

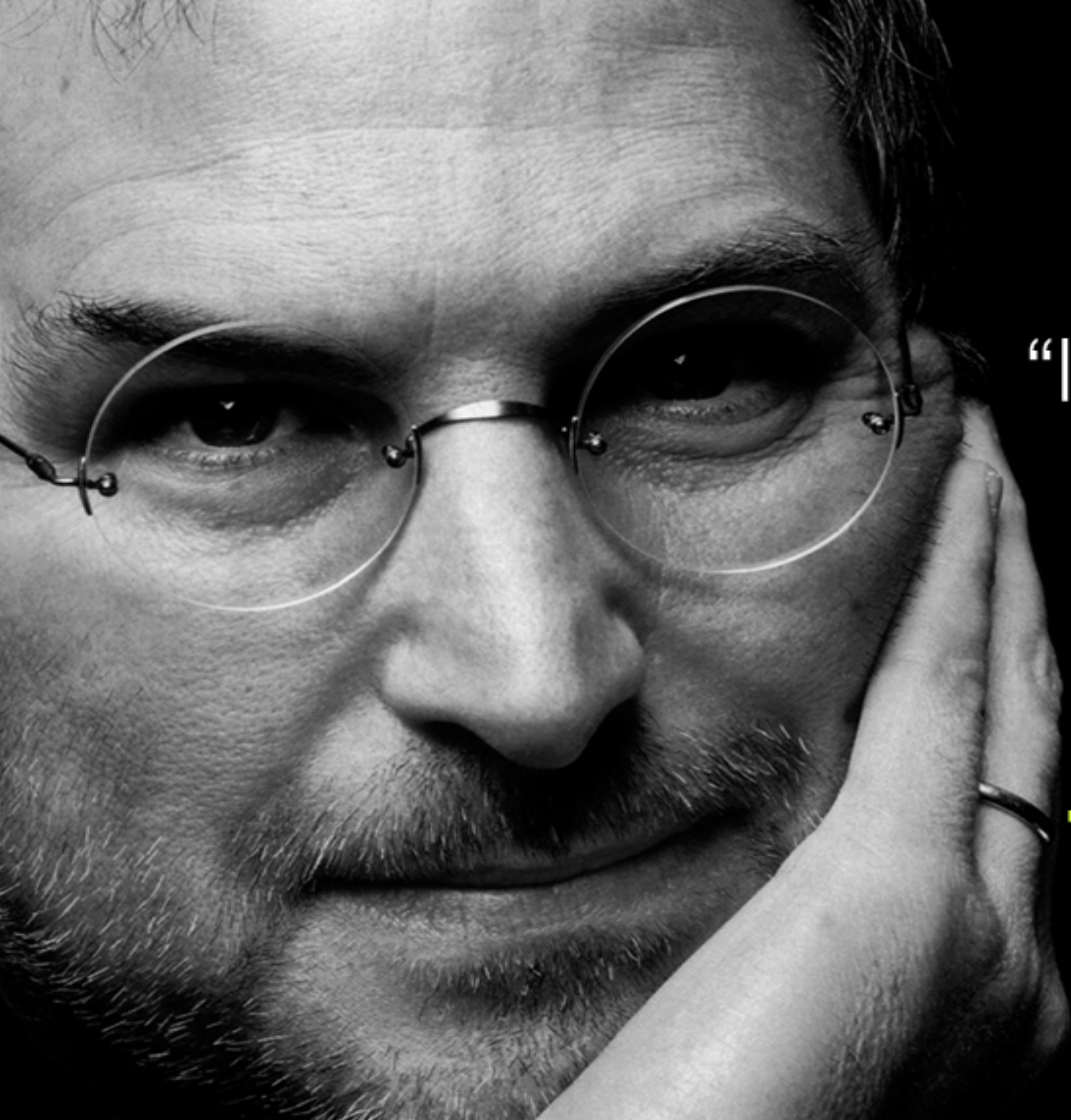


IT HAS ALL STARTED WITH A **VISION**

A VISION TO CREATE **IMPACT**

A DREAM TO CHANGE THE WAY THE **NATION SEES ITSELF.**





“If you are working on something exciting that you really care about, **you don't have to be pushed.** **The vision pulls you.**”

BY THIS WE INTRODUCE YOU TO OUR WORLD,  
THE **'BHAGWATE'**





## INITIAL SPARK

**BHAGWATE** has its base, not on an idea, but on a ‘need’ that it fulfils for small enterprises. A need to grow, a need to bring professionalism and a need to stand somewhere in this ever growing world.

