



PRE-SEED · OCTOBER 2026

The team workspace where nothing leaks.

Channels, calls, files and roles in one place, end-to-end encrypted by default. Built, shipped and live on four platforms.

Lupyd Media Private Limited · Telangana, India · lupyd.com

PROBLEM

Team chat holds a company's most sensitive data, and the vendor can read all of it.

May 2024

Slack trained ML models on customer data by default

Opting out took an email from the workspace admin.

July 2024

1.1 TB of Disney's Slack leaked

About 10,000 internal channels, readable because the server could read them.

October 2025

~70,000 government IDs leaked via Discord

Collected for age checks, exposed through a support vendor.

Small teams feel it most: client files, credentials, deals and patient details sit in WhatsApp groups and free chat tiers, with no control over who else can read them.

SOLUTION

One workspace for the whole team. Only members can read it.

Channels

Text, voice and announcement channels, public or private, plus DMs.

Calls

Encrypted voice and video with screen sharing.

Roles

Any named role, any mix of permissions, assigned to anyone.

Search

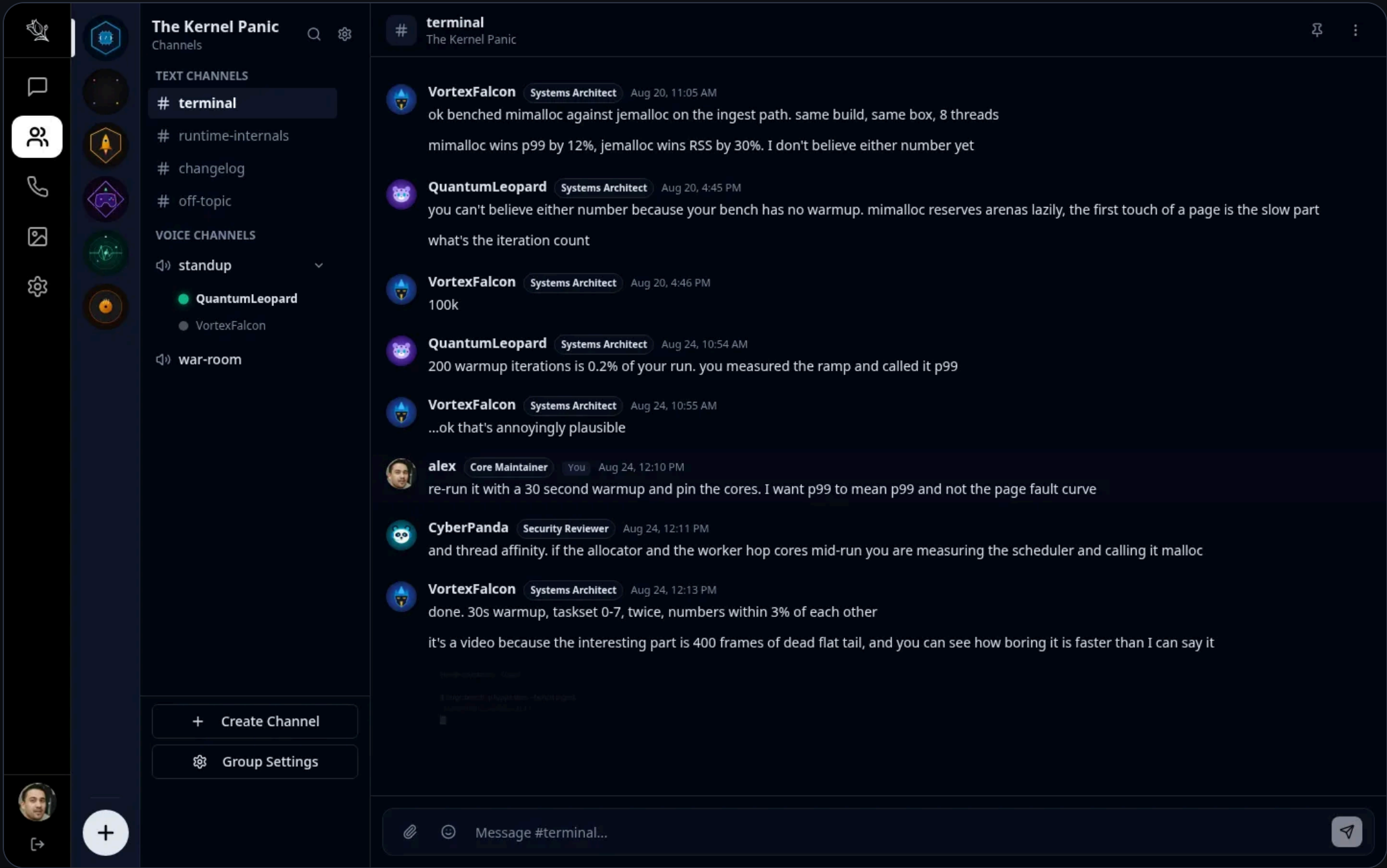
Full-text search on the device. Queries never leave it.

Signal Protocol for 1:1, **MLS (IETF RFC 9420)** for groups, AES for files. Keys stay on members' devices, so not even Lupyd can read the workspace.

PRODUCT

Shipped, not slideware.

