

## MARKET & COMPETITOR ANALYSIS OF VERDENTUM PRO

**Assignment Topic:** Verdentum Pro - [https://verdendum.org/verdendum\\_pro](https://verdendum.org/verdendum_pro)



### Deliverables:

1. Conduct a comprehensive Market Analysis.
2. Conduct a complete Competitor Analysis.
3. Create a Product Roadmap for the next 12 months.
4. Create a customer acquisition plan dovetailing with the product roadmap.

We need to make the entire document SMART-ed.

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### Assumptions:

1. Verdentum Pro is already available in the market with 100k+ volunteers and being used in 50+ countries
2. Based on the market and competitors' analysis, we are adding features and functionalities to improve upon the existing market share of less than 15%.
3. The total market size is over \$215M and grows at a CAGR of 2.5% in the next 8 to 10 years.
4. Verdentum is a non-profit social networking cloud platform.



*Think Global Act Local*

Verdentum is a non-profit social network connecting the world for a better tomorrow.

The vision of Verdentum is to empower organizations to make better decisions about how to allocate resources and design interventions. By providing a simple and user-friendly platform for data collection and analysis, **Verdentum Pro** can help organizations to improve the effectiveness of their work and make a greater impact on the lives of the people they serve.

#### **VERDENTUM PRO:**

Verdentum Pro is a cloud-based platform that helps various organizations manage their volunteering and small grants projects. It is designed to be used by both small and large organizations, and it offers a variety of features to help organizations track their projects, manage their volunteers, and report on their impact.

Verdentum was founded in 2017, and it has been growing steadily since then. The company's website states that it has over 1,000 customers in over 50 countries. Verdentum also claims to have processed over 1 million volunteer hours and over \$10 million in grants so far.

Some of the key features of Verdentum Pro include:

- **Project management:** Verdentum Pro provides a comprehensive project management tool that allows organizations to track their projects from start to finish. This includes features for creating and managing project plans, assigning tasks to volunteers, and tracking progress.
- **Volunteer management:** Verdentum Pro also provides a powerful volunteer management tool that allows organizations to manage their volunteer database, track volunteer hours, and send out volunteer communications.
- **Reporting:** Verdentum Pro offers a variety of reporting tools that allow organizations to track their impact and measure the success of their projects. These reports can be customized to meet the specific needs of each organization.

For any customers that are looking for a cloud-based platform to help them manage their volunteering and small grants projects, Verdentum Pro is a great option. It is a powerful tool that can help them track their projects, manage their volunteers, and report on their impact.

Here are some additional details about Verdentum Pro:

- It is available in English, Spanish, French, and Hindi.
- It is priced on a monthly subscription basis, starting at \$199 per month.
- It is used by organizations & active volunteers in over 50 countries.

#### 4-STEP PROCESS:

**Step 1: policy maker defines the issue**

Assuming the UN body wants to launch a program on water pollution for 100 countries. It would be expensive and difficult to engage a lot of people for such a cause. That's where Verdentum Pro comes in!

**Step 2: Policy makers can log on to create a Profile / Program & put-up information about water pollution**

Then schools in these hundred countries can log on and join the program related to water pollution and commit for the overall goal.

**Step 3: Schools /Civic Bodies / Individuals get connected for collaboration**

Schools in say Mozambique could link up with schools from China to talk about water pollution issues and how they differ from one region to other.

**Step 4: Devising a complete execution plan and able to manage it from start to finish**

Since it is a program on water pollution the action might be to go clean your local lake and you could have students in a hundred countries almost simultaneously going out and cleaning their local lake or doing clean up and then reporting the results and putting up the picture on Verdentum Pro.

It takes something very local and makes it a part of a global impact in the particular sphere.

Here are some of the specific benefits of Verdentum Pro:

- **Improved data collection and analysis:** Verdentum Pro provides a centralized platform for data collection and analysis. This makes it easy for organizations to collect data from multiple sources, such as surveys, interviews, and program records. Verdentum Pro also provides a variety of tools for data analysis, such as dashboards, reports, and visualizations.
- **Increased transparency and accountability:** Verdentum Pro makes it easy for organizations to track the progress of their projects and measure their impact. This information can be shared with donors, partners, and other stakeholders, increasing transparency and accountability.
- **Enhanced decision-making:** Verdentum Pro provides organizations with the data and analysis they need to make better decisions about how to allocate resources and design interventions. This can lead to improved efficiency and effectiveness, and a greater impact on the lives of the people they serve.

## MARKET ANALYSIS:

### MARKET OVERVIEW

The market for cloud-based platforms that help organizations manage their volunteering and small grants projects is growing rapidly. This is due to the increasing number of organizations that are looking for ways to improve their efficiency and effectiveness in managing these types of projects.

