



laptopfirst.in

Flexible laptop subscriptions

Lapswap Tech Private Limited
Registered – New Delhi

Mission – 99% uptime on your most important productivity tool, your computer

- Startups and SMEs struggle with buying laptops which cost upwards of 60k,
- Alternatives like laptop rentals are extremely unorganised



Discoverability problem

Startups find themselves out of options to procuring high quality reliable laptops for their team.



Support accessibility

Most rental vendors provide only hardware and no support for software issues. The support they provide is also unreliable and time consuming



Tech accessibility

Local vendors operate with manual processes which bring operational inefficiencies. It is hard for lean startup teams to deal with these processes.

Laptopfirst is a subscription-based service designed to provide startups and entrepreneurs with an accessible, hassle-free solution for acquiring laptops.

By eliminating the burden of upfront costs and offering flexible subscription plans, we ensure users focus on their goals without worrying about technology

Inhouse experts

To help choose the right device for your use case. And provide assistance with software, data management and security.

Comprehensive

support for genuine software licenses, hardware, and even damages... all on-site within 24 working hours

Tech platform

To help compare best pricing and manage devices for all your team thru a user dashboard. No to and forth calls with sales reps required.

No paperwork –
completely digital
onboarding with
Digilocker

Curated devices
Industry standard
devices designed
for reliability

Flexible subscriptions
No long-term lockins,
upgrade or change as
per needs

Genuine software
and licensed
Operating systems,
to keep your data
secure

on-site support
technical assistance
for hardware and
software issues
within 24 hours at
your office

Transparent pricing
all-inclusive monthly
cost, no security
deposit, no hidden
charges

1,40,000

Active startups
30L people

6,00,000

SMEs with
12 crore people

Most Startups and small enterprises do not have an internal IT department, to manage and source reliable computers.

They also need a cost-effective flexible plan to manage their expenses and flexibility for changing monthly needs

Better risk management



Digital KYC for real time verification thru DigiLocker, with zero paperwork.

Advanced MDM software to lock devices whenever needed. Hardware tamper protection with physical security chip on each device.

Insurance built in to cover accidental damages and even theft to offer a completely risk-free and hassle less experience.

Operational efficiencies



Device standardization for lower turn around times with only industry leading models used.

Inhouse team of trained IT experts, for better customer handling and no unnecessary hierarchy for complaint resolution

Hyper-local support model with a technician available only minutes away from you.

Monthly device subscriptions

We offer laptops with customized configurations on a monthly price.

Ranges from ₹2000 for the base plan and up to ₹4500 per month for the top models.

Additional revenue streams

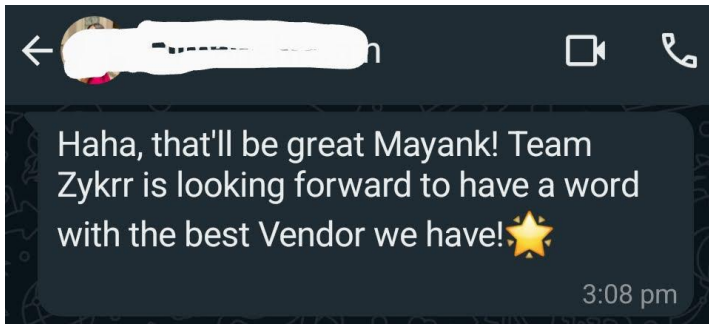
Specialized Software bundles

Genuine software licenses sold as add-ons with support for installation and activation.

Add-on services

For even more reliability, premium support services, insurance covering damages and theft sold separately.

Features	Traditional vendors	Laptopfirst
Onboarding	Manual paperwork	2-minute Digital KYC
Pricing	Case-to-case basis	Transparent listings on the website
Support	Outsourced thru local third party vendors	In-house tech experts for reliable support
Tech support	Hardware only	Hardware, software, data/user management
Accidental damage/Theft	Not available	Insurance on devices to cover unexpected costs
Flexibility	6 month lock-in, Minimum 10 devices	Subscribe to 1 device for as low as 1 month.



Our pilot cutomers love us for

- High performance of devices
- Extremely helpful support
- Fast and reliable response
- Most flexible tenures
- Reasonable and transparent pricing

Website : laptopfirst.in

The screenshot shows the homepage of laptopfirst.in. At the top, there's a navigation bar with the site name and links for 'About us', 'Plans', 'My Account', and 'Contact us'. Below this is a main banner with the text 'Expert curated laptops with top end specs and low end prices' and 'Choose a laptop optimized by experts, starting at just ₹1999 per month'. A 'Customize laptop' button is visible. Below the banner is a section titled 'Why a subscription' with several icons representing benefits: Free maintenance every 6 months, Data is safe and private to you, Lightning fast speed with 16GB RAM, Intel i5 series, Genuine & secure Windows, Onsite service guarantee within 24 hours, Upgrade or switch devices anytime, Amazing typing experience with optional backlit keys, 8hrs 54mins (90%) All day battery, and Type-C charger. Below this is the 'Our Plans' section, featuring two options: 'For work' (Everyday power computing to handle all office docs, lots of open tabs and amazing battery life, Starting @ ₹1999/month) and 'For learning' (Our starter plan for students who need light weight productivity on the chrome you love, Starting @ ₹1499/month).

Deep customization options

The screenshot shows a product page for a 'Work plan' laptop. The page features a large image of the laptop and a detailed customization panel on the right. The customization panel includes: 'Work plan' (SKU: 364215376135191) priced at ₹2,000.00 with taxes included; 'Battery life' set to 8-9 hours; 'Storage' set to 256GB; 'Memory (RAM)' with options for 16GB and 24GB; 'Windows version' set to Select; and 'Quantity' set to 1. A red 'Add to Cart' button is at the bottom right. The page also includes a breadcrumb trail 'Home / Shop / Work plan' and a 'Prev | Next' navigation link.

An intuitive and customer friendly website coupled with easy to use customization options for different devices

Traditional vendors rely on broad geographical coverage, spending money on sales teams and burning money thru ad spends.

We operate thru highly selective market channels to ensure best support for our target audience and mitigate risk thru a community based approach.

Partnerships with incubators and accelerators

Laptop subscriptions provided to startups exclusively thru incubation partners.

This builds a reliable customer base and provides advantages of network effects in the ecosystem.

Partnerships with co-working spaces

Hyperlocal targeting multiple organisations thru a singular location.

Customers get the advantage of on-site services and we achieve operational efficiencies for the modern working environment.

Mayank Gupta

Founder, CEO

- Educational background in engineering and business
- Technology geek by passion, can talk about laptops all day.
- Ex-founder of a women's wellness brand.
- Marketing consultant to startups across domains like fintech, edtech and FMCG
- Experience in venture capital to help startups raise funds from investors.

In-house Team

Developer

Tech admin

Marketing associate

Outsourced

Vendor network across NCR, for device sourcing and rental partners for unique customer needs

On-Demand

Delivery partners for hyperlocal service
Technicians across city for hardware repairs.

Still curious about how easy and accessible technology can be...
Why not give it a try yourself.

Find us online at



[@laptopfirst](https://www.instagram.com/laptopfirst)



[@laptopfirst](https://www.linkedin.com/company/laptopfirst)

**laptop
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easier laptops

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Founder

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