

Internship report on
Healthcare Crowdfunding System in India

ImpactGuru



submitted to
IMPACT GURU
for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Hospital and Health Management

By

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Academic year 2019-2021

Under the Supervision and Guidance of

Sandeep Tripathy
2021

DECLARATION

I hereby declare that this Internship titled “**Healthcare Crowdfunding System in India**” is the Bonafede record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Dr. Navleen Kaur
Date: June 21, 2021

ACKNOWLEDGEMENT

The opportunity provided to do dissertation at **Impact Guru** was an enriching and valuable experience. I am highly obliged to have met so many experience professionals who led me throughout my study period I am sincerely grateful to them for sharing their truthful and illuminating views on several issues related to the project.

I would like to acknowledge, first and foremost **Mr. Sandeep Tripathy (Head of BD) and also my reporting manager**, who inspired, guided, and helped me to complete my project at their respected organization, I take this moment to recognize their contribution gratefully.

I am extremely thankful to my faculty at IIHMR- Jaipur and specially my **Mentor Dr. Mahender Kumar (Professor)** for being my support all through the internship.

I recognize this opportunity as a big milestone in the development of my career. I will strive to use the knowledge and skills gained in the best possible way.

Lastly, I want to express my respect and love to my parents, siblings, and my friend Miss Pooja Panday for constant encouragement and motivation in my higher studies.

Sincerely,

Dr. Navleen Kaur

INTERNSHIP REPORT

1. Introduction

Internship is integral part of MBA- Hospital and Healthcare Management curriculum in which we have to learn and observe the culture of the work organization. In this internship period it is necessary to participate in various activities of the department so that by this we get exposure various inter-related departments and understand the work done in the organization, and then to understand the process flow and thereafter be able to involve in decision making.

I started my internship on 12th April 2021 at Impact Guru ,Mumbai as a Business Development Trainee, with a vision in my mind to be able to learn the healthcare crowdfunding, practical aspects of it in different sectors in more detailed manner. I learnt the core values and best practices of Impact Guru. They conducted training sessions when I joined and it was around what is crowdfunding, how it works and about their organization structure.

I understand about the crowdfunding works along with learning about Impact Guru's implementing projects with their implementing partners. Was able to understand my role in under the Sales and Development Team. Also studied about their previous successful fundraiser wherein IG already helped mobilize Rs 400 cr / US\$60mm via crowdfunding along with its partners.

2. GOALS OF INTERNSHIP

- Play an active role to support the business development function to ensure the growth of the start-up
- Deal with new Hospitals / Diagnostic Centres help them to create campaigns and identify attractive programs for fundraising
- Set up partnerships for online and offline events
- Conduct research, company and / or industry experts' interview, survey and/or on-site visit, and market and competitive analysis
- Participate in efforts to increase the number of campaign creators
- Organize and attend meetings with Doctors or Concern person from the Hospitals to provide guidance and relevant details to create the campaign and to make the campaign successful for the patients.
- Handle external and internal communications and facilitate legal and licensing agreements with partners as needed

3. ABOUT THE ORGANIZATION:

ImpactGuru.com, India's leading healthcare financing platform for patients raises money online for medical expenses via crowdfunding. It aggregates a large number of online payments to allow any individual requiring financial assistance to raise funds for medical expenses - be it cancer, transplant, accident, or any medical emergency.

ImpactGuru.com has already helped mobilize Rs. 400 crores / US\$60mm via crowdfunding along with its partners.

ImpactGuru.com was incubated at Harvard Innovation Lab in the USA in 2014. ImpactGuru.com recently announced a \$2mm Series A round, led by Apollo Hospitals Group, Currae Healthtech Fund, RB Investments (Singapore based VC Fund), Shorooq Investments (Middle East based VC Fund), Venture Catalysts (India's #1 angel investor group) with participation from various other investors

from the USA, Southeast Asia, and Middle East.

