



**Management & Technology Consulting
Startup Advisory & Fundraising**

January 2020

A boutique management, technology and start-up consulting firm offering on-demand and cross-functional expertise !



MANAGEMENT CONSULTING

- Business and corporate strategy
- Start-up and MSME advisory
- Business and financial Models
- Business transformation
- Market entry and expansion
- Merger & acquisition advisory
- Organization change and re-structuring
- Branding & marketing
- Sales & channel management
- Process and operational efficiency



TECHNOLOGY CONSULTING

- IT strategy & roadmap
- Enterprise architecture & design
- Digital transformation
- Outsourcing and offshoring
- Business process management
- Product development
- Managed IT Infra & Services
- Programme/project management



SHARED & VALUE ADDED SERVICES

- Market research & insights
- Legal & compliance
- Managed HR services
- Leadership & board hiring
- Leadership coaching & mentoring
- Fund raising & valuations
- Tools and templates

Delivering highest quality solutions and value add through a strong global network of experts & strategic partners !

100+

Functional experts
with 15+ years experience

Banking, Financial Services,
Insurance, Healthcare, Pharma,
Biocetical, FMCG, Retail,
Fashion & Apparel, Telecom,
Automobile, Travel, eMobility,
Logistics, Manufacturing, Oil &
Gas, Food & Restaurant,
Education, Agriculture, etc.

