



# ProQnnex: 1-Year Execution Plan

Building a self-sustaining operational division for fundraising location permissions, on-ground campaign coordination, and venue partnerships across South India.

# Our Mission for Year One



## Transforming Fundraising Operations

ProQnnex will establish itself as the premier permissions and coordination partner for NGOs and fundraising agencies operating across five major South Indian cities. We're building more than a service—we're creating essential infrastructure that enables nonprofits to focus on their mission while we handle the operational complexity of securing locations and managing on-ground logistics.

By year-end, we'll manage a network of 500+ verified venues, serve 10+ active clients, and generate ₹2-3L monthly recurring revenue—all while maintaining our commitment to making fundraising campaigns smoother and more effective.

# Q1: Foundation & Pilot Phase

The first quarter focuses on establishing our service model, building foundational processes, and proving the concept through real-world trials. This is where we learn, adapt, and create the systems that will scale.

01

## Month 1: Structure & Base Setup

Define service scope covering permissions, logistics, and documentation support. Assign dedicated ProQnnex Coordinator and create standardized permission request templates. Build initial venue database with 30-50 locations in Bangalore and Chennai, recording contacts, costs, and approval timelines.

02

## Month 2: Pilot Trials

Conduct real-world permission testing with 5-7 venues. Document approval delays, requirements, and costs while building relationships with venue managers. Coordinate with 1-2 NGO clients for trial campaigns using secured permissions.

03

## Month 3: Proof of Concept

Deliver at least 5 confirmed fundraising location permissions for clients. Collect feedback, testimonials, and documentation. Create internal Permission SOP v1.0 based on real execution experience.

- Q1 Milestone:** Operational system working across 2 cities, 5-10 successful permissions delivered, and 1 client successfully onboarded with documented processes.



# Building Our Venue Network

Our venue database is the foundation of ProQnnex's value proposition. We're systematically mapping and verifying locations across multiple categories to give clients maximum flexibility and choice.

## Commercial Malls

High-traffic retail centers offering premium visibility for fundraising campaigns. Target 10 major malls per city with established management relationships.

## IT Parks & Corporate Spaces

Technology and business hubs providing access to professional audiences. Focus on 10 tech parks per city with permission frameworks.

## Public Areas

Parks, transit hubs, and community spaces offering broad demographic reach. Identify 10 public venues per city with municipal approval processes.

# Q2: Systemization & Revenue Launch

## Converting Proof to Profit

Quarter two transforms our validated service model into a repeatable, revenue-generating business line. We're finalizing internal processes, establishing clear pricing structures, and integrating ProQnnex into ProQruit's existing client relationships.

The focus shifts from learning to earning—standardizing our approach while expanding geographic coverage to include Hyderabad and Kochi. We'll build our team with local associates and create the foundation for scalable operations.



### Month 4

Finalize SOPs and pricing sheet (₹3K-7K per permission)



- ☐ **Q2 Milestone:** Service monetized with ₹50K-1L monthly revenue, 4 cities covered, and standardized systems in place.

# Pricing Strategy & Service Packages

## Single Permission

₹3,000 - ₹7,000

- Individual location approval
- All documentation handled
- Varies by venue complexity
- Standard 7-10 day timeline

## Volume Package

₹20,000 - ₹35,000

- 5-10 permissions monthly
- Discounted bulk pricing
- Priority processing
- Multi-city coordination

## Annual Retainer

### Custom Pricing

- Unlimited permissions
- Dedicated coordinator
- Pre-approved venue access
- Strategic partnership benefits

# Q3: Scale & Network Building

Quarter three focuses on expansion, automation, and establishing strategic venue partnerships. We're moving from individual permissions to systematic relationships that create lasting value.



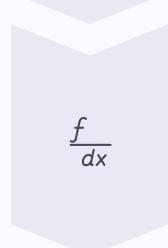
## Strategic Partnerships

Identify venue chains and offer annual tie-ups for exclusive NGO permission management. Create standardized MoU templates for recurring rights.



