



MAD116
A PRODUCTION AND
DIGITAL MARKETING FIRM

PROGRESS

DIGITAL MARKETING:

- We are a Digital Marketing and Production Firm.
- We offer digital marketing services on all online platform; Facebook, twitter, Instagram, YouTube, LinkedIn and Quora.
- All posts on the social media platforms are handled by our team, which includes digital art or even short ads that highlights our clients and their products in the best possible light.
- We started our venture as a Production firm and hence we have a well established production department and we produce short films for various filmmaking competitions as well as film festivals.
- Our previous clients include Startup Oasis, TedStart, Curis, BinderBug, HowdyBuddy currently in talks with GFial.

PROGRESS

RECENTLY :

- We have a team of 55 members working in the following departments; Marketing, Digital Arts, Creative, Cinematography, Editing and Operations. We also set up a new department this semester, The Music department.
- We hired new recruits about a month ago and are currently in process of training them.
- We are focusing on acquiring new clients within and outside the boundaries of Manipal University Jaipur. We are going to approach private universities and are also in talks with a few restaurants, who are interested in our digital marketing services.
- We are about to finalize Rotary Green Club's, Blood Donation Camp (BDC) as our client. And are also in talks of being in business with a baker (crazybakergirl) based in Mumbai.

PROGRESS

PRODUCTION:


- We have produced many short films since our incubation and they have been uploaded on our YouTube channel.
- Two of our short films, Sunheri Chidiya and Outcast, were showcased at JIFF amongst the movies that were showcased here at Manipal.
- We had won a filmmaking competition which was held in association with Wittyfeed and Reunite Café. The competition has two rounds of screening. The final round involved producing a video of 1-3 mins from scratch in under 26 hours and the theme for this round was “What If”. We produced a video on the topic “What if women and girls in India were treated and trusted the same as everyone else”.
- Our short films (Amar, Sunheri Chidiya) have been featured on Short Films (a subsidiary to pocket films) which helps distribute short films on various platforms such as NDTV or even their own channel which has a following of around 840k.
- In the past 6 months, we have released 10 videos on our channel.

CLIENTELE

STARTUP OASIS

7,386 people reached
159 reactions
240 post clicks
33 shares

Post Details




Startup Oasis


Published by Sugat Hari Rastogi · 191 · February 1 at 1:30pm · 🌐


Startup Oasis, under the banner of INVENT Programme and with the support of Villgro, has funded ten social start-ups in the states of Rajasthan and Madhya Pradesh, closing a total funding amount of 2.6 crore rupees.

Mr Chintan Bakshi, CEO Startup Oasis added, "As part of the INVENT program, Startup Oasis intends to seed-fund another 25 high impact social start-ups from Rajasthan and Madhya Pradesh in the range of INR 10-50 lakhs per start-up over the next two years. Startup O... [See More](#)



Startup Oasis





2.6 Crores Funding Closed

Under For 10 Social

Performance for Your Post

7,386 People Reached

159 Reactions, Comments & Shares

118 Like

89 On Post

29 On Shares

2 Love

1 On Post

1 On Shares

1 Wow

0 On Post

1 On Shares

0 Comments

0 On Post

0 On Shares

38 Shares

37 On Post

1 On Shares

240 Post Clicks

48 Photo Views

13 Link Clicks

179 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts


0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Reach: 40,218
Post Clicks: 2,519
Link Clicks: 2,341
Reactions: 137
Duration: 5 Days
Monetary Boost: 5000 Rupees
Targeted Audience: Rajasthan Only


Post Details

**Startup Oasis**
Published by Sugat Hari Rastogi [?] · February 28 at 11:33am ·

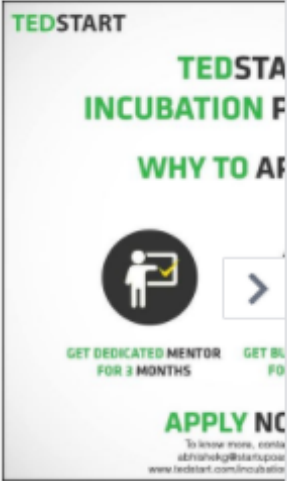
TEDSTART Incubation program is to help budding entrepreneurs and potential startups to mitigate the gaps in the business model and help them to pilot the product /service with the support of mentors and subject domain experts.