250+

Consulting Engagements

75+

Startups Engaged

6

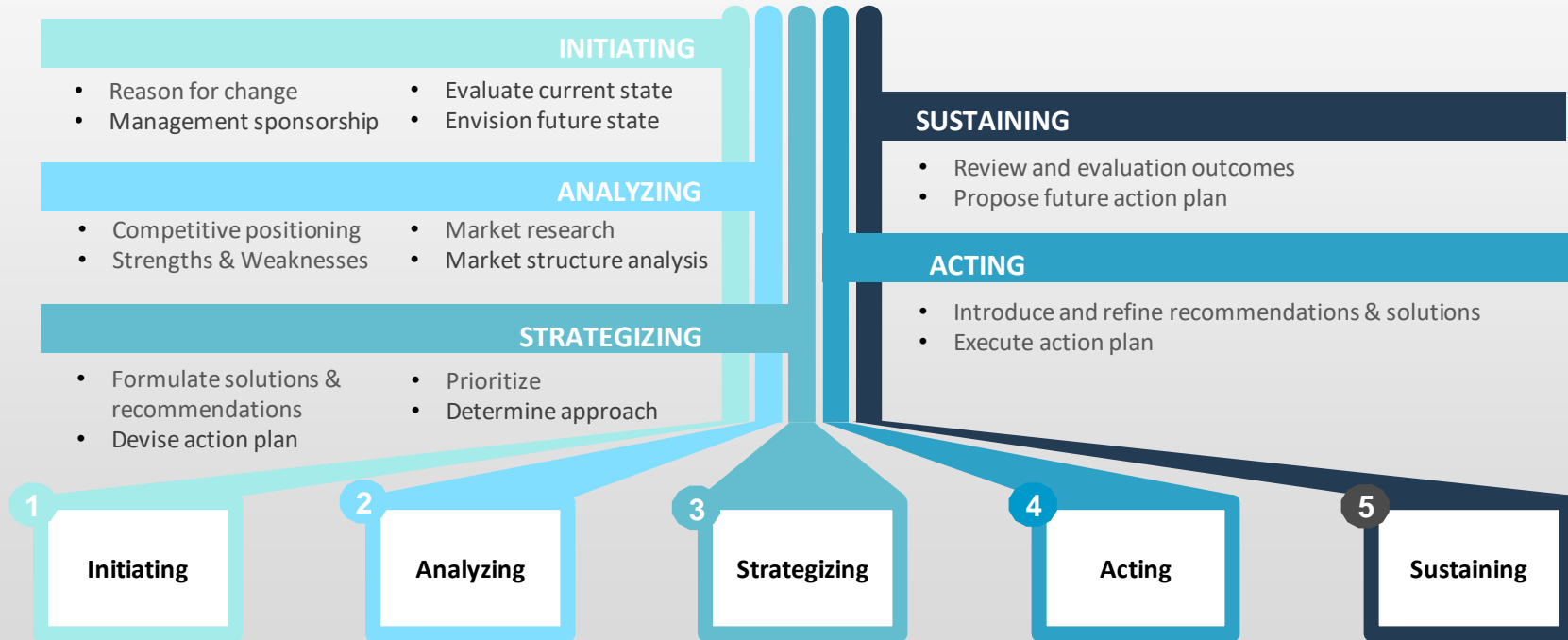
Fundraising Engagements

350+

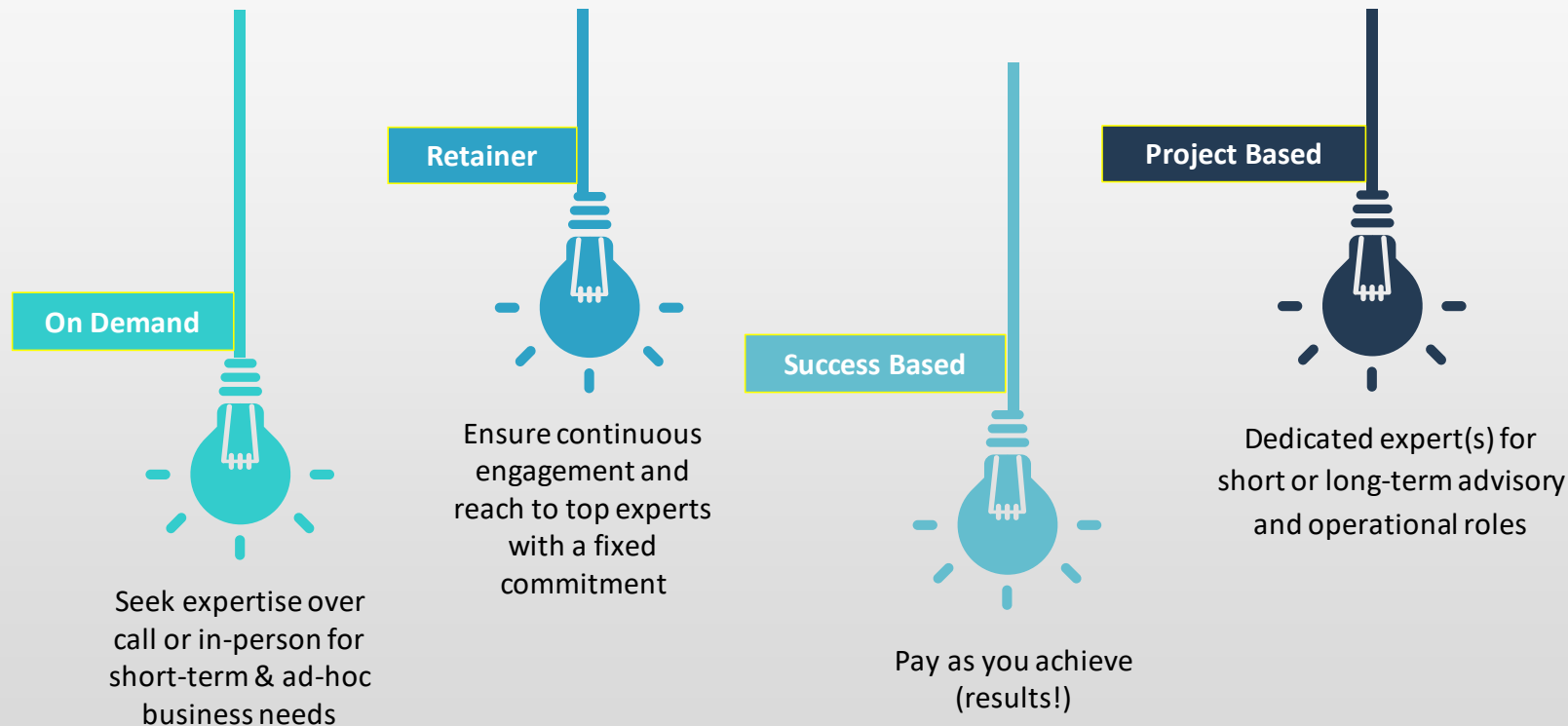
Technology Consultant

AI, ML, RPA, BPA,RPA,
Blockchain, Digital, Big Data,
Cloud Solutions, IoT, Data
Science, Web Tech, Java,
.NET, Mobility Solutions,
etc

Well-defined engagement approach to understand your business needs and offering highly customized solution...



Offering flexible engagements models as per business needs...



Led by a team of professionals with strong fundamentals, values and global experience !



Sunil Mishra
Founder & CEO

Over two decades of consulting, leadership and entrepreneurship experience delivering value to BFSI clients. Expertise in business development, P&L, stakeholder and program management, negotiations and global delivery. Angel investor and on-the-board of start-ups. Alumnus of IIM, Ahmedabad and NIT/REC, Karnataka.



Amit Sakkarwal
Partner & Head – Business Consulting

Over 15 years of experience with expertise in business & management consulting, program/portfolio management, process setup, client & stakeholder management, Strategic consulting—on/off-shoring and global delivery for clients across banking, finance, insurance & retail sectors.



Babu SK
Managing Partner

25+ years of consulting experience with specializations in business transformation, strategy, product evangelism, mergers & acquisitions, Prior, served as President & Head of a trust-less Blockchain Derivatives Exchange, Leverj. An IIM-B alumnus.



Vasanth Rao
Managing Partner

Passionate and innovative technologist with about three decades of proven track record in delivering challenging projects covering management consulting, software architecture, bespoke application, product and framework development, managed services and process setup.