According to a recent market study published by Growth Market Reports, the market was valued at USD 215.3 million in 2022 and is expected to reach USD 267.5 million by 2031, expanding at a CAGR of 2.5% during 2023-2031. The market growth is attributed to the increasing requirement for real-time volunteer tracking software.

Below are some of the factors that are driving the growth of the market:

1. The increasing number of organizations that are looking for ways to improve their efficiency and effectiveness in managing these types of projects.
2. The growing popularity of volunteering and small grants as a way to give back to the community.
3. The increasing availability of cloud-based platforms that make it easy for organizations to manage their volunteering and small grants projects.

Here are some of the organizations that use Verdentum Pro:

- **Non-profits:** Verdentum Pro is used by a number of non-profits to track and manage their projects. For example, the Accion Fraterna Ecology Center in Anantapur, India, uses Verdentum Pro to coordinate and collect data from over 30,000 rural and underprivileged farmers.
- **Corporations:** Verdentum Pro is also used by corporations to track and manage their corporate social responsibility (CSR) initiatives. For example, the Azim Premji Philanthropic Initiatives uses Verdentum Pro to track their Sustainable Agriculture and Diversified Livelihoods (SADL) project, which provides livelihood and security to 66,000 rural households living under extreme drought situations in India.
- **Government agencies:** Verdentum Pro is also used by government agencies to track and manage their projects. For example, the United Nations Development Programme (UNDP) uses Verdentum Pro to track their projects in Africa.

### CONSUMER TRENDS

- Many people have now started realizing about the importance of CSR (Corporate Social Responsibility) and sustainability but they are not sure where, when, what, why and how to start.
- Lot of people who are active in sustainable development are looking out for some kind of a common platform where they can connect with like-minded people and share their ideas, thoughts, and work.
- Those who are active, look out for some kind of portal or dash board where they can keep check and can keep track of progress done in their project over the period of time.
- People are looking for more flexible and convenient ways to volunteer. Online volunteering tracking tools can make it easier for people to find and track volunteering opportunities that fit their schedules and lifestyles.

### COMPETITIVE TRENDS

- Cloud-based platforms are becoming increasingly popular, as they offer a number of advantages over traditional on-premises platforms. They are more scalable and can be accessed from anywhere.
- Mobile apps are becoming increasingly popular, as more and more people use their smartphones and tablets to access the internet.
- Open-source solutions are becoming increasingly popular, as they offer a number of advantages over proprietary solutions.

## **TECHNOLOGICAL TRENDS**

- The rise of artificial intelligence to help organizations understand their data better and ultimately make better decisions.
- The growth of cloud computing.
- The increasing use of mobile devices.
- The development of new data analytics tools.
- The widespread use of the internet and Technology.

## **ENVIRONMENTAL TRENDS**

- The growing awareness of climate change.
- The increasing popularity of green volunteering.
- The development of new technologies for environmental volunteering.
- The growing demand for corporate social responsibility.

## **REGULATORY AND LEGAL TRENDS**

- The increasing focus on data privacy. There is a growing need for any digital platform in complying with the data protection rules and regulations of the country it is operating in.
- The need for transparency and accountability
- Compliance to General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States.

## **GEOGRAPHICAL TRENDS**

- Since the social cause majorly depends upon the geography where the users are residing, Verdentum should update its dashboard accordingly and provide a solution to help the customer track their project, related to the very geographical conditions.
- Verdentum platform will be used to track projects in 50+ countries and will be expected to grow further.
- It is available in English, Spanish, French, and Hindi currently. More language support expected and the language extension will be based on the regional penetration/growth.

## **DEMOGRAPHIC TRENDS**

- There are a number of people coming forward for social work, from different age, gender, socio-economic and educational backgrounds.
- The growing demand for diversity and inclusion in online volunteering
- Track emergent trends associating demography with different projects around the geography of operation, behaviour and customer needs.
- Statistical data for Demographics to be added.

## **SEASONAL TRENDS**

- Some of the social work of environmental importance consist of tree plantation drives which mostly take place in monsoon season, so this should also be kept in check and balance for each season and social activity taking place in that particular season.
- The holiday season is a popular time for volunteering as people are looking for ways to give back to their communities.
- Natural calamities like Flood relief and Drought relief donation drives.

## **SUSTAINABILITY TRENDS**

- Users should be encouraged to link their projects to the SDGs (Sustainable Development Growth) defined by the UN.
- If users find it difficult to link, AI based suggestions and help should be provided to them to get it done.

## COMPETITOR ANALYSIS:

Verdentum Pro faces a number of competitors in the market, including Taproot Plus, VolunteerMatch, Causeway, and Qgiv. These competitors offer similar features and pricing, so Verdentum Pro needs to differentiate itself in order to be successful.

