

BRIEF HISTORY

ImpactGuru, founded in 2014 by Piyush Jain and Khushboo Jain, is a Mumbai-based crowdfunding platform. It began with a focus on medical crowdfunding but soon expanded to support various causes. With a user-friendly interface and transparent processes, ImpactGuru gained popularity nationwide. A notable milestone came in 2016 when it secured a \$2 million Series A funding round led by Apollo Hospitals Group. The platform's collaborations with NGOs, hospitals, and corporate partners, as well as its commitment to transparency and credibility, helped it raise millions of dollars for over 25,000 fundraisers by September 2021, making a significant impact on countless lives.

ORGANISATION VISION AND MISSION

ImpactGuru's Vision: To create a world where every individual and organization has access to the necessary resources and support to address their social, medical, and personal challenges.

ImpactGuru's Mission: To provide a reliable and efficient crowdfunding platform that empowers individuals and organizations to raise funds for various causes, driving positive social impact.

BRIEF DESCRIPTION

Impact Guru is a leading crowdfunding platform based in India. It provides a space for individuals, non-profit organizations, and social enterprises to raise funds for various causes and projects. The platform offers a user-friendly interface, robust fundraising tools, and extensive marketing support to maximize the success of campaigns. Impact Guru has facilitated fundraising for medical emergencies, education, disaster relief, and more, empowering individuals and organizations to make a positive impact in society through the power of crowdfunding.

S W O T ANALYSIS

Strengths:

- Strong brand recognition and reputation in the crowdfunding industry.
- Extensive network and user base, providing a wide reach for fundraising campaigns.
- User-friendly platform with robust fundraising tools and marketing support.
- Diverse range of causes and projects supported, appealing to a broad audience.
- Successful track record of facilitating fundraising for various social causes.

Weaknesses:

- Reliance on the trust and willingness of donors to contribute to campaigns.
- Competition from other crowdfunding platforms in the market.
- Limited geographic presence, primarily focused on India.
- Dependence on external factors, such as economic conditions, for campaign success.
- Potential risk of campaign fraud or misuse of funds, requiring strict monitoring and verification.

Opportunities:

- Growing demand for crowdfunding platforms, particularly in emerging markets.
- Expansion into new geographical regions to reach a wider audience.
- Collaborations with corporate partners or NGOs to increase fundraising opportunities.
- Integration of new technologies and features to enhance user experience and engagement.
- Leveraging social media and digital marketing strategies to increase visibility and reach.

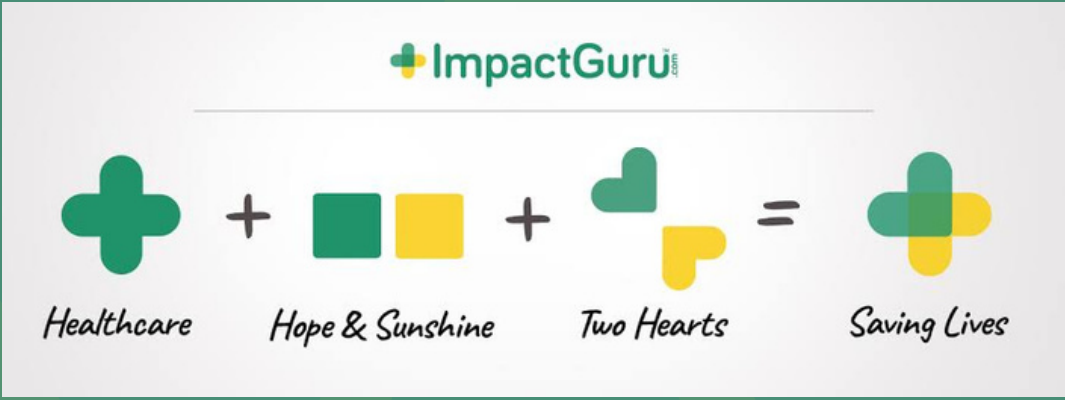
Threats:

- Regulatory changes or legal challenges impacting crowdfunding operations.
- Potential negative publicity or reputation damage due to fraudulent campaigns.
- Economic downturns or financial instability affecting donors' willingness to contribute.
- Increasing competition from established crowdfunding platforms or new market entrants.
- Changes in donor preferences or shifts in societal priorities affecting campaign success.

