



180Degrees
CONSULTING
— SRI VENKATESWARA —

PARTNERSHIPS RESEARCH

May 2023

INTRODUCTION

ATT is an initiative to delve into the domain of Sexual and Reproductive Health & Rights awareness campaign in the Gig Economy of India.

It aims to partner with companies to provide gig-economy workers, many of whom are women, with an onboarding platform where they access information about their health and wellness.





PROBLEM STATEMENT

To identify and evaluate gig companies for potential partnership with ATT for promoting SRHR related information amongst their gig workers

EXECUTIVE SUMMARY



ISSUES



Lack of awareness of SRHR amongst workers in the gig worker economy space

QUESTION



Which companies should ATT collaborate with in order to disseminate SRHR information amongst gig workers and how should this collaboration be processed?

STRATEGY



To identify potential partners, then compare them across multiple parameters and rank them using a composite score formula.

PARTNERSHIP RESEARCH METHODOLOGY



The following process was followed for the analysis:

- ① Identify the relevant filters to evaluate potential partners and give weightage to each filter based on their importance.
- ② Conduct research to identify potential partners and shortlist them based on the predefined filters.
- ③ Calculate composite scores for each company based on the selected filters and their weighted importance.
- ④ Rank companies based on their composite scores to determine the top potential partners.
- ⑤ Identifying synergies of ATT with the top-ranked companies.

IDENTIFY RELEVANT
FILTERS

COMPOSITE
SCORING
(on metrics identified)