## Branding & Collateral

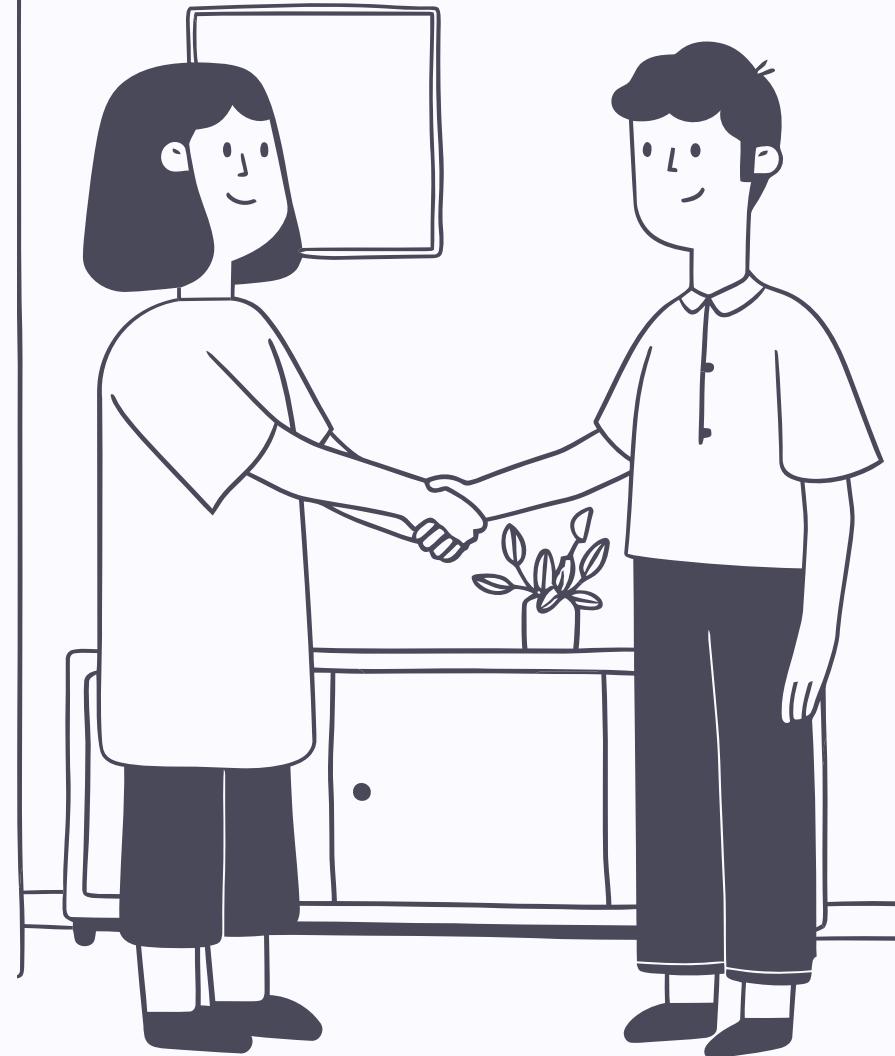
Launch ProQnnex microsite under ProQruit showing cities, services, and case studies. Develop marketing deck positioning us as the on-ground partner.



