

Laptopfirst

The Complete OS for
Laptop Rental Businesses

B2B SAAS · LAPTOP RENTAL MANAGEMENT

One platform to manage customers, subscriptions, devices and payments — built exclusively for rental providers.

THREE CORE PILLARS

01

Customer Hub

Digital KYC, credit scoring & 360° customer profiles

02

Subscription Engine

Recurring billing, AutoPay & collections on auto-pilot

03

Device Intelligence

Asset tracking, remote lock/wipe & live health monitoring

Running a Laptop Rental Business Is Surprisingly Painful

01

Onboarding takes days — paper KYC, manual credit checks, zero standardisation

02

Invoices created manually; collections chased over WhatsApp and calls every month

03

No single view of deployed devices — health, location, or who currently has what

04

Zero ability to remotely lock or wipe a device when a customer defaults

05

Operations run on spreadsheets and generic tools not built for rental

A Large and Fast-Growing Market

\$4.2B

Global Device Leasing
Market (2024)

18%

CAGR
Through 2030

40K+

SMB Rental Providers
in India Alone

Post-pandemic WFH boom and the shift to device-as-a-service is pushing SMB rental operators to scale rapidly — with no purpose-built tooling to support them.

Laptopfirst — Three Pillars

1

Customer Hub

- Digital onboarding & guided KYC flow
- Credit scoring & risk profiling
- 360° customer profile with full history
- Risk flags & automated alerts

2

Subscription Engine

- Auto-generated recurring invoices
- Smart dunning & payment retries
- Real-time cash flow dashboards
- GST-ready billing & proration

3

Device Intelligence

- Asset tracking & health monitoring
- Remote lock & wipe on default
- One-click remote support sessions
- Proactive device health alerts

Onboard in Minutes, Not Days

1

Digital KYC & Identity Verification

Guided in-app flow with Aadhaar/PAN verification (DigiLocker), video KYC, and document OCR. Auto-flags mismatches and incomplete submissions.

[Aadhaar API](#) · [DigiLocker](#) · [Video KYC](#) · [OCR](#)

2

Automated Credit Assessment

Instant bureau pull (CIBIL/Experian), configurable risk thresholds, and a rental-specific scoring model built on your own payment history data.

[Bureau Integration](#) · [Custom Score Model](#) · [Risk Tiers](#)

3

Digital Contracts & 360° CRM

E-sign rental agreements, auto-populate customer data, log every interaction, and get alerts on renewals, expiries, and overdue actions.

[eSign](#) · [CRM Timeline](#) · [Smart Alerts](#) · [Renewal Reminders](#)

Collections on Auto-Pilot

1

Recurring Invoices & Billing Automation

Set billing cycles once — Laptopfirst generates, sends, and tracks invoices automatically. Handles proration, mid-cycle changes, and GST calculations.

[Auto-invoicing](#) · [GST Ready](#) · [Proration](#) · [Mid-cycle Changes](#)

2

Multi-Mode Payment Collection

UPI AutoPay, NACH mandates, payment links, and card billing. Retry logic and dunning sequences reduce default rates significantly.

[UPI AutoPay](#) · [NACH](#) · [Smart Dunning](#) · [Razorpay / Cashfree](#)

3

Revenue Dashboard & Analytics

Live MRR, ARR, collection rate, aging buckets, churn forecasting, and cohort analysis all built in. Export for your accountant in one click.

[MRR / ARR](#) · [Aging Reports](#) · [Churn Signals](#) · [One-click Export](#)

Total Control Over Every Device

1

Asset Tracking & Inventory

Every laptop tagged at intake — serial number, specs, photos. Real-time view of which device is with which customer and its current health score.

[Asset Registry](#) · [Customer Mapping](#) · [Health Score](#) · [Audit Trail](#)

2

Remote Lock, Wipe & Security

Instantly lock or wipe a device when a customer defaults or their agreement lapses. Geofencing alerts and real-time tamper notifications.

[Remote Lock](#) · [Remote Wipe](#) · [Geofence Alerts](#) · [MDM Integration](#)

3

Remote Support & Monitoring

One-click screen-share for troubleshooting. Proactive monitoring for disk, battery, OS updates, and malware flags before customers notice.