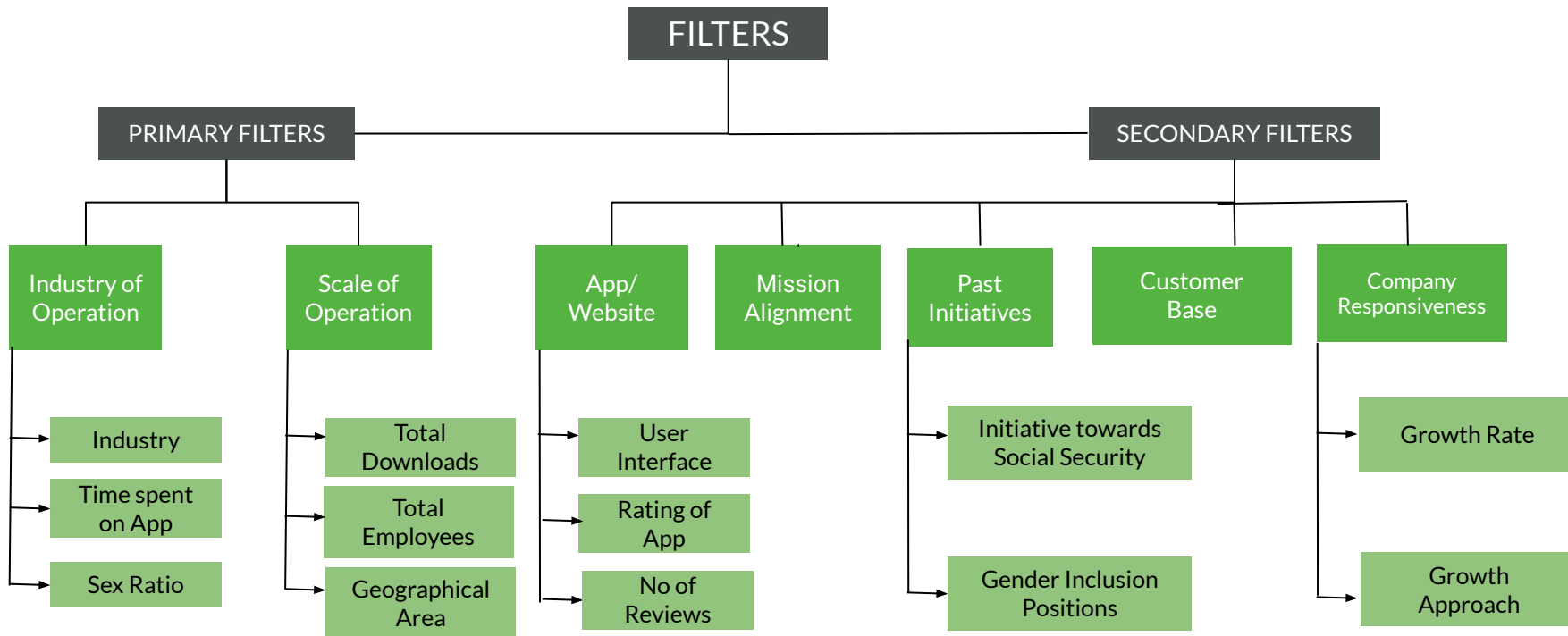
IDENTIFYING
SYNERGIES





FILTERS USED: **SECONDARY RESEARCH**

Analysing the current situation of companies in the gig worker space and identification of potential collaborators .



FILTER DESCRIPTION DOCUMENT



The following document contains the description of all the filters that were used by the consultants for shortlisting companies

LINK TO THE SPREADSHEET: [Click Here](#)

180Degrees CONSULTING FILTER DESCRIPTION			
S.No.	Filters	Description	Rating Method
1.2	Time Spent on Partner App	The filter gauges the magnitude of impact that can be created on the gig workers through the dissemination of SRHR information on partner apps. Time spent on the partner app by the gig worker is directly correlated with the amount of SRHR information they consume.	The rating methodology used for this filter was a relative scale from 1 to 4 among industries on the basis of frequency of orders and services.
1.3	Male to Female Ratio	This filter gauges the sex ratio of the company. The rationale behind it is that a sex ratio tilted towards women will help serve a better purpose for dissemination of SRHR information	The rating methodology used for this filter was a relative scale from 1 to 4 among industries on the basis of available second hand data and cognitive inference.
2)	Scale of Operation		
2.1	No. of downloads of Partner App	The filter gauges the magnitude of the possible impact of the platform by working with the prospective company.	The rating methodology used for this filter was a relative scale of 1-4 on the basis of available second hand data for downloads of partner apps.
2.2	No. of partners	The filter gauges the magnitude of the possible impact of the platform by working with the prospective company. Both no. of downloads and partners helps validate the information available from different sources.	The rating methodology used for this filter was a relative scale of 1-4 on the basis of available second hand data for no of partners available for each company.
2.3	Geographical Area of Operation	Companies operating Pan-India or dominantly in North India have to be prioritised over those operating in specifically other parts of the country.	There was no rating methodology for filter. It was used in a qualitative sense.

PARTNERSHIP RESEARCH DOCUMENT



The following document contains the details of all the potential companies which were researched by the consultants.

LINK TO THE SPREADSHEET : [Click Here](#)

180degrees CONSULTING				PARTNERSHIPS RESEARCH										
Basis														
S.No.	Type of Filter	Filter	Sub Filters											
1	Primary Filters	Industry of Operation	Industry	Cab	Cab	Bike Taxi	Online Food Delivery	Online Food Delivery	Online Food Delivery	Logistics	Logistics	Personal care	Personal care	
			Time spent on Partner App											
			Male to Female Ratio											
		Scale of Operations	No. of downloads of Partner App											
			No. of employees											
			Geographical Area of Operation	Delhi, Jaipur, Kolkata, Indore	Delhi	Punjab	Pan India	Pan India	Pan India	Pan India	Mumbai, Delhi	Pan India	Bangalore, Chennai, Pune, Hyderabad, Mumbai, Jodhpur, Kolkata	
		App/Website	Public Availability of Partner App	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
			User Interface	App Not Available						NA				
			Rating of the Partner App	NA	★★★★	★★★★★	★★★★★	★★★★	★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
			Number of Reviews	0.00										
Women Inclusivity	Mission Alignment	High	Medium	High	Medium	High	High	Medium	Low	High	Medium			

