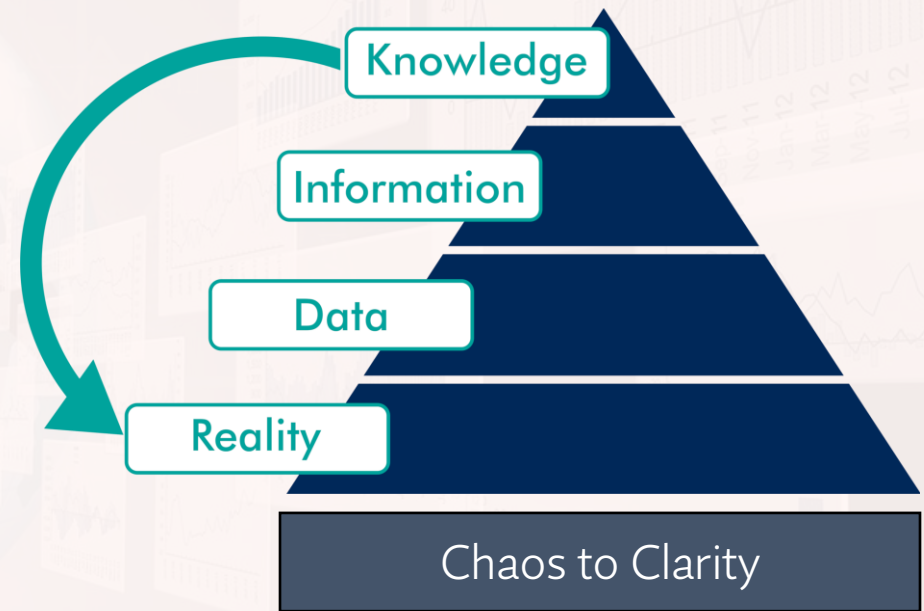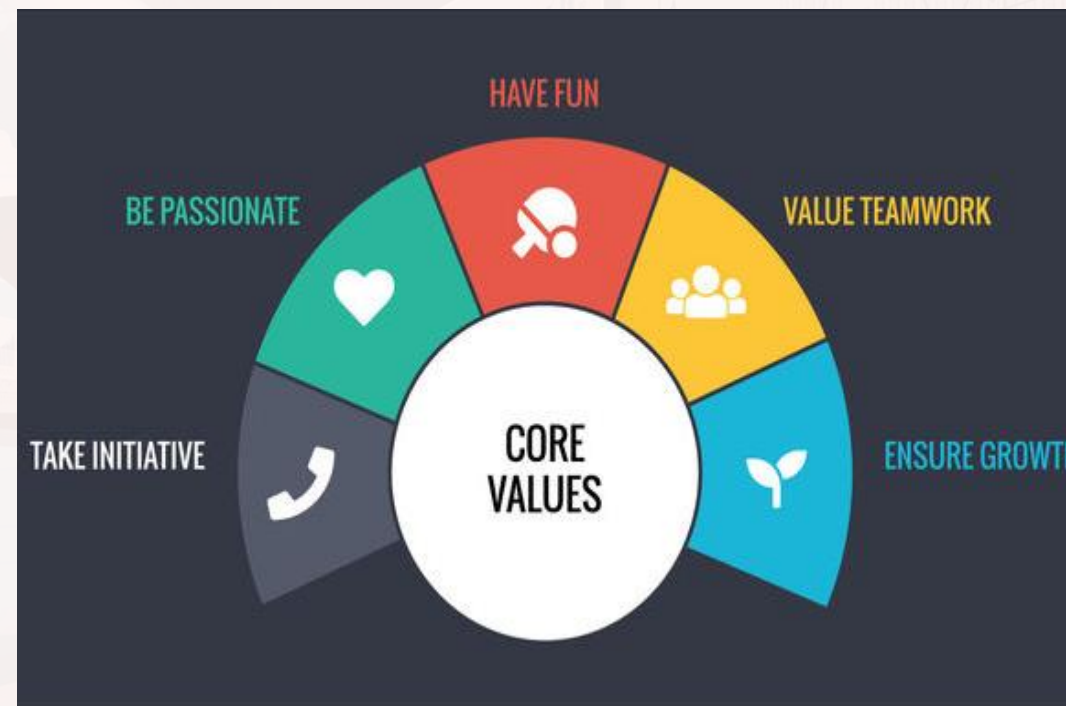EnnVerse
Data Systems

