

## Disha Cancer Care

### About us

At Disha Cancer Care, our mission is to enable cancer patients and their family members to find accessible and affordable lodging options easily.

Cancer patients no longer need to spend hours calling different lodges to add themselves to their waiting queues and pray that they get a room on their expected treatment date. Our solutions make lodging easier for cancer patients by providing zero-cost adhoc room cancellations, managing urgent booking and waiting queues at multiple hotels..

Various hospitality businesses like hotel - owners, individual room owners, charity houses are benefitted from our solutions. We provide them with repeat customers who have a longer average stay length. We provide an effective mechanism to handle lower room occupancy issues during bookings during off-seasons.

The biggest achievement a human could do, is to improve the life of someone other than themselves. We believe we can make it easier !

### Culture

Our challenge is unique, we want to build an economically sustainable, hyper growth business model in non-profit space. Our core strategy is to build a loyal customer base of cancer patients who prefer Disha Cancer Care as their go-to lodging option aggregator. This means we have to provide frictionless experience to the cancer patients. We need to be there for them any time they encounter any issue in managing their itinerary. We need to be compassionate towards their needs, empathize with them to understand their pain points at a deeper level. Our culture will reflect the same internally.

We are a team of growth focussed individuals, who are compassionate towards each other and the community as a whole. We may be idealistic but our feet are firm on the ground reality, and we care deeply about a cause.

We build deep relationships with lodging providers. We stand with them during off-seasons to provide them customers with higher repeat rates. Even though they are a different legal entity, they are part of our big family. A family which is built on trust and mutual respect, who knows that the strength of the group is greater than the strength of the individual.

Disruption is a hard, hard problem, and we care about winning. It's impossible to win consistently, if you're not willing to commit to excellence. We foster excellence in several ways.

We hire and develop the best. We reward excellent interactions that enrich the lives of our customers, both external and internal. In that sense our customers are our internal employees too, whom we care about deeply.

## Our Values

### *We look after our customers*

- **Words to the new employee:** At Disha, we don't care how tech savvy the innovation is or how cool an advertisement is. We start with our customer, and we keep drilling down, until we have found something that resonates with our customer. We ask tough questions, introspect frequently about how we are providing value to our customers. It's very easy to get derailed by focussing too much on competitors. But, have a keen intention to avoid
- **Behaviors which illustrate the value in action:**
  - We measure and consistently track customer satisfaction metrics of our solutions facing external customers
  - Focus on strong customer support and customer- success team.
  - We take with customer's privacy very seriously.
- **Showing the way as startup CEO**
  - Having patient advocacy group as part of the board member
  - Have customer emails of utmost priority be sent directly to the email.
  - Have regular discussions with the patients.

### *We are answerable to each other*

- **Words to the new employee:** At Disha, we are driven by our commitment to our customers. We are their voice inside the company. That means we all are responsible for choosing what's right for our customer. We are accountable for making the best decision, delivering the highest quality product that customers love. We see management only as a channel to provide us resources which help us do our job best..
- **Behaviors which illustrate the value in action:**
  - We have 2 eye rules on every piece of decision making that we do.
  - Everyone's free to review and comment on everyone else's work.
  - We don't believe in the status quo anyways!
  - It's ok to question! Be devil's advocate in each other's ideas, But Respectfully.
- **Showing the way as startup CEO**
  - Fireside chat with team members every month
  - Anonymous survey to know questions of the shy ones too!
  - Manager to bubble up concerns as requested by the team.

### *We hire and Develop the Best*

- **Words to the new employee:** At Disha, we build a workplace where you feel continuously amazed by the calibre of people around you. Everyone is as amazing as you are. Everyone has great ways in which they can contribute to you. So first of all, be inclusive and respectful to every opinion. With every hire and promotion, we make sure we raise the bar of the organization! So, be comfortable in taking part in hiring, mentoring and grooming others becomes the best version of who they can be.
- **Behaviors which illustrate the value in action:**
  - We have an impartial, thorough and unified interview process in which we ask skill based questions.
  - We value knowledge over background.
  - We grow bar raises throughout the organization to create mechanisms for hiring the best
- **Showing the way as startup CEO**
  - Build a diverse leadership team
  - Value everyone's input, assure everyone has the opportunity to contribute

### *We know how to have fun!*

- **Words to the new employee:** Although we party a lot! But we don't believe partying is what makes a workplace fun. You should feel like you are having fun while working. You should feel challenged appropriately at work. You should see growth opportunities which align with your personal values and interests. And above all, you should have someone willing to work with you towards growth.
- **Behaviors which illustrate the value in action:**
  - We make internal movements, transfers easier
  - We create several pathways for growth, and train and equip employees to pursue those pathways.
  - Internal job finders to explore right opportunities
- **Showing the way as startup CEO**
  - Promote leaders from unconventional career graphs rather than finding external hires
  - Normalize talking about 3 year plans, and what needs to be learnt to fulfil it.