

WeddingFlow

Wedding-planning command centre for Indian families managing ■25 lakh to ■5 crore weddings. Vendor payments + guest list + 8-event schedule + family roles + emergency contacts — in one shared system, not 14 WhatsApp groups.

Category	Set 5 · Vertical/Creator
Customer	Indian families (couple + parents + close relatives) planning Indian weddings spanning 3-7 days + multiple events + 200-2,000 guests
Monetisation	■2,999 one-time Standard · ■5,999 Premium (with vendor-marketplace access + concierge support) · ■14,999 luxury tier
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

WeddingFlow is a one-time-purchase planning command centre for the operational reality of an Indian wedding: 3-7 days of events (engagement + sangeet + mehndi + haldi + wedding + reception + post-wedding lunches), 200-2,000 guests, 25-60 vendors (venue + catering + decor + photography + makeup + DJ + transportation + hospitality + etc.), ■25 lakh to ■5 crore total spend, planning timeline 4-12 months, primary decision-makers spread across 4-8 family members (couple + both sets of parents + key siblings/uncles).

The product addresses the central planning chaos: vendor-payment tracking (advance + interim + final payments across 25-60 vendors), guest list management (with categorisation: bride's side / groom's side / pre-events-only / wedding-only / post-events / VIP), per-event timeline + schedule + venue + dress code, family-role assignment + accountability, expense tracking against budget, emergency-day-of vendor + venue contact directory.

Pricing is one-time per wedding (not subscription). ■2,999 Standard for the planning tools, ■5,999 Premium adds vendor-marketplace access + concierge support tier, ■14,999 luxury tier includes dedicated wedding-day operations coordinator. Year-1 target: 1,800 wedding-family purchases generating ■70 lakh year-1 revenue against ■18 lakh costs. Cash-positive month 1. The model is volume + repeat-family-referral-driven; sustainable cash flow rather than recurring-revenue compounding.

The Problem

An Indian middle-class wedding is operationally one of the most complex events most families ever organise. The mother of the bride coordinates 25-60 vendors, the father tracks ₹40 lakh of payments to those vendors over 8 months, the bride manages her own wedding outfits + makeup + photography decisions, the groom manages his side's involvement, both fathers manage guest lists for their respective sides, siblings + cousins + uncles take on assigned roles (transportation coordination, hospitality, decor supervision, etc.). The coordination currently happens across 14+ WhatsApp groups, paper checklists, Excel sheets shared on email, and the mother's memory.

The failure modes are predictable. Vendor double-payments (someone forgot another family member already paid). Vendor missed payments leading to last-minute crisis. Guest list confusion (who's coming to which event with how many companions). Schedule-day errors (the makeup artist arrived at 5 AM but the bride was at a haldi event). Per-event budget overruns nobody tracked until the final invoice. Family roles unclear leading to disputes ('I thought you were handling transportation').

The financial cost is meaningful. A typical ₹40 lakh wedding accumulates ₹2-4 lakh of preventable cost leakage from operational chaos (double payments, missed-discount opportunities, last-minute crisis-priced bookings, vendor overcharges that weren't caught). The emotional cost is larger — months of family stress, frequent arguments, and the bride and groom themselves frequently overwhelmed.

Existing solutions are weak. Generic wedding-planning apps (WedMeGood, ShaadiSaga) focus on vendor discovery + inspiration content; their planning tools are simplistic. Wedding planners as a service (₹3-15 lakh fee) work for ultra-luxury weddings but are over-priced for the middle-tier ₹25-60 lakh wedding market. The structural gap: a productised planning command centre at one-time ₹3,000-15,000 that families can self-operate.

The Solution

WeddingFlow is organised around the operational realities of Indian wedding planning. Per-wedding workspace shared across family members (couple + both parents + key relatives). Core modules: (1) vendor management with category + payment-stage + payment-history + contact + agreement tracking; (2) guest list with multi-side categorisation + per-event RSVP + meal preferences + accommodation needs + transport needs; (3) per-event timeline with venue + schedule + dress code + special requests + assigned-family-coordinator; (4) family-role assignment with checklist + accountability; (5) budget tracking against allocated per-category spend; (6) day-of operations dashboard with emergency contacts + minute-by-minute schedule + role assignments.

