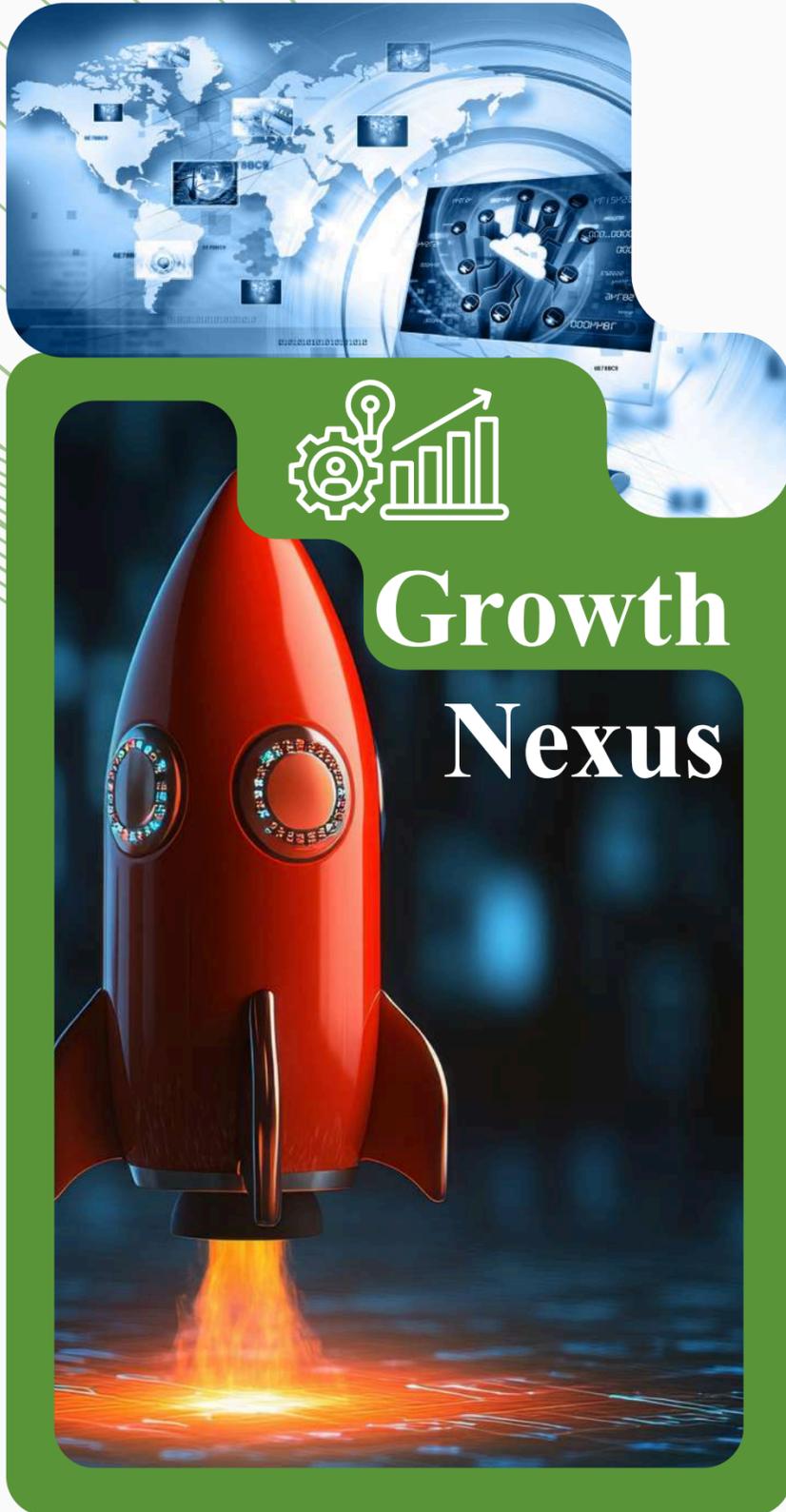


Governance

We establish strong governance frameworks to enable sustainable and responsible growth.