#1

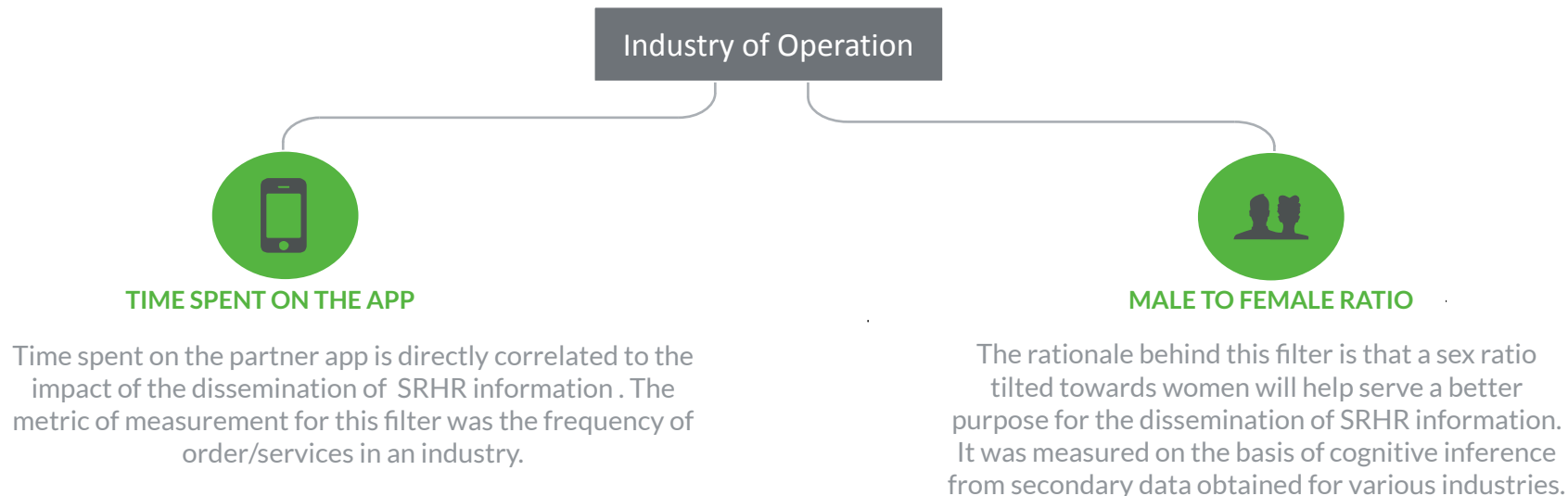


Primary Filters



PRIMARY FILTERS: **INDUSTRY OF OPERATION**

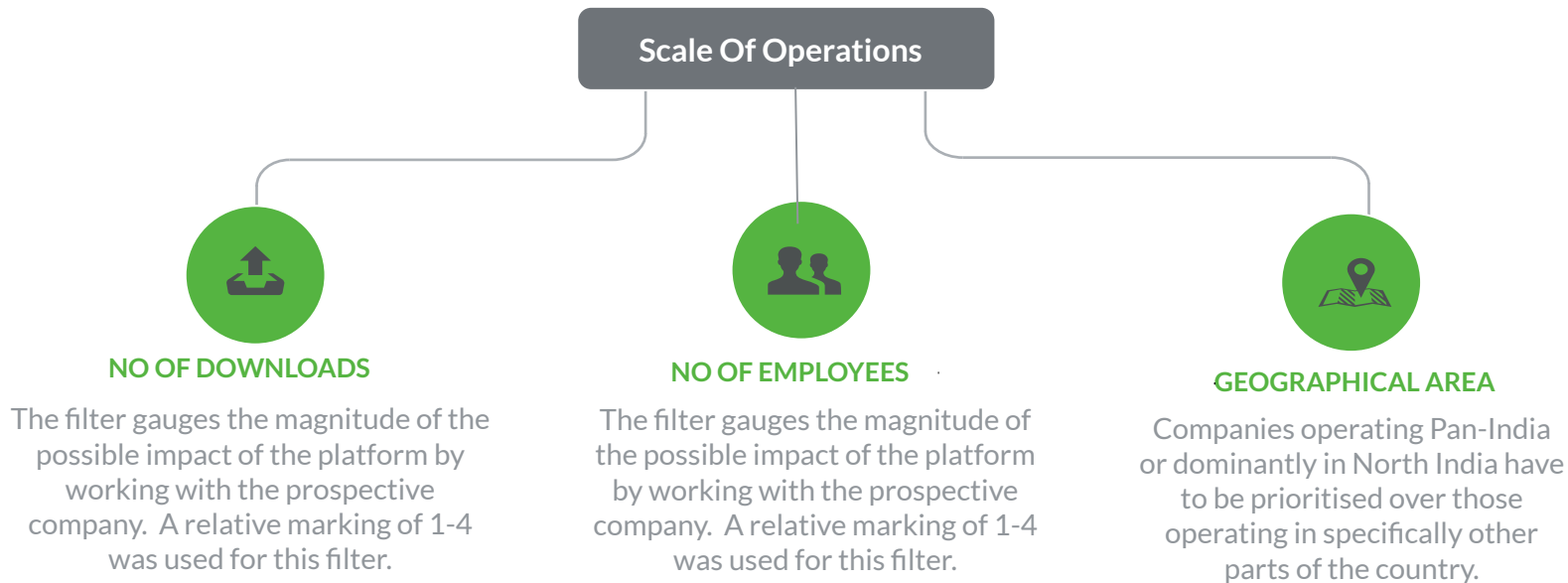
The rationale , mechanisation and visualization behind the primary filters is described as follows.





