



Automate workflows for International Trade using AI

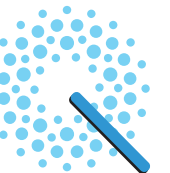


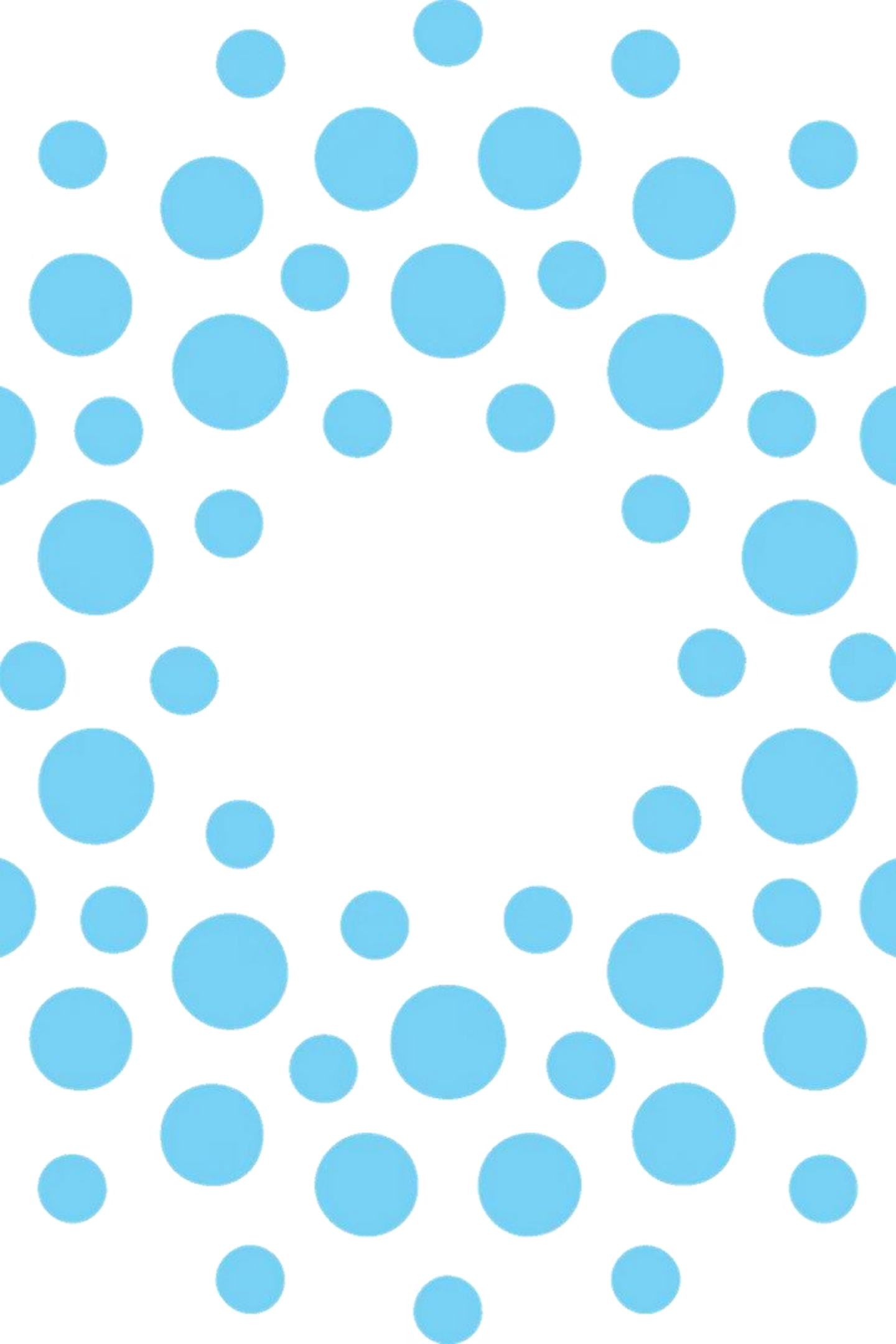
Microsoft for Startups
Founders Hub

powered by **aws**

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Company name: Liquidmind® Product Consulting Private Limited