- Organisation and board structure advisory.
- Policy, compliance, and risk management framework.
- Performance monitoring and reporting systems.
- Founder, Investors, and stakeholders alignment mechanism
- Assisting in conducting and managing the board structure & meeting.

Startups



Growth Advisory

We guide organisations in accelerating sustainable growth through strategic clarity and execution discipline.

- Growth diagnostics and opportunity assessment.
- Revenue, market, and customer growth strategy.
- Business model optimisation and scalability planning.
- Leadership decision-support and execution alignment.
- Performance tracking and growth governance framework.



International Market Advisory

We support enterprises in entering and scaling across global markets with strength and opportunities.

- Market identification, feasibility and entry strategy.
- Regulatory, compliance, and risk-assessment advisory.
- Cross-border partner and ecosystem identification.
- Go-to-market strategy and expansion planning & structuring.
- International operational set-up and governance alignment.



Digitalisation

We enable organisations to leverage technology as a driver of efficiency, scale, and competitiveness.

- Digital maturity assessment and roadmap development.
- Process automation and ERP/SaaS Integration strategy.
- Technology-enabled business model design.
- Data, analytics, and performance tools/mechanisms enablement.
- Digital product design, development, and product scalability planning.

Startups



SMEs





Growth Nexus



Corporate Finance

We advise leadership teams on financial strategy, capital structuring, and transaction advisory.

- Financial Planning, analysis dashboard, and capital strategy.
- Business Valuation and financial modelling support.
- Capital structuring and debt advisory
- Investor readiness and financial governance.
- Transaction advisory and financial decision advisory.



Private Equity Advisory

We are trusted advisors across the private capital ecosystem, aligning growth with visionary investors.

- PE readiness and investment positioning.
- Fundraise strategy and investor engagement support
- Commercial and financial diligence coordination.
- Deal structuring and negotiation advisory.
- Post-investment MIS and investor relationship support.

Startups

SMEs



Planning & Strategy

We enable organisations to build clarity, direction, and long-term competitiveness through structured strategic planning.

- Vision, mission, and organisational goal alignment.
- Long-term and mid-term strategic roadmap development.
- Competitive landscape and market positioning strategy.
- Organisational structure, operating model and resource planning.
- KPI frameworks and performance governance system.
- Strategy-to-execution alignment with leadership team.



International Market Advisory

We strengthen business performance, scale, and operational efficiency to drive sustainable enterprise-wide growth.

- Enterprise growth diagnostics and opportunity mapping
- Sales, revenue and distribution optimisation strategies.
- Product, pricing, and portfolio strategy framework.
- Customer experience, customer retention, and loyalty framework.
- Cross-functional alignment for operational excellence.
- Expansion and diversification strategies (regional & global)
- Leadership advisory for scaling decision-making governance.



Digital Transformation

We help enterprises adopt technology to enhance efficiency, agility, and future-readiness.

- Digital maturity assessment and transformational roadmap.
- Process automation and workflow/reporting structuring.
- Technology architecture planning and system integration.
- Enterprise tech enablement and adoption for organisational efficiency.
- Data intelligence, insight dashboard and analytics enablement.
- Workforce digital enablement and skills alignment.
- Digital governance, compliance, and regulatory framework.

