

**Industry: Textile tech**

How we helped WeaveDesk go to market  
with a data backed strategy

# Case Study

**ProjektAnalytics.**

**\$1B+**

MARKET  
OPPORTUNITY

**150k**

PROSPECTS  
IDENTIFIED

**10+**

TOP INVESTORS  
IDENTIFIED

**90**

DAY GO TO MARKET  
STRATEGY

## Problem

WeaveDesk, a B2B SaaS platform for textile merchants, needed clarity on market size, ideal customer profiles, and a data-backed go-to-market strategy before raising their first round of funding. They lacked actionable intelligence on India's massive but highly fragmented textile wholesale ecosystem a \$222 billion industry with millions of unorganized merchants and virtually zero digital infrastructure. Without market sizing data or a validated GTM approach, investor conversations were stalling.

## What we did

- Sized the India textile B2B market: \$B industry, millions of merchants across organized and unorganized segments.
- Pinpointed the city for as the #1 entry market with 200K" wholesalers, highest user density, deep trade culture with strong word-of-mouth networks ideal for B2B SaaS adoption and distribution
- Designed a multi-channel GTM playbook: door-to-door demos at wholesale markets, trade workshop partnerships etc
- Built pricing tiers with unit economics: Targeting 3:1 LTV:CAC ratio and 1L+ MRR by Month 3 with >30% demo-to-trial conversion rate
- Mapped ideal investor & Family Office landscape: picked top investorys for best-fit Series A targets for textile-tech positioning. Built investor-ready market narrative

## Impact

WeaveDesk received a complete market intelligence package: TAM/SAM/SOM analysis, a phased GTM strategy with city-specific KPIs, a competitive landscape map, and an investor-ready market narrative. The analysis gave them a clear, data-backed roadmap prove product-market fit with measurable milestones, and then expand to other markets. The pricing model and unit economics framework directly informed their pitch deck for fundraising conversations.