Company website: <https://liquidmind.ai>

**Contact details: Bengaluru,
naveen@liquidmind.ai, 9845592468**

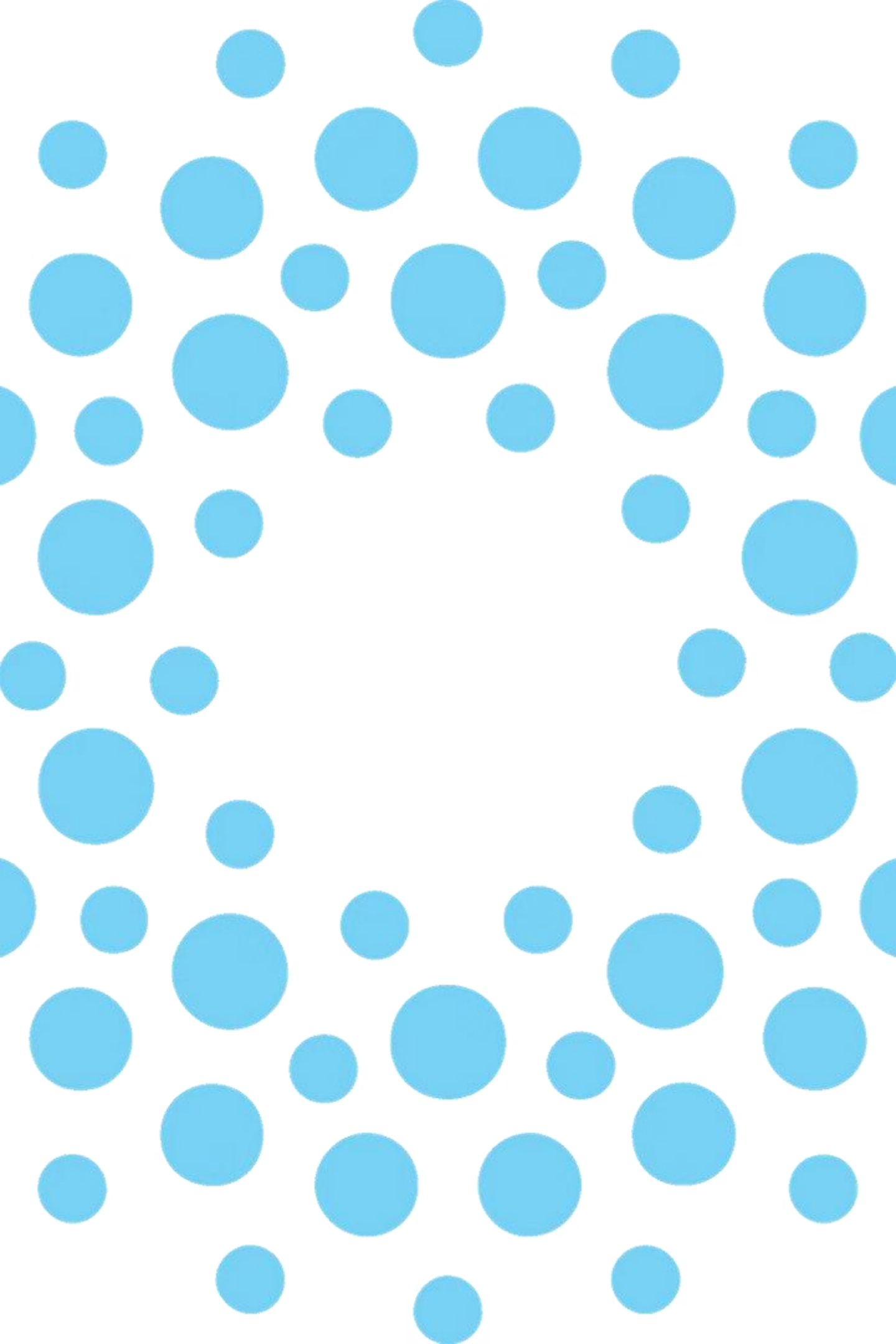
Date of incorporation: 23rd February 2017

**Date of conversion from OPC Pvt Ltd to Pvt Ltd:
12th September 2024**

**CIN: U74999KA2017PTC100813 | DPIIT startup India #:
DIPP14198 | Udyam Regn #: UDYAM-KR-03-0451201**

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#	Name (As per the RoC or Partnership Deed)	DIN Number (In case of RoC Company)	No of Shares
1	Srivani Dharwar Vijaya	08256130	23% (Professional)
2	Athresh Naveen	01571540	77% (Promoter)

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The problem

Manual Processes

Hours spent ~4 hours/shipment

High Error Rates

>3% compliance errors

Slow Response Times

>2-4 days for regulatory queries

Trade Workflow Challenges



Manual &
Slow
Processing

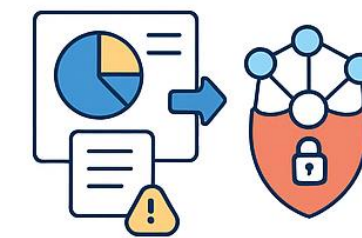


Compliance
Breakdowns



Operational
Bottlenecks

Why Current Fixes Fall Short



Siloed
Digital
Systems



No Global
Standards



Weak
Security
Controls

Why LiquidMind AI?