SMEs



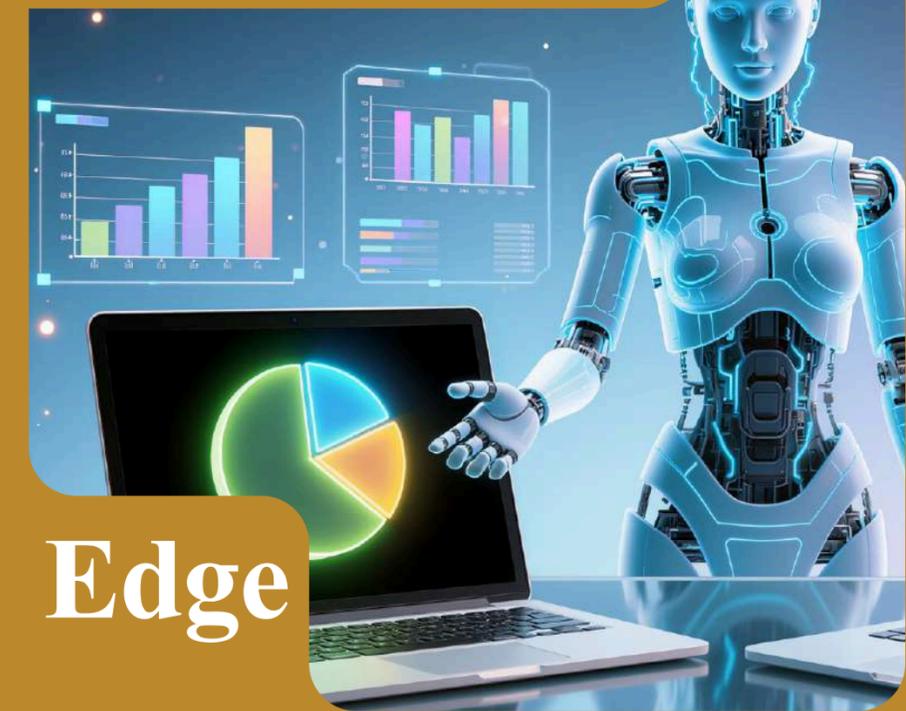
Enterprise

Edge





Enterprise



Edge



Finance Governance

We build financially resilient organisations through strong governance, planning, and value management.

- Financial planning & analysis (FP&A) support
- Cost control, budgeting, and working capital optimisation
- Forecasting, sensitivity analysis, and cash-flow management.
- Financial policies, internal controls, & compliance frameworks.
- MIS development and board-level reporting system.
- Capital structuring and financial risk management.
- Investor readiness and governance alignment.



Transaction Advisory

We support enterprises through complex transactions, ensuring value creation and deal execution.

- M&A strategy (buy-side & sell-side advisory)
- Commercial, financial and operational due diligence.
- Target identification, evaluation, and strategic fit analysis.
- Business valuation and deal structuring.
- Investor and buyer outreach management
- Negotiation advisory and term-sheet support.
- Transaction execution coordinate with legal & financial counsel.

SMEs



Case Studies



Dry Cleaning & Laundry Industry

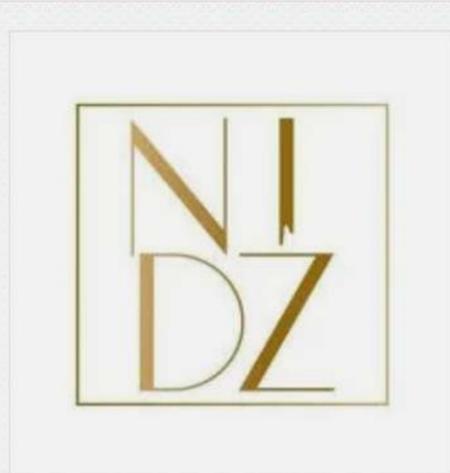
Planning & Strategy

Impact: Successfully launch the factory + Stores in Delhi & NCR. The company picked up well in the residential market and acquired 1000+ customers.

Challenge: The founder seeks help in identifying the market entry challenges, business model development and digitalisation of the operational structure. Faced issues in hiring a team for the operational position. Faced challenge in developing the franchise model.

Solution:

- Built the business model and financial budgeting of the business.
- Setting up the business and hiring the operational team.
- Design and develop the technology platform and D2C App with 3rd party.
- Built the franchise model- COFO and FOFO.



