

LAUNCHPAD 360°

A Bi-monthly
Business
Magazine by

ZARP
Labs R&D

WHERE IDEAS TAKE FLIGHT

BEHIND THE ISSUE



Fuel for Founders. Insight for Innovators.

Welcome to Launchpad 360° — your window into the bold, fast-moving world of startups, strategy, and smart innovation.

We're living in a time where ideas move faster than ever, and the line between possibility and reality is getting thinner by the day. Whether it's a bootstrapped founder experimenting with AI, a team pivoting to chase a new market, or a company scaling quietly in a niche space—this is the era of reinvention.

This magazine exists to track that momentum.

In every edition, we bring you sharp perspectives on what's changing and what's working — from breakthrough tech and sector buzz to timeless advice on sales, marketing, leadership, and building with purpose. You'll hear from both rising startups and seasoned voices, because innovation doesn't belong to one generation, title, or funding round. It belongs to those who keep moving.

As you flip through these pages, our goal is simple: spark ideas, challenge thinking, and give you an edge. Because in the startup world, information is leverage — and clarity is power.

Here's to the builders, the believers, and the brave.

Preetisha Bora

COO, Zarp Labs

Startup Pulse: What's New?

Climatiq raises \$11.6 M Series A for AI-powered carbon tracking

Berlin-based Climatiq secured \$11.6 M from Alstin Capital, Singular & Cherry Ventures. Their AI API automates Scope 3 emissions tracking — used by Celonis & Siemens — aiming to help clients comply with tough ESG standards despite a flat climate-tech funding climate.

Raphe mPhibr bags \$100 M in India's largest drone startup round

Indian drone maker Raphe mPhibr landed \$100 M, led by General Catalyst, boosting its total to \$145 M. The funds enhance its aircraft design and manufacturing capacity within India — a milestone in domestic aerospace innovation.



Image Source: ETV Bharat

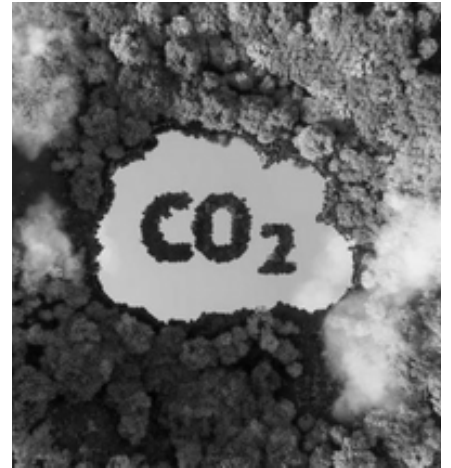


Image Source: Balkan Green Energy News

Onebrief reaches \$1.1 B valuation with \$20 M Series C+

Defense-tech startup Onebrief, creator of AI-based military planning tools built around Anthropic's Claude model, extended its Series C with \$20 M, valuing it at \$1.1 B — a steep rise from \$650 M in January.

Pano AI secures \$44 M Series B for wildfire detection

Pano AI, which uses AI-driven cameras to detect wildfires early across North America and Australia, raised \$44 M. It now monitors 30 M acres and supports 250+ emergency agencies — a strong example of tech serving public safety.

The New CHRO: Powered by AI, Focused on People

The role of the CHRO is evolving fast. It's no longer just about policies and processes — today's HR leaders are using AI and machine learning to make work more human, personal, and purposeful.

From hiring to retention, AI helps CHROs make smarter decisions. It screens resumes, predicts which candidates will thrive, and even engages applicants through chatbots. Once people are on board, AI tools listen for signs of disengagement, spot patterns that could lead to attrition, and suggest ways to keep employees happy and motivated.

In learning and growth, AI curates personalised learning paths so people can reskill for the future. It maps internal talent to new roles, reducing the need for external hiring. It also helps ensure fairness — by flagging bias in pay, promotions, and appraisals — and by helping CHROs design more inclusive workplaces.

AI also takes care of routine HR tasks like onboarding paperwork, policy writing, and responding to employee queries. This frees HR teams to focus on what really matters: building a great place to work.

Looking ahead, the CHRO of the future will be as much a data leader as a people leader — using AI responsibly to create workplaces where everyone can thrive.

ZARP ORIGINALS
BY **ROMANI VEERWAR SINGH**
CHRO, ZARP LABS



Breaking the Startup Ceiling: Trust, Positioning & Lead Magnets

BY **DEEPAK BAJAJ**
SALES & MARKETING LEADER
AMAZON BEST SELLER

Startups often hit a revenue ceiling (₹50L/\$60K) because they struggle to gain trust and visibility beyond initial clients. The antidote? Clear positioning and using lead magnets to convert unknown prospects.

Positioning means crafting a distinct place in your market's mind—define your niche, problem-focus, and consistent messaging. A strong position helps you stand out and build credibility even with limited resources.