Shipment Documentation

1 - 1.5 hours → <10 mins
80% more efficiency



Compliance Error Rate

15% → under 2%
~85% more efficient



Regulatory Query Response

24–48 hours to real-time
Instantly



HS/CAS/MSDS Classification

2 - 3 hours → < 5 mins
80% more efficient



Incentive Filings

3–5 day → <1 day
80% more efficient



Audit/History Trails

Variable → Cloud based Trails
Instantly



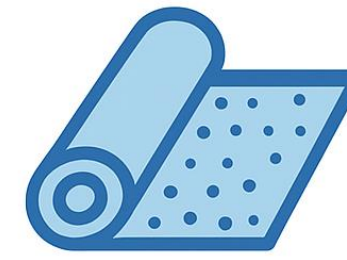
Pilot Deployment

~Month → ~2 Weeks
50% more efficient

Our Product Suite - novelty



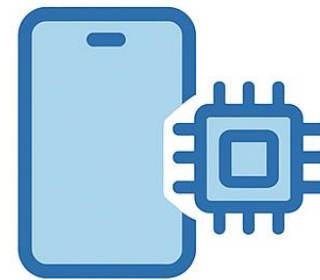
Compliance +
Doc Scan



Textiles



Chemicals



Electronics



Engineering
Goods



Pharmaceuticals

TradeGuard AI



Compliance Risk
Detection Engine

Ship faster; fewer errors;
Compliance co-pilot

Patram AI



Smart Regulatory
Search Engine

New exporter ->
changing regulatory
insights

HSN+ AI



Automated HSN
Classifier

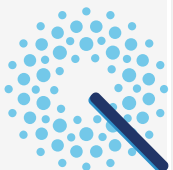
Avoid HS ambiguity;
prevent penalties/blocked
incentives

Novel / Innovative depth AI Agents vs. competition

Competitor analysis

Liquidmind USP: Real-time regulatory intelligence/compliance accuracy/AI depth capabilities

Attribute	Liquidmind.ai	Traydstream	TradeSun	Trezix	ImpexDocs
Focus Area	AI-powered EXIM compliance automation	Trade finance document processing	Sanctions & compliance AI platform	Logistics workflow automation	Comprehensive export document suite
Key Strengths	Real-time policy updates, deep India market expertise	Bank-proven technology, robust rules engine	Extensive global compliance coverage	High-volume processing, ULIP integration	Broad template library, strong support
Weaknesses	Early-stage product, limited integration ecosystem	LC-focused approach, slower customization cycles	Limited feature set for direct exporters	Underdeveloped AI compliance capabilities	Regional constraints, minimal third-party integrations



Early discovery/PoCs – Pre/Post shipment

PoC: Textile: Welspun | Chemicals: Atul/Deepak Nitrite | Food: ITC | Trade bodies: Indian Institute of Foreign Trade, Trade promotion corp. of India | Long tail of few SME's

The screenshot displays the TradeGuard Trade Compliance Dashboard. At the top, there is a navigation bar with the TradeGuard logo and links for Home, Upload, Dashboard, History, and Help. Below the navigation bar, there are buttons for 'Back' and 'Forward'. The main section is titled 'Trade Compliance Dashboard' with a 'PRE SHIPMENT' status indicator. To the right of the title are buttons for 'Download Report', 'Download Sheet', and 'Share with CHA'. The dashboard features a 'Critical Alerts (4)' section with four alerts:

- High Geopolitical Risk Detected** (HIGH): Current destination country has elevated trade restrictions that may impact shipping timelines and compliance requirements.
- CTQ Validation Issues** (HIGH): Critical to Quality checks have identified several compliance concerns requiring immediate attention.
- Document Inconsistencies Found** (MEDIUM): Multiple discrepancies detected across submitted documents that require verification.
- LC Compliance Discrepancies** (HIGH): Letter of Credit validation has identified critical discrepancies that need immediate resolution.

