

Competitive advantage through Operational excellence by streamlining business processes

| Let's fix things!

Nikita Kulkarni
Division - F2
Roll No - 84

Objectives

1

To increase the productivity by 5x
and production by 100X

2

To improve process to enable
scalability

3

To align action with the vision

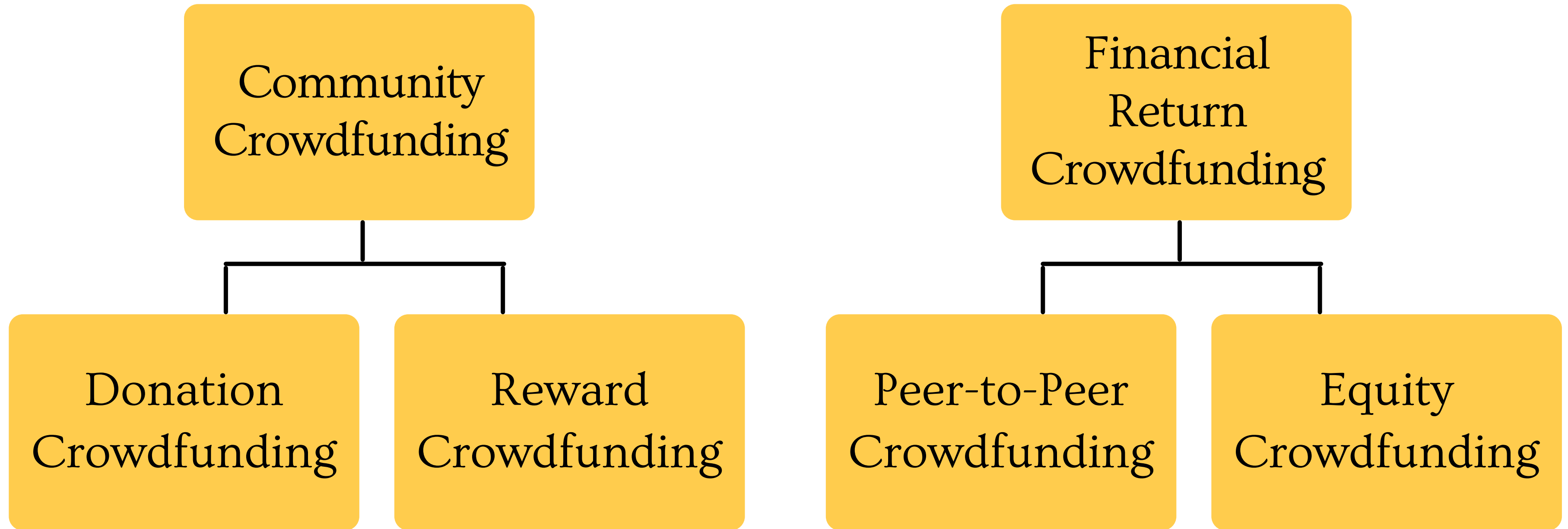
4

To implement fair work
allocation.

