

The Capital Engine

How I built a \$1.6M+ investment system that scaled 55+ brands. Starting with \$600. Over 5 years. From scratch.

WHY I CHOSE TO SHARE THIS STORY

This story shows how I think about systems, not just businesses. I built something that did not exist before: a way to connect brands that needed capital with investors who needed deal flow. No fund, no firm, no playbook. Just a network held together by relationships, trust, and strategic judgment. I share this because it represents the way I approach every problem: find the gap no one is filling, design the system to fill it, and operate it with discipline.

\$1.6M+

Capital Managed

55+

Brands Scaled

30%

Returns 2025

\$25M+

Revenue for Clients

Started with \$600 in December 2021.

Built to \$1.6M+ over 5 years through trust and results.

MY APPROACH

How I Approached This

Every system I build follows the same principle: find the gap, test with real stakes, prove the model works at small scale, then compound. This was no different.

1

Spotted the Gap

Three groups with unmet needs: brands without capital, agencies with data but no funding role, and investors without deal flow. Nobody was connecting them.

2

Designed the System

Built a network architecture that matched capital to performance. No fund structure, no firm. Just relationships, trust, and a strategic layer coordinating the flow.

3

Started Small, Proved It

Deployed \$600 of my own money first. Tested the model with real stakes before bringing in outside capital. Every expansion was earned, not assumed.

4

Scaled Through Results

As returns compounded, more investors came in. As brands scaled, more agencies joined. The system grew because it worked, not because it was marketed.

5

Institutionalised the Model

Brought in institutional investors alongside retail. Built operational discipline: daily capital rotation, portfolio monitoring, investor reporting.

6

Evolving Into Equity

Now moving into equity positions in the strongest brands. The data advantage from running their growth cycles makes us better-informed than any outside investor.

01 The Observation

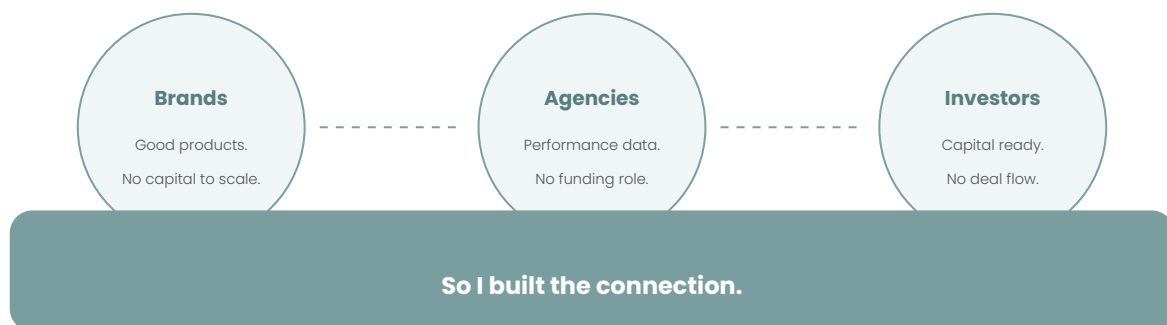
In 2021, I noticed something that most people in the marketing world were ignoring.

Small Indian D2C brands with genuinely good products were stuck. They could run Meta ads profitably at small budgets. The unit economics worked. The product-market fit was there. But they could not scale because they did not have the capital to pour fuel on what was already burning. Traditional investors were not interested in a brand doing a few lakhs a month, no matter how good the ROAS was.

On the other side, marketing agencies were sitting on performance data that proved these brands could scale. But agencies are not in the business of funding their clients.

And then there were investors looking for short-cycle, high-return opportunities outside of public markets. They had capital. They did not have deal flow.

THREE GROUPS. THREE UNMET NEEDS. NO ONE CONNECTING THEM.



02 The System

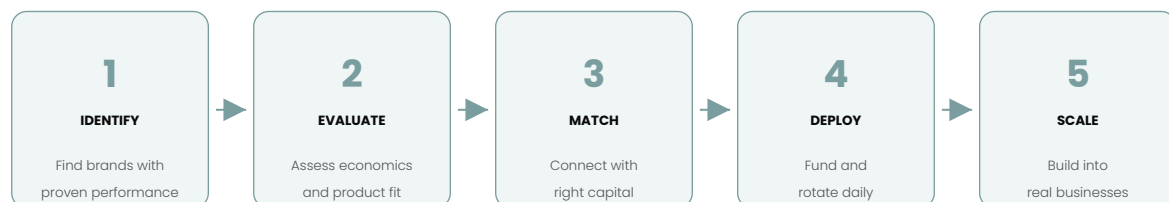
I started with INR 5 lakhs (roughly \$600) in December 2021. No fund structure. No firm. Just an idea and the willingness to test it with real money.