Mahesh Hebbar
Managing Partner

An NITK Surathkal Alumnus, with over two decades of solution leadership, consulting and management experience with technology firms servicing clients across banking, finance, insurance, healthcare, retail, construction, energy & utility and public sectors. An NIT, Surathkal alumnus.

Differentiating through strong global experience, expertise, client engagement and results !



- Strong leadership team with a combined 120+ years of global experience across business & technology consulting, implementation and start-up advisory.
- Strong global network of CXOs, senior executives, domain & functional experts, technologists, entrepreneurs, trainers & mentors with average 15+ years of experience across industries, functions and technologies.
- Extremely professional, transparent and result-driven culture with strong focus on delivering quality and value add.
- Ability to say NO (disagree) and guide the customer to what's right for their business!

Case Studies

Business planning and financial modeling for an EV Startup



Sustainable and Profitable EV Charging Infrastructure Solution

Background

A well-established logistics firm, ventured into eMobility fleet and charging infrastructure to gain from the strong government push for Electric Vehicles. The firm engaged Imbibe Consultancy to build the business and financial model for setting up 100 EV charging stations across India. Imbibe team was tasked to prepare a sustainable and profitable business plan with clear ROI to investors.

Approach

Imbibe Consultancy team researched and studied the current market for EVs and designed the TOM (Target Operating Model) for EV charging infrastructure setup. In collaboration with clients business team, we defined the business & financial model, revenue streams and OEM partnerships with a focus on building an asset-light, scalable and sustainable business.

Result

A well defined business case supported by factual financial model, implementation plan and in-house vehicle fleet, helped client take a Go-No-Go decision, sign strategic revenue-sharing agreements with OEMs and engage investors for fund-raising with an aim to be the leading player in EV space. We are currently providing strategic advisory and fund-raising services to the client.

Business transformation for DMS/after-sales product firm

Business,
Product &
Technology
Review

Process
Consulting &
Outsourcing

Fund Raising
and Strategic
M&A

Business Transformation, Product Stabilization, Outsourcing & Fund Raising

Background

An IT product firm offering sales, channel & distribution management, field-force management, asset/inventory management and after-sales service products to leading mobile, FMCD, battery, plywood and equipment manufacturers and distributors for two decades. The firm was facing challenges due to growth stagnation, reduced client engagement, lack of product innovation & team motivation.

Approach

Imbibe Consultancy team assessed existing business, products, technology architecture, sales and revenue streams, financials, organization structure, teams' skill set, processes, etc. and shared findings and recommendations to improve. We further performed industry and competitive research to benchmark.

Result

Imbibe assisted client to standardize and stabilize product, define product (SaaS) roadmap, establish competitive product positioning, setup SDLC standards & processes, identify technology partner to outsource product development thereby allowing client to focus on sales, client engagement and growth. We are currently leading fund raising and exploring strategic M&A for a sustained long-long term growth of the firm.

Product rationalization and M&A advisory for a product firm servicing ports, shipping & logistics verticals

Product
Rationalization
& Repositioning

Organizational
Restructuring

M&A
Structuring and
Advisory

M&A preparation, advisory and deal structuring

Background

The client is offering market leading technology products and solutions for ports, shipping & logistics and supply chain industry verticals. The client looked for strategic investment and/or M&A deal to innovate, rebrand and reposition products for domestic & international clients, seek premium pricing for value added services and achieve higher revenue growth and profitability.

Approach

Imbibe Consultancy team studied client's business, products, financials, organization structure, etc. with a view to improve firms revenue, market position and valuation. We further performed industry and competitive research and product rationalization (features, architecture, pricing, market/client segmentation, etc.) to clearly identify the value proposition and differentiators.

Result

Imbibe team helped the client redefine business strategy, rework product strategy, positioning and roadmap, prepare org restructuring plan, define rebranding, marketing and pricing strategies to enhance firm's market positioning and improve product revenue from domestic and international clients. Imbibe team engaged with the Client's leadership team for structuring and negotiating the potential M&A deal.

Business planning for an integrated logistics platform

Business and
Financial Model

Implementation
Plan

Investor and
Sales Pitch

Business & financial model, sales & investor brief

Background

An established B2B logistic company sought to setup an integrated cloud-based technology platform offering greater efficiency and transparency for on-demand needs of its clients. The client engaged Imbibe Consultancy to define the business and engagement model bringing shippers and carriers on the same platform.

Approach

Our team studied the current growth and challenges in the logistics industry in India. We designed the approach and adoption strategies to cater to the need of the industry. In collaboration with clients business team, we defined the business and financial model while maintaining the pricing transparency, offering cost efficiency through multimodal and improving client satisfaction.

Result

We delivered sales and investor pitches. The platform design and development is in progress and with a well defined business case supported by factual financial model, the client is able to seek investor interest in the business.



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