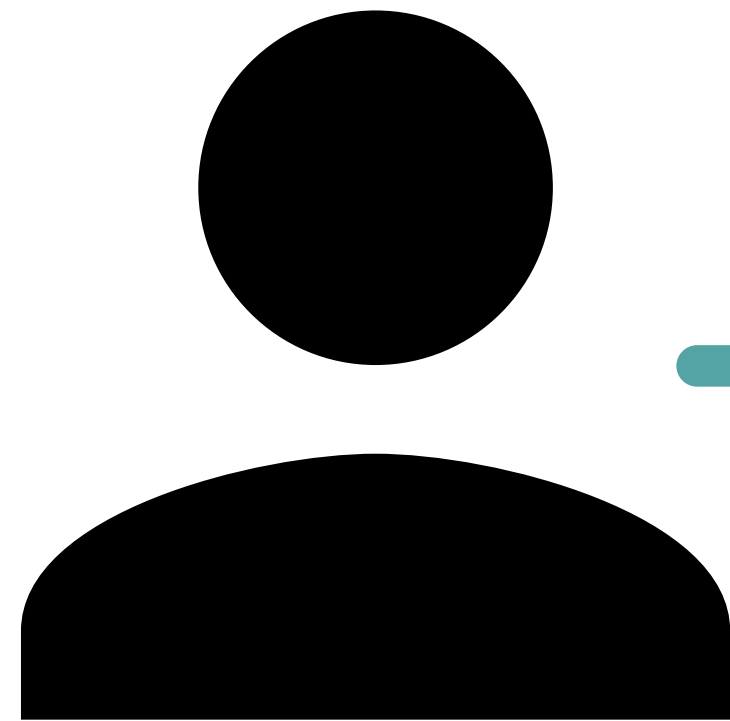
Crowdfunding Industry

- What is Crowdfunding?
- Hurricane Katrina
- Why does it work?
- Crowdsourcing or Crowdfunding?

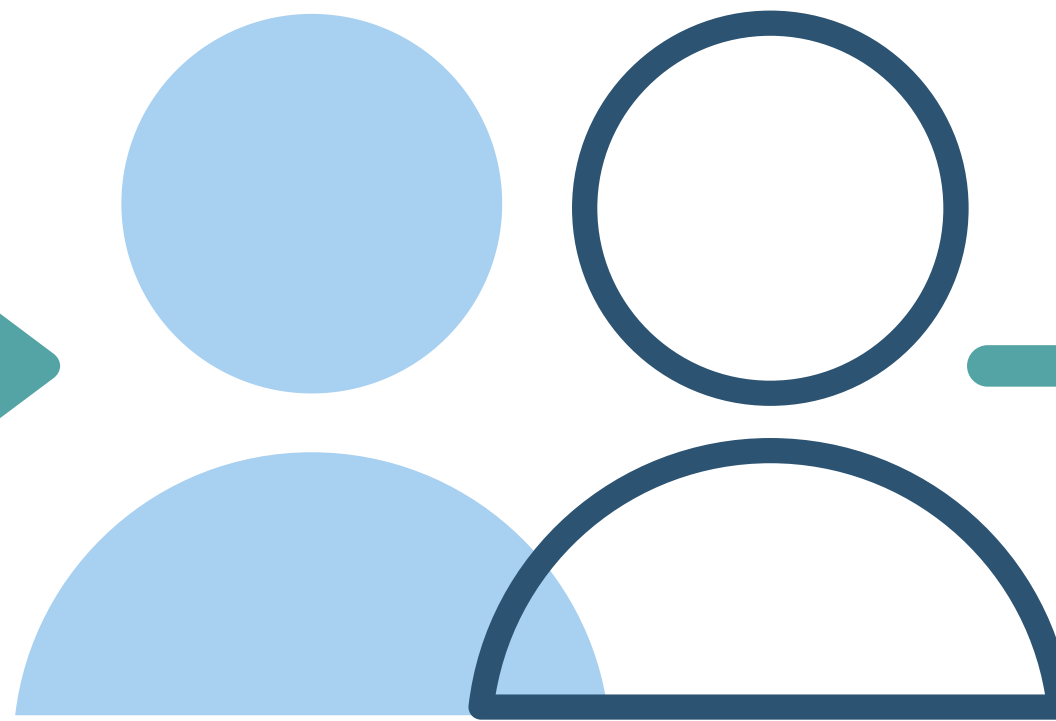
Types of Crowdfunding



Crowdfunding Model



Project Initiator



Supporter of Idea



Moderating
Organization/
Platform

ABOUT THE COMPANY

VANS Skilling & Advisory

Mission

To provide excellent service for the growth of our clients and shareholders across the globe

Value Proposition

- Indigenously built, customizable plug and play products and methodologies in form of its niche vertical 10X.
- Research and Knowledge lab that focusses on customer insights, sectorial trends, primary and secondary research and acts as a back-end.
- Structured and robust Program Management Office (PMO)
- Enhancing Industry-Academia partnership through its unique offering YUGMA

Offerings

Meraki

Facilitating business
excellence through
interim CXO services.