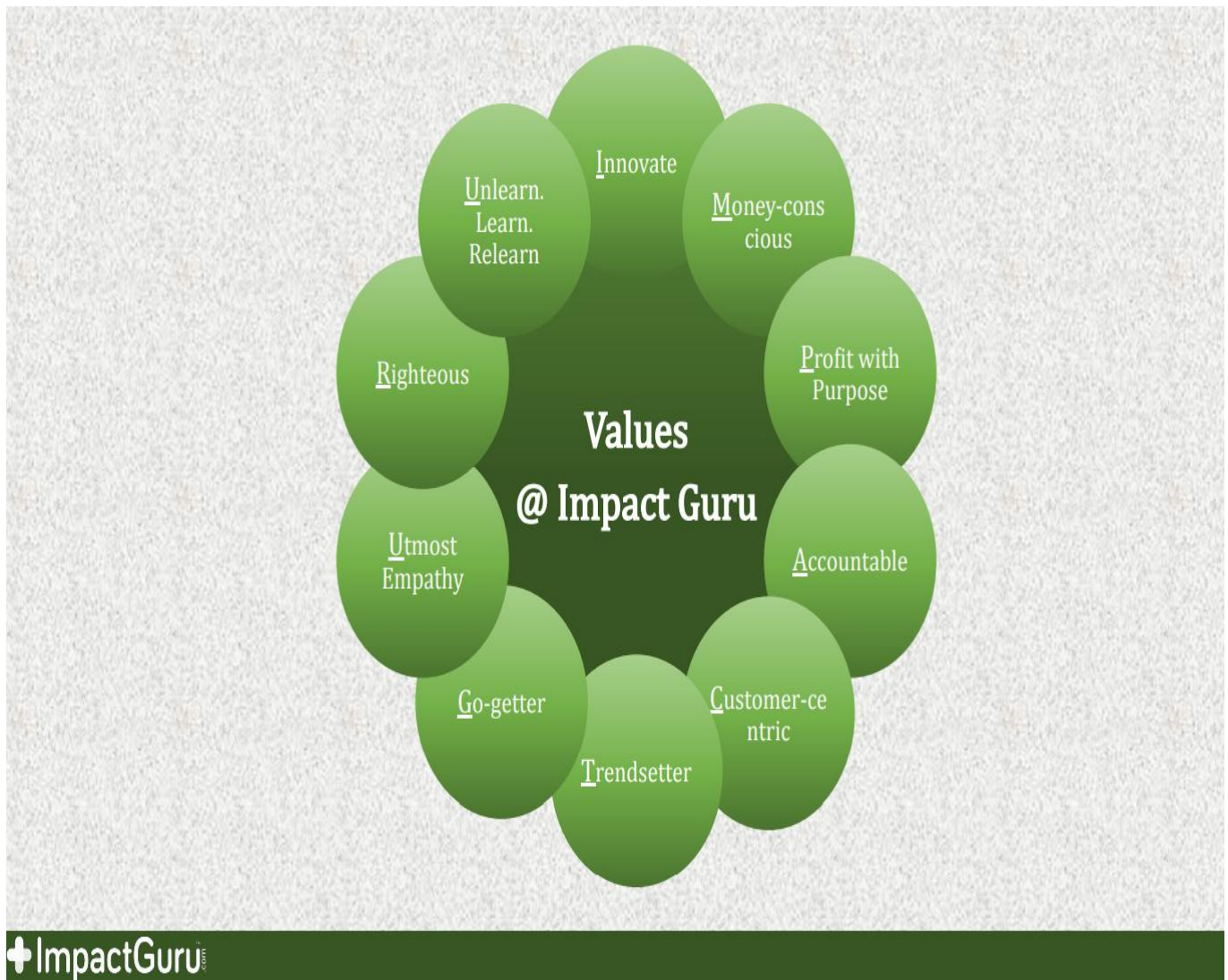
ImpactGuru.com was recently selected among top 5 early-stage start-ups in India by TiE, featured on CNBC Young Turks, and also won the Best Social Impact Start-up Award by News Corp. (Tech Circle). ImpactGuru.com was ranked among the top 21 Start-ups Globally to Watch in the space in which it operates. Impact Guru's senior management is led by Harvard, Wharton, Parsons, IIT, and IIM alumni. Impact Guru's Advisory Board Features Managing Directors at JPMorgan, BCG, Dalberg, Harvard Business School Professor, Founder of Sequoia portfolio company, leading US-based doctor.

VISION & MISSION

We believe in your power to make someone smile, to save someone's life, to foster brilliant ideas, to make a social change and to be the impact you want to make in the world.

