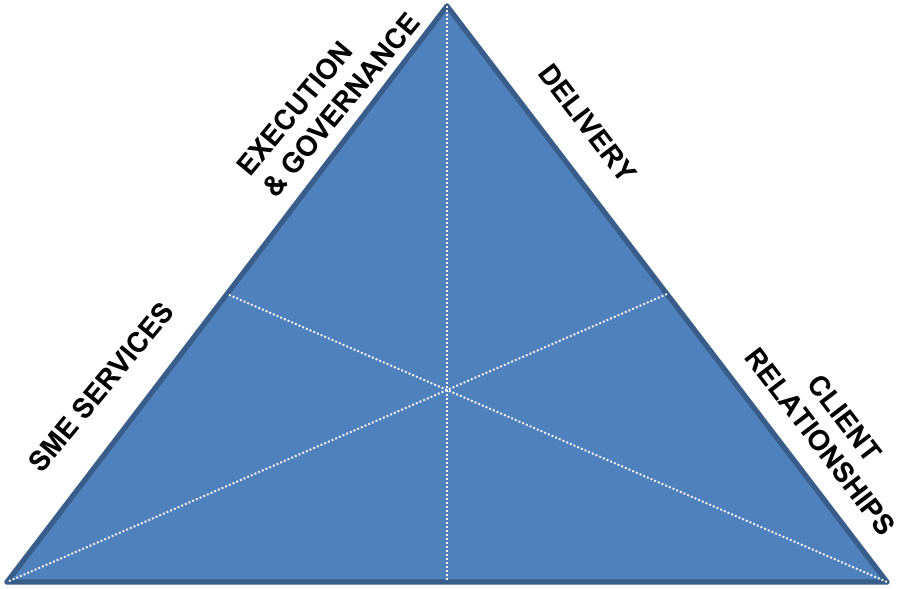
Canarys®

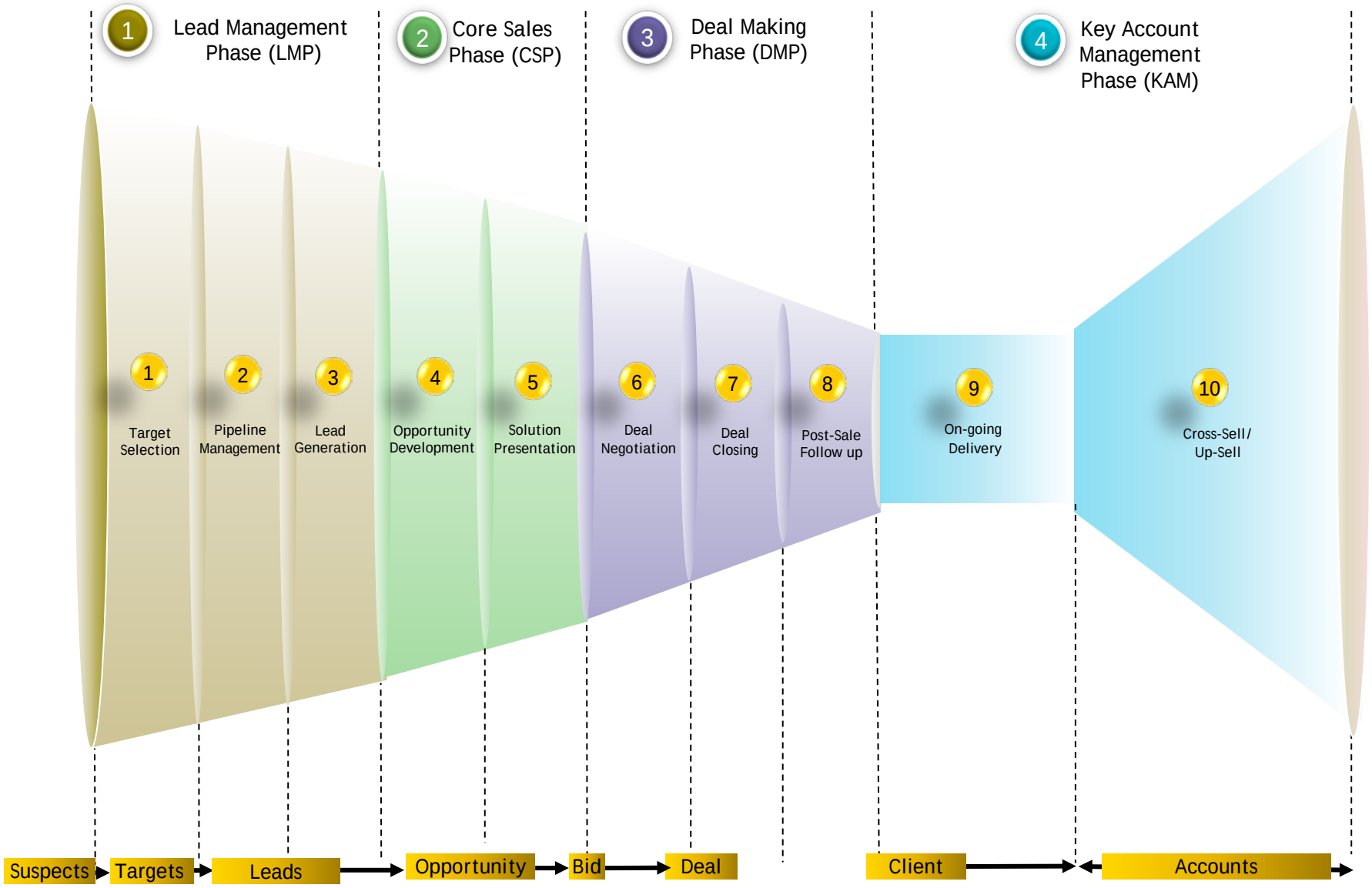
Quality is our Mantra



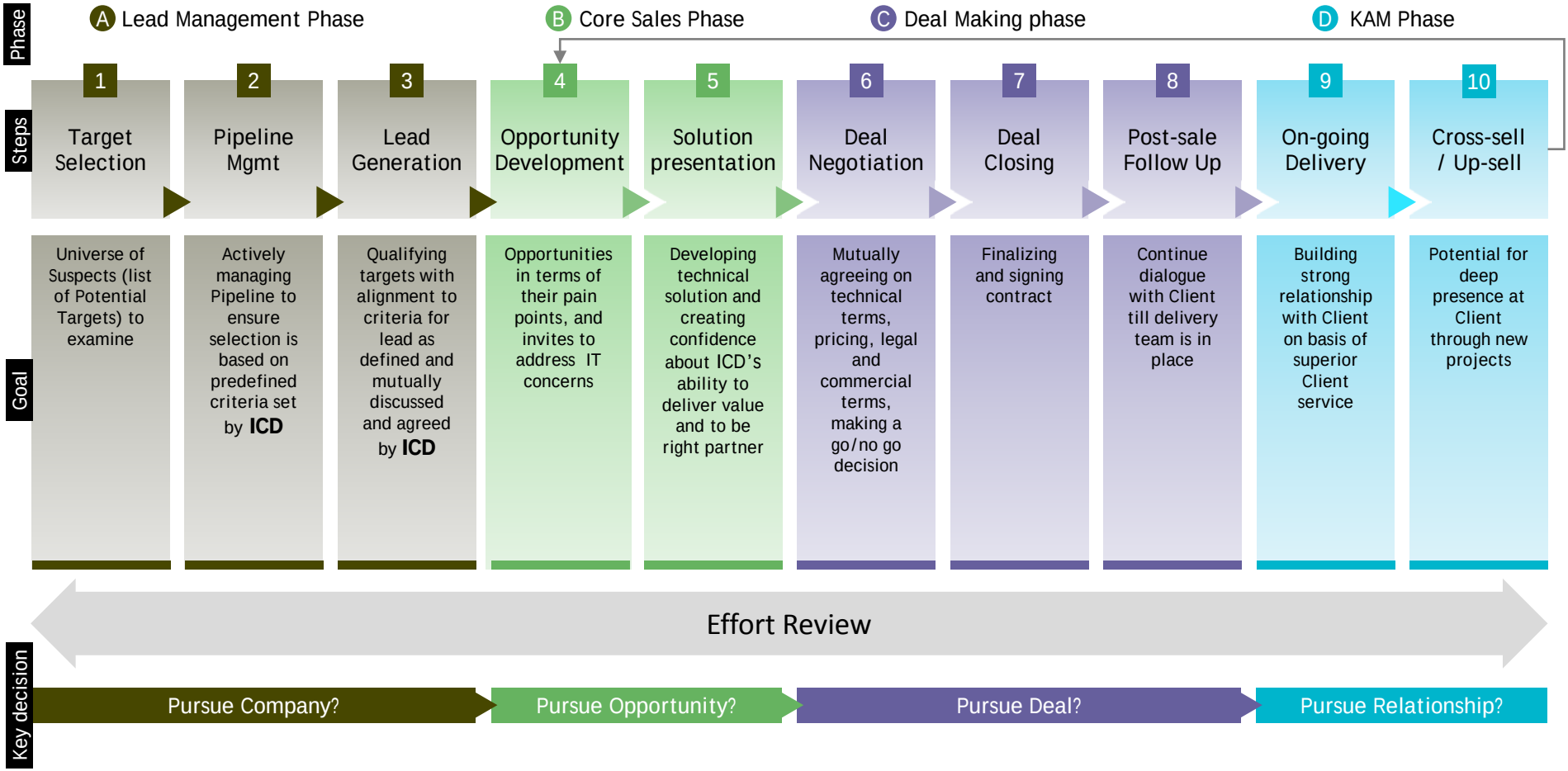
Innominds
www.innominds.com

DRAPSA

DRAPSA'S BUSINESS SCALING PROCESS



DRAPSA'S PHASE WISE SCALING PROCESS



DRAPSA'S LEAD GENERATION PROCESS

Sub-activities	Deliverables	Who is involved			
		R	A	C	I
1.1 Identify Target companies	▪ Notes distributed within ICD	▪ Drapsa	▪ Canarys	▪ Innominds	▪ Canarys
1.2 Create awareness about ICD at target companies through back end marketing practices: sending out mailers, brochures, leverage alliances / partnerships etc.	▪ Attack plan ▪ Collaterals	▪ Drapsa	▪ Canarys	▪ Innominds	▪ Canarys
1.3 Setup appointments within short-listed companies through emails/follow-up phone calls	▪ List of appointments with universe size of companies	▪ Drapsa	▪ Canarys	▪ Innominds	▪ Canarys
1.4 Setup appointments on remaining companies, through trade shows, conferences, analyst outreach & other networking avenues	▪ Committed appointments	▪ Drapsa	▪ Canarys	▪ Innominds	▪ Canarys

Output here is a set of appointments made with Target companies for the front end to carry forward

*R = Responsible, A= Approver, C= Contributor, I = To be Informed