**A new age digital marketplace for your business**

Finding the right B2B partner should not be so difficult. The biggest problem is faced by start-ups & SMEs, as they often lack access to high quality internal IT& digital teams. They thus have to outsource for their key projects.

When these companies look to outsource, they face many issues.

* **Search & discovery** of reputed firms, who have expertise in their domain & are responsive to the customer’s needs, is time consuming
* Support in defining of the **project scope**, timelines & deliverables is dependant on the service provider rather than being programmatic
* The issue of **payment** including advances and milestones (if any) also arise due to lack of trust or due to distant location of the partner
* Finally, there is a limit to **accountability** that smaller clients get, given the entire purchase journey in the traditional model

These are key issues we have set out to solve. Please see “How it Works” & “FAQs” to get an idea of how we are solving some of the key issues for you.

Do give us a chance to help you deliver on some of your critical projects & do provide us feedback if we are being true to our objectives!

Meanwhile, something about the Co-founders!

Kislay Kumar, our CEO, has spent 21 years after passing out of IIM Calcutta being part of MNCs like HUL, Asian Paints, Nokia & Microsoft. As part of the leadership team of many MNCs and as advisor to many start-ups, he has gained valuable lessons on what it takes to drive business success with a transparent, compliant & customer centric organization.

Anurag Rawat leads technology for benchkart, having spent more than 12 years in this space, with companies like Accenture & Birla Soft. A serial entrepreneur, he is passionately invested in making sure that the benchkart platform provides the highest value to its users

We are just a mail away at kislay.kumar@benchkart.com and anurag.rawat@benchkart.com