

Strategic Alliance & Partnership



Name – Vishal Singh Tomar

Roll No. - 0462

Batch: MBA PM-14

Name of Faculty Member: Dr. Ashok Peepliwal

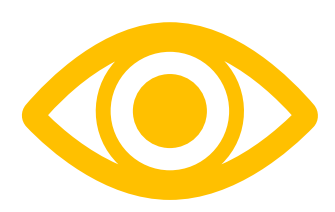
Name of the Industry Mentor: : Ms. Niharika Chatterjee

Organization Name: ImpactGuru



About ImpactGuru

Impact guru is an online technology platform connecting donors and donees. We do not provide any financial return in any form whatsoever, including but not limited to financial securities (debt or equity), interest, dividend, profit share, rewards in cash, to individuals who make payments on the Platform. Impact Guru was incubated at Harvard Innovation Lab's Venture Initiation Program in 2014 and PACT at Impact Hub in Singapore in the year 2015. Impact Guru was founded by Piyush Jain, a graduate of the Wharton Business School and Khushboo Jain, an alumnus of Welingkar.



Vision: Empowering ordinary people to do the extraordinary.



Mission: Make Healthcare Affordable To Save Lives Today, While Securing Families For A Better Tomorrow

SWOT ANALYSIS

Strength

- ❖ Large user base: ImpactGuru has a large user base of over 250,000 fundraisers.
- ❖ Easy to use: The platform is easy to use and navigate, even for people who are not familiar with crowdfunding.

Weakness

- ❖ Expand to new markets: Reach new users and donors in Africa and Southeast Asia.
- ❖ Competition from Ketto and GoFundMe.



Suggestion

- ❖ Expand geographical reach.
- ❖ Develop targeted marketing campaigns.
- ❖ Foster strategic partnerships.
- ❖ Enhance user experience on the platform.
- ❖ Develop a mobile application for convenience.
- ❖ Provide personalized support to users.

Challenges

- ❖ High cost of living.
- ❖ Dealing with the emotional aspects of working with people who are in need.
- ❖ Working with limited resources.

Opportunity

- ❖ Grow: The industry is growing, so ImpactGuru can grow too.
- ❖ Add categories: Attract new users with environmental causes and disaster relief.

Threats

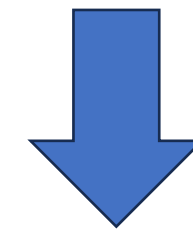
- ❖ Economic downturn: Donations could decrease.
- ❖ Technological disruption: Stay ahead of the curve.

Learning During Internship

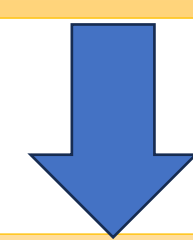
- ❖ Data compilation: Gathered comprehensive data on hospitals in 5 cities in India.
- ❖ Point of contact research: Utilized Chrome extensions to find contact details for hospital staff.
- ❖ Outreach and pitching: Contacted hospital staff to introduce Impact Guru and pitch the benefits of the platform.
- ❖ Online meeting arrangements: Successfully scheduled online meetings with interested staff to discuss partnership possibilities.
- ❖ Follow-up and MOU: Conducted follow-up calls and emails after the meetings to maintain communication and nurture relationships. Monitored the progress of each partnership and facilitated the process of establishing Memorandums of Understanding (MOUs).
- ❖ Exceeded meeting target: Surpassed the given target of 10 meetings by conducting 12 meetings in total.
- ❖ Assisted mentor and intern team: Supported mentor in finding POC details and providing assistance throughout the internship. Collaborated with fellow interns to compile a table containing data on the number of meetings conducted, status, and locations.

Organization Structure

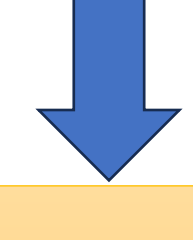
Co – founder & CEO
Mr. Piyush Jain



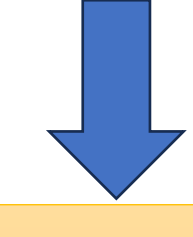
Co – founder & COO
Ms. Khushboo Jain



Chief Product & Growth Officer
Mr. Vikas Kaul



SVP Operations
Ms. Anikita Kumari



SVP Business Development
Mr. Sandeep Tripathy

PRACTICAL VS THEORETICAL EXPOSURE

- ❖ Classroom learning and academic studies provide interns with theoretical knowledge about crowdfunding, nonprofit management, and related concepts.
- ❖ Workshops, training sessions, and guest speakers enhance interns' theoretical understanding of industry trends and best practices.
- ❖ Interns engage in real-world tasks such as data collection, stakeholder contact, and drafting MOUs, gaining hands-on experience. They contribute to executing crowdfunding campaigns, analyze performance metrics, and collaborate on projects.
- ❖ Shadowing experienced professionals and receiving feedback help interns learn practical skills and improve their performance.