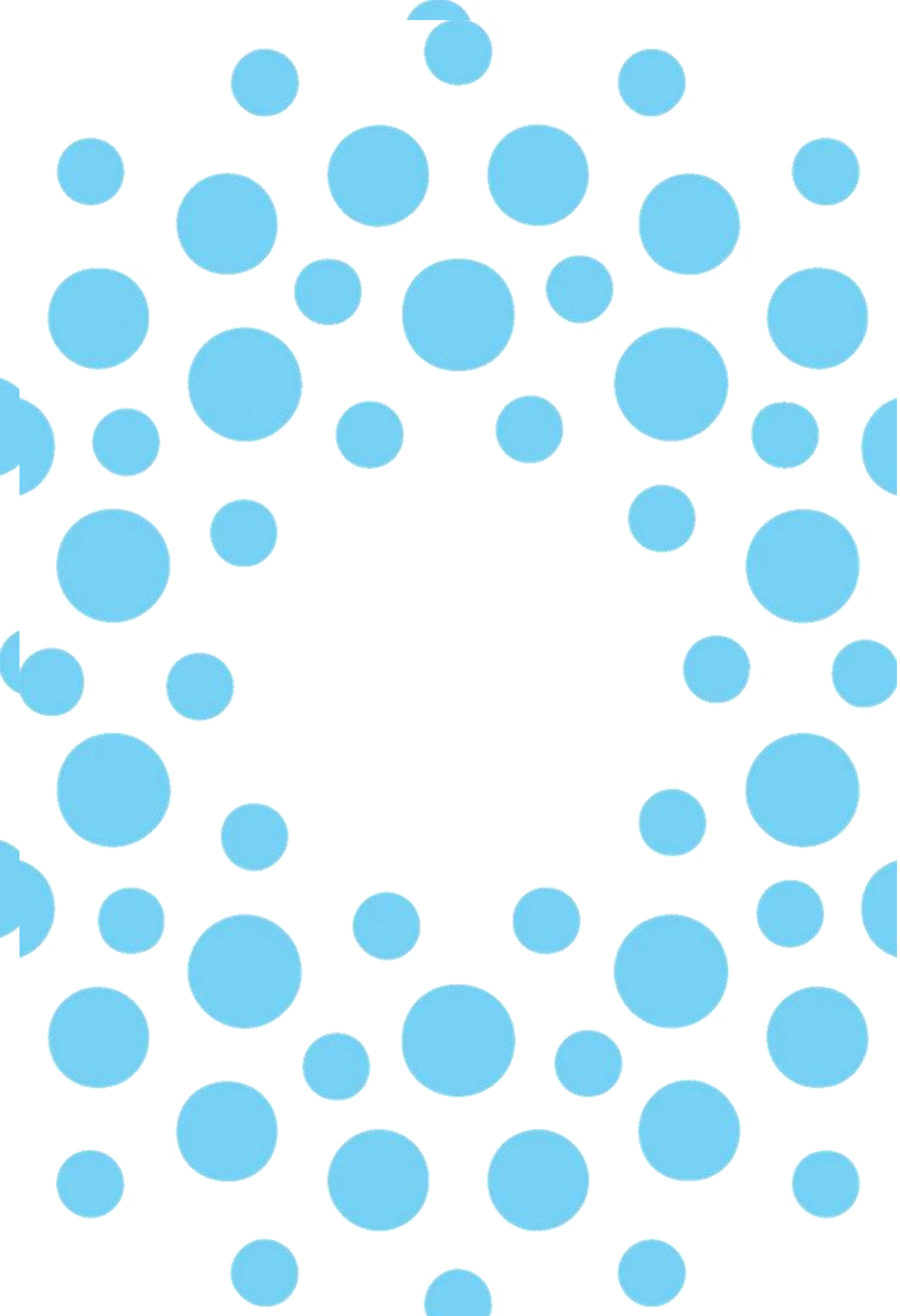
At the bottom of the dashboard, there is a section for 'Processed Documents'.

Bootstrapped investment:

Rs. 25 lacs (from Jan 2024 – till date)

Deployment of funds:

1. Rapid iteration
2. Launched early prototypes with 25+ engg interns pan India



What stage are we at right now?

We are in early development stages and have MVP's ready to showcase to early adopters but it is far from production ready

YouTube links to our product demos [here](#)



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Socio-economic impact

HIGH - Social benefit: MSME Inclusivity / due to frictionless AI workflow automation

HIGH - Paper burden reduction / Adherence to sustainable developmental goals

HIGH - Enhanced worker productivity / Switch focus to higher value activities

Meet The Team



Naveen Athresh

Founder/CEO and Chief Product Officer

Education



Experience



Srivani Vijaya

Chief Technology Officer (CTO)

Education



Experience



Rajesh P

Strategy Advisor

Education



Experience



Market Size

As Per Current Shipments Annually

\$5.7 Bn USD

Total Available Market

\$131.25 Mn USD

**Serviceable Addressable
Market**

\$84 Mn USD

**Serviceable Obtainable
Market**

[Click here to view Calc](#)

Tiered Pricing Model: \$4 to \$10 per shipment (about 8 document scanned, extracted, mapped and analysed for consistency check and insights per shipment)

