

INTRODUCTION

- ImpactGuru.com, India's leading healthcare financing platform for patients raises money online for medical expenses via crowdfunding.
- Incubated at Harvard Innovation Lab in USA in 2014.
- 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 and having a specialization in rare diseases like SMA.
- It has various healthcare partners like iFortis, Manipal hospitals, Wockhardt hospitals, Apollo hospitals being the investee company.
- Crowdfunding is the practice of funding a project or enterprise by collecting small amounts of money from numerous people, typically via online platforms.
- It works on two types of business models:
 - Accelerated
 - Non-Accelerated(0%-self driven, 5%- assisted, 8%-collaborate)

Vision:

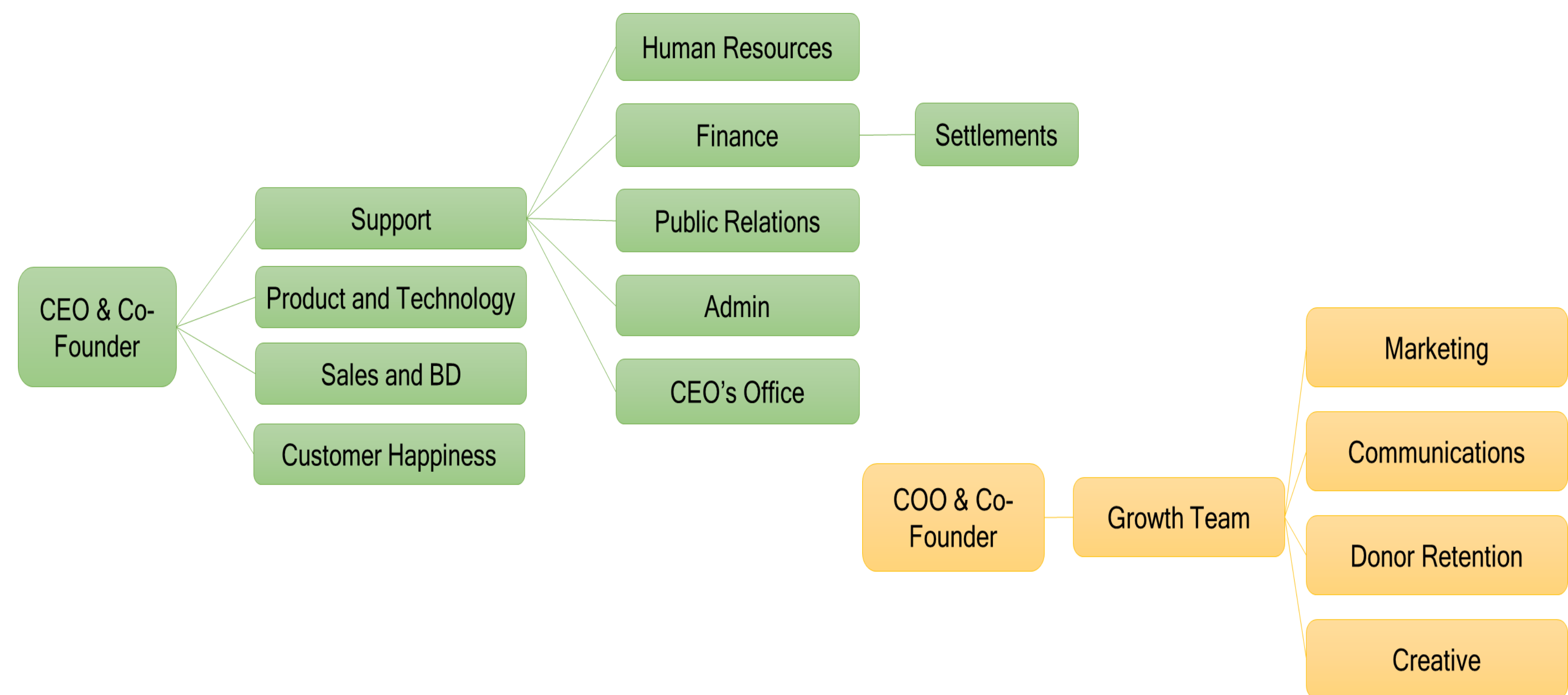
Impact Guru is someone who envisions change, who finds solutions to social problems, who steps up to support another change-maker, who makes kindness a habit, who dares to follow his/her dream, or who simply helps out a friend in need.

Mission:

Make Healthcare Affordable to Save Lives Today, While Securing Families For A Better Tomorrow.

