

Case Study & Tasks

Q1. Case Study

To increase student signups for Cuvette in Bhopal by 2x within 2 months with a limited budget, I would focus on a mix of digital outreach, partnerships, and word-of-mouth strategies.

Steps I would take:

- Leverage WhatsApp and Instagram campaigns with student-focused content.
- Collaborate with student clubs, influencers, and placement cells in local colleges.
- Organize small info sessions or webinars with minimal cost to explain Cuvette's value.
- Use referral programs where existing students bring friends.
- Focus on highly targeted ads instead of broad campaigns to minimize costs.

Expected Challenges & Solutions:

- Awareness gap: Many students may not know about Cuvette → I will run awareness drives and leverage peer recommendations.
- Budget limitation: Optimize digital ads and rely more on organic reach.
- Trust factor: Share student success stories and testimonials from Bhopal students.

Q2. Data Interpretation

Dataset given:

Channel	Leads Generated	Conversions
WhatsApp Ads	500	50
LinkedIn	300	90
Campus Drives	200	80

Campus Drives is performing best because it has the highest conversion rate ($80/200 = 40\%$), compared to WhatsApp Ads (10%) and LinkedIn (30%). Even though LinkedIn have a slightly higher conversion in total (90), Campus Drives provides more conversions rate (40%).

Next month, I would focus on LinkedIn and Campus Drives together, since they give strong conversions. WhatsApp Ads may still be used for awareness but with reduced budget.

Q3. Research Task

Startup: Zepto (founded in 2021)

Problem it solves:

Zepto addresses the growing demand for ultra-fast grocery and essentials delivery in urban

India. In busy cities, waiting hours for groceries can be inconvenient, especially for last-minute needs. Zepto solves this by offering deliveries within 10–20 minutes, making everyday shopping highly convenient for consumers who value speed and reliability. Its service reduces friction in urban lifestyles and ensures access to essential goods quickly.

How it makes money:

Zepto earns revenue through multiple channels: delivery fees charged to customers, margins on products from partnered stores, subscription plans for priority delivery, and promotional partnerships with brands. By optimizing delivery routes and using technology-driven inventory management, Zepto can maintain cost efficiency while scaling rapidly across cities.

Challenges in scaling:

1. **Operational Complexity:** Ensuring sub-20-minute deliveries at scale requires building micro-warehouses, hiring trained staff, and maintaining supply chain efficiency. Delays could affect customer trust.
2. **Competition and Retention:** Rivals like Dunzo and Swiggy Instamart operate in the same space. Retaining users and differentiating through app experience, reliability, and service quality is critical.

What I would do differently as a founder:

I would focus on partnerships with local stores to reduce operational costs and expand sustainably. Implementing predictive demand algorithms for inventory management at micro-warehouses would reduce wastage and improve delivery speed. Gradual expansion to Tier-2 cities with localized delivery strategies would balance growth and efficiency. Additionally, enhancing customer experience through loyalty programs and app personalization would help retain users and strengthen Zepto's competitive advantage.

Q4. Writing Task

Subject: Collaboration Opportunity for Student Placements

Dear [Placement Officer's Name],

I hope this message finds you well. I am reaching out to introduce Cuvette, a platform that connects college students with top startups for internships and jobs. Our program helps students gain practical experience while ensuring companies find skilled candidates.

We would love to collaborate with your placement cell to provide students with these opportunities. I would be happy to share more details and explore how we can work together.

Looking forward to your response.

Best regards,
[Your Name]

Q5. Self Reflection

Why you want to join Cuvette's Founder's Office role:

I am eager to join Cuvette's Founder's Office because I want to gain hands-on experience in building strategies, solving real business challenges, and contributing directly to the growth of a startup. I am motivated by the opportunity to work closely with the founders and learn from the decision-making process at the highest level, while actively contributing to the company's success.

One weakness you genuinely want to improve:

One area I want to improve is my public speaking and presentation skills. While I can communicate effectively in small groups, I aim to enhance my confidence and clarity when addressing larger audiences, which will help me influence and lead more effectively.

A time you failed at something and what you learned:

When I was trying out for the U-14 District cricket team in Assam, I was not selected. Initially, this felt like a significant failure, but I decided to treat it as a challenge rather than a setback. I dedicated myself to consistent practice, participated in all under-age cricket tournaments, and gradually improved my performance. Eventually, I became a key player in my district U-19 team, even finishing as runner-up in a major tournament, and was the youngest player in the team. This experience taught me resilience, perseverance, and the importance of continuous effort despite initial failures.