It is a 3-month long non-residential startup support program which aims to support the startups who are at prototype or commercial pilot stage. Incubation programme predominantly offers capacity building workshops, access to networks, exposure to mentors and domain-experts, peer-learning platform, continuous monitoring and investment support.

You can apply to TEDSTART Incubation Program by visiting this link : <http://www.tedstart.com/tedstart-incubation-program.php>



Click Here to Apply



Click Here to Know More about

Performance for Your Post

40,218 People Reached

137 Reactions, Comments & Shares

116 Like	104 On Post	12 On Shares
1 Wow	0 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
20 Shares	20 On Post	0 On Shares

2,591 Post Clicks

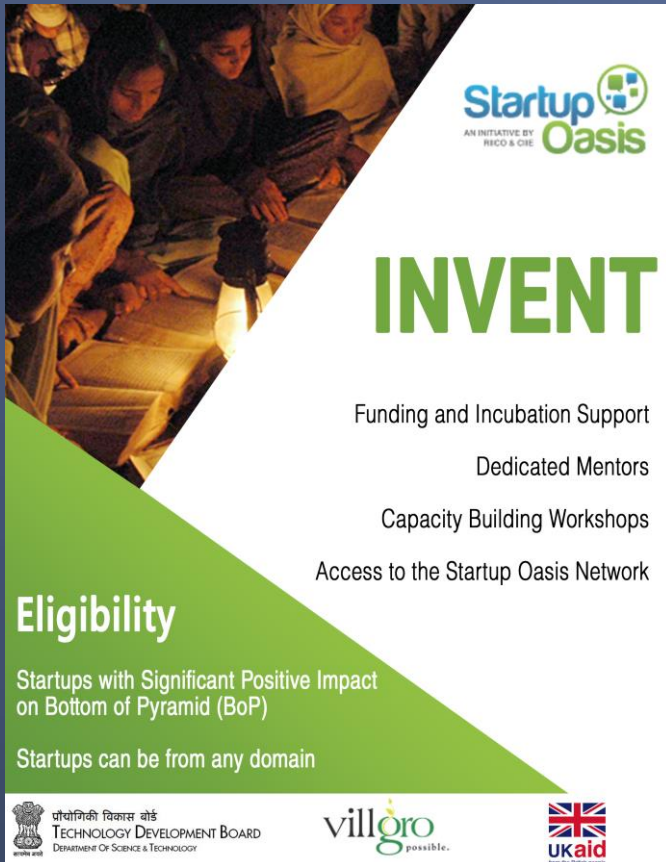
0 Photo Views	2,341 Link Clicks	250 Other Clicks
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NEGATIVE FEEDBACK

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POSTERS DESIGNED FOR EVENTS



The poster for Startup Oasis INVENT features a photograph of a group of people, including women, working together on a project. The text is arranged in a clean, modern layout with a green and white color scheme.


Startup Oasis
AN INITIATIVE BY
RICO & CIE


INVENT


Funding and Incubation Support
Dedicated Mentors
Capacity Building Workshops
Access to the Startup Oasis Network

Eligibility

Startups with Significant Positive Impact
on Bottom of Pyramid (BoP)
Startups can be from any domain

 प्रौद्योगिकी विकास बोर्ड
TECHNOLOGY DEVELOPMENT BOARD
DEPARTMENT OF SCIENCE & TECHNOLOGY

 villgro
possible.

 UKaid
from the British government



The poster for Startup Oasis Social Accelerator Demo Day features a green and white color scheme with a stylized city skyline and wind turbines. The text is bold and clear, highlighting the key features of the event.

