

# Key Questions Answer Booklet

By Team Dominators

## About Us - Team Dominators



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# 1. Growth Strategy

## ◆ Target Market to Prioritise

- InnoSync should prioritise the mid-market logistics and supply chain segment in India, including:
- 3PL / 4PL logistics providers
- E-commerce logistics firms
- Manufacturing and retail companies with multi-warehouse operations

## ◆ Why This Segment Is Attractive

- Large and underserved market: Mid-market firms are ignored by SAP/Oracle due to lower deal sizes.
- High growth: Driven by e-commerce expansion, GST formalisation, and digital adoption.
- Weak competition: Existing Indian tools are fragmented and solve only partial problems.
- High switching pain: Compliance and integrations create strong customer lock-in.

### Summary:

The mid-market offers the best balance of market size, urgency, and low competitive pressure.

## 2. Product & Innovation Strategy

### ◆ Proposed Strategic Product Enhancements

Product Enhancement	Strategic Value
Unified Control Tower 2.0	Single dashboard for warehouse, transport, inventory, and compliance
AI Exception & Risk Management Module	Predict delays, shortages, and operational failures
Compliance Automation Engine	GST, e-way bills, invoicing, audit trail

- ◆ How They Drive Business Outcomes
  - Customer acquisition: Faster onboarding and visible value within weeks.
  - Retention: Compliance workflows and automation increase switching costs.
  - Differentiation: Competitors provide dashboards; SyncOne provides decisions and automation.

Summary: Product innovation focuses on visibility + intelligence + compliance, not feature overload.

### 3. Go-to-Market Strategy

- ◆ Sales & Distribution Approach
  - Direct sales for mid-market and enterprise customers.
  - Channel partners and system integrators for faster scale.
  - Product-led growth (freemium) to attract SMEs.
  - Referrals and consultants to reduce customer acquisition cost.
- ◆ Pricing Model by Segment

Segment	Pricing Model
SMEs	Freemium + low per-user pricing
Mid-market	Modular subscription pricing
Logistics firms	Base subscription + per shipment
Enterprise	Annual license + implementation

#### Summary:

A hybrid GTM model balances fast adoption with scalable revenue.

## 4. Organisational Readiness

### ◆ Key Capabilities to Build

- Logistics and supply chain domain expertise
- Backend and data engineering
- AI and analytics capability
- Compliance and regulatory knowledge
- Customer onboarding and success teams

### ◆ Talent Gaps to Address

- Product managers with logistics background
- Solution consultants for mid-market sales
- Customer success managers for retention

### ◆ Operating Model

#### Squad + Guild model

- Small cross-functional squads own modules and customers
- Shared guilds for AI, compliance, integrations
- Customer success embedded within product teams

#### Benefits

- Faster innovation cycles
- Higher product quality
- Strong customer feedback loop
- Lower churn

#### Summary:

Organisational readiness focuses on domain depth, speed, and customer-centric execution.



# The End

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