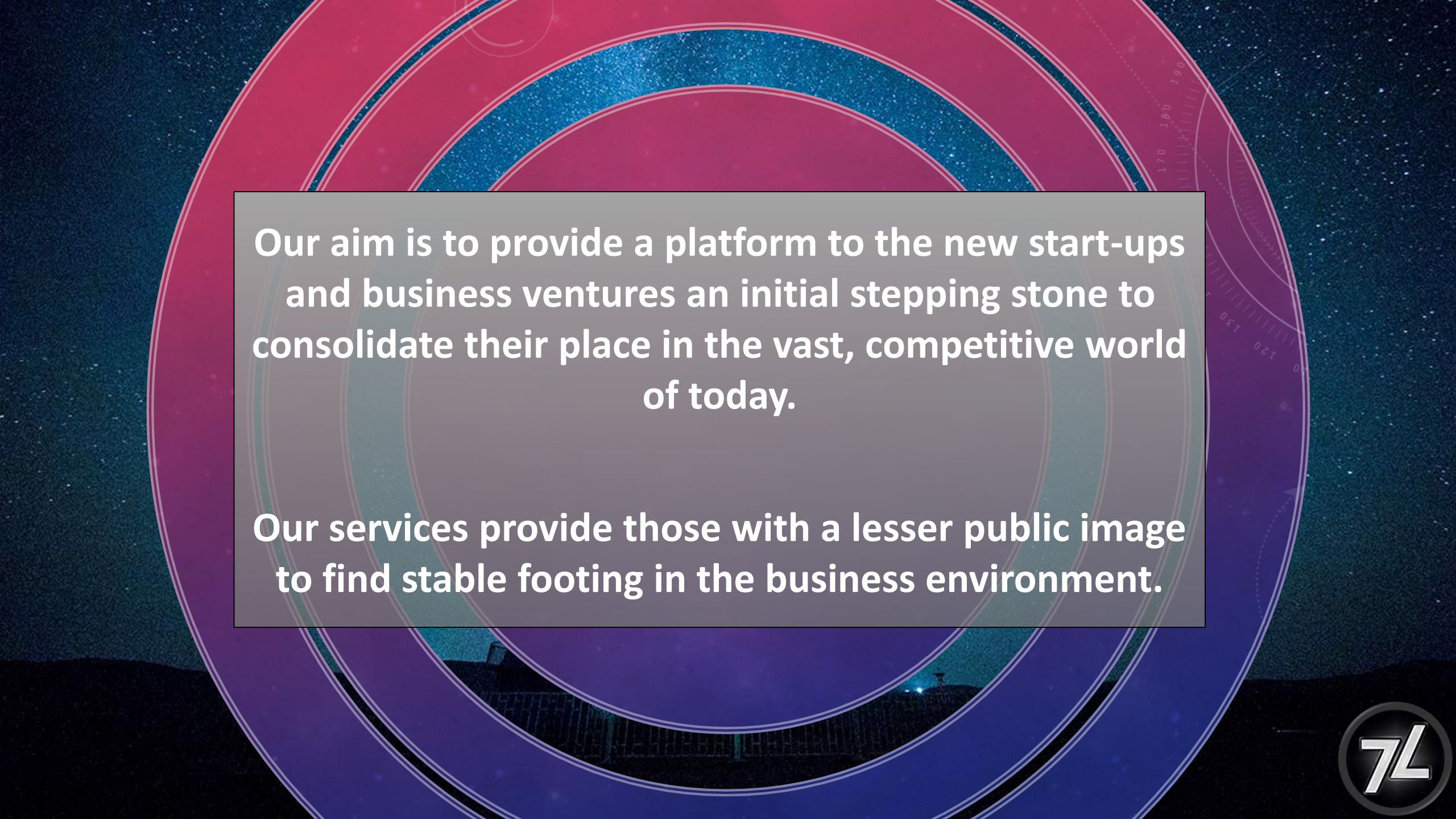


!* 'BUSINESS PUBLICISTS' !*

BUSINESS VENTURE BY TEAM 4



The background features a dark, starry night sky. Overlaid on this are several concentric circles in shades of magenta, pink, and blue. A faint, glowing blue arc is visible in the upper half. In the lower half, a silhouette of a building with a chimney is visible through the circles. On the right side, there are some faint, curved lines and numbers (170, 180, 190, 120, 130) that look like part of a technical or astronomical diagram.