Functional Academy

Help organisations
transition their
functions into world
class centres.

Offerings

10X

Help organizations to take appropriate risks required to deliver 10X value and outcomes.

YUGMA

A unique offering that enhances industry – academia partnership through collaboration & mentorship.

Problem Statement

A crowdfunding platform is facing problems with business processes and marketing aspect. They wish to magnify their revenue and profit 5x by streamlining their business processes.

Discussions and Research

Client
Team

Advisors,
Competitors,
Foundations

Clients of the
Client
Organization

Secondary
Research

What we heard!

Website
Administration

Smoother
Payment
Gateways

Unclear
Vision

Business
Network

Better Subject
Matter Experts

Larger
Audience,
Promotions

Customer
relationship
management

Customization

Inefficient
Meeting

Teamwork

Service:
Estimated Time
Of Arrival

Overcommitment

Ineffective key
performance
indicators

Monitoring
performance

Behavioral Issues
of Employees

Priority
Management

Departmental Issues & Challenges

Finance– Accounting

- Process
- Daily Job
- Problems Overlooked
- Overcommitment
- Leniency
- Assumptions

IT & Operations

- Deadlines
- Turn Around Time
- Monitoring performance
- Retaining customers
- Root causes of an issue
- Time Management
- Website Management

Sales and Marketing

- Deadlines
- Customer Assumptions
- Retaining customers
- Concrete Marketing
- Customer Relationship Management

Organizational Systems and People

- Ambiguity
- Lack of cohesiveness
- Priority Management
- Handling Disaster Management
- Behavioral issues of Employees
- Documentation
- Lack of Methodology

Our Take

Organizational
Issues

People

Technology

Processes

Organizational Issues

Symptoms

- Lack of accountability
- Daily Job
- Non-uniform work allocation
- Missed Deadlines
- Issues/Work in Pipeline often overlooked

Reason

- Deadlines
- Turn Around Time
- Monitoring performance
- Retaining customers
- Root causes of an issue

People Issues

Symptoms

- Over/Underutilized
- Different Opinions
- Ambiguity
- Aggressiveness, authoritarianism, and tolerance

Reason

- Skill-set
- Jurisdictional ambiguities
- Communication problems
- Individual differences

Technology Issues

Symptoms

- Lack of professional “respect”
- Lean Management
- Data Management
- Missed Deadlines
- Frustrated Users
- Poor scheduling of tasks

Reason

- Poor Project Management
- No methodology followed
- Lack of tools
- Lack of Resources
- Non-user friendly UI
- Ineffective Performance Management

Process Issues

Symptoms

- High ratio of checking & review
- Errors
- Customers are unhappy
- Missed issues by QA
- Finger-pointing across departments
- Ambiguity
- Training time

Reason

- QA checks are taking too long
- Time on redundant tasks
- Less User-friendly UI
- Ticket-System
- Lack of Consensus
- Improper documentation

Competitor Analysis

Parameters	Ketto	Milaap	ImpactGuru
Choice of Payment	No	Yes	Yes
Language Selection	Yes	No	No
Crowdfunding Categories	Choose on the website	Choose on the website	Choose on the website
80G Receipt Facilitation	Paid	Free	Paid
Chat Support	Instant	Instant	Instant
Payment Gateway Charges	No	No	No

Roadmap

Phase 1

13th Nov-28th Nov

- As is
- Interview with Stakeholders
- Benchmarking
- World Café

Project Plan

Phase 2

28th Nov-5th Dec

- Top 5 Issues & Solve Customer Problems
- Project Plan

Execution Plan

Phase 3

5th Dec-15th Dec

- Daily Huddles
- Training
- Measurement
- PMO

Process Rigidity

Thank
You