Startup Oasis
AN INITIATIVE BY
RICO & CIE

SOCIAL ACCELERATOR DEMO DAY

10th February, 2018

9 Social Startups
9 Mentors & Experts
2^{1/2} Months of Incubation
Guest Entrepreneurs 10

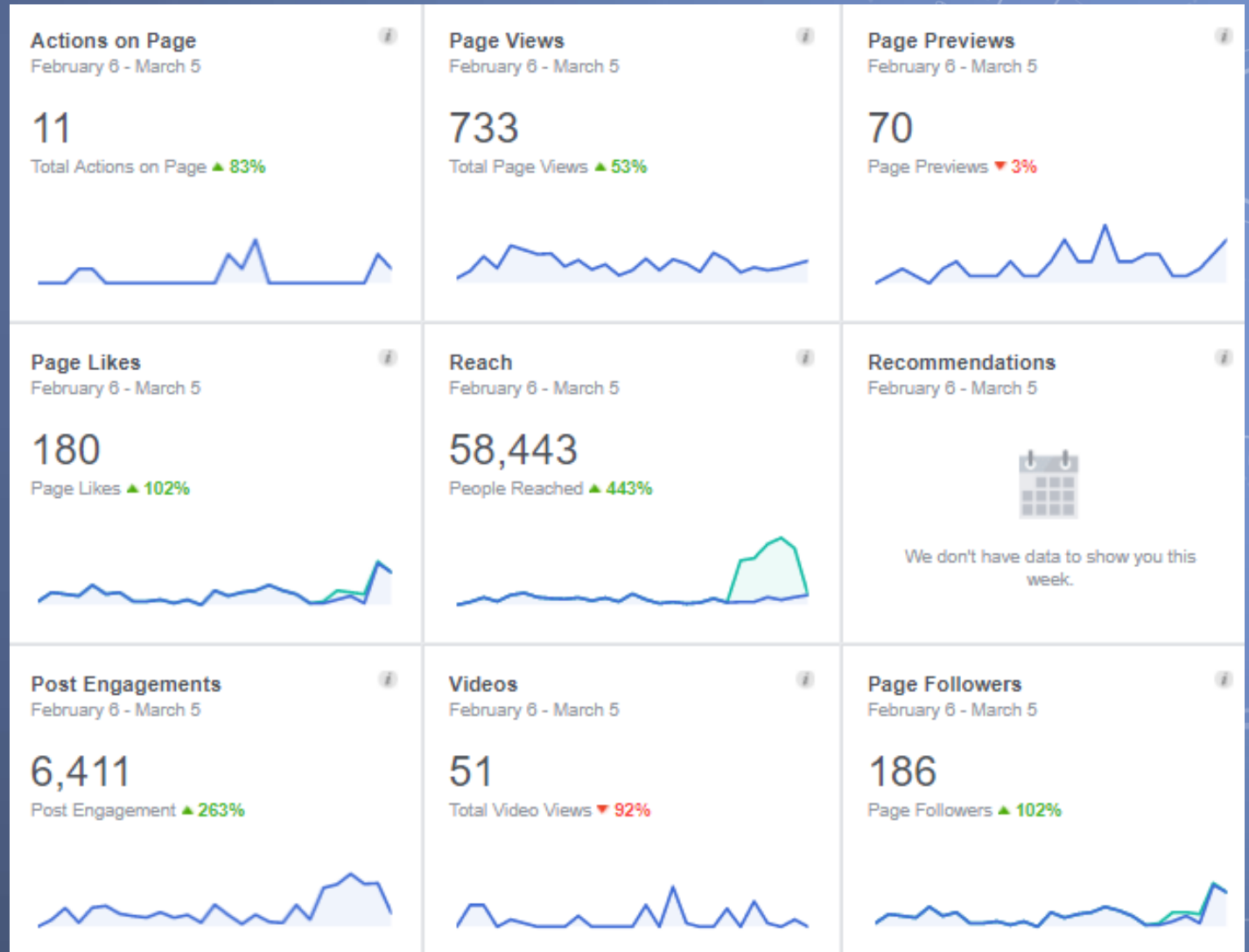
 प्रौद्योगिकी विकास बोर्ड
TECHNOLOGY DEVELOPMENT BOARD
DEPARTMENT OF SCIENCE & TECHNOLOGY

 villgro
possible.