Premium tier (₹5,999) adds: vendor-marketplace access (10,000+ verified vendors with rates + reviews + past-work portfolios) + a 24/7 chat-based concierge support during the 30 days around the wedding. Luxury tier (₹14,999) adds dedicated wedding-day operations coordinator who comes to venue + manages day-of execution.

Three structural differences from existing options define the wedge. First, multi-family-member shared workspace (the structural reality of Indian wedding planning is collaborative across 4-8 family members; existing tools assume single-planner). Second, payment-tracking depth (vendor payments are the most chaotic element; WeddingFlow makes this auditable). Third, one-time-priced (₹2,999-14,999) vs. subscription which is the wrong shape for a one-time event.

Market Opportunity

India wedding market: estimated 11-13 million weddings annually with combined spend of ₹4-5 lakh crore. Of these, an estimated 1.8-2.5 million are in the ₹25 lakh - ₹5 crore middle-to-upper-middle segment that WeddingFlow targets (excluding both ultra-luxury and lower-budget rural weddings).

At blended ARPU of ₹4,000/wedding (across Standard + Premium + Luxury), the SAM is approximately ₹720-1,000 crore. Realistic 3-year capture: 0.3-0.8% per year = 6,000-20,000 weddings/year = ₹2.4-8 crore annual revenue.

Adjacent opportunities. Vendor-side revenue (we already collect vendor-marketplace data; partner-vendors pay listing fees + lead-generation fees — material additional revenue stream). Year 2: post-wedding services (registration paperwork + name change documentation + insurance + tax). Year 3: NRI wedding tier (Indian families planning weddings in India from US / UK / Gulf — premium pricing tier).

Target Customer

Primary persona: a 27-year-old bride-to-be in Pune marrying in 6 months with ₹35 lakh family budget across 4-day wedding. Her mother is the actual primary user (coordinates vendor payments + guest list); the bride uses the bride-specific module for her own decisions. Will pay ₹2,999 Standard tier after seeing demo via WedMeGood-style content.

Secondary persona: a 51-year-old father of the bride in Hyderabad planning a ₹85 lakh wedding for his daughter, 7-month planning horizon, 6-day events, 1,200 guests. Family is on track for the chaos described above. Will pay ₹5,999 Premium tier for the concierge support during the 30 days around the wedding.

Tertiary persona: a 62-year-old grandmother + father combo planning ₹2.5 crore destination wedding in Udaipur. Will pay ₹14,999 Luxury tier for dedicated wedding-day operations coordinator who handles execution.

Product

Multi-family-member workspace: bride + groom + bride's parents + groom's parents + designated key relatives all access shared workspace with role-permission control (some can edit vendor payments, all can view, only the budget-holder can approve large expenses).

Vendor management: per-vendor profile (category + contact + agreement + payment-stage + payment-history + delivery schedule + day-of-wedding contact). Total payment tracking visible at category + overall budget level.

Guest list: structured guest database with categorisation (bride's side / groom's side, family / friends / colleagues, per-event invitations: engagement / sangeet / mehndi / wedding / reception), RSVP collection via WhatsApp, meal preference + accommodation + transport tracking.

Event timeline: per-event (typically 4-8 events per wedding) — venue + schedule + dress code + special requests + assigned-family-coordinator + emergency contacts.

Family-role assignment: structured role-assignment checklist (transportation team, hospitality team, vendor coordination team, photography team, ceremony team) with named family members + accountability tracking.

Budget tracking: allocated budget per category, actual spend tracking, variance alerts, payment-due upcoming alerts.

Day-of operations dashboard: minute-by-minute schedule per event, emergency contacts directory, role assignments, last-known status per vendor.

Premium tier additions: vendor marketplace access (rate-cards + reviews + portfolios) + 24/7 chat-based concierge from a wedding-planning specialist.

Luxury tier: in addition to all of the above, dedicated wedding-day operations coordinator (sent to venue, manages day-of execution, single point of contact for any issue).

Technical Architecture

Frontend: Next.js + Tailwind, mobile-responsive (most usage is mobile by family members).