The model was simple: I identify D2C brands with proven ad performance but limited capital. I negotiate terms with the founders. Then I match them with investors who deploy capital into these brands' growth cycles. The agencies handle execution. I handle everything else: strategy, capital allocation, investor relations, negotiations, and the constant recalibration of where money flows and why.

Over five years, the system grew. More brands proved the model worked. More investors came in as returns compounded. More agencies joined as they saw their clients scaling faster. Today it manages over \$1.6 million in deployed capital, with roughly \$950,000 from institutional investors and the rest from retail investors who believed in the model early and stayed.

Every day, capital rotates across the portfolio. Some brands are scaling. Some are stabilising. Some are being tested. The system is not static. It breathes.

HOW THE SYSTEM FLOWS



03 The Numbers

\$1.6M+

Total Capital Deployed

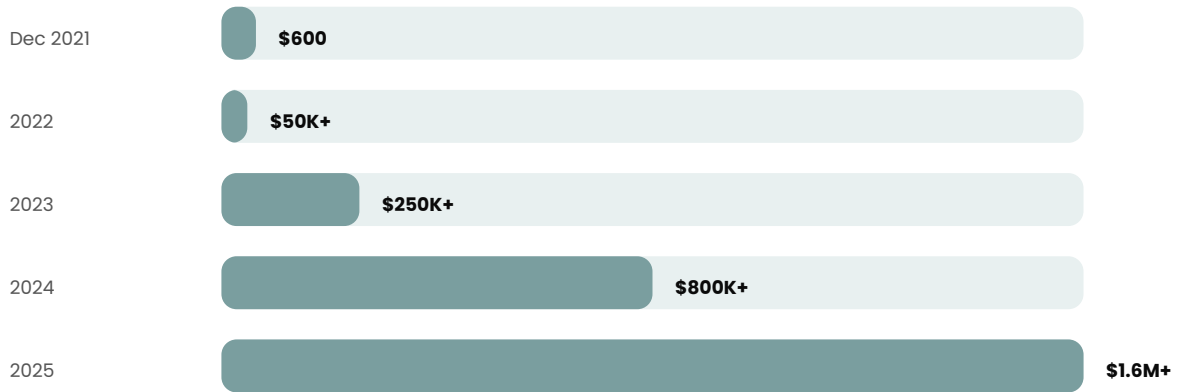
55+

Brands in the System

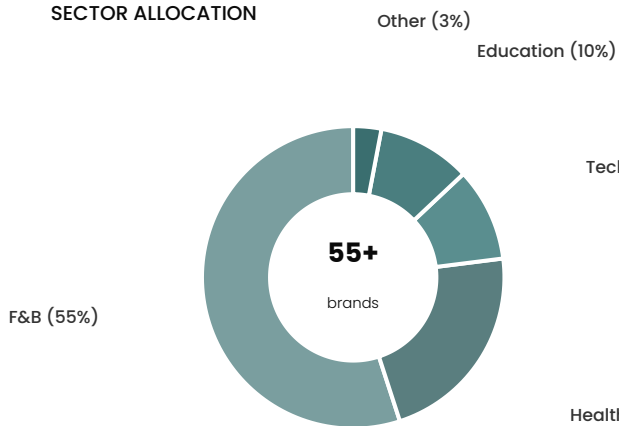
\$25M+

Revenue for Clients

GROWTH TRAJECTORY



SECTOR ALLOCATION



INVESTOR RETURNS



04 My Role

I handle everything that is not execution. Finding brands, evaluating whether they are worth backing, structuring terms, raising capital, managing investor expectations, deciding where capital goes based on daily data, and maintaining relationships across every node in the system.

The agencies handle campaigns. The brands handle product and fulfilment. The investors provide capital. I provide the strategy, the architecture, and the judgment that holds it all together.

- 1 Find and evaluate high-potential D2C brands
- 2 Structure investment terms and negotiate deals
- 3 Raise capital from institutional and retail investors
- 4 Allocate and rotate capital across brands daily
- 5 Manage investor relations, expectations, and exits
- 6 Strategic oversight across 55+ brands simultaneously

05 What This Proved

That I can build something from zero when there is no template to follow.

That I can raise real money from serious people and deploy it responsibly.

That I can operate across dozens of businesses simultaneously without losing the thread.

That I can sit across from investors, agencies, and founders with competing interests and find the structure that works for everyone.

06 What's Next

Starting April 2026, we are expanding into equity investments, taking positions in the brands that have proven themselves through the system. If we have already scaled you with capital and seen your numbers up close for months, we know more about your business than any outside investor ever will.

The system keeps evolving. The principles stay the same: find what works, fund it, and stay close enough to know when things change.

Most consultants give advice.

I built a system that moves real money through real businesses every day.

Want to talk strategy?

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