



COLLABORATION BROCHURE

2024 - 25

Table of Contents

About Us	<u>03</u>
Mission and Vision	<u>04</u>
What We Do - Services Offered	<u>05</u>
Previous Collaborations	<u>06</u>
Contact Information	<u>08</u>

About BITS Hyderabad Consulting Group

The BITS Hyderabad Consulting Group (BHCG) is a vibrant student-led organization established in 2018 to foster a robust consulting and product management culture on campus.

At BHCG, we are driven by a community of dedicated and passionate students who collaborate to achieve significant milestones in management and strategy consulting.

Our mission extends beyond campus boundaries, as we offer consultancy and product management services to startups, non-profits, and corporate firms in the form of live-projects.

We facilitate skill development and industry exposure through workshops and cohorts, sessions with industry leaders, and participation in national competitions providing students with practical, hands-on experience. Through our initiatives, BHCG aims to make a lasting impact on businesses and society, nurturing the next generation of consulting and product management leaders within our campus and beyond.

ORGANIZATION AND MANAGEMENT



Anish Pathak
President



Aryan Rae
VP Consulting



Vaibhav Agarwal
VP Product



Ritwik Pandey
DOP Consulting



Angad Singh
DOP Product

Mission and Vision

MISSION

The BITS Hyderabad Consulting Group (BHCG) aims to empower students with unparalleled consulting and product management skills by providing real-world, hands-on experience through live projects with startups, non-profits, and corporate firms. We strive to create a collaborative and dynamic environment that nurtures passionate individuals, fosters professional growth, and facilitates meaningful contributions to businesses and society.

VISION

To be a leading student-led consulting organization that shapes the future of consulting and product management by cultivating a culture of excellence, innovation, and impact. BHCG envisions developing the next generation of industry leaders who drive transformative change both within our campus and in the broader global community.



Business Strategy & Development

- Strategic planning and development
- Customized business growth strategies
- Enhance operational efficiency
- Achieve long-term business goals

Market Research & Analysis

- Comprehensive market research
- Insights on trends, opportunities and threats
- In-depth user research
- Comprehensive competitor analysis



Marketing & Branding

- Effective marketing campaigns
- Brand development and positioning
- Increase brand awareness and loyalty
- Drive customer engagement and sales

UI & UX Interface Design

- Innovative interface design
- User-friendly and intuitive experiences
- Enhance user satisfaction and engagement
- Improve overall product usability

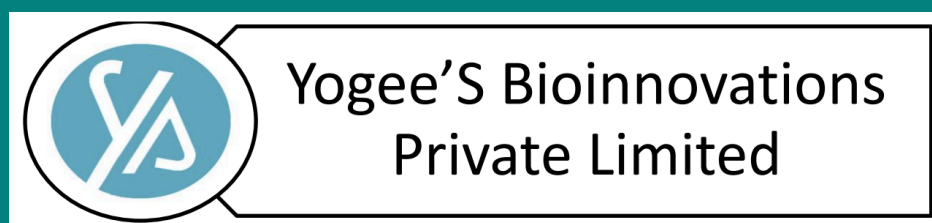


Previous Collaborations



Ace of Pubs, A start-up that conducts 150+ quizzes per month in restaurants across India.

- Measured the revenue impact of Ace of Pubs on restaurants.
- Compiled the findings into a pitch deck for Ace of Pubs, aiding them in onboarding more restaurants.



Yogee's Bioinnovations Private Ltd is a start-up that makes to-go real juice content and organic cosmetics.

- Thorough Product Analysis, Competitor Analysis and Market Sizing.
- Develop a GTM strategy for the initial roll-out.

Collabmates

A community based social media platform

- Conducted market research for the company and performed a SWOT analysis on other available platforms.
- Evaluated and assessed the app and user experiences, identifying issues and proposing potential solutions.

Previous Collaborations



An extensive Competitor and Market analysis for Restat, an upcoming open-source tech start-up.

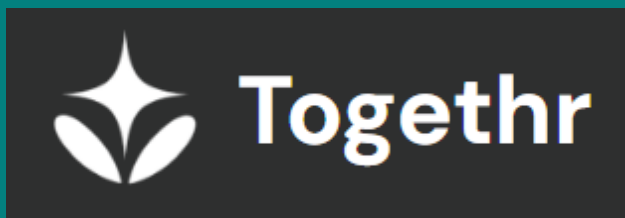
- Simplified the UI and UX of the application keeping the user in mind, and improved the codebase to increase the functionality of the app.
- Market analysis and analysis of the market leaders.



FUNDsvita

PEAK PORTFOLIO PERFORMANCE

- **Strategy:** Conduct market research, identify growth opportunities, optimize go-to-market strategies.
- **Marketing:** Research market opportunities, track marketing outcomes, develop digital campaigns.
- **Product:** Understand user needs, optimize product features, plan and launch MVPs.



- Identified a new vertical market that now represents a considerable share of their product offering.
- Developed marketing strategies to significantly increase traffic across all of their social media platforms

Contact Us

