



Mission: Make Healthcare Affordable to Save Lives Today, While Securing Families for A Better tomorrow.



- 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.
- Successful track record of facilitating fundraising for various social causes.

- 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.

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graph TD
    CEO([CEO and Co-Founder]) --> Impact{Impact Goals}
    CEO --> Metrics{Critical Metrics}
    Impact --> Exec[DPL, DPL, DPL, Vice President and Executive Vice Presidents]
    Metrics --> Exec
    Exec --> Brand[Chief Brand Strategy]
    Exec --> Media[Media Strategy Team]
    Exec --> Campaign[Campaign Management]
    Exec --> Alliance[Strategic Alliance and Partnerships]
    Exec --> Social[Social Relations Team]
    Exec --> Public[Public Relationship Team]
    Exec --> MediaMktg[Social Media Marketing]
    Exec --> Quality[Quality Issues]
    Brand --> Managers[Chief Managers]
    Media --> Managers
    Campaign --> Managers
    Alliance --> Managers
    Social --> Managers
    Public --> Managers
    MediaMktg --> Managers
    Quality --> Managers
    Managers --> Leads[Team Leads]
    Leads --> Interns([Interns])
  
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- Growing demand for crowdfunding platforms, particularly in emerging markets.
- Expansion into new geographical regions to reach a wider audience.
- Integration of new technologies and features to enhance user experience and engagement.

- Regulatory changes or legal challenges impacting crowdfunding operations.
- Potential negative publicity or reputation damage due to fraudulent campaigns.
- Economic Downturns or financial instability affecting donor's willingness to contribute.
- Competitors such as Milaan.org, DonateKart etc.



Ethical Considerations: The concept of crowdfunding involves exchange and storage of sensitive information which might seem challenging.

- Hands-on experience.
- Insight into crowdfunding operations.
- Networking Opportunities
- Exposure to Marketing Strategies
- Enhanced Communication
- Personal and Professional development.

- With respect to strategic alliance and partnerships, a collaborative approach was fostered for the facilitation of a partnership.
- Understanding of industry trends which allowed me to gain valuable insights, thereby, expanding my horizons of learning.
- Assessed the working of a healthcare financing system closely.
- Enhanced my research skills along with my conversational skills.

Practical focus on Strategic alignment to ensure a successful collaboration.

- A clear protocol should be established for maintaining open lines of communication.
- Mechanisms should be established to address imbalances of resources.
- A strong value proposition should be outlined for identification of USPs of partnerships to ensure that Impact Guru has competitive advantage.
- Performance metrics and analysis should be introduced to ensure that performances of interns are measured on a specific criterion.