- **Taproot Plus:** Taproot Plus is a cloud-based platform that helps organizations manage their volunteering and small grants projects. It is similar to Verdentum Pro in terms of features and pricing.



- **VolunteerMatch:** VolunteerMatch is a website that connects organizations with volunteers. It does not offer the same level of project management and reporting features as Verdentum Pro, but it is a good option for organizations that are looking for a way to find volunteers.



- **Qgiv:** Qgiv is a cloud-based platform that helps organizations manage their fundraising and donor relations. It does not offer the same level of project management and volunteer management features as Verdentum Pro, but it is a good option for organizations that are looking for a way to manage their fundraising and donor relations.

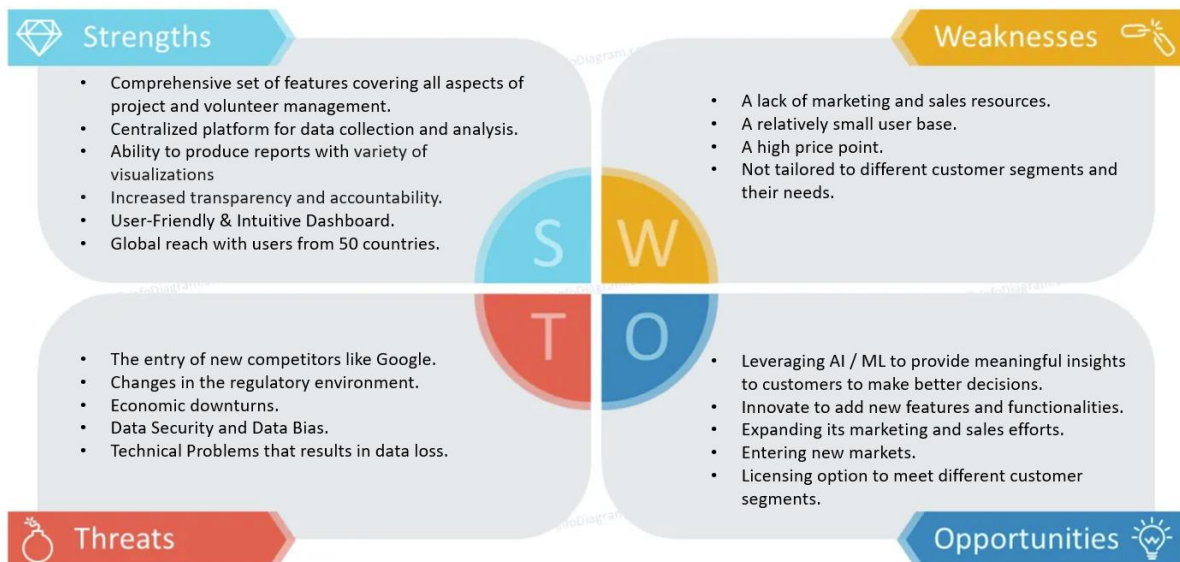


Taproot Plus is a direct competitor to Verdentum Pro. It offers a similar set of features, but it is priced slightly lower. Taproot Plus has a larger user base than Verdentum Pro, but it does not have the same global reach.

VolunteerMatch is a different type of competitor to Verdentum Pro. It is not a cloud-based platform, but it is a website that connects organizations with volunteers. VolunteerMatch does not offer the same level of project management and reporting features as Verdentum Pro, but it is a good option for organizations that are looking for a way to find volunteers.

Causeway and Qgiv are also competitors to Verdentum Pro. They are both cloud-based platforms that help organizations manage their fundraising and donor relations. However, they do not offer the same level of project management and volunteer management features as Verdentum Pro.

## SWOT ANALYSIS:



## CUSTOMERS KEY REQUIREMENTS

By understanding customers' pain points and requirements, Verdentum can align its offerings, products and services in order to help the customers in meeting their overall goal.

### Ease of Use Dashboard

- The dashboard is a central location that provides the customer with ability to constantly update and track the progress of ongoing projects and their insights. It should enable them to find the information they need quickly and easily

### Collaboration

- The platform must serve as a social media platform where people can connect with other groups from other communities / countries who are working on similar or different kinds of projects.
- Customers can also form or join any community of their likes that is working on similar or different kind of project

### Customizable Report Generation

- The platform must support a variety of reporting options that can help you track the impact of your volunteer work. Ex: Volunteer activity report, Project status report and Impact report.

### Real-Time News Feed

- Since this platform also serves as social media one can post the development, changes or work done by them or their group or organization.
- They can also see and react to the posts about updates of others projects.

### Scalability

- The platform must be able to scale to meet the needs of a growing user base. This includes having the ability to add new features and functionality, as well as the ability to handle large amounts of data.