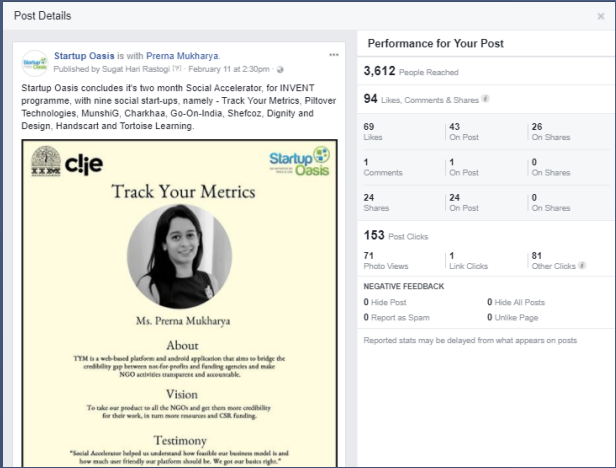
 UKaid
from the British government

STATS

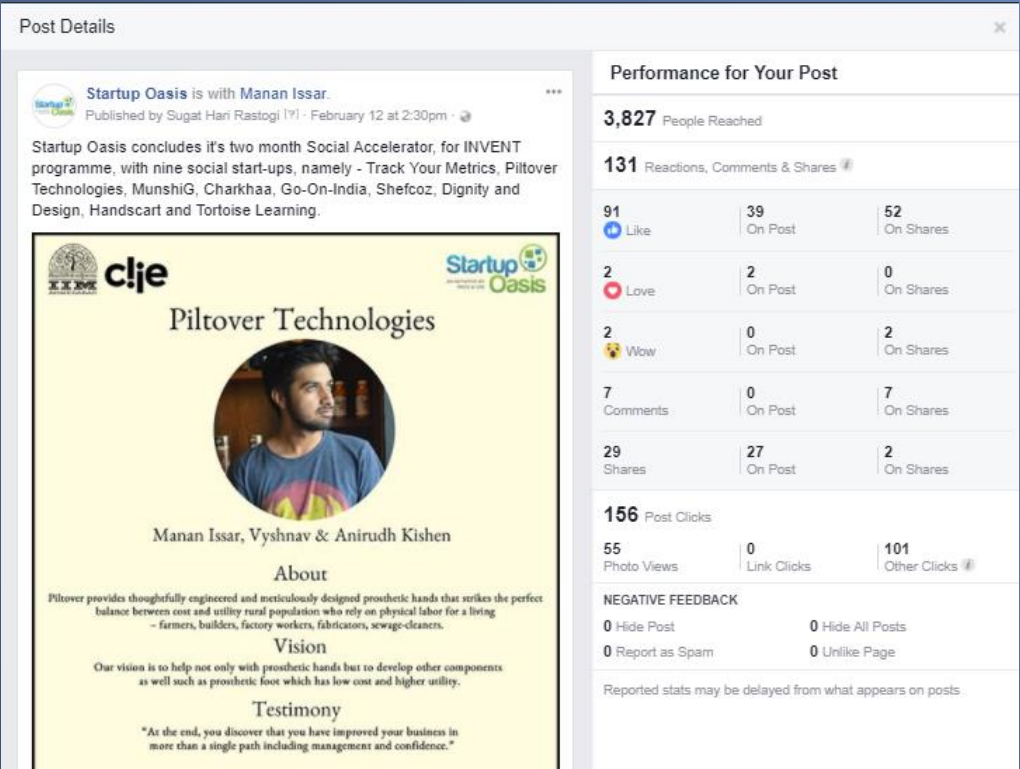
Reach: 58,443 (increment of 443%)
Engagements: 6,411 (increment of 263%)
Page Likes: 180 (increment of 102%)
Followers: 186 (increment of 102%)
Views: 733 (increment of 53%)