An Impact Guru is someone who envisions change, who finds solutions to social problems, who steps up to support another change-maker, who makes kindness a habit, who dares to follow his/her dream, or who simply helps out a friend in need.

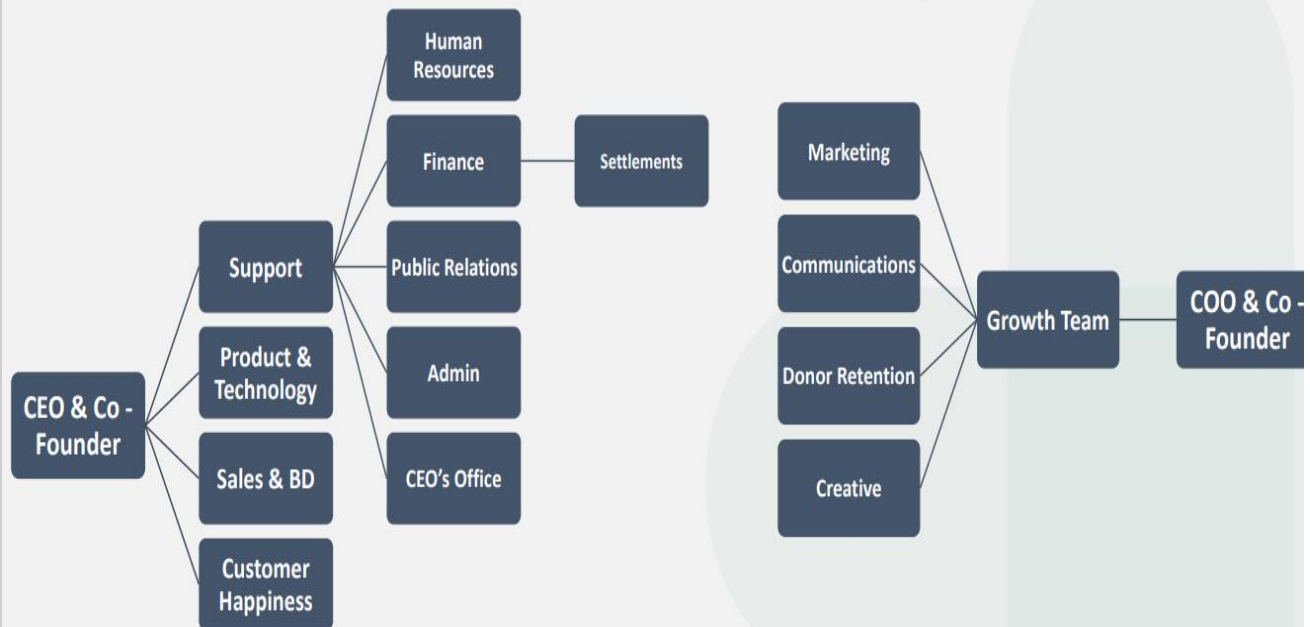
We believe that each individual holds the power to effect great change and given the right tools and the right backing, can become an Impact Guru himself/herself. We've built an easy-to-use platform to transform individuals into Impact Gurus, who will lead the world to goodness. We offer the best online tools to mobilize the crowd towards great ideas and projects and get good things done fast.



VALUES

- Each value @Impact Guru will propel the organization for the giant leap to accomplish our business goals (short-term and long-term) together.
- Each value starts with a letter of Impact Guru that represents us core values, defining the culture of the company.
- The following 10 Values sum up what we as an enterprise stand for and what we live by.

Organization Structure



FOCUS GEOGRAPHIES

We work Pan-India for implementing projects through our grass-root implementing partners.

Currently we are working in the following geographies:

Maharashtra

Delhi NCR

Karnataka

Andhra Pradesh

Tamil Nadu

Kerala

REWARDS AND RECONGNITATION

Management decides on Employee of the Month based on their contributions towards the organization. We also distribute the below mentioned awards on a Monthly Basis

Star of Product & Technology

Star of Customer Happiness

Star of Sales & Business Development

Star of Growth Team

Star of Support Team

KEY LEARNINGS

- To achieve the best possible care and outcome.
- To provide the internal external communication among healthcare providers.
- Provides patient health information when it is needed.
- To keep the patient care data secure.