Observing the world around, the founder saw a drastic and immediate need of small enterprises concerning their existence and growth in the market.

The founder came up with an idea to solve this problem. Thereafter, with long hours of brainstorming and idea refining sessions with one of the best minds available, Bhagwate took birth.





# INTRODUCTION

- **BHAGWATE** started with an idea for being growth consultant for the small scale Enterprises.
- Since then the spark has turned into a fire to follow what we dream for this startup.
- For the initial stage, the company needs to research and analyse the market.
- After research, the company will go for hiring the best suitable leaders and people of this nation who have **experience** or are **creative** enough to make it a success.

# VISION & GOAL

- Helping the small scale industries/businesses grow and making them the best they deserve.
- Serve as a doctor to dying businesses which have a fair chance to survive.
- Goal is to strengthen the roots of the nation by strengthening the industry it has and help discovering its greatest potential.



# What we do?

Bhagwate is a **B2B business growth consulting firm** that works exclusively with CEOs to improve business performance in **sales**, **marketing**, **strategy** and **leadership**.

# Why we do it?

We recognise that most problems with business performance (i.e. increasing revenues, improving profitability, enhancing growth or preparing for exit) are due to one or more of the following causes:










- The Owner has not clearly defined the business strategy or direction.
- There is a well-defined strategy on paper, but it is not being implemented.
- The strategy that has been defined is based on internal conjecture, not on external validation.
- The company's executives and front-line employees are too busy solving day-to-day problems.
- There is no clear synergy across key departments, most notably between sales and marketing.

Most new growth initiatives never achieve their intended results, simply because the business is not ready to execute them effectively. The only way to overcome that problem is to develop an actionable strategy, assess it against the realities of the marketplace, and then align sales, marketing, strategy and leadership **so that the goals can actually be reached.**



# Business Canvas



<div>Key Partners</div> <div></div> <div><div>1. Organisations working on leadership and skill development. For example AIESEC.</div><div>2. Universities and business schools for interns.</div><div>3. An already grown industry for Consultants (according to specific needs)</div></div>	<div>Key Activities</div> <div></div> <div><div>1. Take small businesses as projects and help them grow.</div><div>2. Use creativity to make it different from their competitors.</div></div> <div><div>Key Resources</div><div></div><div><div>1. Consultants.</div><div>2. Interns.</div><div>3. Data of the industries/businesses. (through research)</div></div></div>	<div>Value Propositions</div> <div></div> <div><div>1. Assured Growth.</div><div>2. Sense of Professionalism.</div><div>3. Perfection.</div><div>4. Creative environment.</div><div>5. Recognition on National Level.</div><div>6. Assistance in future.</div><div>7. Investors.</div></div>	<div>Customer Relationships</div> <div></div> <div><div>1. Assistance for future.</div><div>2. Certification for best in class (terms and conditions applied)</div></div> <div><div>Channels</div><div></div><div><div>1. On ground work by interns.</div><div>2. Workshops by highly trained professionals.</div><div>3. Team for growth analysis.</div></div></div>	<div>Customer Segments</div> <div></div> <div><div>Businesses/ Industries having turnover divided into sub parts of -</div><div>6-10 lacs</div><div>10-15 lacs</div><div>10 lacs+</div></div>
<div>Cost Structure</div> <div></div> <div><div>1. Research investment.</div><div>2. Hiring Investment.</div><div>3. Offices expenses.</div><div>4. Background support investment.</div></div>			<div>Revenue Streams</div> <div></div> <div><div>1. Customers paying monthly for interns depending on the period of project. ( x months)</div><div>2. 5% of grown revenue per year for future assistance and certification.</div></div>	