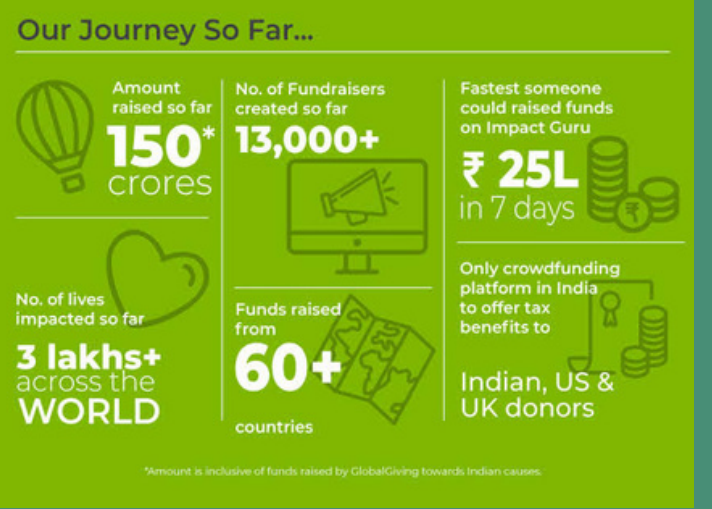
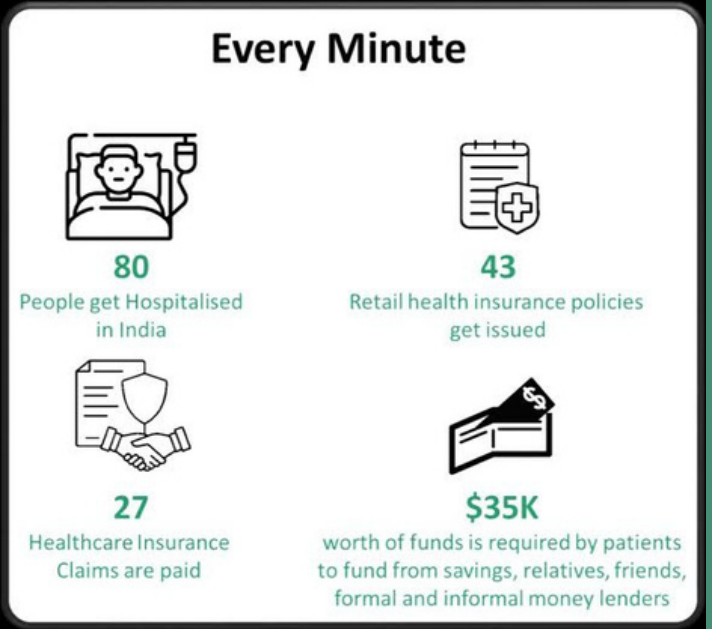
USEFULNESS OF INTERNSHIP

Hands-on Experience

- Insight into Crowdfunding Operations
- Networking Opportunities
- Exposure to Marketing Strategies
- Potential Career Opportunities



GLIMPSE OF INTERSHIP AT IMPACTGURU



CHALLENGES

High Workload: Interns at Impact Guru may face a high workload, as they are often involved in multiple projects and tasks simultaneously. This can be challenging, requiring interns to manage their time effectively and handle multiple responsibilities.

Adapting to Organizational Culture: Every organization has its own culture and work environment. Interns may initially face challenges in adapting to the culture and dynamics of Impact Guru, including understanding organizational processes and navigating team dynamics.

Ethical Considerations: Crowdfunding involves the handling of funds and sensitive personal information. Interns may encounter ethical challenges, such as maintaining confidentiality, ensuring transparency, and adhering to ethical fundraising practices.

TASK PERFORMED DURING INTERNSHIP'

1. I researched potential organizations and hospitals for partnership to enhance our reach and fundraising efforts.
2. I gathered contact details of CEOs and CFOs from various organizations to establish communication channels for collaboration.
3. I reached out to CEOs and CFOs through emails and phone calls, introducing Impact Guru and exploring collaboration opportunities.
4. I organized meetings between Impact Guru representatives and organizations or hospitals, ensuring all parties were available and prepared.
5. I collaborated with the Impact Guru team to prepare presentations, proposals, and materials for the meetings.
6. I actively participated in the meetings, providing support and acting as a point of contact for the organizations or hospitals.
7. I followed up with the organizations and hospitals after the meetings, addressing any additional questions or concerns and providing further information.
8. I maintained records of my activities, including the organizations and hospitals contacted, meeting details, and outcomes of collaboration efforts.

UNDER THE MENTORSHIP OF -
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