

Name: Keshavanand Pawar

Roll no: 0394

Mentor: Ms. Shreeya Masurkar

Feculty Mentor: Dr. Ashok Peepliwal

ABOUT

ImpactGuru is a crowdfunding platform based in India. Non-profit organizations, and social enterprises to raise funds for various causes such as medical expenses, surgeries and more. Recently ImpactGuru also offers a platform for individuals and organizations to run fundraising campaigns using the concept of crowdfunding loans. ImpactGuru provides various features and tools to help campaign creators maximize their fundraising efforts. These include personalized campaign pages, social media integration, fundraising coaching, and marketing support.

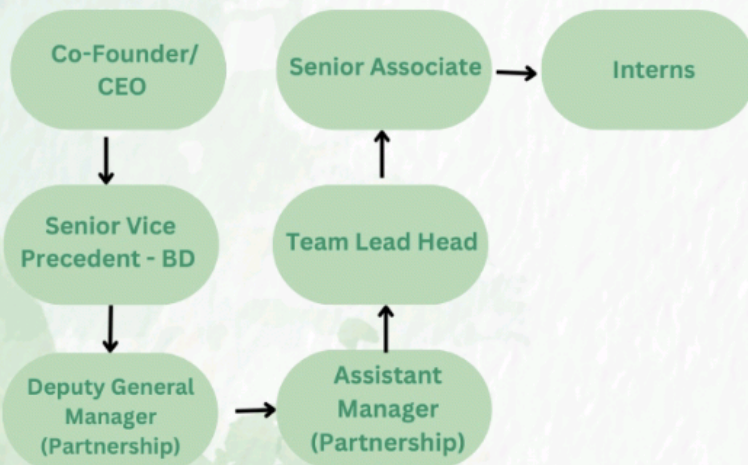
VISION

The vision of ImpactGuru is to leverage technology and crowdfunding to democratize access to financial support, empower individuals and organizations to overcome financial barriers, and create a transparent and accountable ecosystem for fundraising and social impact.

MISSION

By connecting people, intelligence, and innovation in a never-ending drive to improve human health and help you push the boundaries of what's possible in healthcare.

ORGANIZATIONAL STRUCTURE



Difference between Practical Exposure and Theoretical Work

Theoretical work in ImpactGuru also involves staying updated with the latest developments in crowdfunding, technology, and social impact domains.

Practical exposure involves actively engaging with campaign creators, donors, and beneficiaries on the crowdfunding platform.

SWOT ANALYSIS

STRENGTH:

- Smart work culture.
- Hiring Youth

WEAKNESS:

- Not focused on Potential clients.
- Taking high commercials charges.

OPPORTUNITIES:

- Build relationship with Doctors and Board Members
- Contribute in Social Impact sector.

THREATS

- Language barrier with different region Hospitals.

USEFULLNESS OF INTERNSHIP

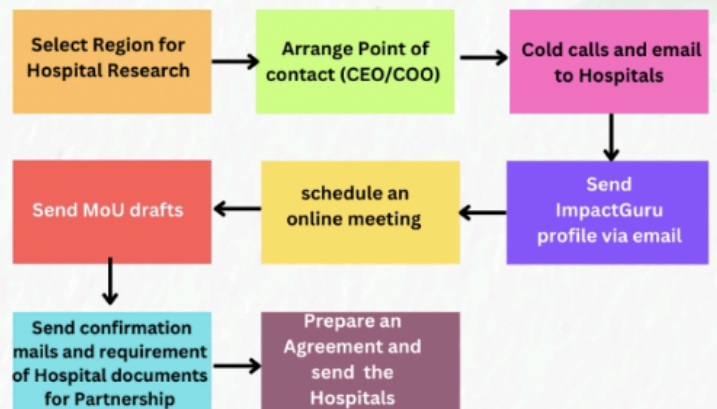
- Understand the work culture of corporate.
- Added professional values and ethics like good communication and discipline.
- Build a Relationship with Hospitals and Doctors.
- Overall, internships at ImpactGuru provide a unique opportunity to gain practical skills, industry exposure, and make a positive impact

STRATEGIC ALLIANCE & PARTNERSHIP

Resource Dependence: The ImpactGuru Company partner with Hospitals to access additional financial resources that can support patients who are unable to afford medical treatments or surgeries. The crowdfunding platform provides a channel to tap into a larger donor network and secure funds that can be used to cover surgeries and medical expenses.

LEARNING AND VALUE ADDITION

- Learn Strategic Alliance
- Build a good network
- Explore career path.
- Develop and refine skills.
- Learn Desktop Assessment
- Worked with Business Development Team as DA (data analyst), Marketing and Relationship Management.



CHALLENGES IN INTERNSHIP

- During Internship lead to problem in accommodation.

SUGGESTIONS

- Company should partnership with recent Healthcare startups.
- Prepare a trail packages hospital to easily partner with them.
- Availability of BD manager in different cities to schedule physical meeting.
- Provide Welcome Kit and accommodations for new employers.