

2025-2026








# Startup Handbook.

The 0-to-1 stories of founders who shipped real products,  
took real money, and met real customers at HiveSchool.

PROJECTED ANNUAL REVENUE · HIVESCHOOL ECOSYSTEM

# ₹23Cr

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# Where founders are built.



**Nikhil Gaur**  
FOUNDER, HIVESCHOOL

*On the seven brands of  
2025-26.*

**W**e did not set out to teach entrepreneurship. We set out to make people build real businesses, in public, with real money on the line.

In a single cohort, seven brands went from a blank page to a live storefront. Not slide decks, not case studies. Products you can buy, priced and shipped, bought by customers who paid full price.

The model is simple and unforgiving. A founder finds a real problem, builds the smallest thing that solves it, and takes it to market inside thirty days.

Somewhere in that sprint the idea stops being a pitch and becomes a company.

What follows are seven of those journeys. A menswear label that refuses to put a logo on its clothes. A fragrance house that decided to be unapologetic. A ghee brand carrying Haryana to the country. Each was built by operators who are their own first customer.

The revenue earned is not the headline. The headline is that these teams now know, in their bones, what it takes to start. The rest is scale.



# One cohort. One network. One number.

What a single cohort built - and where the wider HiveSchool network stands today.

PROJECTED ANNUAL REVENUE

# ₹23Cr

## ₹23 Cr

COMBINED ARR · NETWORK

Cohort + wider network, today

## 7

BRANDS INITIATED

Zero to storefront in 30 days

## ₹4.1 L

SALES · FIRST 30 DAYS

Earned by the 7 new brands

## 18

VENTURES BUILDING

Across the HiveSchool network

## ₹10 L

INCUBATION GRANT

Equity-free, for every founder

## 25

SHOWCASE ROOM

Consumer companies judging

★ DEMO DAY



# Thirty days, on the floor.

Seven brands, one cohort, and a room full of operators who have built consumer companies at scale.

# The Hive Incubation Cell.

Every brand in this handbook was built inside it. What a HiveSchool founder gets, from day zero.

## I A ₹10 lakh equity-free grant

Capital to build the first version, run the first drops, and reach the first customers. No equity taken, no strings attached.

₹10 L

## II Advisory board & 1:1 mentorship

Direct access to the HiveSchool startup advisory board and industry-relevant operators, for the deeper, unglamorous decisions that make or break a young brand.

1:1

## III Seed investment up to ₹1 crore

The strongest brands plug into a ₹1 crore incubation corpus backed by angels and syndicates, with seed cheques to move from sprint to scale.

₹1 Cr

*Capital, mentorship and a market — handed to a founder on day zero. No equity taken, no permission needed.*



**Best Win of the Day**



**The Push-up Challenge**

# From idea to storefront.

Every brand here went from a blank page to a paying customer in thirty days. The shape of that sprint.

DAY

01

## Find the problem

Each team starts in the market, not the classroom. Hours of real conversations to find a problem worth solving and people who feel it.

DAY

02

## Validate it

Talk to twenty customers. Confirm the problem is real, the demand exists, and the price holds before a rupee is spent on product.

DAY

04

## Build the supply chain

Source, sample and lock manufacturing. Turn an idea into something that can actually be made, priced and shipped at volume.

DAY

18

## Crack first sale & distribution

The first real order changes everything. Teams lock a channel, close a debut sale, and prove the product can actually move - not just exist on a shelf.

DAY

30

## Sell at the D2C Bazaar

Thirty days in, every brand runs a live stall on campus and sells to the public. Real customers, real money, real proof.

# The market, on campus.

Thirty days in, all seven brands set up stalls on campus and opened the doors. The public walked in and bought.

# ₹2.86L

Taken in a single day,  
across seven stalls open  
to the public.

7

BRANDS SELLING

#1

SHEHRI · TOP SELLER

₹90,601

TOP BRAND TOTAL

₹4.1 L

ALL-BRAND SALES

# The class of 2025-26.

Seven brands, six categories, one cohort. The full portfolio built inside the Hive Incubation Cell.



## The Shehri Co

MENSWEAR · D2C

Premium men's bottomwear, built for the city.



## Koi Perfumes

FRAGRANCE · D2C

Unapologetic, character-led scents at ₹799.



## Gripply

ACCESSORIES · D2C

The everyday accessory brand for the middle.



## Crumbgasm

FOOD · D2C

Premium, guilt-free cookies that taste great.



## Toe Mah Toes

APPAREL · D2C

Gourmet socks with cult personality.



## Rajj Ke Desi Ghee

FOOD · D2C

Authentic Haryana cow ghee, going national.



## Panchi

APPAREL · D2C

Sarees for the modern working woman.