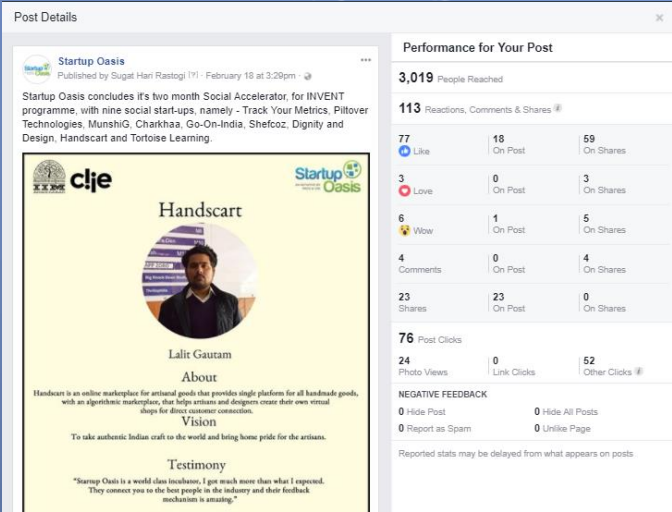
Testimonials for startups under social accelerator:



Reach: 3,612



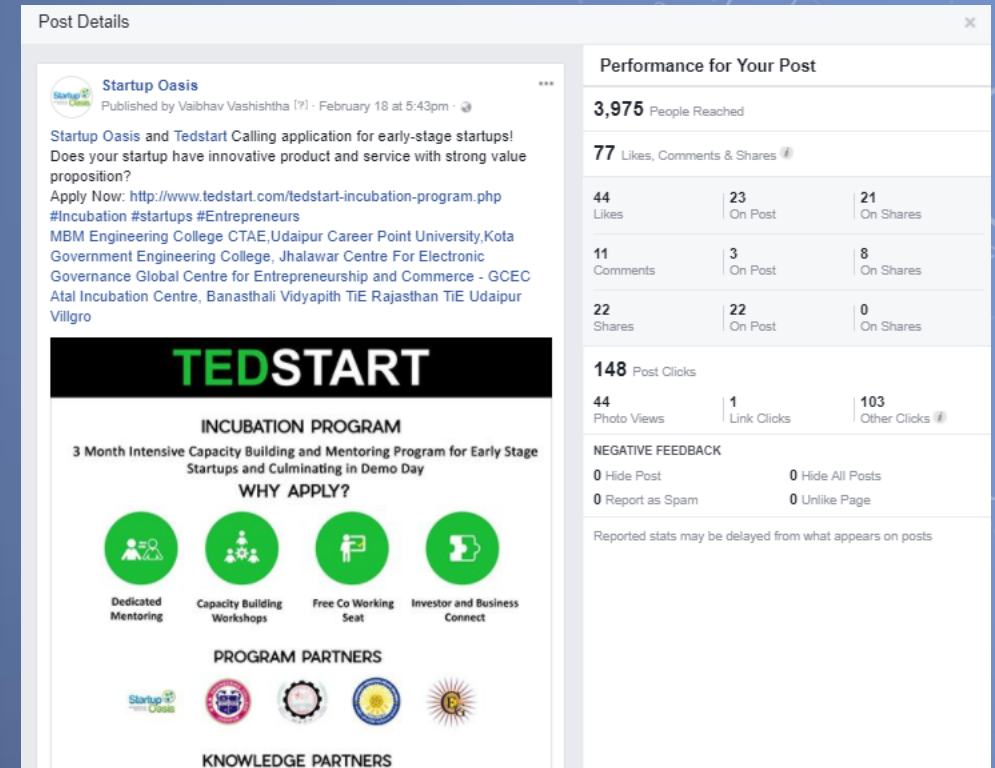
Reach: 3,827



Reach: 3,019



Reach: 2,294



Reach: 3,975

NON MONETARY REACH

BINDER BUG

We worked on the offline promotion for the startup Binder Bug. We also produced an ad for them. The ad was inclined towards entertainment as the main aim of this ad was to attract a customer base.

After this ad was released, there was a sudden upsurge in the usage of BinderBug site by the students of MUJ.



HOWDY BUDDY

Our most recent client was HowdyBuddy. We produced a short video for them. The main aim of this film was to introduce to the customers as to what exactly HowdyBuddy is and what it provides.





THANK YOU.