### Reliability & Security

- The platform must be reliable and available 24/7. This includes having a high uptime and providing disaster recovery capabilities. Platform that is secure and protect their data.

## RELEASE TRAIN

Three major releases planned in the next 12 months and they are all goal specific.

### **RELEASE 1 (Aug 2023 - Nov 2023)**

Release 1 is linked up with the United Nations Environment Programme (UN-EP). Their maiden Programme would be along the lines of recycling, composting, reducing Energy consumption and planting one million trees specifically aimed at young people in the range of 10-18 years. For this we would be looking at and targeting International Educational Institutes (in Metropolitan Cities) in 50+ countries who have access to Internet and Technology so that schools could collaborate and communicate among themselves for a better connection all throughout.

Features:

- Basic License at \$199 per month for up to 100 users
- Ability to register using phone number / email Id
- Create profile, group and communities
- Geo-Tagging
- Inbox for in-App collaboration
- Support for both Android & iOS Mobile Apps
- Basic Program Dashboard to track the overall status
- Ability to self-download the volunteering certificate

Customer Acquisition Plan:

- To reach at least 300k active global volunteers.
- Plan to engage educational institutions through ad campaigns (on ground and email communication) with the help of UN Body in bringing a positive change in this campaign.
- Campaign to make these volunteering as part of student's SUPW (Socially Useful and Productive Work) so that they could be recognised and academically credited for this.
- Use of social media is a great way to reach out to educational institutions and to promote the volunteering initiative. Identify the key decision-makers at the educational institution who will be responsible for approving and coordinating volunteering initiatives.
- Target Alternate learning Schools wherein social activities are already a part of their curriculum.

### **RELEASE 2 (Dec 2023 - Mar 2023)**

Release 2 is targeted at larger audience to bring more volunteers in making this world better. These Programme would be along the lines of recycling, composting, reducing Energy consumption, cleaning up public places, water bodies. For this we would be looking at and targeting Local Civic bodies, local active Youth communities, Society Drives (RWA- Residents welfare associations) in 50+ countries who have access to Internet and Technology.

Features:

- Standard License at moderate cost (\$399 per month for 50 volunteers)
- Ability to register using phone number / email Id
- Create profile, group and communities
- Geo-Tagging
- Inbox for in-App collaboration
- Social reform near me
- Intuitive Dashboard to track the overall status with basic customizable view
- Ability to self-download the volunteering certificate



#### Customer Acquisition Plan:

- To reach at least 600k active global volunteers.
- Plan to engage local civic bodies and housing societies through ad campaigns (on ground and email communication) with the help of social media influencers in bringing a positive change in this campaign.
- Use of social media is a great way to create awareness and to promote the volunteering initiative.
- Engage with local government, which could include the mayor's office, city council or the county board. Also, to reach out to local charities, non-profit and religion organisations.

#### **RELEASE 3: Apr 2024 - Jul 2024**

The Release 3 will target Corporates and Professional Individuals to be a part of this platform. This could be a great platform for organisations to run their CSR (Corporate Social Responsibility) projects. We have already linked up with Infosys for this to take a definite shape. More inclusion is in Policy Makers specifically Help Age India and PSU's also utilising Verdentum to see their goals being met and well measured.

#### Features:

- Enterprise License at premium cost (Custom Pricing)
- 24/7 support
- Complete Project Management
- Ability to create themes, profile, group and communities
- Inbox for in-App collaboration
- API Integration with corporate portals
- Intuitive Dashboard to track the overall status with complete customization
- Ability to customize reports to share with shareholders, governments, regulatory agencies and public
- Insights with variety of visualisations (charts, graphs and maps) to help making informed decisions.
- Ability to calculate RISE score (Resource Impact on Social & Environment), a scientific scoring method that can be published in corporates Social Responsibility Reports.

#### Customer Acquisition Plan:

- Target is to reach 1M active global volunteers.
- Acquisition through advertisements specific to CSR and corporate professionals.
- Marketing campaign through LinkedIn and other social medias
- Videos on Success Stories with the global impact created on YouTube.
- Tie-up with various CSR bodies and High ranked corporate Professionals looking for a common cause. This could be done by ground work (online/offline meetings), presentations and short films about successful completion of our pilot projects and association with bodies like CRY and HelpAge India.

#### **PS NOTES:**

- A roadmap although planned for 12 months must have flexibility to accommodate if things go unplanned and the follow-up releases do see the domino effect.
- Market and competitive analysis should be taken with a pinch of salt in a disruptive innovation like Verdentum. It's only after the beta version or controlled release we know the market sentiments and tweak the platform as per customer and business requirements.
- Solutions stated in the paper rely upon different market analyses, trends and comprehensive competition study. These have proved to be beneficial in prioritising the roadmap as well as filter out the trivia.