Business Model & Plan

Mission statement

Our mission is **to bring objective, data-driven truth to enable better decision making in Governance & Public Policy**– All the way from Governments, Political Parties and the Society.

Knowledge

Information

Data

Reality

Chaos to Clarity

Purpose of EnnVerse

- **Challenge Ourselves** : To serve the unserved & solve the un-solved.

- **Walk the Talk :** To be seen as a equal opportunity employer who will act a catalyst for social justice.

- **Be Fair :** Ensure that the society becomes better place in everything we do.

- **Imbibe the traits :** To achieve all these with Honesty, Integrity, Trustworthiness and the respect for the Individual

- **Have that "and" Mentality :** We can always be successful AND stand for our purpose. Never trade-off the purpose for short term gains

Market summary

- Governments & Political Parties handle the most complex problems.

- They need of the Data-driven decision making to take the right decisions, create the right programme, measure the results, and improve.

- However, this is the area where there is a huge vacuum for solutions. This is a huge opportunity waiting to be served across the Globe.

- Since we handle the effective Governance & Psephology, we can make the Parties Governing any states for better result.

- We can provide them the intelligence on programme and schemes those really make them to stay in power to serve people still better.

- This integrated approach will ensure that this market, which is non-existent will be created due the "pull" this particular value creates for the clients.

- Delivering the Complex Services from a lower cost base & variable cost structure

- We always serve the un-served sector with Standardized Solutions where we are not under commercial pressure due to comparative pricing from the competitors

- the Governments can get Values in Millions even for a small change based on our insights, with value based Service Fees will ensure that our risk-return ratio is very high.

Opportunities

Market gap

- There is no one Standardized Solution Framework for Public Policy and Government Data Analytics.

- There is no Solution that combines psephology to the Public Policy Analytics.

Customers

- Our Customers will be Governments and Political Parties, who are in a real need and budget for such a work, as long as we can convince them about our value.

