

small · HSR Layout

The infrastructure layer for HSR Layout's builders

A festive-season pitch for HSR Layout's innovative startups

HSR Layout is India's densest startup neighbourhood



#1

for YC-backed startup density

HSR Layout has the largest concentration of Y Combinator companies of any neighbourhood in India.



100s

of founders & early teams

Living, hiring, and building within a few kilometres of each other.



1

shared neighbourhood

Every one of them solving the same local, everyday problems — separately.

But there's no shared layer connecting any of it

“Everyone solves the same local problem, alone.”

- Vendors, gifting, events, and services still run on scattered word-of-mouth in WhatsApp groups.
- There's no peer-verified way to know which local partner is actually good.
- Housing, hiring-adjacent intros, and growth support are each re-solved by every new team that moves in.

small is HSR Layout's contribution economy

A community-run registry of what the neighbourhood needs — and a token that rewards whoever shows up to deliver it.



Contribute

Take on a need listed in the community's open contribution registry.



Validate

An existing Lovecoin holder confirms the contribution meets the bar.



Own

Lovecoin is minted to you — an ownership & governance stake in small HSR.

Built by builders, for builders

small isn't a vendor platform run by outsiders — it's resident-run, starting with the neighbourhood's own first movers.



CONTRIBUTION № 1 — GENESIS

Kundan Mishra

First recorded contributor to small HSR — the founding entry in the Lovecoin ledger.

Every partner who joins now becomes an early entry in that same ledger — not a customer of someone else's platform.

Why this matters for your startup specifically



Team celebrations & client gifting

Vetted festive gifting & event partners for Diwali, year-end, and milestones.



Founder & team networking

Recurring meetups with the other YC teams already building next door.



Local growth & visibility

Marketing partners who already know how to reach the neighbourhood.



Trusted intros

A verified way to make introductions the community actually vouches for.



Team housing & relocation

PGs, co-living, and brokers for every new hire moving into HSR Layout.

This festive season: try small before you build your own

- Team Diwali and year-end celebrations, planned by vetted local event partners.
- Client and partner hampers, sourced through small's gifting network.
- Office decor and festive touches — without another founder spending a weekend on it.

Zero switching cost. If a vendor doesn't deliver, that feedback becomes part of the registry too.

How the pilot works

1

Tell us your festive need

Gifts, an event, decor, or something else on the registry.

2

We match you to a partner

A vetted small HSR business already validated by the community.

3

Your feedback counts

It becomes a validated contribution — and you can start earning Lovecoin too.

Base case, bull case

Base case

You get interested in small.

You try one vetted festive vendor this season, see how the registry and validation actually work, and know where to look next time HSR Layout throws up a local problem.

Bull case

You become an owner of HSR Layout's local economy.

Your startup becomes an early Lovecoin holder — with a governance stake in what small HSR builds next, validation rights over future contributions, and first access to every sector: hiring, housing, growth, and beyond.

Let's set up your festive pilot this week.

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