PRIMARY FILTERS: **SCALE OF OPERATIONS**

The rationale , mechanisation and visualization behind the primary filters is described as follows.



#2

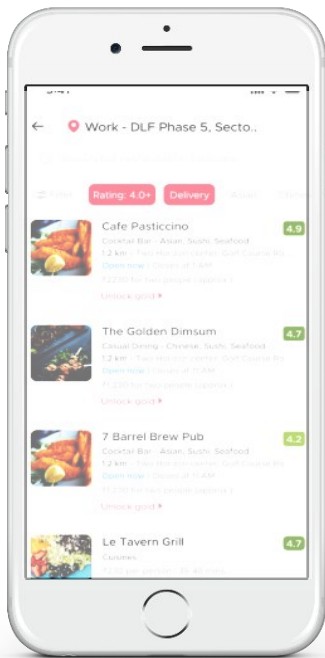


Secondary Filters



TECHNOLOGY: PARTNER APP AND WEBSITE

The analysis of the partner app would help determine if SRHR information can be provided through it.



PARTNER APP OF THE GIG PLATFORM

Evaluation of the app would determine if it is suitable to provide SRHR information



AVAILABILITY OF PARTNER APP

Helps check the availability for a platform to provide SRHR information .

USER INTERFACE

Determines the compatibility and efficiency of SRHR information within the app framework.

