



New Market Entry Company: TechSolutions From Israel to India

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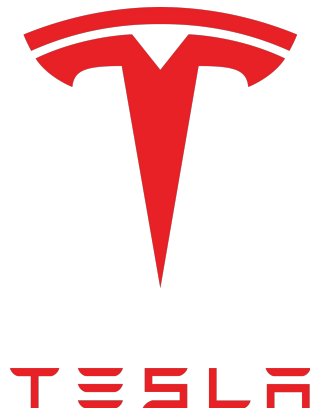
- Product itself is wrapper around AI models that is given to companies in the form of a software container
- Demand for AI is huge
- As of now, no similar solutions
- India has demand for such technologies + one of the biggest populations, not many formal/informal barriers
- Product can be easily scaled

Identifying the problem

- 1) Cultural Differences
- 2) Market Penetration
- 3) Intellectual Property Protection
- 4) Labor Laws and Taxation
- 5) Recruitment
- 6) Regional Adaptation
- 7) Exit Strategy

We analyzed examples of three large companies that entered the Indian and Chinese markets:

- 1) Apple
- 2) Tesla
- 3) Netflix



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Business analysis of landscape, risks and opportunities

	Opportunities	Threats
Political	<ul style="list-style-type: none">— Working with indian government— Possibility to integrate ai in people-control— Collaboration with Google	<ul style="list-style-type: none">— Changes in ai regulations— Prohibition of AI business products due to use by scammers
Economic	<ul style="list-style-type: none">— Growing demand for cheap labour— Human labour	<ul style="list-style-type: none">— Economic slowdown in India
Societal	<ul style="list-style-type: none">— India has tech-interested people	<ul style="list-style-type: none">— Aged population
Technological	<ul style="list-style-type: none">— Huge IT market— Cloud computing	<ul style="list-style-type: none">— Possible use by Indian scammer group.— Integration challenges.
Legal	<ul style="list-style-type: none">— Government initiatives to apply product to safety systems.	<ul style="list-style-type: none">— Prohibition of distribution— Prohibition of LLMs or LDF
Environmental	<ul style="list-style-type: none">— Lesser Co2— Rubbish ML based segmentation future possibilities	<ul style="list-style-type: none">— None found

- Data caps in India, data caching and compression
- Server side computation
- Localization
- Custom models
- User-friendly interface
- Absence of pipelining

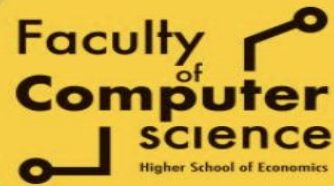
- Geographic area structure
- Grab attention of early adopters and early majority
- Many possible areas of research
- Further localization process
- Division of the product into three business plans

- 1) Business Council of India
- 2) India Business Culture
- 3) Intellectual Property
- 4) Labor Laws
- 5) Local Resources
- 6) Network
- 7) Promotion
- 8) Exit Strategy

RACI Matrix

- 1) Executive summary
- 2) Identifying the problem
- 3) Real examples
- 4) Business analysis of landscape, risks and opportunities
- 5) Problem-solving approach
- 6) Research and Development
- 7) Recommendation
- 8) RACI matrix

	Participants			
Question	Selifanov	Malutin	Timchenko	Nedbay
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**Thank you for your
attention!**