## Internal Integration

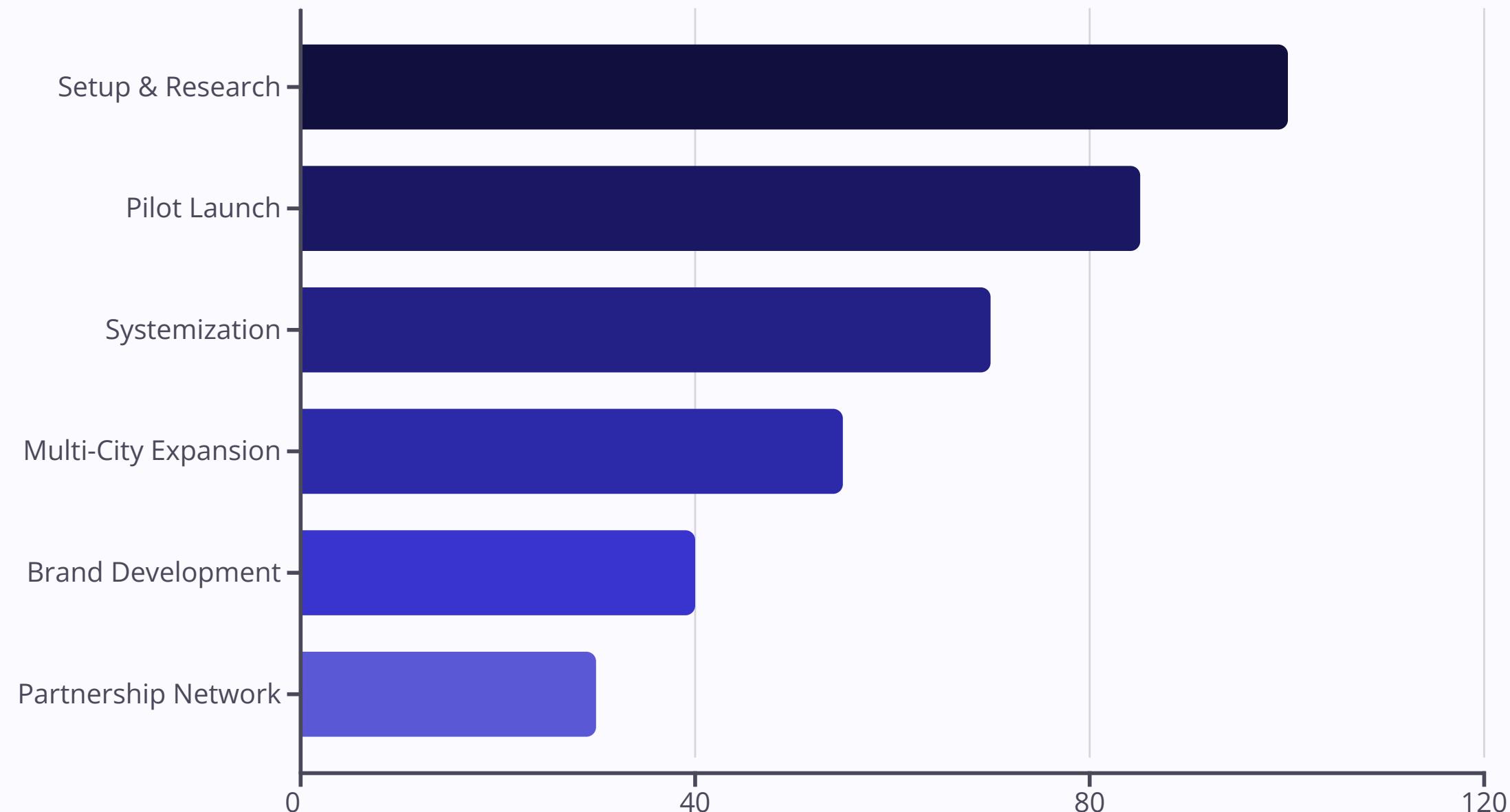
Train ProQruit recruiters to cross-sell ProQnnex. Implement automated alerts when clients sign new fundraising teams.

- ❑ **Q3 Milestone:** 150+ approved venues database, 10+ active NGO clients, semi-automated permission processes operational.



# Monthly Execution Roadmap

Our detailed month-by-month plan ensures consistent progress with clear weekly objectives and measurable outcomes at every stage.



This progressive completion model shows how we build momentum throughout the year, with earlier phases providing the foundation for later success. Each phase builds on previous accomplishments while introducing new capabilities.

# Q4: Automation & Brand Positioning

## Establishing Market Leadership

The final quarter focuses on productizing our service into a "Permission-as-a-Service" model, implementing automation tools, and positioning ProQnnex as a standalone operational pillar under ProQruit.

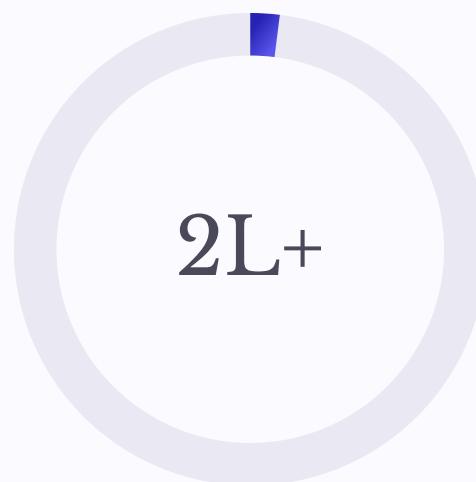
We'll create three distinct service tiers—Basic, Pro, and Enterprise—with published pricing and terms. Moving from spreadsheets to proper CRM systems enables automated tracking, follow-ups, and client reporting.

The quarter concludes with expansion into Delhi and Pune, supported by a comprehensive 1-Year Report showcasing our permission network across South India.



Verified Venues

Across 6 cities



Monthly Revenue

Recurring client base

- Q4 Milestone:** 500+ verified venues, recurring clients established, ₹2L+ monthly revenue, active presence in 6 cities.

# Service Package Evolution



## Basic Package

Single city coverage with 5 permissions per month. Perfect for smaller NGOs testing our services.