FMCG- Lifestyle Chocolate

Strategic Advisory

Impact: Created an effective & efficient production line in 6%-7% cost optimisation and 45% avg MoM growth due to working capital.

Challenge: The organisation faced an issue in increasing production capacity and optimising production-line utilisation. The production cycle isn't the right operational structure. The sales were underperforming. The company faced a working capital issue in processing the orders in time.

Solution:

- Design the production batches and line structures.
- Assist in increasing the GT stores in South India.
- South India's demand for help is increasing the production volume and capacity to optimise.
- Assist in the debt report and raise working capital.



Gems & Jewellery

Digitalisation

Impact: Successfully launch the factory + Stores in Delhi & NCR. The company picked up well in the residential market and acquired 1000+ customers.

Challenge: The founder seeks help in identifying the market entry challenges, business model development and digitalisation of the operational structure. Faced issues in hiring a team for the operational position. Faced challenge in developing the franchise model.

Solution:

- Design the business model and financial budgeting of the business.
- Assisting in setting up the business and hiring the operational team.
- Assist in designing and developing the technology platform and D2C App.
- Built the franchise model- COFO and FOFO.

Case Studies



FMCG- Protein & Energy Bar

D2C Advisory

Impact: We have successfully delivered the impact in Avg. 30% MoM sales growth, marketing strategy, and 3x valuation.

Challenge: The founders were facing challenges in fundraising, investor reporting, financial structuring, the company's SOP and sales strategy.

Solution:

- Built the sales and KPI structure in the organisation.
- Drafted and implemented the company policy to make a responsible team.
- Build the influencer community to increase the user acquisition from 600K to 1.5 million.
- Build the fundraising of \$ 500k



WattEdge- IoT- Energy Saver

Financial Modelling & Valuation

Impact: We deliver the Business Plan, Financial modelling and business valuation in the effective 20 days.

Challenge: The venture at the ideation stage seeks assistance in business model, pitch deck and fundraising mentoring.

Solution:

- Mentor in business model & valuation.
- design and develop the business deck and pitch deck.
- Building investor-ready financial model and valuation.
- Introduced to the angel investor network.



Sustainable & Circular Fashion Marketplace

Financial Planning and Advisory

Impact: Continuously assisting the founder to operate the venture successfully as financially healthy and financially advisory.

Challenge: The newly ideated business in the sustainable fashion marketplace needs to design and build a business plan, financial budget, and funds requirement of the business.

Solution:

- Conducted market research on the sustainable fashion market in India and globally.
- Identifying the market gaps and brand positioning of the company.
- Building the business plan, operational model, and financial planning & funds
- Assisting with fundraising of \$ 500K from the SWISS family office.

Case Studies

KNACK
Beverages

Food & Beverages: Probiotic
& Hydration Drink

Fundraising



Impact: Successful fundraise in 5 month of \$ 500K.

Challenge: The D2C founder seeks help in seed-round fundraising, and compliance management.

Solution:

- Opportunity introduce to Unican Venture- Angel Investor Network.
- Assisting in structuring the cap-table.
- Raised capital from angel investors of \$ 500K
- Celebrity- Brand equity fundraise from Karan Wahi (Indian-TV Actor)

MY MONEY

Fin-Tech (Wallet)

The Pitch Creator



Impact: We have successfully delivered the startup story and investor deck within the timeline of 20 days.

Challenge: The founder seeks help in designing and developing the startup story and investor deck to raise the £1.50 millio in the UK

Solution:

- Design the startup story to attract the fintech investors.
- Conduct the product research, problem, and market gaps identification.
- Understand the competitor advantage and Go-to-market to position the product/ services.
- Design and develop the pitch deck/ investor deck to raise funds.