- Live on macOS, Windows, Linux and Android; iOS app built
- Encrypted calls with screen sharing
- Multi-device sync, end-to-end encrypted
- Own Rust backend and MLS engine (“Firefly”)
- No ads, no tracking, no telemetry



WHY NOW

Law, politics and standards all moved in the last 18 months.

India's DPDP Rules are live

Notified Nov 2025, phased in through May 2027. Penalties up to ₹250 crore for weak security safeguards.

Institutions are leaving US suites

Schleswig-Holstein dropped Teams; the ICC left Microsoft 365; France is moving 200,000 civil servants to its own video tool.

MLS became the standard

IETF RFC 9420 (2023). The GSMA adopted it for RCS encryption and Apple committed to support it. Lupyrd already runs on it.

Incumbents are tightening lock-in

Slack raised Business+ to \$15 a seat (2025) and cut API access to message history for unlisted apps.

Sources: MeitY DPDP Rules 2025 · The Local, Jun 2025 · OpenSourceForU, Nov 2025 · The Register, Jan 2026 · GSMA via The Hacker News, Mar 2025 · Slack API changelog

MARKET

A \$21.5B category where private-by-default barely exists.

TAM

\$21.5B

Team collaboration software, 2025.
Projected \$55B by 2034 (10.7% CAGR).

SAM

\$3.3B

Secure messaging software, 2025.
Growing faster: 15.7% CAGR to \$9.2B by 2032.

SOM · 5-year target

\$33M

1% of the secure messaging software market, sold to teams worldwide.

At Pro’s \$99 a team a month, **\$33M ARR is about 28,000 paying teams** across the world.

Sources: IMARC 2025 · Report Prime 2025. SOM is our target, not a forecast.

COMPETITION

Workspaces aren't private. Private apps aren't workspaces.

Product	Group chat E2EE by default	Full team workspace	Made for small teams	Per seat a month
Slack	No	Yes	Yes	\$7.25–15
Microsoft Teams	No	Yes	No, enterprise suite	Bundled
Discord	No	Yes, for communities	No, consumer	Free
Zoho Cliq	No	Yes	Yes	₹100–200
Signal, Threema Work	Yes	No, messengers	Partly	Free, \$3–5
Element, Wire	Yes	Yes	No, government focus	Sales-led
Lupyd	Yes	Yes	Yes	Free tier

Element (\$30M Series B) and Wire (~\$60M raised) prove buyers pay for this, but they sell to governments. The small-team end of the market is open.

BUSINESS MODEL

Free to start, one flat price as the team grows.

Free

\$0

Full encryption, channels and calls. A team adopts it with no budget sign-off.

Pro

\$99 • ₹4999

Flat a month for up to 100 seats. More storage, history and call capacity. A 100-person team pays 86% less than on Slack Pro.

Organization

\$4 • ₹149

Per seat a month, beyond 100 seats. Admin controls, SSO, priority support; later self-hosting and federation.

Lean to serve. The server relays ciphertext; search and processing run on members' devices, so cost per seat stays low.

Billing is built. Razorpay subscriptions with regional INR and USD prices are ready to switch on.

Planned prices. Slack Pro is \$7.25 a seat a month (annual billing), per TechRadar, June 2025.

WHERE WE ARE

The hard part is built. Distribution starts now.

1,450+

commits across app, server and
MLS engine since 2023

5

platforms built: macOS,
Windows, Linux, Android live;
iOS ready for release

~100

early users on the free tier,
with zero paid acquisition

2

products on one crypto core:
Lupyd and Noon (anonymous
forms)

Billing ready

Razorpay subscriptions with regional pricing (INR and USD) are
built.

Content library

34 published posts, from engineering deep-dives to DPDP
guides.

GO-TO-MARKET

Global from day one, starting where confidentiality matters most.

01 • Who

Teams with confidential work

Agencies, consultancies, law and accounting firms, clinics and startups, in any country.

02 • How

Founder-led sales, product-led growth

Our outbound agent, technical content, app stores and software directories.

03 • Spread

Every invite brings in a whole team

Clients and vendors invited into a workspace see the product at work.

Pull is strongest where privacy rules are tightening: Europe's move off US platforms and India's DPDP Rules.

TEAM

Five people. A stack bigger teams struggle to ship.

Sri Pranav Tene

CEO, Founder

Wrote most of Lupyd's Rust backend, the Firefly MLS engine and the desktop app.

Narender Kolipaka

Frontend Engineer

Ganji Pranay Raj

Software Developer

Mohammed Fawaz Haneef

Software Developer

Meenakshi Karnataka

Project Lead

Desktop and Android apps, a Rust backend, our own MLS engine and a WebTransport layer that cut tail latency 80% against WebSockets in our 1,500-endpoint benchmark.

THE ASK

\$150K

Pre-seed on an iSAFE, ₹10 Cr post-money cap, first close at \$100K. 18 months of runway to turn a finished product into a paying customer base.

Sri Pranav Tene, CEO

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Use of funds

Area	Share
Employment	45%
Research and development	25%
Sales and marketing	20%
Operations	10%

Milestones before seed

- Web client launched
- Published third-party security audit
- 100 paying teams, ~\$120K ARR