## STEPS INTO THE 1ST AND 2ND QUARTERS

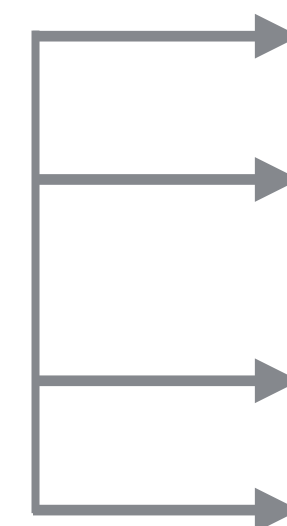


## 1ST QUARTER

Team A



Working for the  
development of  
the company

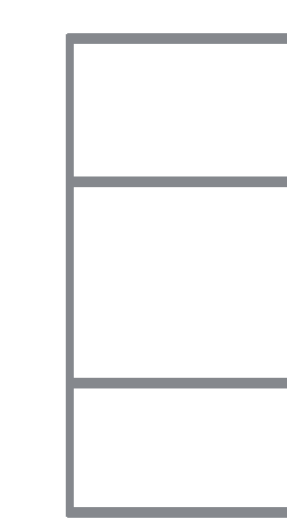


Market analysis  
Business development  
Refining the Idea  
Product focused

Team B

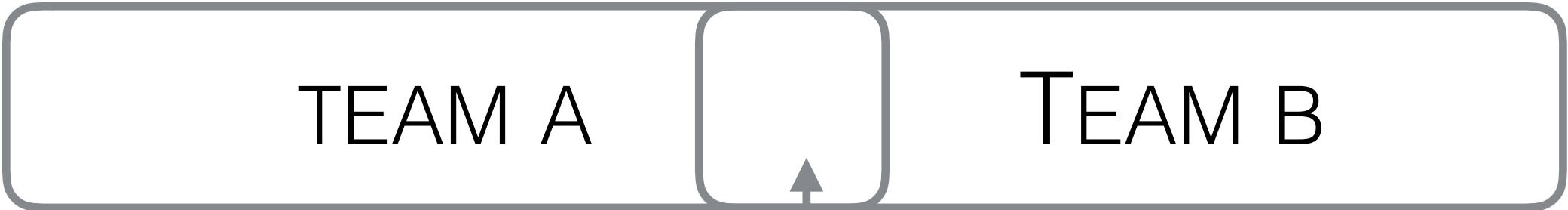


Totally in market  
research



Surveys  
Analysing customers  
Going deep into the Indian market  
Collecting relevant data

2ND QUARTER



PROPER MERGER OF THE TEAMS



DEEP ANALYSIS OF COLLECTED DATA



# CONCEPT OF THE COMPANY





WHEN WE JOIN WITH A PROJECT, THAT STAGE IS A **SMILE.**

WHEN THE PROJECT IS COMPLETED AND GROWTH STARTS TO SHOW UP, THAT STAGE IS **HAPPINESS.**

## Strength

- The idea is unique and is very much practical.
- The market is huge.
- A proper plan for expansion is already made.

## WEAKNESS

- We outsource our consultants.
- Higher positions of the company are empty.
- Signing good consultants is difficult.

## OPPORTUNITY

- Being in SRM has an advantage of such a large number of consultants.
- The market is huge.
- We have many diverse fields to act on.
- Easily get back to market after a failure.

## THREAT

- The idea is service based. So, competition can increase with success.



# PESTEL ANALYSIS



## Political

The govt is supporting startups in every form they can. And being growth consultant for small enterprises adds a value to the nation itself.

## Economical

The economy of the nation is growing with time. Hence opening more doors for Bhagwate to expand.

## Legal

There is no such legal issue. We can pursue with the idea and get a trademark.

## Social

The small enterprises are always looking for change and growth. So, a growth consultancy will be welcomed.

## Environmental

The product is serviced based. So, it has a least effect on environment.

## Technological

Being run by youth will be a great source of latest technology used for growth. Invention and Innovation are the key points in the rule book of Bhagwate.



LETS TAKE A LOOK INTO THE FUTURE





“The things you just saw what **BHAGWATE** can do is just a microscopic view of it.”

– PUSHAN SONI



- In the future we can go towards any direction. Once the market comes into our radar, think what we are capable of.
- We can start with any string we choose and go exploring it.
- It has limitless possibilities to expand anywhere, either it is a data storage business or going straight to manufacturing of products which we invent in our journey.