RATING OF THE PARTNER APP

Helps understand the actual user experience of the partner app

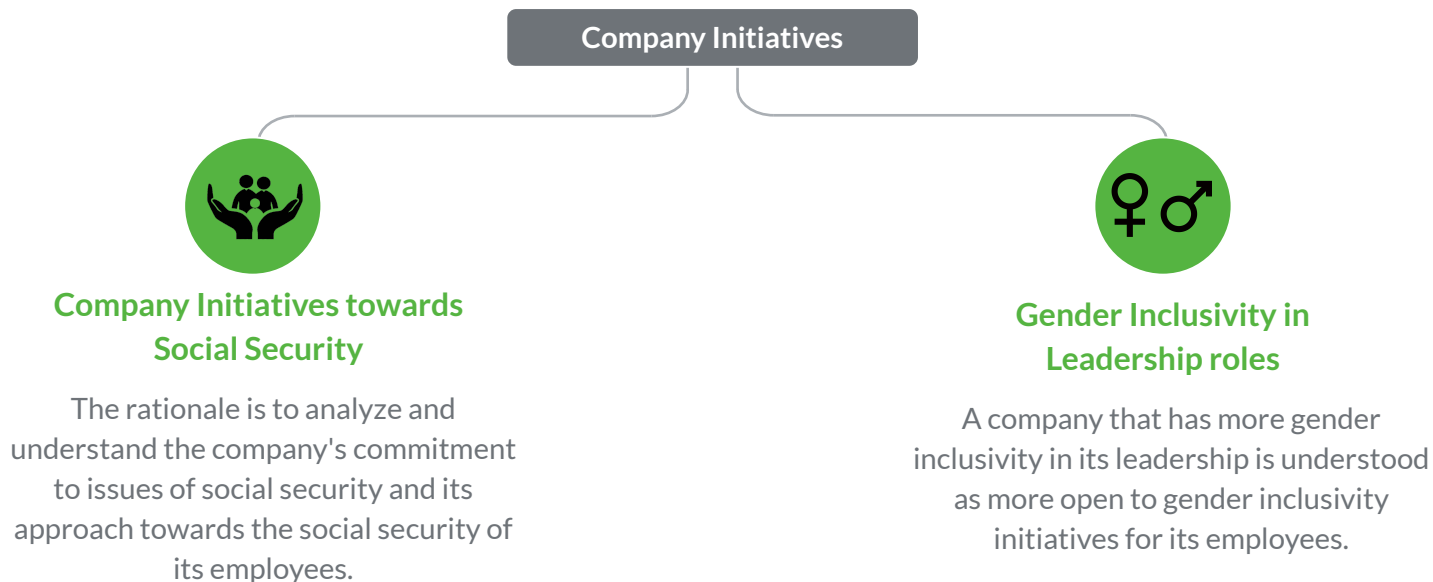
NO. OF REVIEWS OF THE PARTNER APP

Provides the basis to judge the rating of the partner app by providing the no. of people who actually rated the app

COMPANY INITIATIVES



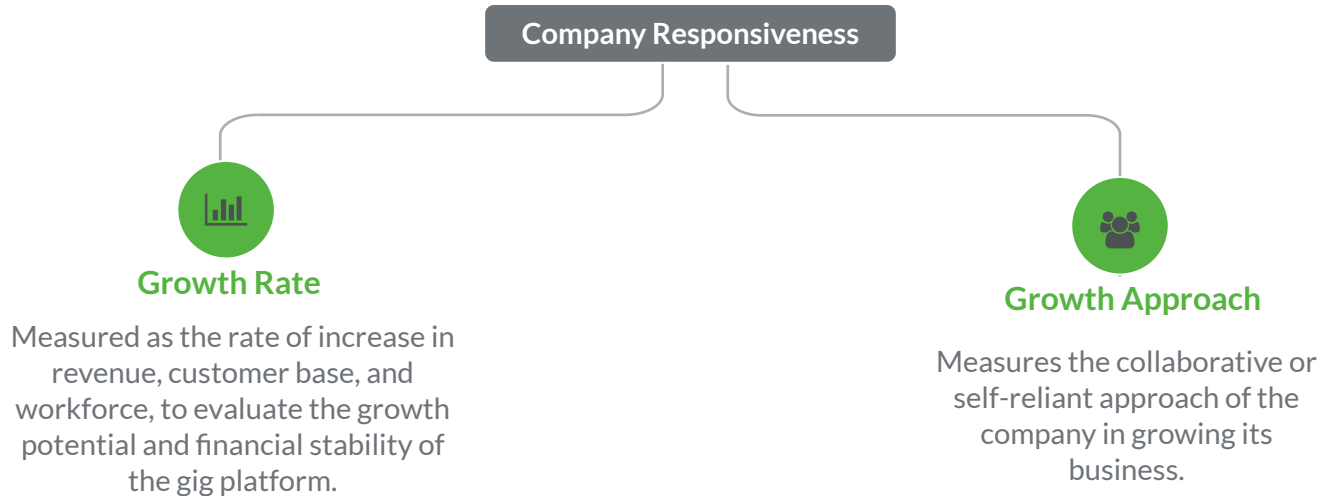
An analysis of the past initiatives undertaken by various companies help us understand the social character of the company. A company with a higher number of impactful initiatives is considered to be more open to SRHR initiatives as well.





COMPANY RESPONSIVENESS

The analysis of Company Responsiveness and Company-Partner Relationship filters is done to determine the potential for long-term partnerships and collaborations between the gig platforms and ATT.





SECONDARY FILTERS

An analysis of miscellaneous secondary filters to allow us to further shortlist companies that have matching synergies with ATT.

Women Inclusivity



Mission Alignment

Gauges the Company's viewpoint towards social issues, and if it is willing to take up initiatives, especially those of SRHR for its partners.

