



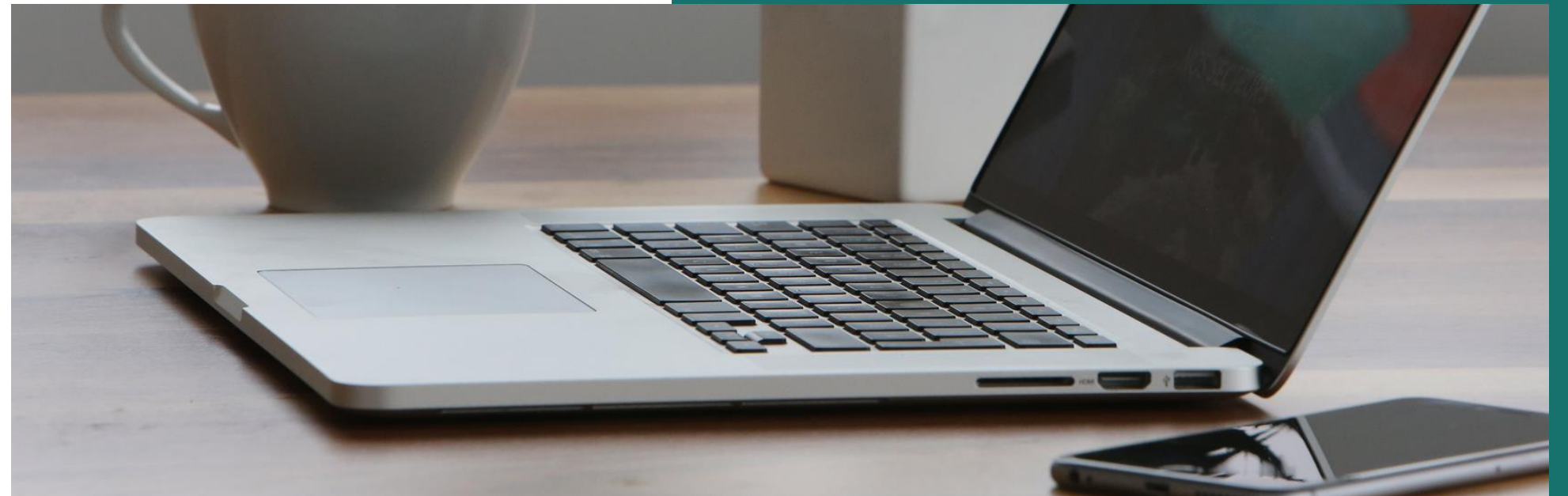
# MarketBridge Solutions

● IDEATION



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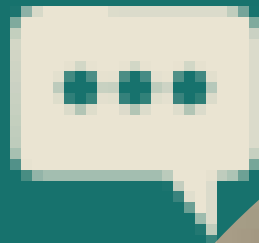
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# Problem Statement

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Small and medium-sized enterprises (SMEs) often struggle to effectively acquire new customers, understand their competitive landscape, and expand into new markets due to **limited resources** and **expertise**. There is a need for an integrated platform that combines customer acquisition strategies, real-time competitive analysis, and market expansion tools tailored specifically for MSME.