Plan Tier	Monthly Shipments	Price Per Shipment (USD)	Price Per Shipment (INR)	Monthly Cost (INR)	Key Features (++)
Platinum	5000+	\$4.00	₹360	₹18,00,000+	Volume pricing, basic integration
Gold	2501 to 5000	\$6.00	₹540	₹13,50,500-27,01,080	Advanced analytics, multi-integration
Silver	1,001-2,500	\$8.00	₹720	₹7,20,720-18,00,000	Full feature suite, dedicated support
Bronze	500-1,000	\$10.00	₹900	₹4,50,000-9,00,000	Co-branded solution, custom development

Business/revenue model

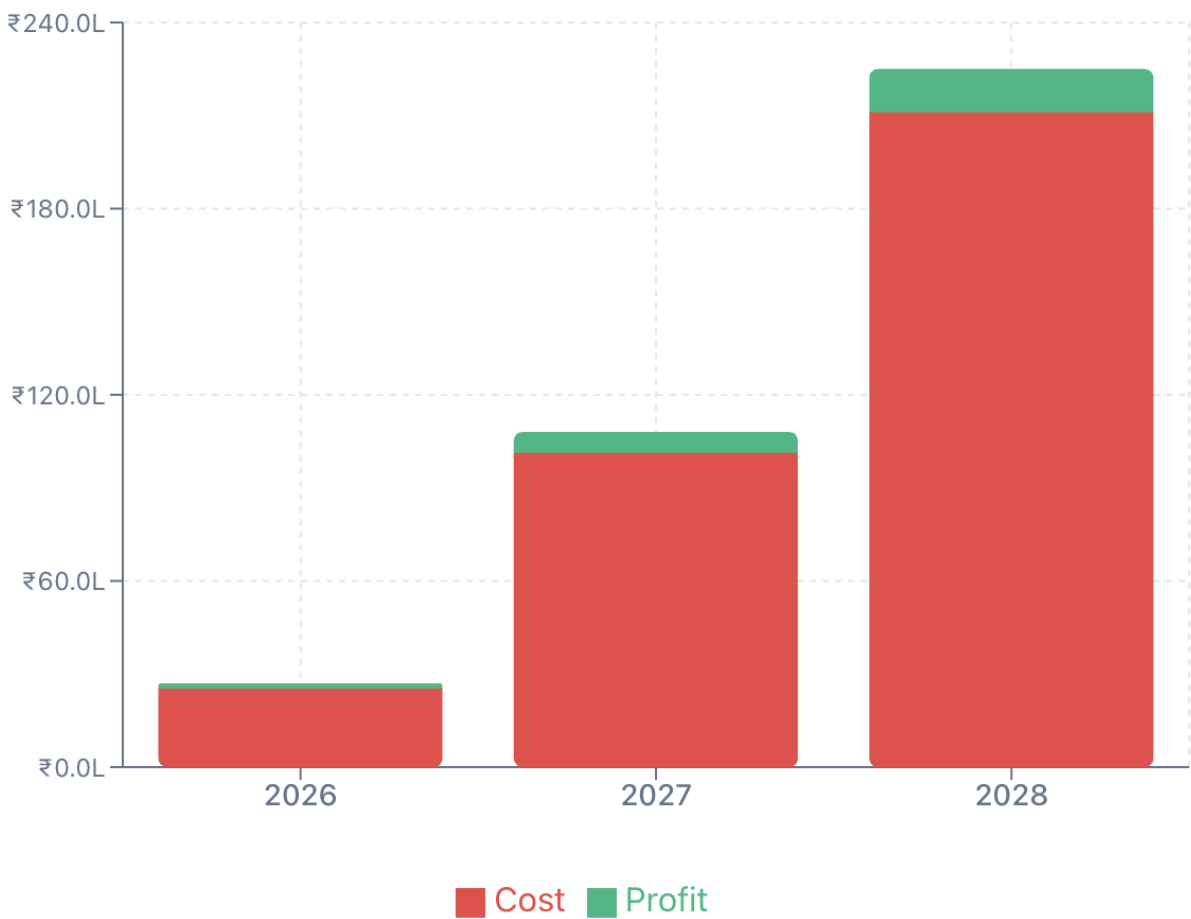
Exchange Rate: 1 USD = 90 INR

Setup Fee extra: One-time implementation (Depending on the complexity of existing workflow setup and ERP systems)

Per enterprise calculation - Detailed financial projection / calculation sheet / Program management aspects

