ASHAR URBAN FUTURES LAB
FOUNDER VALUE PROPOSITION

The built environment is the largest, oldest, most complex industry in the world - and it's barely been touched by technology.

India is building a new Chicago every year. Millions of people. Billions of square feet. Trillions of rupees. And yet the people building our cities still rely on WhatsApp forwards, paper checklists, and gut instinct to make decisions worth crores.

That's not a gap.
That's a generation-defining opportunity.

Ashar UFL exists for the founders who see it. Not the ones chasing the next consumer app or SaaS dashboard. The ones who want to solve the problems that shape how people live.

Those who see a better way to build our shared urban future.

If you're building technology for the built environment, you don't belong in a generic accelerator. You belong somewhere with real construction sites to test on, 30,000 real customers to sell to, and 25 years of real industry relationships to open doors.

That's what we're offering. Not just capital. **Infrastructure.**

WHO YOU ARE

We are looking for founders who understand that infrastructure is not glamorous. But it is consequential. Founders who are willing to spend 60 days on-site before writing 60 lines of code. Who are comfortable with longer cycles and deeper moats. Who are *building for durability*, not demo days.

Typical founders include:

1. Real estate operators who deeply understand industry problems
2. Engineers building AI, IoT, or infrastructure technology
3. Domain experts from construction, utilities, or urban systems
4. Second-time builders with founding or operating experience

This is not an exhaustive list. If you're someone building and you resonate with the UFL mission, apply to us

Apply to build with us

HOW WE BUILD TOGETHER

We take 15–30%* equity and in return go all-in with capital, pilots, operator time, and industry access. What we ask of founders is simple: show up full-time, move fast, and build in close collaboration with the studio team. That's the deal.

WHAT FOUNDERS GET

Resource	What You Receive
Capital	Up to ₹50L initial investment
Venture Build Program	300-Day Structured build process from validation to revenue
Workspace	Dedicated venture studio workspace
Operating Stack	We provide foundational company architecture – Legal, Finance, HR and early GTM pathways - so founders concentrate on building and deploying.
Captive Customers	30,000+ homeowners providing built-in B2C validation, High trust & Low CAC
Live Testbeds	~20 million SFT of project sites for real-world pilot deployment
Operational Data	Deep proprietary insights into real estate value chain
Industry Network	200+ corporate relationships spanning contractors, vendors, regulators, and financiers.
Brand Trust	25+ years of credibility open doors for emerging startups.
Patient Capital	Single LP. No timeline pressure. Mission over metrics.

10 STRUCTURAL INEFFICIENCIES ACROSS THE URBAN OPERATING SYSTEM

BUILDING SOLUTIONS – *How buildings function after construction*

1 — Real Estate Has No Operating System After Handover
Post-possession building services remain fragmented and unstructured.

2 — Buildings Are Climate Liabilities Waiting to Be Repriced
Most existing buildings lack retrofit strategies for climate resilience.

3 — Energy Efficiency Cannot Scale Without Measurement
Buildings install upgrades but rarely verify performance or savings.

URBAN TECH & INFRA – *Infrastructure that supports daily city life*

4 — Waste Is the Only Household Utility Without an Appliance
Wet waste processing happens after collection rather than at source.

5 — Cooling Is the Next Urban Infrastructure Crisis
Rising temperatures and low AC penetration will drive massive demand.

6 — Urban Parking Is an Invisible $50B Asset
Idle residential parking exists alongside severe commercial shortages.

URBAN DEMOGRAPHICS – *How people interact with housing*

7 — Tenants Have No Reputation, Only Landlords Do
Renter's restart credibility from zero every time they move.

8 — India Wants to Age at Home, But the Home Is Not Ready
Housing lacks infrastructure for safe aging-in-place.

LAND & CONSTRUCTION MARKETS – *How cities are financed and built*

9 — Construction Waste Is Trapped Working Capital
Surplus materials worth billions sit idle across projects.

10 — Land Intelligence Is Locked in Human Memory
Feasibility analysis relies on consultants rather than structured data.

These problem statements are starting points, not boundaries.

If you are building something beyond this list, simply select "*Other Idea*" in the application form and share your vision.

Apply to build with us

HOW IS ASHAR UFL DIFFERENT?

Feature	Accelerators	Angel Investors	Incubators	ASHAR UFL A Venture Studio
Capital	₹ 5L–₹ 20L typical	₹ 25L–₹ 1Cr depending on angel	Usually grants or small support	₹ 50L structured investment
Program Length	8–12 weeks	No program	3–6 months	~300 Day venture build journey with a long-term studio partnership
Focus	Fundraising & demo day	Capital only	Idea incubation	Building real companies with Real Customers from day one
Industry Access	Limited	Depends on investor	Mostly academic	Direct access to real estate ecosystem
Pilot Deployments	Rare	Founder must find customers	Rare	2–5 pilots through our network in ~140 days
Operator Support	Mentors only	None	Limited	Hands-on venture building
Speed to Market	Founder driven	Founder driven	Slow	~300 Days for Idea to Revenue and Fundraising
Equity Taken	5–10%	Negotiated	Low	15–30%* (co-building model)
Primary Outcome	Investor pitch	Investor connections	Idea development	Product, pilots, and revenue

Apply to build with us

WHAT SUCCESS LOOKS LIKE (Within ~300 Days)

Every venture is different. And the journey is tailor-made for every founder. However, the journey typically follows this level of rigor.

Phase 1: Discover	Phase 2: Build	Phase 3: Scale
Day 1-50	Day 51-140	Day 141-300
1. Problem validation & customer discovery 2. MVP design & technical feasibility **Outcome:** Validated opportunity with prototype roadmap	1. Rapid product development & iteration 2. 3+ pilots, business model validation **Outcome:** 3 successful pilots, validated business model	1. Customer acquisition & strategic partnerships 2. Fundraising prep & investor introductions **Outcome:** Paying customers (outside Ashar) and fundraising

We act as co-builders, not passive investors.

The city doesn't build itself. Neither does your startup.

If you're solving a real problem in the built world, come build it with people who live and breathe this industry.

We're not writing cheques and wishing you luck. We're in the trenches with you, on the construction site, in the boardroom, and everywhere in between.

Apply to Ashar UFL. Build something that lasts.

Join the venture studio

Apply to build with us