- We can engage with Customers on long term since the Public Policy and psephology are needed by the customers for llong term effectiveness.
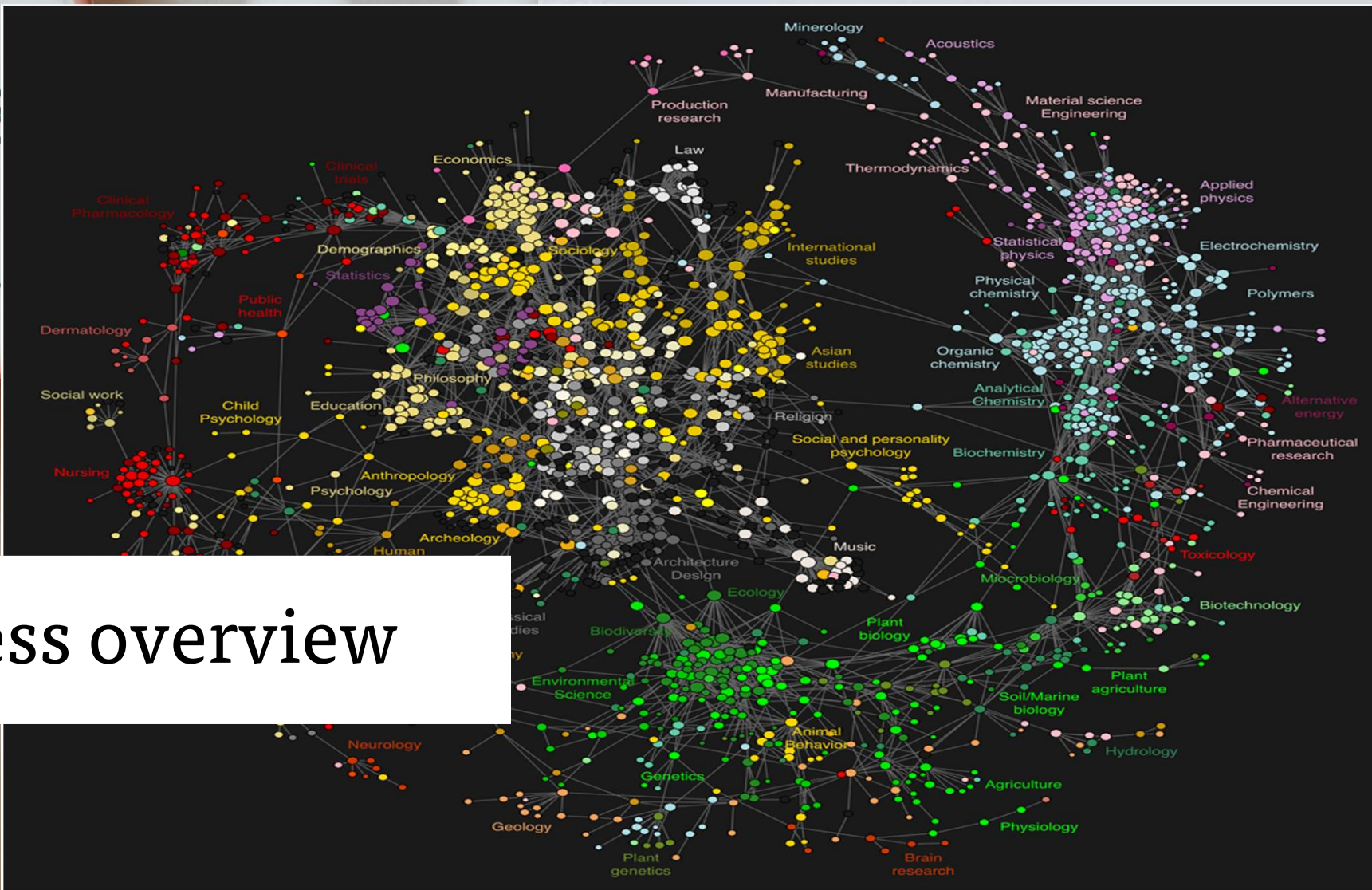
Financials

In the first year itself, we can onboard all the ministries of one state, we can easily reach a turn-over of 70 Million Rupees.

Costs

We will always work on Value based fees for most of the time, hence we can be flexible about burning the cost while keeping a close eye on non-value added activities and removing them