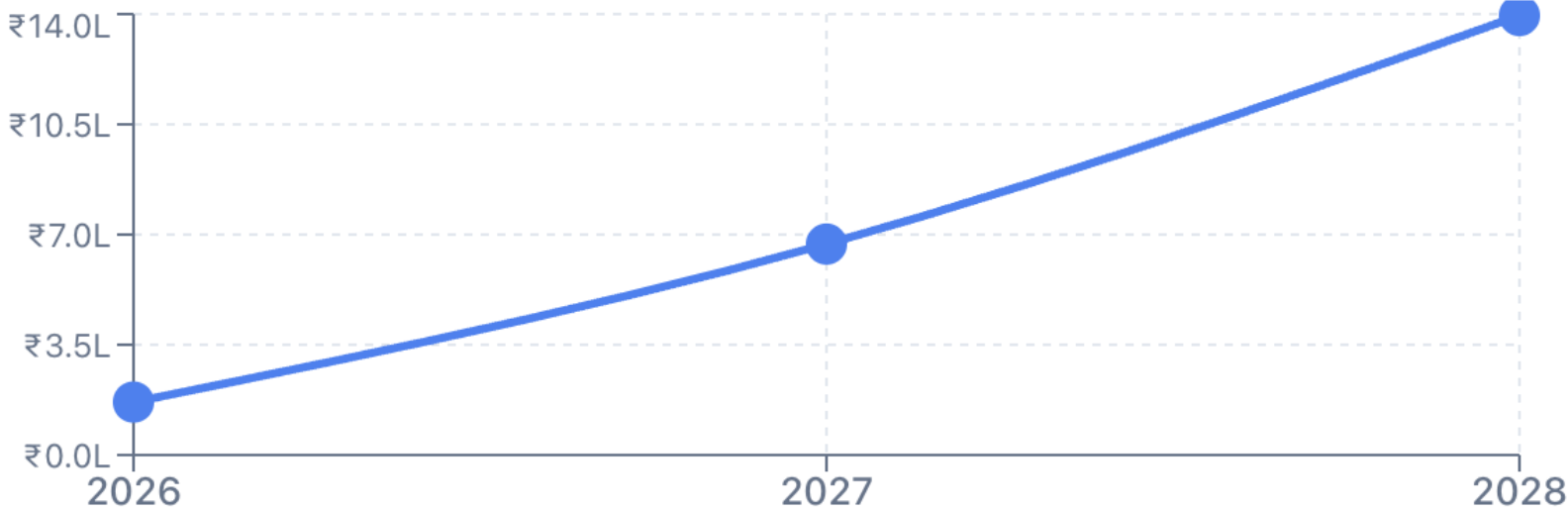
Financial Projections 2026-2028

Revenue Composition (Cost + Profit)



Each bar represents total revenue, split into Cost (red) and Profit (green)

Profit Trend



Total Cost

₹3.38Cr

Total Profit

₹0.22Cr

Total Revenue

₹3.60Cr

Market Revenue Target

By 2030, Liquidmind anticipates reaching \$50 million in revenue through enhanced market penetration

Annual Revenue Growth

Liquidmind projects a robust growth of 30% annually over the next five years

Break-even Timeline

The company expects to achieve its breakeven point within three years, ensuring financial sustainability

Per enterprise calculation - Detailed financial projection / calculation sheet / Program management aspects

Strategic FinancialGrowth Plan



12-Month Strategic Roadmap



Months 1-6: Tranche 1

R&D Foundation & PoC Development

- Iterate/Build TradeGuard AI and Patram AI agents
- Launch AI Agents on Azure marketplace
- Target 3 enterprise PoC adoptions
- Focus on early product-market fit validation

Months 7-12: Tranche 2

Capability Building & Validation

- Expand TradeGuard AI and HSN classifier
- Integrate with top ERP systems (SAP, Oracle)
- Convert 1 PoC to paid enterprise plan
- Deploy across 1-2 vertical sectors
- Complete email workflow automation

Key Products

- TradeGuard AI Agent
- Patram AI Agent
- HSN Classifier

Success Metrics

- 3 enterprise PoC pilots
- 1 PoC → paid conversion
- Multi-sector deployment
- Azure marketplace launch

Integration Focus

- SAP & Oracle ERP systems
- Email workflow automation
- End-to-end connectivity
- API-first architecture

Backup

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Pre-shipment / Typical exporter's journey

Step 1 - The journey map



Step 2 - AI Agent Extracts docs/mapping complete

tradeuardm.azurewebsites.net/invoice-status

LiquidMind.AI
Document Security

TradeGuard

Total Documents: 8

Processing: 4

Completed: 4

Failed: 0

TS8101004575 Completed

Document Type: Comparison Report

Upload Date: 8/4/2025, 11:44:53 PM

File Name: comparison_report_TS8101004...

View Details

Download Report

Details: Report generated successfully. Ready for download.