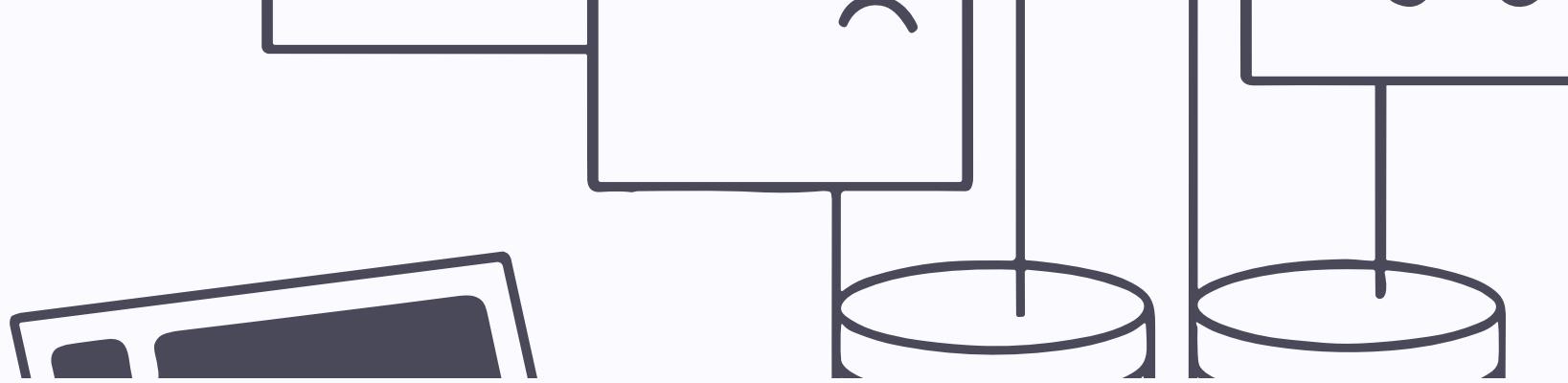
## Pro Package

Multi-city coordination with 20 permissions monthly. Designed for active fundraising agencies.



## Enterprise Package

Custom nationwide coordination with unlimited permissions and dedicated support. For large-scale operations.



## Technology & Automation Strategy

Moving from manual tracking to automated systems is critical for scaling operations efficiently. Our technology roadmap focuses on practical tools that reduce workload while improving client visibility.

1

### CRM Migration

Transition from Google Sheets to Notion or Airtable dashboard with columns for City, Venue, Contact, Approval Time, Cost, Last Used, Client, and Status. Enables sophisticated filtering and reporting.

2

### Automated Communications

Implement automated follow-up reminders and permission expiry alerts. Weekly summary emails to active clients showing progress and upcoming renewals.

3

### Data Centralization

Consolidate all venue data, contact information, and approval histories into single source of truth. Enable team collaboration and reduce dependency on individual knowledge.

# Year-End Deliverables & Success Metrics

Area	Deliverable	Target
Operations	Fully documented SOP, venue CRM, permission workflow	<input checked="" type="checkbox"/> Complete
Coverage	6 Cities: Bangalore, Chennai, Hyderabad, Kochi, Coimbatore, Delhi	<input checked="" type="checkbox"/> Complete
Clients	10+ NGOs or fundraising agencies actively using ProQnnex	<input checked="" type="checkbox"/> Complete
Revenue	₹2-3L per month consistent recurring revenue	<input checked="" type="checkbox"/> Complete
Brand Assets	Microsite + Case Studies + Marketing Deck	<input checked="" type="checkbox"/> Complete
Integration	Bundled into all ProQruit retainers	<input checked="" type="checkbox"/> Complete

These deliverables represent more than operational achievements—they establish ProQnnex as a legitimate, scalable business unit ready for continued growth.

# Geographic Expansion Timeline



# Future Vision: Post Year-1 Extensions

Year one establishes the foundation, but the true potential of ProQnnex extends far beyond permissions. Here's our roadmap for continued growth and innovation.



## Subscription Model

Launch monthly subscription tiers where NGOs pay flat fees for unlimited permissions. Predictable revenue for us, budget certainty for clients. Move from transactional to relationship-based pricing.



## Venue Marketplace

Create searchable platform listing available venues for NGO campaigns. Include photos, capacity, costs, and real-time availability. Enable self-service booking for established clients.



## Full-Service Logistics

Partner with vendors for printing, banner creation, and kiosk setups. Offer complete campaign launch support beyond just location permissions. Become one-stop shop for on-ground fundraising.



## ProQnnex Mobile App

Launch dedicated application for permission requests, real-time tracking, document uploads, and approval notifications. Put entire workflow in clients' pockets with push notifications and digital signatures.