Usability

Even OECD Countries are struggling to get the top rating in OURData. Only 23% of OECD Members have a rating above 40%.
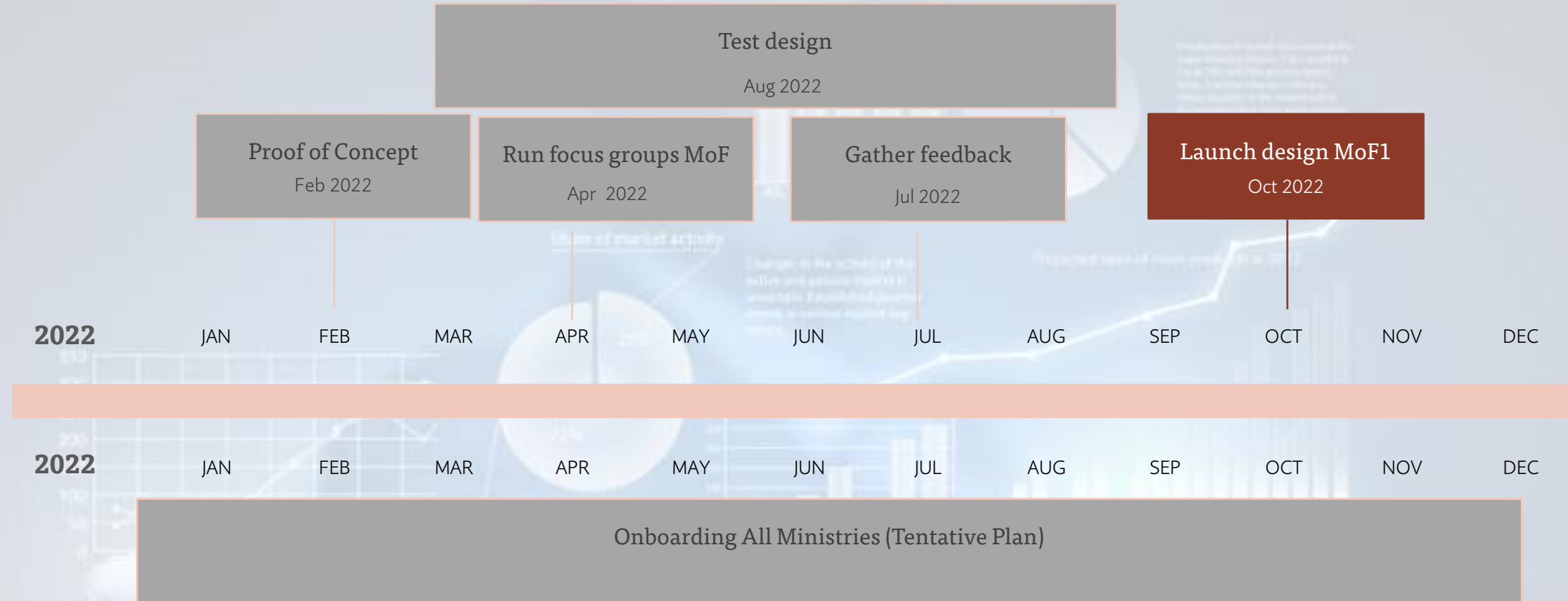
Business overview

Business concept

We use our expertise in Open Government Data Platforms, Public Policy / Economics Analytics and also our ability to analyze the People sentiments through Social Media Analytics, Smart Survey Analytics and Psephology. We combine all these into a one single source of truth Dashboards to the Executives and the Leaders. This creates a unique solution that aims at creating a value for our clients as well as the society.

Immediate Execution Plan

	Test design
	Aug 2022

Proof of Concept	Run focus groups MoF	Gather feedback	Launch design MoF1
Feb 2022	Apr 2022	Jul 2022	Oct 2022

2022   JAN   FEB   MAR   APR   MAY   JUN   JUL   AUG   SEP   OCT   NOV   DEC

2022   JAN   FEB   MAR   APR   MAY   JUN   JUL   AUG   SEP   OCT   NOV   DEC

Onboarding All Ministries (Tentative Plan)

Financials table

	YEAR 1	YEAR 2	YEAR 3	DELTA
Income				
Departments				
Value Bas				
Average price per sale				
Revenue @ 15%				
Gross profit				
Expenses				
Sales & marketing				
Customer service				
Product development				
Research				
Total expenses				

Our Standard Fee will be to the tune of 10 Million Rupees for MoF. We can be more accurate when we complete PoC1 due to the value based billing opportunities

Risks and rewards

Risks

Getting cooperation & buy-infrom Government Departments will always be a challenge.

Cashflow concerns due to the Government Payment Cycles

Rewards

First on the market

We can build momentum from that scenario due to the 360 Degree View Caability of our solution

We already have a initial PoC for Budget Data Study and outcomes study for Agri / Fisheries Departments

Key issues

Near term

Need funding in key roles

Getting the people with the right Skills and who can align to our core values, which need a resource with a lots of drive and passion.

Long term

Need to improve on the Client Service Teams with larger investments

Open offices across India and the Globe

Better tie-ups with the Technology Platforms

Adopt a 100% Factory Model to ensure efficiency, agility and certainty

Thank you

Ennverse Data Systems

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