AEROBOTT

Gems & Jewellery

The Pitch Creator



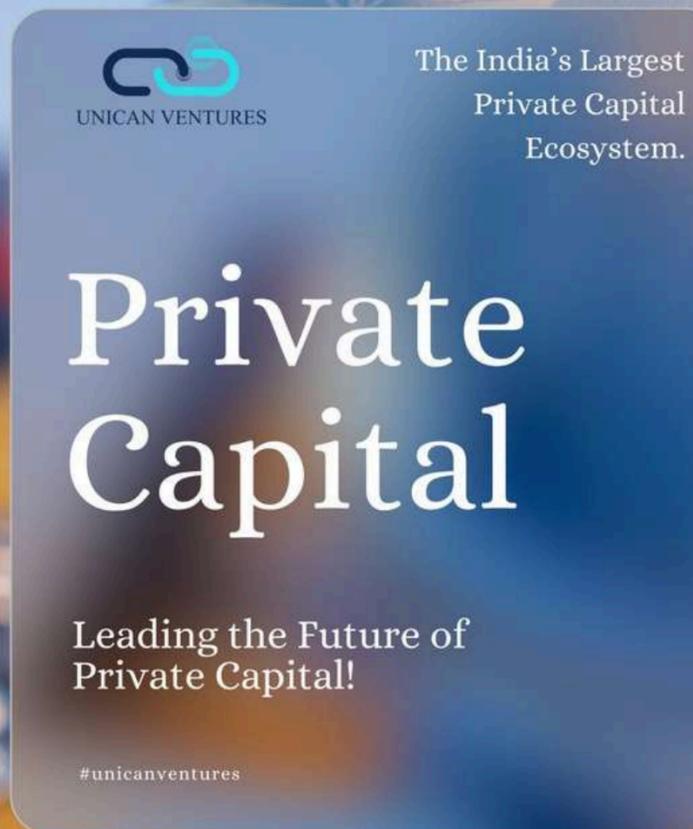
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Challenge: The founder seeks help in designing and developing the startup story and investor deck to raise the \$500K in the Indian defence industry.

Solution:

- Design the startup story to attract the fintech investors.
- Conduct the product research, problem, and market gaps identification.
- Understand the competitor advantage and Go-to-market to position the product/ services.
- Design and develop the pitch deck/ investor deck to raise funds.

What Defines Unican Venture?



01 Capital Governance & Investment Discipline
We bring institutional-grade governance and disciplined evaluation to every stage of private capital investing.

02 Multi-Stage Capital Access
We unite angels, VCs, and family offices into a single, seamless investment ecosystem across the entire capital lifecycle.

03 Ecosystem Intelligence & Strategic Deal Curation
We curate high-quality, thesis-aligned opportunities backed by rigorous research, market insight, and sector intelligence.

The Private Capital Ecosystem



Our Strength of Private Capital Engine

Join Unican's private capital ecosystem and access curated opportunities backed by institutional discipline. Invest with a community that strengthens value, protects capital, and shapes tomorrow's leaders.

45+

Angel Investors

- HNI Investors
- UHNI- Anchors

3

AIF Cat-II

- Equanimity VC
- Black Hill
- Peacefull Progress Fund

290+

VC / Family Offices

- 275 + Global VCs
- 15+ Family Offices

Our Patron Members



INDIA



UK



AUSTRALIA



UAE



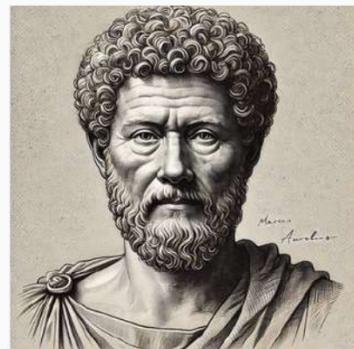
**British High Commission,
New Delhi, India**

(Department of Business & Trade- Strategic Adviosry
& Capital Partner)



**Australia High Commission,
New Delhi, India**

(Department of Investment & Trade- Strategic
Adviosry & Capital Partner)



FIRST CLARITY
INVESTMENT MANAGEMENT

**First Clarity
Investment
Management- PE
Fund
Sydney, Australia**



**Macwise Advisors
Dubai, UAE**



Founder's Vision & Leadership

“To build a globally trusted consulting and investment institution that strengthens enterprises, empowers founders, and creates economic bridges between nations.”