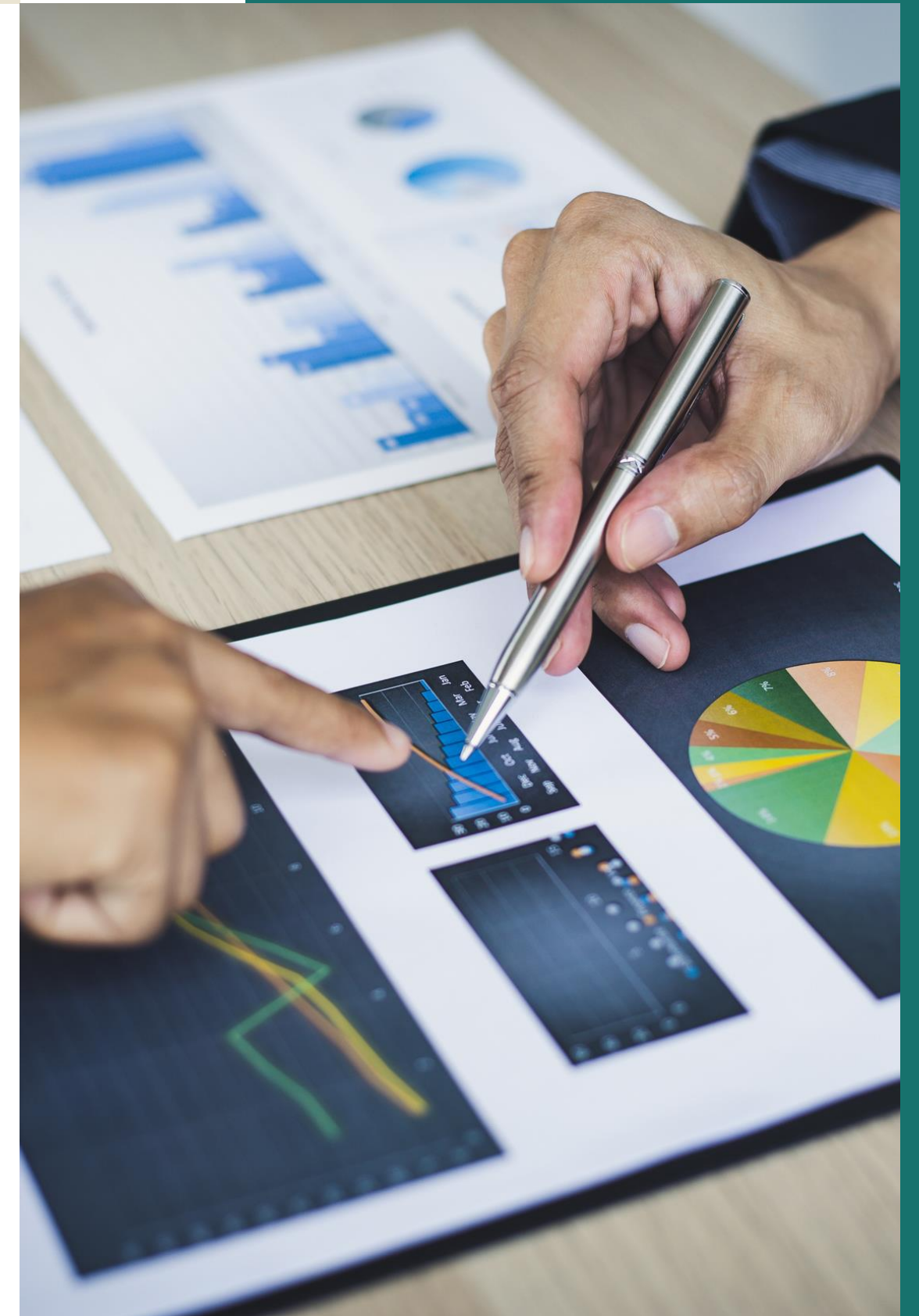




# Solution Overview ○

GET TO KNOW IT BETTER

This platform should leverage data-driven insights and AI-powered analytics to help businesses identify and target potential customers, monitor and analyze competitor activities, and uncover new market opportunities. The solution should provide actionable recommendations and support business owners in implementing these strategies, ultimately driving growth and increasing market share.





A photograph of two men in a meeting. One man, wearing a black leather jacket, is holding a smartphone. The other man, wearing a white jacket, is writing in a notebook. They are sitting at a table with some papers and a coffee cup.

# Marketing Strategy

ABOUT OUR TARGET

## Target customer

B2B (Business-to-Business).  
B2C (Business-to-Customer)

