



Qatalys
VENTURE STUDIO

IMP X Qatalys Venture Studio

Building India's Leading Independent Music Platform

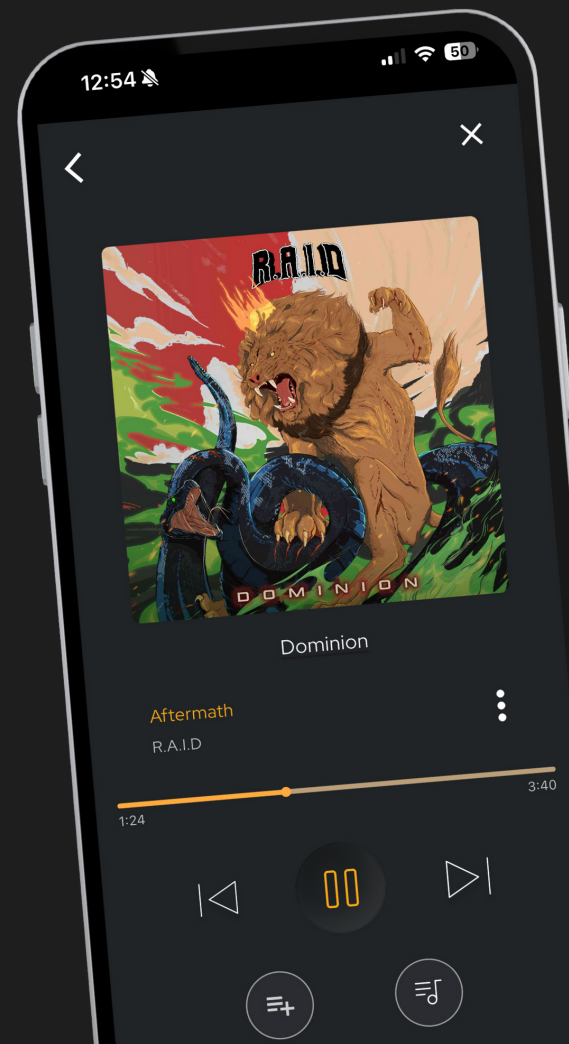
ABOUT IMP

Name: IMP (Independent Music Platform)

Industry: Music & Entertainment

Stage at Engagement: Seed-Funded

IMP is a dynamic digital platform created to empower independent musicians - offering tools to publish, promote, and monetize their music. With a strong early vision and product, the team was focused on building a community-first platform that redefines how artists and audiences connect in India.



THE OPPORTUNITY

With its foundation in place, IMP was ready to accelerate. The next phase required:



A clearly defined go-to-market strategy tailored to India's fast-growing creator economy



The right mix of capital, execution support, and market insights to move from early traction to sustained momentum



Strategic direction on platform growth, community onboarding, and monetization pathways

THE QATALYS PARTNERSHIP

Recognizing IMP's potential, Qatalys Venture Studio stepped in as a co-building partner - combining partial funding with operational involvement to scale IMP into a market-leading platform. The engagement was designed to support IMP through to Series A readiness.

HOW QATALYS IS ENABLING THE JOURNEY

- **Strategic Capital**
Injected targeted funding to extend runway and drive key execution phases
- **Growth & GTM**
Co-created a phased go-to-market roadmap focused on artist onboarding and user adoption

- **Advisory & Access**
Active involvement at the board level and strategic ecosystem connections across music-tech, partnerships, and media

OUR ENGAGEMENT SNAPSHOT

FOCUS AREA	WHAT WE'RE BUILDING
GTM Strategy	A high-impact, phased GTM tailored to India's indie music scene
Creator Onboarding	Structured pipeline to onboard and retain a significant increase in artists (in progress)
User Growth	Audience development initiatives targeting a substantial growth in installs (over 10x increase)
Brand Positioning	Messaging and platform strategy to establish IMP as the destination for independent talent
Platform Readiness	Product evolution roadmap aligned with market needs and Series A benchmarks

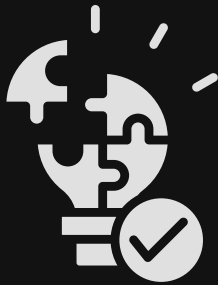
MOMENTUM SO FAR



Strong early signals in artist engagement and niche community traction



Co-designed GTM efforts starting to drive platform discovery and adoption



Strategic support systems in place for scale and sustainability



Focused roadmap created for Series A readiness and beyond

WHY THIS WORKS

Qatalys Venture Studio's model blends capital with capability. Rather than acting as a passive investor, we work as a partner in progress - filling capability gaps, building strong growth levers, and shaping a scalable business model.

With IMP, we are co-architecting a bold vision: to become India's largest and most-loved platform for independent music.



READY TO SCALE WITH US?

If your **business** has traction but lacks bandwidth to **scale**, Qatalys Venture Studio can be your co-pilot in growth.

TALK TO OUR TEAM