Lead magnets—such as templates, whitepapers, quizzes, or calculators—capture trust and contacts. In fact, 87% of successful B2B firms use lead magnets, and interactive tools can stay engaged 8x longer and increase referral rates by 137% .

Simple roadmap:

- Pick your platform: LinkedIn for B2B, Instagram or groups for B2C.
- Position yourself as a problem expert.
- Quantify pain—revenue loss, inefficiencies, missed opportunities.
- Offer a lead magnet that solves an issue and asks prospects to share contact info.
- Stay consistent, patient, and let trust build naturally.
- This approach turns cold outreach into warm relationships—and breaks that revenue ceiling.



Harnessing Intelligence, Powering Innovation

ZARP ORIGINALS
BY **AP SINGH**
CTO, ZARP LABS

As we enter the second half of 2025, Artificial Intelligence (AI) and Machine Learning (ML) are no longer emerging trends—they have become foundational to how businesses operate, compete, and evolve. From reinventing traditional industries to enabling fully autonomous decision-making, AI/ML are now strategic imperatives at the core of digital transformation.



AI/ML Trends 2025: Global Snapshot

- **AI Investments Surge:** Global AI spend is set to exceed \$380B in 2025, led by GenAI, infrastructure, and automation.
- **GenAI Goes Mainstream:** Adoption is up 70% YoY, driving content, design, customer service, and code creation.
- **Edge AI + 5G:** Real-time intelligence is scaling in healthcare, mobility, and manufacturing.
- **Responsible AI Rises:** Global regulations now emphasize ethical, transparent, and bias-free AI.

Where AI Is Driving Change

- **Healthcare:** Predictive care, robotic surgeries, and research acceleration
- **Finance:** Fraud detection, risk scoring, and AI trading
- **Retail:** Hyper-personalization and AI-led supply chains
- **Telecom:** Smarter networks, churn prediction, and CX analytics

Tech Highlights

- **Foundation Models:** GPT-5, LLaMA 3, and others power multilingual, multimodal tools
- **AI Agents:** Boosting productivity across CRM, sales, and development
- **Cybersecurity:** Behavioral ML is enabling smarter threat detection

Spotlight on India: A Rising AI Powerhouse

India's AI momentum continues to accelerate, with over 1,500 AI startups, public-private collaborations, and government-led programs like INDIAai and AI for All. From inclusive AI initiatives to ethical innovation, India is emerging as a key global player in the intelligent economy.

What to Watch: H2 2025 and Beyond

- Rise of autonomous enterprises through full-stack AI integration
- Synthetic data as a new frontier for AI model training and privacy
- Industry-specific GenAI models across legal, pharma, telecom
- A growing focus on AI governance, explainability, and standardization

Final Thoughts

AI and ML are no longer “emerging tech”—they are the catalysts of real, measurable transformation. As the ecosystem matures, organizations that embrace AI not just as a tool, but as a strategic mindset—prioritizing ethics, scalability, and AI literacy—will lead the charge.

Let's build not just with intelligence, but with intention.

Your Go-To Tools for Building Smarter in 2025

Every startup needs a stack that saves time, scales fast, and doesn't break the bank. Here's what founders across marketing, operations, tech, and finance are swearing by this month:

MARKETING & GROWTH

1. Instantly.ai (Cold Outreach Automation)

Founders are loving Instantly for scaling cold email campaigns with smart inbox rotation and reply tracking. Bonus: built-in analytics that tie email performance to conversions.

2. SwipeWell (Ad & Landing Page Inspiration)

The Notion for marketers — a swipe file tool that lets teams save and tag high-performing copy, design, and ads for future use. Great for brainstorming campaigns.

3. Copy.ai 2.0 (AI-Powered Content Writing)

From blog posts to product descriptions, Copy.ai's new GPT-4-powered workflows help founders launch content fast—without hiring a writer.

OPERATIONS & PRODUCTIVITY

4. Notion Projects (*All-in-One Team Workspace*)

Notion's new Projects feature has made it easier for lean startup teams to manage sprints, OKRs, and knowledge bases without juggling five different apps.

5. Motion (AI Calendar + Task Manager)

For solo founders and small teams juggling 100 tasks a day, Motion auto-prioritizes tasks and schedules them into your day. Think of it as your AI Chief of Staff.

Launchpad 360° by Zarp Labs

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Your Growth Partner in the Age of Intelligence

At Zarp Labs, we help startups, creators, and businesses scale with strategy, speed, and smart technology. From AI-driven solutions to hands-on business acceleration, our mission is simple: fuel innovation, unlock growth, and build what's next.

Explore our signature programs like Startup Shift and AiGDC — where bold ideas meet deep execution.

Let's build the future, together.

Team Zarp Labs