TS8101004532 Completed

Document Type: Comparison Report

Upload Date: 8/4/2025, 11:44:47 PM

File Name: comparison_report_TS8101004...

View Details

Download Report

Details: Report generated successfully. Ready for download.

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Pre/post-shipment / Typical exporter's journey

Step 3 - Mapping vs. CTQ (critical to quality parameters)/insights dashboard

TradeGuard

HomeUploadDashboardHistoryHelp

< BackForward >

Trade Compliance DashboardPRE SHIPMENT

Download ReportDownload SheetShare with CHA

Critical Alerts (4)

High Geopolitical Risk Detected

Current destination country has elevated trade restrictions that may impact shipping timelines and compliance requirements.

HIGH

CTQ Validation Issues

Critical to Quality checks have identified several compliance concerns requiring immediate attention.

HIGH

Document Inconsistencies Found

Multiple discrepancies detected across submitted documents that require verification.

MEDIUM

LC Compliance Discrepancies

Letter of Credit validation has identified critical discrepancies that need immediate resolution.

HIGH

Processed Documents

TBD - Step 4 - Processed documents for compliance checks ex: Letter of credit

Processed Documents

Commercial_Invoice_WUSA_2024.pdfPDF

Purchase_Order_Export_Compliance.pdfPDF

Packing_List_International_Shipment.pdfPDF

Booking_Copy_Container_Details.pdfPDF

LC Transaction Compliance Analysis

40/100 - POOR

LC Number

LC-12345

Amount

USD 25,000.00

Issuing Bank

HDFC Bank Ltd, Mumbai

Expiry Date

2024-03-15

Compliance Score

2 discrepancies found

40%POOR

TBD - Insights dashboard

Step 5 - Document inconsistencies to be flagged

Discrepancies Found (2)

HIGH

DOCUMENT MISMATCH

Invoice amount does not match LC amount. Invoice shows USD 24,500 while LC specifies USD 25,000.
Verify invoice calculation and ensure it matches the LC authorized amount exactly.

Invoice Amount

LC Amount

CRITICAL

DATE INCONSISTENCY

Shipment date is after LC expiry date. LC expires on 2024-03-15 but shipment date is 2024-03-18.
Request LC amendment to extend expiry date or expedite shipment to meet current deadline.

Shipment Date

LC Expiry Date

Detailed Field Analysis

Document Inconsistencies

Report on Identified Inconsistencies

Overview

Document Name: Purchase Order

Fields with Inconsistencies:

- Date Inconsistency: Order Date and Required Date mismatch.
- Party Details Inconsistency: Vendor Address formatting issue.
- Product and Packing Description Inconsistency: Packing details unclear regarding weight compliance.
- Other Document-Specific Inconsistencies: Shipping details lack clarity.

Date Inconsistency

Geopolitical Risk Assessment

Current Risk Factors

Trade Sanctions Risk:

Export Control Risk:

Political Stability:

HIGH

HIGH

MEDIUM

Risk Mitigation Actions

- Verify current sanctions list compliance
- Consider alternative shipping routes
- Update export documentation

Step 6 - Financial loss insights / HS code insights to be flagged

Document Name: Purchase Order

Fields with Inconsistencies:

- Date Inconsistency: Order Date and Required Date mismatch.
- Party Details Inconsistency: Vendor Address formatting issue.
- Product and Packing Description Inconsistency: Packing details unclear regarding weight compliance.
- Other Document-Specific Inconsistencies: Shipping details lack clarity.

Date Inconsistency

- Order Date: 03/20/2025
- Required Date: 04/04/2025
- The gap between the Order Date and Required Date

Financial Loss Averted

Estimated Loss Aversion

- Total Shipment Value: \$450,000
- Potential Penalty Rate: 15%
- Financial Loss Averted: \$67,500

Additional Costs Prevented

- Document correction fees avoided: \$2,500
- Storage charges during delays prevented: \$5,000
- Compliance audit costs avoided: \$8,000

Trade Sanctions Risk:

Export Control Risk:

Political Stability:

HIGH

HIGH

MEDIUM

Risk Mitigation Actions

- Verify current sanctions list compliance
- Consider alternative shipping routes
- Update export documentation
- Consult with trade compliance team