*“We don't see ourself just as a multibillion company but as a life changing experience for those whom we work with.”*

**–BHAGWATE**

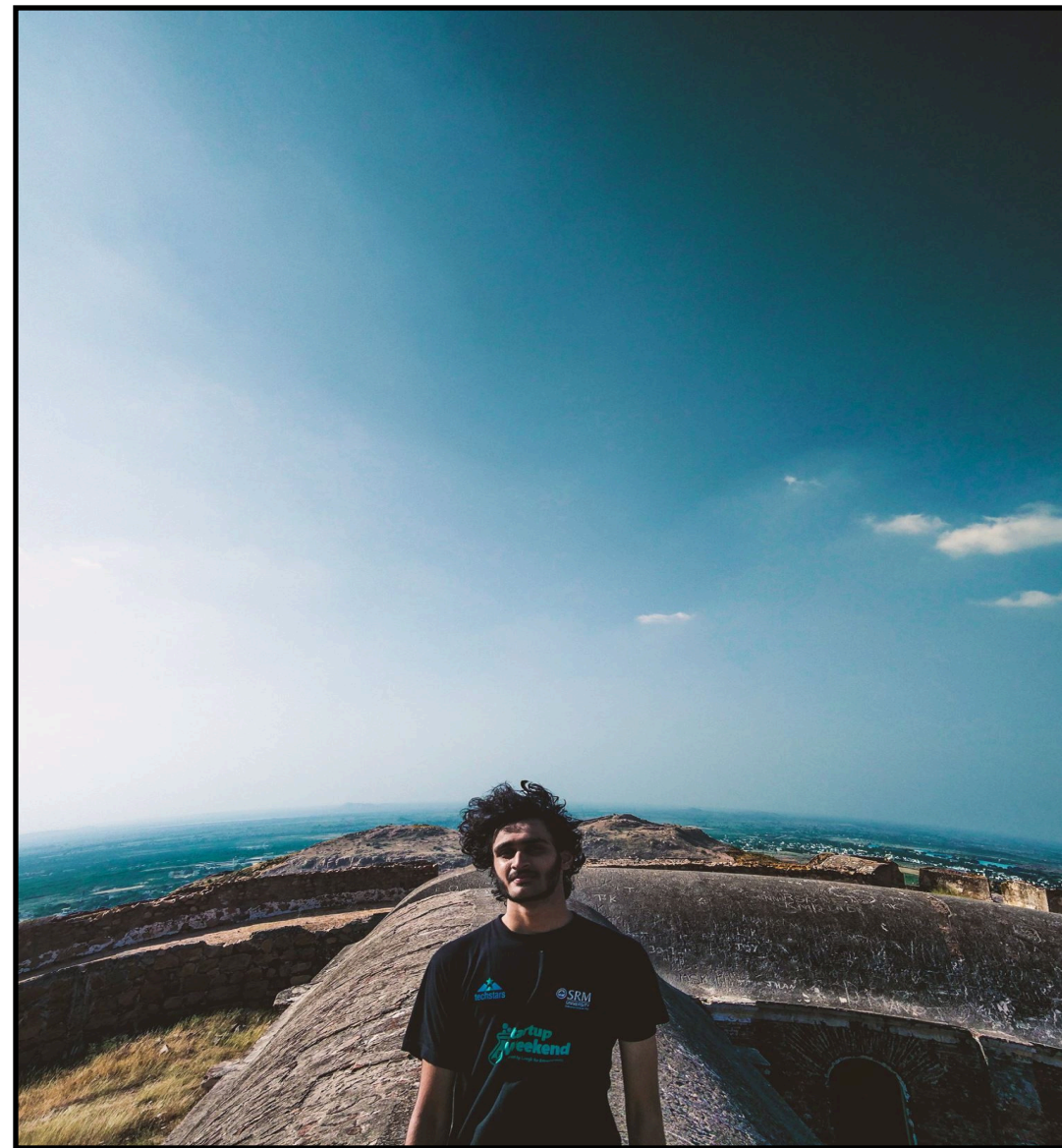


# KEY CONSULTANTS



## **VIBHOR KUMAR**

- Vice president, The Climber
- 'A marketing prodigy'



## **ADITYA GARIKAPATI**

- Developer
- 'A technical prodigy'



## **PUSHAN SONI**

- Founder, Bhagwate
- A Visionary