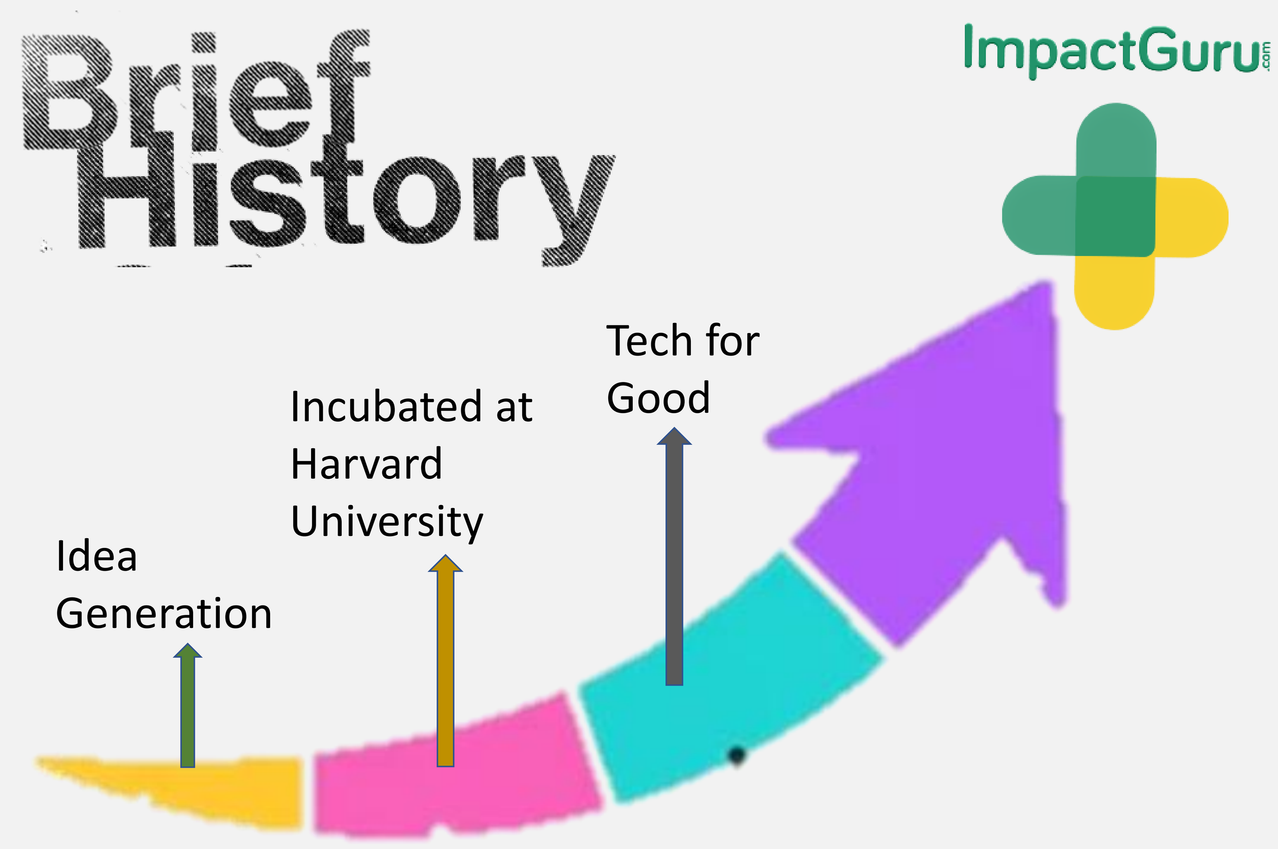
Strategic Alliance and Partnerships

Organization vision and mission

To create innovative technology and finance solutions to empower Indians to raise funds for medical emergencies and critical illnesses and raise funds for a range of social and personal causes.

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

Brief History



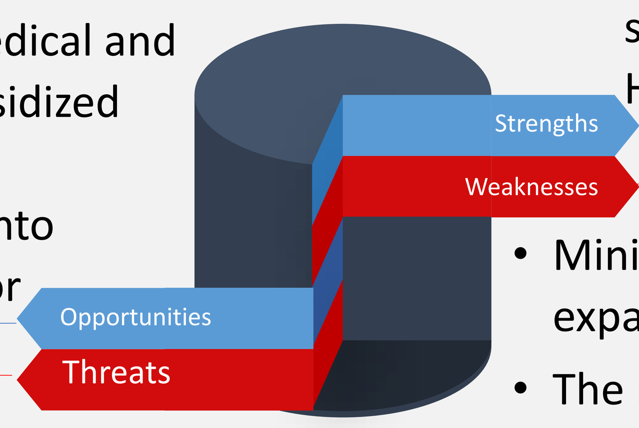
- Established and a leading healthcare financing company in India
- Partnering with the non-hospital groups which can create a CSR bridge.
- Can expand into other products and services like Insurance and Healthcare Loans.

Organization structure

Piyush Jain: Co-Founder & CEO
Khushboo Jain: Co-founder &COO
Vikas Kaul: Chief Product Officer
Ankita Kumari: Business Development
Sandeep Tripathy: Business Development

SWOT Analysis

Helpful Harmful



- Can start a new subsidiary under the company starting a medical and life insurance cover at subsidized rates.
- Impact Guru can venture into creating a crowdfunding for

- Minimum opportunities to expand.
- The retention rate for donors will not exceed beyond certain threshold.
- People sometimes confuse this for an NGO and assume no fees/commission will be charged for the amount raised.

- Fiscal policies : Change in fiscal policies might affect this 80G-benefits.
- Threat of Potential Competitors.

Brief description about industry

India's leading healthcare crowdfunding platform.

ImpactGuru.com was incubated at Harvard Innovation Lab, USA in 2014. We at Impact Guru strive to empower people and help them raise funds for their causes. Whether it's for patients facing medical emergencies such as Covid-19, cancer, organ transplants, or for non-profits fundraising for their programs, or for individuals raising money to fund animal causes, education expenses, or any other cause that they are passionate about.

Difference between practical exposure and theoretical work

- Theory gives you a basic understanding while practical exposure gives an entire overview of the organization
- Theoretical is like virtual and practical is like real
- Lot of things only make sense when you start putting them in practice.
- Practical experience helps in understanding the corporate culture way better than theoretical.
- Due to Practical exposure; you tend to solve/take business decisions in much better way.

- Creating partnership between the organisation and hospitals.
- Companies and Customers mistook us for a medical insurance company.
- Language Barrier.
- Tapping leading Healthcare organization.
- Faced issues in internal data collection because of absence of a single source.

Learning and value additions done during internship

- Focus on leads generation , developing marketing strategies and evaluating partnership opportunities.
- What is a hierarchy chain of the organization
- The different ways of communicating , engaging and negotiating and convincing administration
- My understanding of business development
- Also gaining confidence in handling different business targets and prospects.
- Different functions of this business
- Realized that Business development is like a backbone to any of the organization.

❖ As an intern my role was to research on strategies and had to conduct market research and analyse the strategies, to improvise them and make it effective to be used by Business Development and Customer Retention (BDCR) team to earn customer satisfaction and so as to expand market share.

- Tapping International Organizations/Projects
- To make healthcare much more reachable to people BPL since they are not tapping BPL society.

Usefulness of internship

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Industry Mentor – Ms. Abhisikta Biswas