# 6

CATEGORIES · ONE COHORT

From menswear and fragrance to food, accessories and textiles - all built in thirty days.

# No logo. Just the fit.

A men's bottomwear label built for the city. Worn from 9 AM to midnight, dropped in small numbered batches, and shaped by the people who wear it.

[theshehri.co](https://theshehri.co) ↗

# Worn, not branded. Earned, not explained.



## THE 30-DAY STORY

### Day 01

Walked Gandhi Nagar for fabric



### Day 09

Locked fits with city tailors



### Day 18

First numbered drop sold out



### Day 30

#1 at the D2C Bazaar

*The first numbered drop sold out — and the waitlist only kept growing.*

Shop [theshehri.co](https://theshehri.co) ↗

**₹90,601**

TOTAL SALES

**#1**

BAZAAR RANK · OF 7

**₹1,799+**

PRICE

**₹25 L**

RAISING

HIVESCHOOL PRESENTS

# Three moods. One you.

A fragrance house for the generation that refuses to blend in. Three scents, three stories, made in India and priced for everyone.

[koindia.store](https://koindia.store) ↗

# We don't sell scents. We sell the version of you that owns the room.



## THE 30-DAY STORY

### Day 01

4 founders, one obsession

### Day 03

Sourced from Kannauj

### Day 20

Three scents, three characters

### Day 30

Strangers paid at the stall



*Strangers paid at the stall — then came back days later for more.*

Shop [koindia.store](https://koindia.store) ↗

₹50,805

TOTAL SALES

₹450

AVG ORDER VALUE

₹799

PRICE

3

SCENTS

# Owning the white space.

An accessories brand for the gap nobody serves well: between cheap and disorganised, and overpriced and precious.

[grippy.in](https://grippy.in) ↗

# The everyday-accessory brand for the middle nobody serves.



## THE 30-DAY STORY

### Day 01

Mapped a cluttered category

### Day 06

Designed for the everyday

### Day 18

First orders rolled in

### Day 30

Live at the Bazaar



*The first run moved fast — and buyers came straight back for more.*

Shop [grippy.in](https://grippy.in) ↗

**₹26,200**

TOTAL SALES

**4**

FOUNDERS

**₹15-20  
Cr**

CATEGORY TAM

**D2C**

CHANNEL



SLIDE 6 OF 10

WHY WE WIN



...ds offer one. We deliver all the

# Healthy cookies. Seriously delicious.



FLAVOURS

CAL

Premium, guilt-free cookies built in thirty days and made to scale.  
The snack that makes people ask where you got it from.

[@crumbgasm ↗](#)

# Guilt-free cookies that taste seriously good.



THE 30-DAY STORY

### Day 01

Hairnets on, first batch

### Day 08

Dialled in the recipe

### Day 20

Glass-jar packaging locked

### Day 30

Sold out at the stall



*The jars emptied at the stall — the reorders filled the inbox.*

Shop @crumbgasm ↗

**₹20,457**  
TOTAL SALES

**30**  
DAYS TO MARKET

**250K**  
SERVICEABLE

**7,500**  
BEACHHEAD



# Socks with cult personality.

Gourmet socks with food on them: avocado, banana, pizza, fries.  
Premium combed cotton, glass-jar packaging, and a personality you  
cannot ignore.

[toemahtoe.com](https://toemahtoe.com) ↗

# Socks loud enough to start a conversation.



## THE 30-DAY STORY

### Day 01

A joke that refused to die

### Day 10

Five food designs

### Day 20

Glass-jar packaging

### Day 30

Loudest stall in the room



*One pair was never enough — buyers came back for the whole set.*

Shop [toemahtoe.com](https://toemahtoe.com) ↗

₹85,667

TOTAL SALES

₹349

PRICE

5

DESIGNS

₹8,400  
Cr

MARKET



# 3 WEEK ACTION PLAN

## A 3 Week Journey

WEEK 2

BUILDING & EXECUTION

- ✓ Finalize logo, tagline & brand identity
- ✓ Decide packaging material & design
- ✓ Sample testing
- ✓ Vendor finalization for packaging

WEEK 3

- ✓ Product
- ✓ Collection
- ✓ Content
- ✓ Strategy

# Haryana, to the world.

Authentically churned cow's-milk ghee from Haryana. A local tradition, built into a national premium health brand.

@rajjkefoods ↗

# Haryana's ghee, churned slow — built for the whole country.



## THE 30-DAY STORY

### Day 01

A Haryana family tradition

### Day 07

Sourced and churned pure

### Day 18

First national orders

### Day 30

Sold at the Bazaar



*The first kitchens that tried it kept ordering. Word travelled fast.*

Shop @rajjkefoods ↗

**₹64,400**

TOTAL SALES

**₹25 L**

RAISING

**1 Cr+**

IMPRESSIONS

**50+**

ATHLETES

# Nobody owns the working day.

Sarees for the modern working woman. Where tradition meets the meeting room, and the saree finally fits the way she actually lives.