Company-Partner Relationship



Commision Rates

Measures the percentage of commission charged by the platform for providing its services, which can affect the earnings of gig workers and therefore influence their retention rate.

Customer Base



Average Price

Investigates the financial affluence of the company's customer base. Wealthier customers are expected to be more influenced and supportive of SRHR interventions by companies.



Ratings Estimation





RATING ESTIMATION : SUBJECTIVE FILTERS

Rating for parameters which are subjective have been estimated by taking the average of the ratings provided by all the consultants.

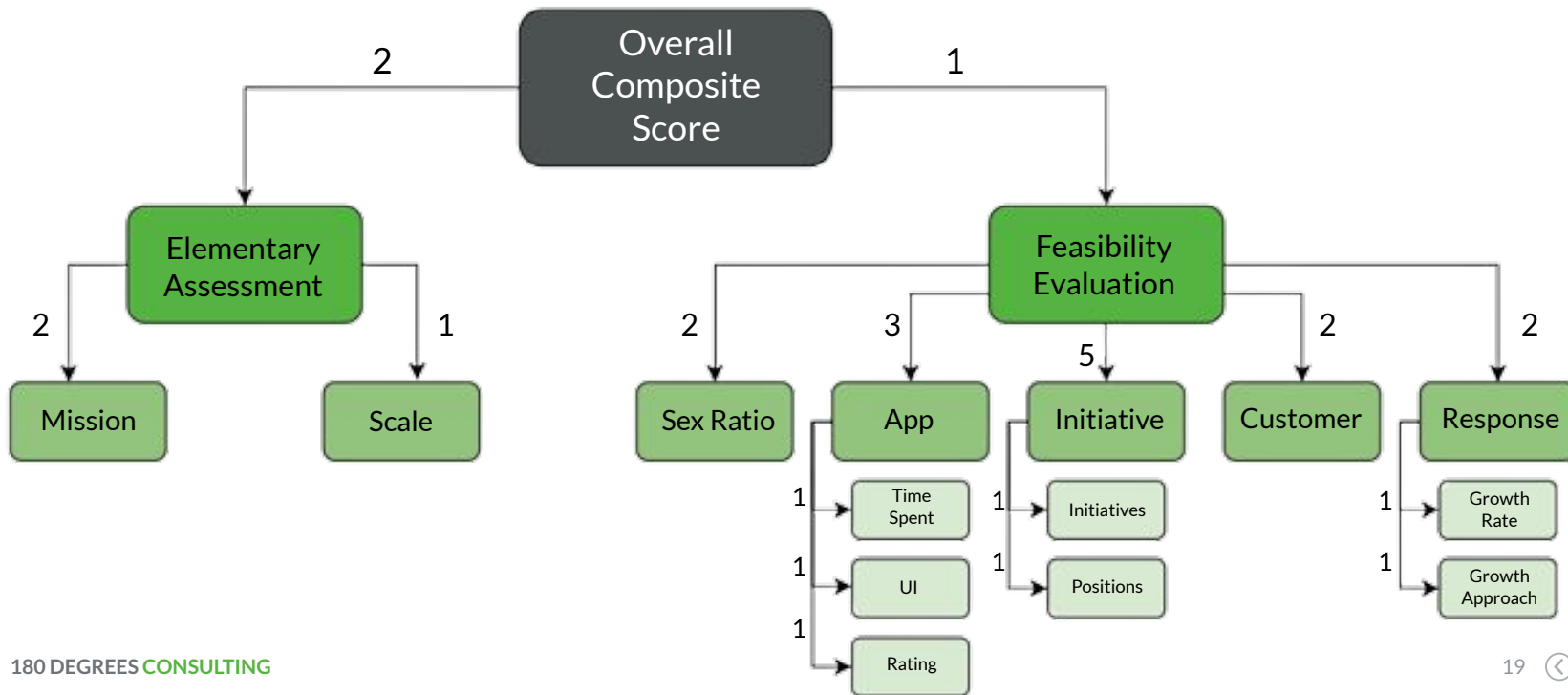
Link to the Spreadsheet: [Click Here](#)