Shivam Tandon founded USP House with an audacious commitment to redefine the standards of management consulting and investment advisory by integrating strategic intelligence, innovation-led execution, and global partnerships. His vision is to establish USP House as a globally respected institution that transforms industries, accelerates enterprises, and shapes sustainable economic futures.

At the core of his leadership philosophy is **SETU**, the organisation's transformational framework: **Strategic Approach, Entrepreneurial Mindset, Trusted Partnership, and Unified Execution**, which is designed to convert challenges into high-impact opportunities.

Shivam Tandon has been an impactful leader in the startup, SME and global advisory landscape, working extensively across India, the United Kingdom, the Middle East, and Australia. His multidisciplinary background reflects a deep commitment to transforming enterprises through strategic clarity, financial intelligence, and innovation-led execution.

He brings specialised expertise in:

- Strategic Advisory & Business Transformation
- Corporate Finance, Private Equity, and Investment Structuring
- Cross-border Expansion across India-UK-UAE-Australia Corridors.
- Digital Transformation & Technology-driven business structuring
- Consumer brands, FMCG, Retail, FinTech and Emerging Tech Sectors



Shivam Tandon

(Founder & Managing Partner)



Executive Leadership



Aayush Bajaj
(Chief Investment Officer)



Manoj Tandon
(Senior Business Advisor)



Peter Kalpakov
(Investment Head- UK Partner)



Varun Kapuria
(Investment Head- Australia Partner)



Adv. Prasun Kumar
(Corporate Legal Advisor)



Rajiv Maheshwari
(Senior Strategy Advisor)

Key Management People



Mayank Tiwari
(Business Development- India)



Prem Bhatia
(Strategy Advisor- India & Middle East)



CS Rishabh Jain
(Legal & Compliance Advisor)



Parmendar Singh
(Digital Marketer)



Sudiksha Arora
(Investment Analyst)



Rishabh Suresh
(Brand & Strategy Advisor)

Empowering Leaders. Accelerating Enterprises. Transforming Futures.



Fin-Tech



Jewellery & Gems



Interior Designing



IoT- Energy



Sustainable-Marketplace



D2C- Ethnic Fashion



Perfume



F&B- Probiotic Drinks



Beverages-Vending Machine



FMCG- Protein Bar



AI Saas



Health-Tech



Fashion-Wear



Health- IoT



Food QSR



Food Retail Chain



EV- Automotive



Fashion-Wear



FMCG- Dairy Product



AIF-Cat11 PE Real Estate



Perfume

FIND OUT MORE >

Empowering Leaders. Accelerating Enterprises. Transforming Futures.



DANDERA
EV-
Commercial
Vehicle



AEROBOTT
Drone-Tech



Qlikchain
Uplift - Empower - Sustain
Agri-tech



NIDZ
FMCG-
Chocolate



**Digital
Publishing**



HUBHAWKS
Books
Publication



ASQUIRE
Wealth Management
Asset
Management
Company



revix
Crypto-App



sysotel
Amplifying Possibilities...
Hotel-Saas



SAMA
Health Care
HealthCare



UnMess
Cloud-
Kitchen



SMARTMENT
Gate
Managment



Uznaka
Simplifying Automation
EV-Battery



TELEMAX
IT/ITES



**WEBORITY
TECHNOLOGIES**
IT



SAEL
Energy



VENTHRAPY
Health-Tech



**Elite
Specia**
FMCG-
Fruits



**COMEDY
MUNCH**
Entertainment



MARG
IT/ITES



SUNTIST
AN ASSOCIATE COMPANY OF SUNTECH LABS
AI-
Hardware



650+
Projects Delivered



Capturing Progress. Celebrating Milestones.



USP House: United Street's of Professional House



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