[@panchhi.co](https://www.panchhi.co) ↗

# Wear Royal Everyday.



## THE 30-DAY STORY

**1970**

A Kota saree shop

**Day 01**

Launch day: ₹52,200

**Day 20**

30-second office drapes

**Day 30**

Wear Royal, every day



*One drape, and customers wanted the next. The wardrobe kept growing.*

Shop @panchhi.co ↗

**₹72,600**

TOTAL SALES

**Sarees**

CATEGORY

**Working  
day**

POSITIONING

**Modern**

DRAPE



# The D2C Brand Showcase

On a single day, all seven founders pitched their brands to leaders from twenty-five consumer companies - from Rage Coffee to Perfora to Snitch. Thirty days of building, judged by the people who have done it at scale.

# Thirty days, on the floor.

7

BRANDS PITCHED

25

COMPANIES JUDGING

The Shehri Co

TOP BRAND



# The network is the headline.

The cohort is one slice of a bigger story. Across the HiveSchool network, founders are building in travel, education, apparel, energy and more - and putting real revenue on the board.

# ₹1.9 Cr

Combined monthly run-rate across the network today - the basis for the ₹23 Cr annual projection.



## ₹12 Cr

ARR

### Ansh

TRAVEL & EXPERIENCES

Building in travel and experiences — now compounding at roughly ₹12 crore in annual recurring revenue.



## ₹7.8 Cr

ARR

### Udit

MBA ACADEMY · EDTECH

An education platform scaled to nearly ₹8 crore in annual recurring revenue.



## ₹72 L

ARR

### Krish

KREATIFY · STUDENT STARTUP

Already at ₹72 lakh ARR, and still scaling fast.

# More founders, more proof.



**Aman**

QUESTSCHOOL · EDTECH

**₹54 L**

PEAK ARR

Scaled QuestSchool to ₹54 lakh ARR, then joined HiveSchool to build and scale the UG programme.



**Charan**

CREATIVE AGENCY

**₹54 L**

ARR

Running a creative agency at ₹54 lakh in annual recurring revenue.



**Hrithik**

SEO · ORGANIC GROWTH

**₹36 L**

PEAK ARR

Scaled an SEO venture to ₹36 lakh ARR, then took a founder's office at SpaceBasic.



**Abhinav**

BLUNDER · APPAREL

**₹24 L**

PEAK ARR

Built apparel label Blunder to ₹24 lakh ARR, then joined Culture Circle.



**Lokesh**

D2C VENTURE

**₹24 L**

ARR

Building a D2C venture at ₹24 lakh in annual recurring revenue.



**Utkarsh**

EARLY-STAGE VENTURE

**₹10.8 L**

ARR

An early-stage venture already at roughly ₹11 lakh in annual recurring revenue.



**Bhavik**

SOLAR ENERGY

**B2C**

NEW SEGMENT

Modernising his family's solar business and standing up a brand-new B2C segment.



**Deepanshu**

DRIVIGO → MYGATE

**PMF**

EXIT

Found product-market fit and early traction with mobility venture Drivigo, then moved to MyGate as enterprise sales manager.

# What building here feels like.

Six founders, in their own words, on the thirty days that changed how they build.

*"I came in with an idea and left with a company. The thirty-day clock forces you to stop planning and start selling."*



**Ansh**

TRAVEL & EXPERIENCES

*"Nothing teaches you faster than a customer saying no. Here I heard it hundreds of times - and learned to turn it into a yes."*



**Krish**

KREATIFY · STUDENT STARTUP

*"I learned more in one sprint than in two years of reading about startups. You build, you ship, you find out."*



**Hrithik**

SEO · ORGANIC GROWTH

*"The cohort becomes your co-founder, your critic and your first customer. That kind of energy is impossible to fake."*



**Abhinav**

BLUNDER · APPAREL

*"Capital and mentorship are nice. The real gift is the deadline - it made me ruthless about what actually matters."*



**Lokesh**

D2C VENTURE

*"You stop waiting for permission. By week two you're running a real business with real money on the line."*



**Utkarsh**

EARLY-STAGE VENTURE

# More founders, building now.

The Hive Incubation Cell runs continuously. The next set of founders is already in the market, finding problems worth solving.

## For founders

If you want to build a real business in public - with capital, mentorship and a market on day one - the cell is where you start.

## For partners

If you back early consumer brands, or want a seat at the next showcase, there is a place for you in the room.



# hiveschool

*Built at HiveSchool.*

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