		RATINGS ESTIMATION											
Filter	Consultants	HouseJoy	Sakha	BluSmart	She Scooty	Zomato	Rebel Foods	Swiggy	ECOMExpress	Shadowfax	Yes Madam	Get Look	Just Dial Xperts
UI Estimation	Visibility	3	No app	3	3	3	4	4	Not able to login	4	3	3	3
	Appearance	2		4	4	3	4	4		3	2	3	4
	User engagement	2		3	3	3	3	4		2	3	2	4
	Responsiveness	1		4	4	4	3	4		3	3	2	3
	Average	1.9	NA	3.4	3.4	3.3	3.3	4.0	NA	2.7	2.9	2.3	3.6
Company initiative towards Social Security	Abdul	4	4	4.00	1	4	3	4	4	2	2	1	1
	Rohan	4	4	4	1	4	2	4	4	2	3	3	2
	Varsh	2	3	3	1	4	3	4	4	3	3	1	1
	Harshwardhan	3	4	3	1	4	2	3	4	3	3	1	1
	Divita	4	4	3	1	4	3	4	4	3	4	1	2
	Average	3.40	3.80	3.40	1.00	4.00	2.60	3.80	4.00	2.60	3.00	1.40	1.40
Gender Inclusion Positions in the Company	Abdul	2	4	4	1	2	2	4	3	1	1	3	3
	Rohan	3	4	4	1	2	1	3	3	2	2	3	2
	Varsh	3	3	4	1	3	3	3	3	2	3	3	3
	Harshwardhan	2	4	4	1	3	2	2	3	2	1	3	3
	Divita	3	4	4	1	2	3	3	3	2	2	3	3
	Average	2.80	3.80	4.00	1.00	2.40	2.20	3.00	3.00	1.80	1.80	3.00	2.80



COMPOSITE SCORE CALCULATION STRUCTURE

Overall Composite Score has been calculated by taking the weighted average at each level where the average is calculated considering only the factors immediately under the target factor. The structure for evaluation and the weights allotted have been presented below:



COMPOSITE SCORE FORMULAE



$$\text{Elementary Assessment} = \frac{2 \times \text{Mission Alignment} + 1 \times \text{Scale of Operations}}{3}$$

$$\text{Feasibility Evaluation Score} = \frac{2 \times \text{Male to Female Ratio} + 3 \times \text{App Score} + 5 \times \text{Past Initiatives} + 2 \times \text{Customer Base} + 3 \times \text{Company Responsiveness Score}}{15}$$

- **App Related Ratings Score** = $\frac{1 \times \text{Time Spent on App} + 1 \times \text{User Interface} + 1 \times \text{Rating of App}}{3}$
- **Past Initiatives Score** = $\frac{1 \times \text{Company Initiatives Score} + 1 \times \text{Gender Inclusion Roles}}{2}$
- **Company Responsiveness Score** = $\frac{1 \times \text{Growth Rate} + 1 \times \text{Growth Approach}}{2}$

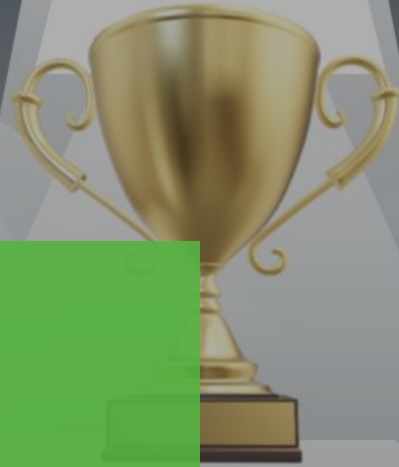
$$\text{Final Composite Score} = \frac{2 \times \text{Elementary Assessment Score} + 1 \times \text{Feasibility Assessment Score}}{2}$$