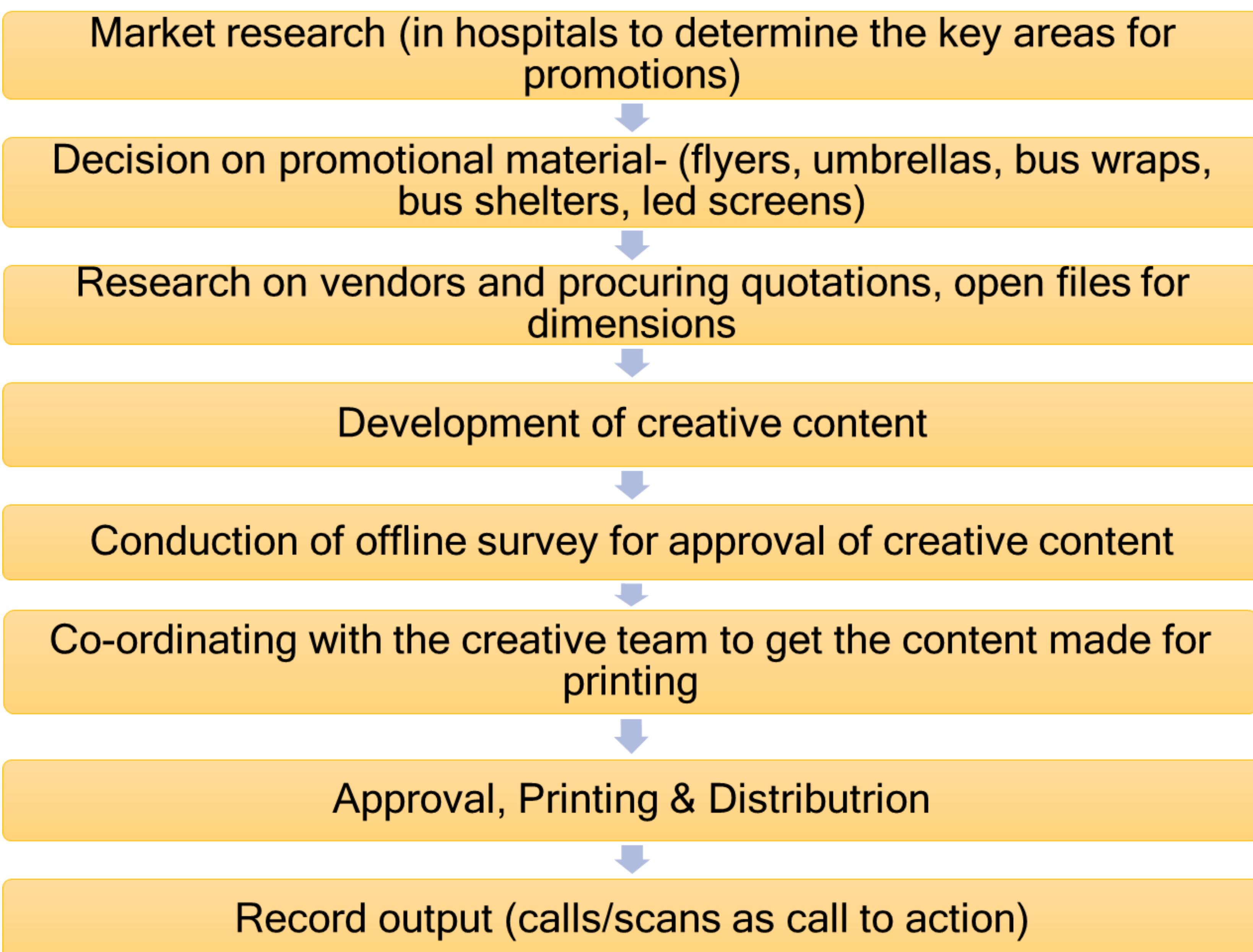
THEORETICAL WORK	PRACTICAL EXPOSURE
Concepts are defined under ideal conditions.	Putting the concepts to use through a process which differs for each organization.
In theory, many assumptions are made to explain the phenomenon and concepts.	In real life, there are no assumptions and conditions are always unique.
Theory gives us solutions to problems under no imperfect conditions.	Experience prepares us to seek other inputs and different kinds of solutions under imperfect conditions.
Enough emphasis is not given to the success or failure of a concept.	The outcomes of a process is given enough emphasis to get optimum ROI.
Availability of resources is considered optimum to form concepts.	Availability of resources vary in different geographical locations.

ORGANIZATION STRUCTURE



HEALTHCARE MARKETING? LET'S TALK STRATEGY FIRST

BELOW THE LINE MARKETING



WHY CHOOSE BTL??

- ✓ Contact between Customers & Brands
- ✓ Enable Audience to Feel Your Product
- ✓ Build Brand Credibility
- ✓ Creates An Impact on The Audience
- ✓ Makes Your Brand Stand Out
- ✓ Reaching Your Target Audience

SWOT ANALYSIS

STRENGTHS: • Uses off-beat mediums . • Extremely targeted direct marketing. • Initiates direct interaction. • Stresses on personalization and conversions. • Easy to measure results of the campaign. • Cheaper to implement. • Two way communication.	WEAKNESS: • Extensive data research is a requirement. • Investment in specialised talent & marketing teams. • Accurate target audience research.
OPPORTUNITIES: • Flexibility to scale up or down. • Increasing response rate and optimum ROI. • Creating localized content for better reach.	THREATS : • Targeting diverse cultures under the same theme is difficult. • Prompt and immediate actions are required since it may be implemented by competitor companies decreasing availability of spaces.

LEARNING OUTCOMES

Closer view at a marketing campaign and its working as it is one of the best methods to increase revenues and market share.

Practical exposure of working in a corporate setup and network building.

Clear understanding of application of conceptual learning in real world.

Helps building confidence and gain a competitive edge.

➤ CHALLENGES

To procure deliverables on time from various teams.

➤ SUGGESTIONS

Incorporate policies to attract, engage and retain the best talents.