HS Code Information

HS CODE

3918.10.1020

PRODUCT

VTRBRIANK7X48-5MM-12MIL CYRUS - Brianka 7.13x48.03

IMPORT/EXPORT

Free

Chapter

39 - Plastics and articles thereof

Category

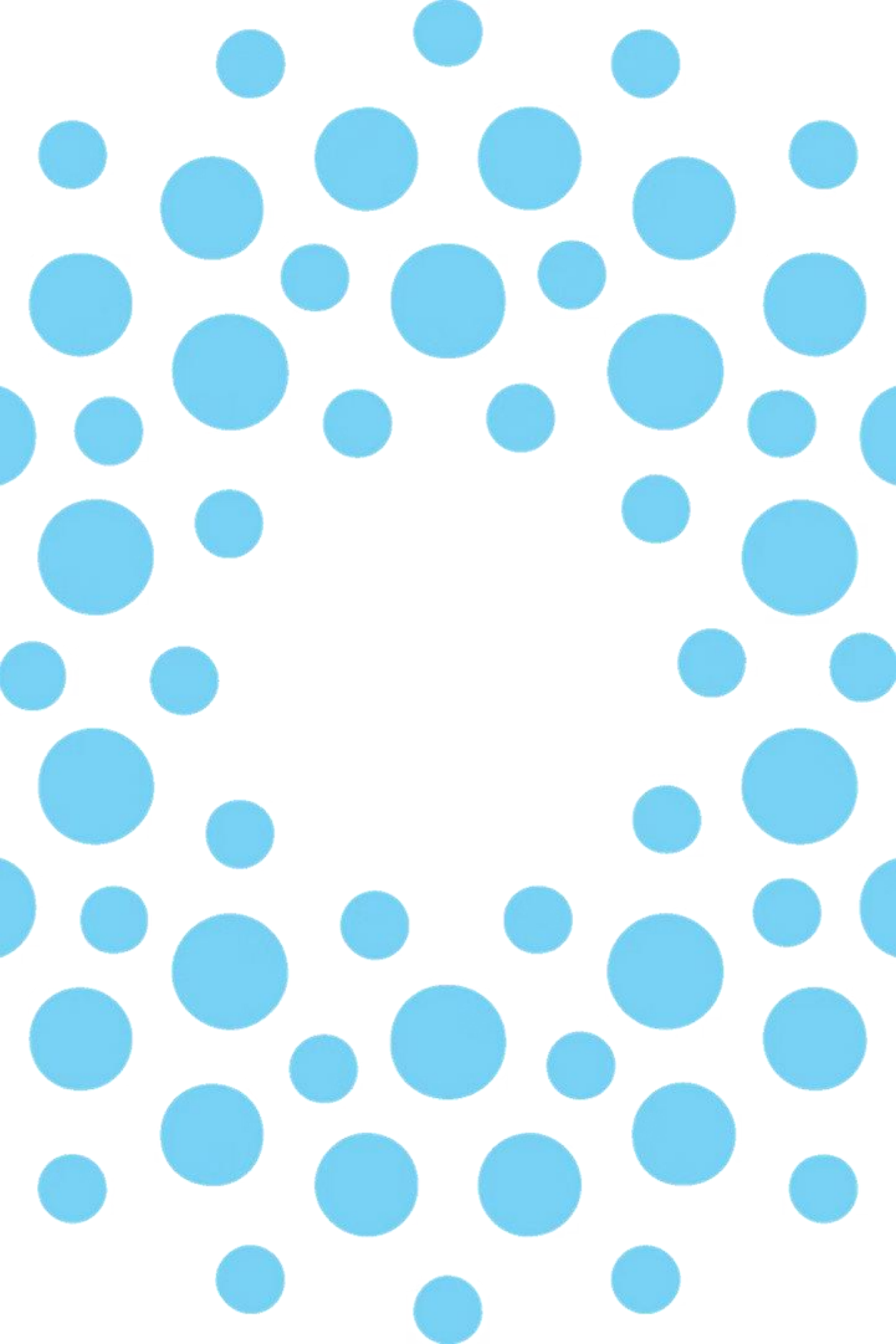
Floor coverings of plastics

Policy Notes

No specific restrictions or additional policies apply to this HS Code.

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**Contact details: Bengaluru,
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Strategic Partnerships

Enhancing AI capabilities through collaboration. Strategic alliances to accelerate market adoption & compliance.

1

Collaborations with industry leaders to enhance AI capabilities ex: future roadmap will include Unified Logistics Interface Platform (API integration), global trade platforms ex: Tradetrust.io etc.

2

Strategic partnerships with SaaS firms/ AI Agent Companies like KOGO AI to accelerate market adoption.

3

Engaging with regulatory and educational bodies like RBI, GST, Customs, DGFT, TPCI, Ministry of Commerce & Industries, Ministry of IT, IFTs, IIMs, UVCE and IITs to ensure compliance and foster innovation.



Future Trends & The Road Ahead



MultiAgent Collaboration

AI agents working across departments for seamless operations.



Blockchain Integration

Securing trade transactions with smart contracts.



AI Adoption Growth

Rapid demand due to trade digitization trends