#4



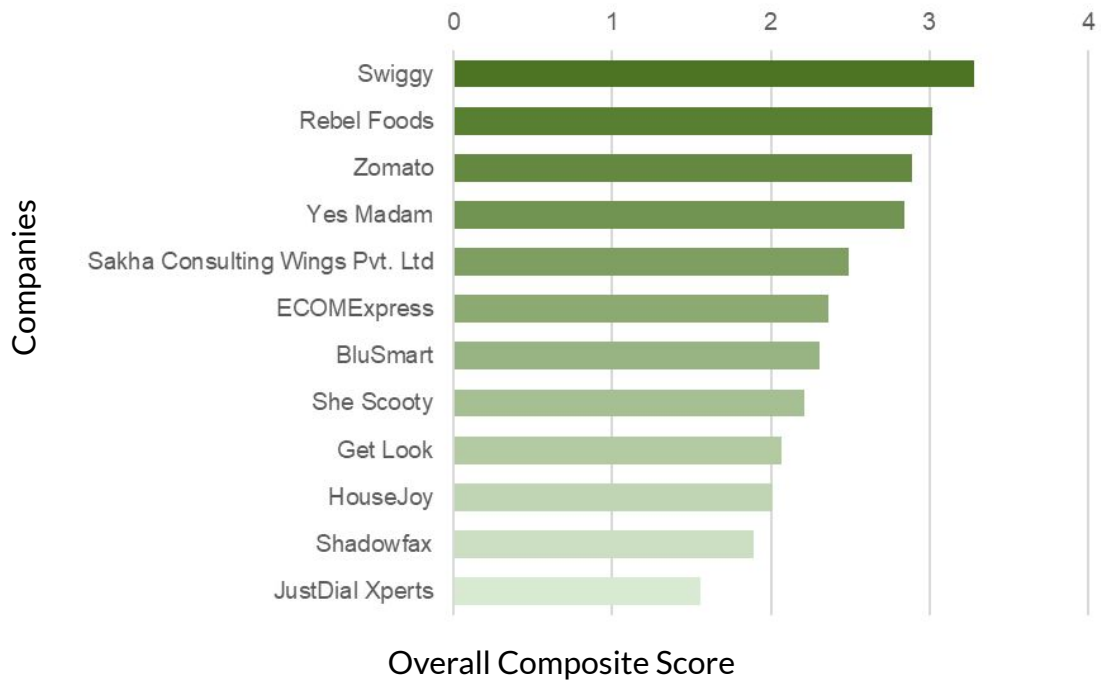
Company Rankings



COMPANY RANKINGS



Company Rankings based on Overall Composite Score





COMPANY RANKINGS

The following document contains the final rankings of all the potential companies which were researched by the consultants.

Link to the spreadsheet : [Click Here](#)

		COMPANY RANKINGS													
		Feasibility Evaluation									Composite Score			Rankings	
		App Related Ratings			Past Initiatives			Customer Base	Company Responsiveness			Elementary Assessment Score	Feasibility Evaluation Score		Final Composite Score
		User Interface	Ratings of the Apps	Overall Score for App Related Ratings	Company Initiatives	Gender Inclusion Roles	Overall Score for Past Initiatives		Growth Rate	Growth Approach	Overall Score for Company Responsiveness				
Companies/Weights	1	1	3	1	1	5	2	1	1	3	2	1			
	Swiggy	4	3.8	3.93	3.8	3	3.4	2	2	4	3	3.33	3.19	3.28	1
	Rebel Foods	3.3	4.3	3.87	2.6	2.2	2.4	4	3	4	3.5	3	3.07	3.02	2
	Zomato	3.3	4.1	3.8	4	2.4	3.2	4	3	4	3.5	2.67	3.33	2.89	3
	Yes Madam	2.9	4.5	3.13	3	1.8	2.4	4	3	4	3.5	2.67	3.19	2.84	4
	Sakha Consulting Wings Pvt. Ltd	0	0	1.33	3.8	3.8	3.8	4	0	2	1	2.33	2.8	2.49	5
	ECOMExpress	0	3.5	1.83	4	3	3.5	2	3	2	2.5	2.33	2.43	2.36	6
	BluSmart	3.4	4.3	3.9	3.4	4	3.7	4	4	2	3	1.83	3.28	2.31	7



COMPANY RANKINGS

List of companies recommended for partnership after analysis on the basis of the predetermined filters.





COMPANY RANKINGS

List of companies recommended for partnership after analysis on the basis of the predetermined filters.



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