[Remote Desktop](#) · [SMART Monitoring](#) · [Proactive Alerts](#) · [Ticket Log](#)

Built Specifically for Rental — Not Adapted From It

Solution	Digital KYC	Recurring Billing	Device Lock/Wipe	Remote Support	Rental-Native
Laptopfirst	YES	YES	YES	YES	YES
Generic CRM (Zoho, Salesforce)	—	—	—	—	—
MDM Only (JumpCloud, Hexnode)	—	—	YES	YES	—
Billing SaaS (Chargebee)	—	YES	—	—	—
Spreadsheets + WhatsApp	—	—	—	—	—

Competitors address one piece. Laptopfirst is the only end-to-end platform purpose-built for laptop rental operators.

Simple, Scalable SaaS Pricing

STARTER

Rs. 4,999/mo

- Up to 100 devices
- Core CRM & Invoicing
- Basic device tracking
- Email support

GROWTH — MOST POPULAR

Rs. 12,999/mo

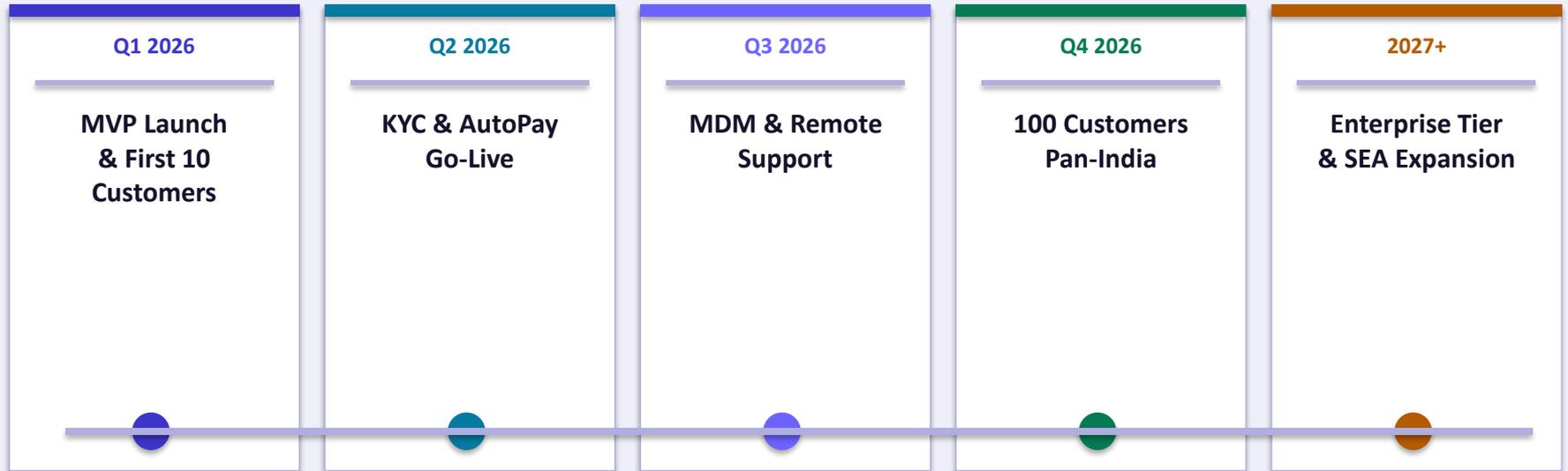
- Up to 500 devices
- KYC & Credit check
- UPI AutoPay & NACH
- Remote lock/wipe & support
- Priority support

ENTERPRISE

Custom

- Unlimited devices
- White-label option
- Full API access
- Dedicated CSM & SLA
- Custom integrations

Laptopfirst — Where We Are Headed



THE FOUNDER

The Person Behind Laptopfirst



Mayank Gupta

Founder & CEO, Laptopfirst

[linkedin.com/in/mayank79](https://www.linkedin.com/in/mayank79)

Entrepreneur with deep roots in the IT services and device rental industry. Building Laptopfirst to digitise and streamline operations for India's growing laptop rental ecosystem.

Domain Expert

Operator Background

B2B SaaS Vision

Backed by advisors with deep experience in fintech, IT asset management, and B2B SaaS.

THE ASK

Raising Rs. 1 Crore Seed Round

12-month runway · 100+ customers · Product-first build · Series A ready

60%

Product &
Engineering

25%

Sales &
GTM

15%

Operations
& Infra

Why Now?

India's device rental market is at an inflection point. GST compliance, UPI AutoPay mandates, and enterprise device-as-a-service adoption are forcing operators to digitise -- a once-in-a-decade opportunity.