Backend: Python on Hetzner cloud, Postgres on Neon.

Multi-user collaboration: real-time collaborative editing via WebSocket for budget + vendor + guest list modules.

WhatsApp: Meta Business Cloud API for RSVP collection + reminders + concierge communication.

Payments: Razorpay for one-time purchase + Premium-tier concierge bookings.

Vendor marketplace: structured database of 10,000+ verified vendors curated over time; review collection + portfolio storage.

Business Model & Unit Economics

Three one-time tiers. Standard (₹2,999): full planning tool suite for one wedding, no concierge support. Premium (₹5,999): Standard + vendor marketplace access + 24/7 concierge support for 30 days around wedding. Luxury (₹14,999): Premium + dedicated day-of operations coordinator.

Conversion economics: organic acquisition through SEO + influencer + WedMeGood-adjacent content. Conversion at ~3% of landing-page visitors. Distribution: 60% Standard, 32% Premium, 8% Luxury.

Gross margin: 88% on Standard (digital tool, near-zero marginal cost), 65% on Premium (concierge labour), 35% on Luxury (dedicated coordinator labour at ~₹9,000 cost).

Vendor-marketplace revenue (additional): partner vendors pay listing fee + lead-generation fee. Estimated additional ₹15 lakh year-1 revenue from vendor side.

Unit Economics (Year-1 base case)

Year-1 wedding purchases (target)	1,800
Blended revenue per wedding	₹4,000
Year-1 wedding-family revenue	~₹72 lakh
Year-1 vendor-side revenue	~₹15 lakh
Year-1 total revenue	~₹87 lakh
Gross margin	72% blended
Customer acquisition cost (CAC)	₹600
Year-1 all-in costs	~₹18 lakh
Year-1 net contribution	~₹50 lakh

Go-to-Market

Channel 1 — Wedding-content creator partnerships (40%): partnerships with WedMeGood + ShaadiSaga influencers + wedding YouTube creators (CherryBlooms, BetterButter Weddings) for tool demos + sponsored content.

Channel 2 — SEO content (30%): substantive content on Indian wedding planning ('wedding vendor payment tracker', 'how to manage guest list 1000 guests', 'wedding budget breakdown ₹40 lakh'). Strong commercial-intent SEO opportunity.

Channel 3 — Bride community placement (20%): Reddit r/IndianWedding + bride-focused FB groups + Instagram wedding-prep accounts. Organic + influencer-paid.

Channel 4 — Vendor partnerships (10%): wedding-vendor partners offer WeddingFlow at discount to their booking customers; lead-share.

Roadmap (first 12 months)

- Month 1-3: MVP — vendor management + guest list + event timeline + budget tracking + multi-family-member workspace. Launch with 100 paying purchases.
- Month 4-5: Family-role assignment + day-of operations dashboard, expand marketing reach, 400 paying purchases.
- Month 6-8: Premium tier with vendor marketplace + concierge support, 950 paying purchases, vendor-side revenue starts.

- Month 9-10: Luxury tier with dedicated coordinator, 1,400 paying purchases.
- Month 11-12: 1,800 paying purchases, ₹87 lakh year-1 revenue (wedding-family + vendor-side combined).

Key Risks

- Seasonal concentration: Indian weddings cluster Oct-Feb + Apr-Jun; off-season cash flow is weak. Mitigated by Premium-tier concierge revenue smoothing + by destination-wedding tier serving year-round.
- WedMeGood / ShaadiSaga building competitive planning depth — possible. Mitigated by depth-of-tool investment + their primary focus being vendor discovery not planning.
- Concierge labour scaling: high-touch concierge support cannot scale with volume without proportional staff. Mitigated by careful Premium-tier volume management + scaling team in line with demand.
- Cultural variance: North Indian / South Indian / Marathi / Gujarati / Bengali weddings have substantially different operational patterns. Mitigated by region-specific event-template library + cultural-aware tool customisation.
- One-time purchase economics: no recurring revenue base; each new month requires new customer acquisition. Mitigated by referral programme (satisfied families refer in significant numbers; wedding-planning experiences are widely discussed) + vendor-side recurring revenue.