## Market Size

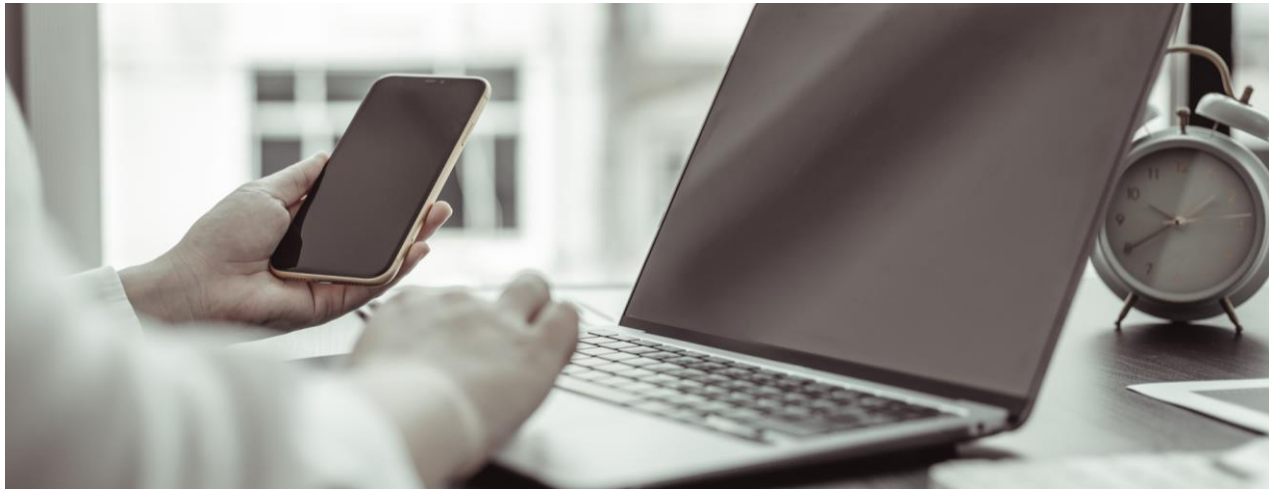
10,000,000 SMEs × ₹50,000

= ₹500 billion (or ₹50,000 crores) annually

# B2B

## Marketing Strategy

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# B2C

## Marketing Strategy

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1. **Geographical Territories-** Initial focus on urban and metropolitan areas
2. **Priority Industries:** Focus on high-growth sectors with customized solutions
3. **Content Marketing:** LinkedIn and industry-specific forums and hosting webinars and seminars, email campaigns.
4. **Strategic Alliances:** Partner with industry associations, chambers of commerce, CEOs, marketing directors, and business development managers

1. **Geographical Territories:** Metropolitan areas with a high concentration of tech-savvy consumers
2. **Target Segments:** Focus on consumers who are entrepreneurs, freelancers, or small business owners
3. **Personalized messaging:** Resonate with the challenges faced by small business owners and entrepreneurs.
4. **Social Media Marketing**
5. **Search Engine Marketing**



# COMPETITION ANALYSIS



## HubSpot

does not primarily focus on market expansion.



## Salesforce

Integrated market expansion services.



## SimilarWeb

doesn't provide direct tools for customer acquisition.

not be an exact competitor that combines all the elements of customer acquisition, competitive analysis, and market expansion into a single, integrated platform specifically for SMEs,

## VISION AND MISSION



- To empower small and medium-sized enterprises (SMEs) worldwide by providing seamless access to comprehensive, data-driven growth solutions that drive sustainable business success.

## KEY ACTIVITIES



- Platform Development
- Market Research
- Customer acquisition
- Partnership management
- Customer support

## KEY RESOURCES



- LLM models
- Data from social media platforms
- Connections

## VALUE PROPOSITIONS



- Marketing services
- Competition Analysis
- Real estate assistance
- Customer acquisition strategies and churn analysis

## CHANNELS

- Offline offices
- Online web interface

## CUSTOMER SEGMENTS



- Startups
- Small Businesses
- Medium-Sized Enterprises
- Entrepreneurs and Solopreneurs

## COST STRUCTURE

- Marketing and Sales
- Operational Costs:
- Product Development and Maintenance:
- Personnel Expenses:
- Research and Development



## REVENUE STREAM

- Data Services:
- Partnerships and Collaborations:
- Premium Features and Add-Ons:
- Consulting and Advisory Services





# FINANCIALS

10	INFLOW		YR1	YR2	YR3	YR4	YR5
	1	Revenue	7	15	25	40	60
	2	Expected Funding	10	5	0	0	0
		TOTAL	17	20	25	40	60
2	OUTFLOW		YR1	YR2	YR3	YR4	YR5
	RECURRING						
	1	Product Development & Maintenance	5	6	7	8	9
	2	Marketing & Sales	2.5	3.5	4.5	6	7.5
	3	Personnel Costs	3.5	4	5	6	7
	4	Customer Support and other	2.5	3	4	4.5	5.5
		TOTAL	8.5	10.5	13.5	16.5	20
3	OUTFLOW		YR1	YR2	YR3	YR4	YR5
	ONE TIME						
	1	Initial Product Development	4	0	0	0	0
	2	Launch Marketing	2.5	0	0	0	0
	3	Hardware/Infrastructure Setup	4	0	0	0	0
	4	Others	2	0	0	0	0
		TOTAL	12.5	0	0	0	0

# TEAM



**Madhura Ghatage**



**Laxmi Wandare**



# THANK YOU

● FOR YOUR NICE ATTENTION



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