**Name of Organization Submitting Partnership:** SAMBUQ.com

**Full address and postal code:** 44081 Pipeline Plaza #315, Ashburn, VA 20147

**For profit or not for profit**: For Profit

**Industry affiliation (ie. Health care, aviation, energy):** Technology

**Links to biographies of the participants or LinkedIn profiles (preferable):**

**Ganesh Rajagopal Satish Mutalik**

CEO, SAMBUQ.com CTO, SAMBUQ.com

[**Linkedin**](https://www.linkedin.com/in/ganesh-rajagopal-62b5304) [**Linkedin**](https://www.linkedin.com/in/satishmutalik/)

**Has your organization partner with the U.S. Government? Describe.**

Yes, Sambuq.com successfully completed a Co-operative Research and Development Agreement (CRADA) with Veterans Affairs.

**What stage is your partnership business plan (new idea, existing program going to scale):**

New idea

**Proposal Information:**

**Problem Statement (250 words max): *Describe the problem you are trying to solve and any relevant background information. Address the impact and innovation potential of your idea given the status quo.***

Sambuq is an online B2B marketplace that helps businesses find technology solutions to fit their needs, based on information supplied by vendors. Sambuq is for businesses big and small across industries that want to make educated budgetary decisions with all available information, comparing technology offerings. Named after an early 1900’s trading vessel that transported goods between countries in the Red Sea, Persian Gulf and Indian Ocean regions, Sambuq enables a more efficient technology solutions marketplace.

Historically, the decision-making process for companies in need of technology solutions has been arduous and fragmented. Vendors present their services to a business independently, and then it’s up to the business to run comparison analyses, make reference calls, and conduct research, which is often a dead-end given the paucity of available online information. This process can take weeks, even months to complete.

Sambuq offers an efficient alternative, delivering a comprehensive picture of what a vendor offers and the perceived value derived by explorers. Sambuq is a virtual port where vendors dock and share their wares, allowing explorers to make more informed decisions. Sambuq helps companies bring to market new products & services and facilitates competition among vendors.

<https://www.sambuq.com>

**Idea (250 words max): *What is the core concept for the partnership? How will working in a partnership obtain the outcome that is required?* *How does this align to U.S. interests?***

The core concept for the partnership is to leverage it as an one stop shop IT Marketplace to explore, discover and connect with IT vendors, solutions and services; plus, verification of a cloud-based Collaboration with ‘real-time’ interaction as a platform. Some key beneficial innovations provided will include:

* Marketplace
* Sandbox
* Virtual Trade Shows
* Analytics

Access to better information technology innovations that in turn leads to better results and better leverage of IT. Enable U.S. government to explore, discover and connect with IT vendors worldwide, solutions and services. Help U.S. government to test out the power of the B2B/G Marketplace and enhance the platform to better serve the mission. Sambuq.com is a comprehensive platform to exhibit solutions and services

Working in a partnership will yield better market research of innovations, sharing of market research data and a knowledge repository that can be leveraged for better decision making on technology and innovations.

U.S is the leader in technology innovations. The challenge at hand is that how to explore, discover and implement the innovations to meet the mission and derive better efficiencies and results. Sambuq.com will help overcome this challenge by creating a comprehensive platform that will enable technology innovations and implementations.

**Resource Requirements (250 words max): *Describe what is needed to implement your idea (resources, stakeholder buy-in, legal requirements, etc.). Address the feasibility of your idea.***

The success of the idea is hinged on U.S. government agencies adopting the platform and encouraging vendors to list their solutions, services and capabilities on the platform. Stakeholder buy-in from U.S. government agencies is needed for successfully creating the information on the platform, that can then be leveraged to conduct market research to aid better decisions on technology adoptions and implementations. Sambuq Sandbox can be leveraged to test out technologies before adoption. Paper based market research can be replaced with Sambuq surveys and analytics. This will help save research dollars and avoid duplication of efforts by different U.S. agencies. U.S. agencies can share knowledge and collaborate on technology advancements and innovations.

Sambuq.com successfully executed the CRADA with VA wherein the VA retained knowledge assets and historical records. VA discovered detailed, targeted research in specific areas to glean better understanding of IT technologies, providers, and markets. The platform helped VA make informed decisions on future VA IT strategies.

The need now is to extend this to all U.S. agencies to help make informed decisions on future technology strategies.

**Best Potential Partners (250 words max): *Describe ideal partners (from 2-10) or types of partners that would make for a successful partnership.***

Sambuq.com success is dependent on vendors and explorers coming together. Typical vendors are technology companies that currently work with the U.S. government. Explorers would be all U.S. government agencies (Federal, State & Local and non-profit organizations) that can explore for technology answers on the platform. This project will be very successful if 5-10 U.S. agencies can adopt the platform and encourage the vendors that do business with agencies to start leveraging the platform to implement/procure technology projects. Sambuq.com’s mission is very similar to Boldline’s mission of enabling partnership accelerator aimed to support and scale innovative public-private partnerships (P3s).   One idea is to have all challenge.gov technology projects on Sambuq.com platform in the future so that technology can enable innovations, the best use case to leverage the idea and meet the mission of this challenge.

**Ideal End State (150 words max): *Describe what success will look like with the implementation of your idea. Address the impact of your idea and its innovation potential.***

The ideal end state would be to create the next B2B Marketplace Enabler for technology on the internet, a business media platform, similar to the social media platforms like “Facebook” or “Linkedin”. B2B or B2G platforms are nonexistent today but are needed for the future. Sambuq’s impact is global wherein, technology sharing can be with a click of a button and the world can collaborate on a business media platform to Explore, Discover and Connect with technology, innovations and advancements.

The platform will enable connections between explorers and vendors, test drive technologies in the sandboxes (try before you buy), virtual tradeshows and make it easy to invent, innovate and share technology ideas across the globe. The impact of the idea and its innovation potential is self-evolving and continuously improving as newer innovations are created and shared.