**Our aim is to provide a platform to the new start-ups
and business ventures an initial stepping stone to
consolidate their place in the vast, competitive world
of today.**

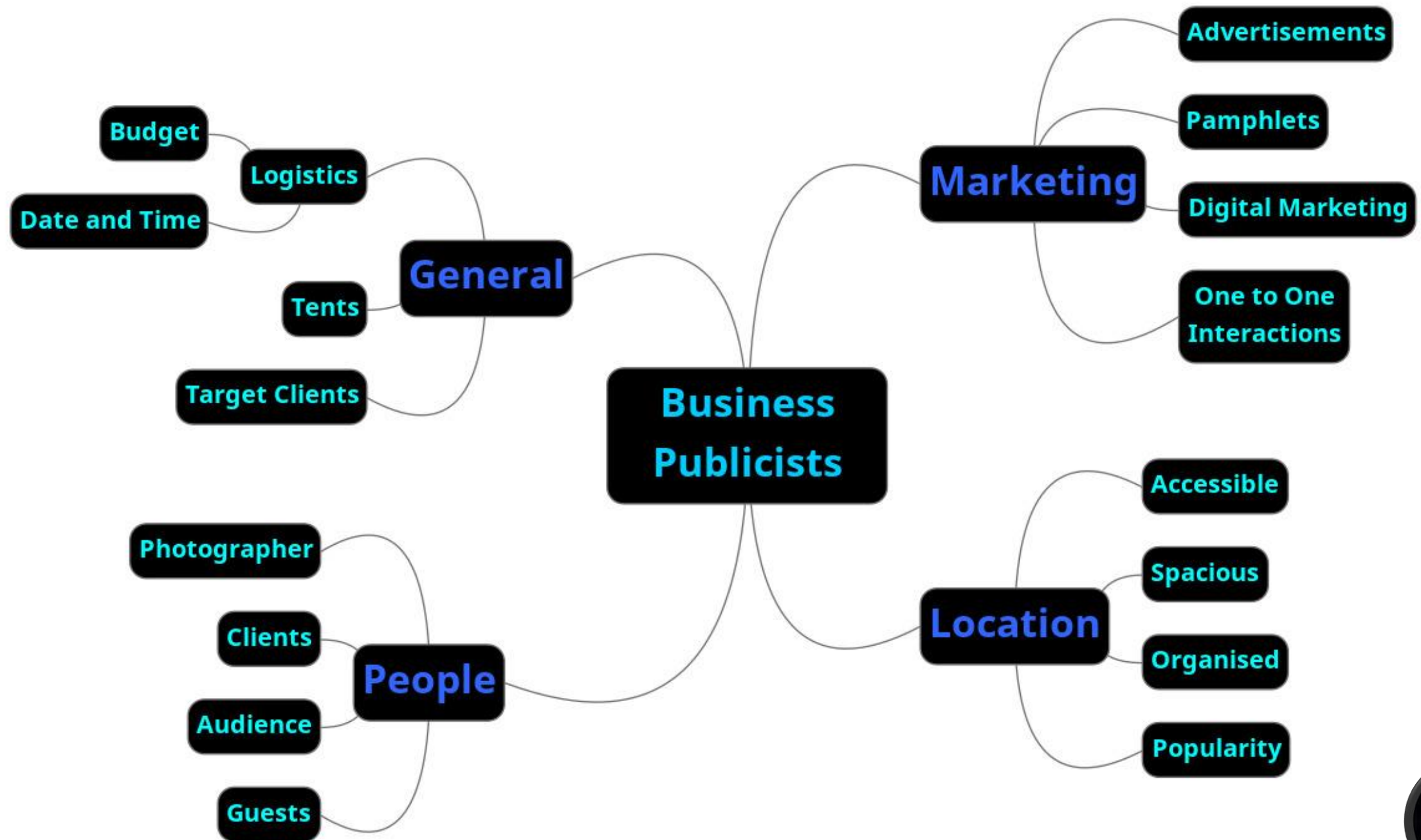
**Our services provide those with a lesser public image
to find stable footing in the business environment.**

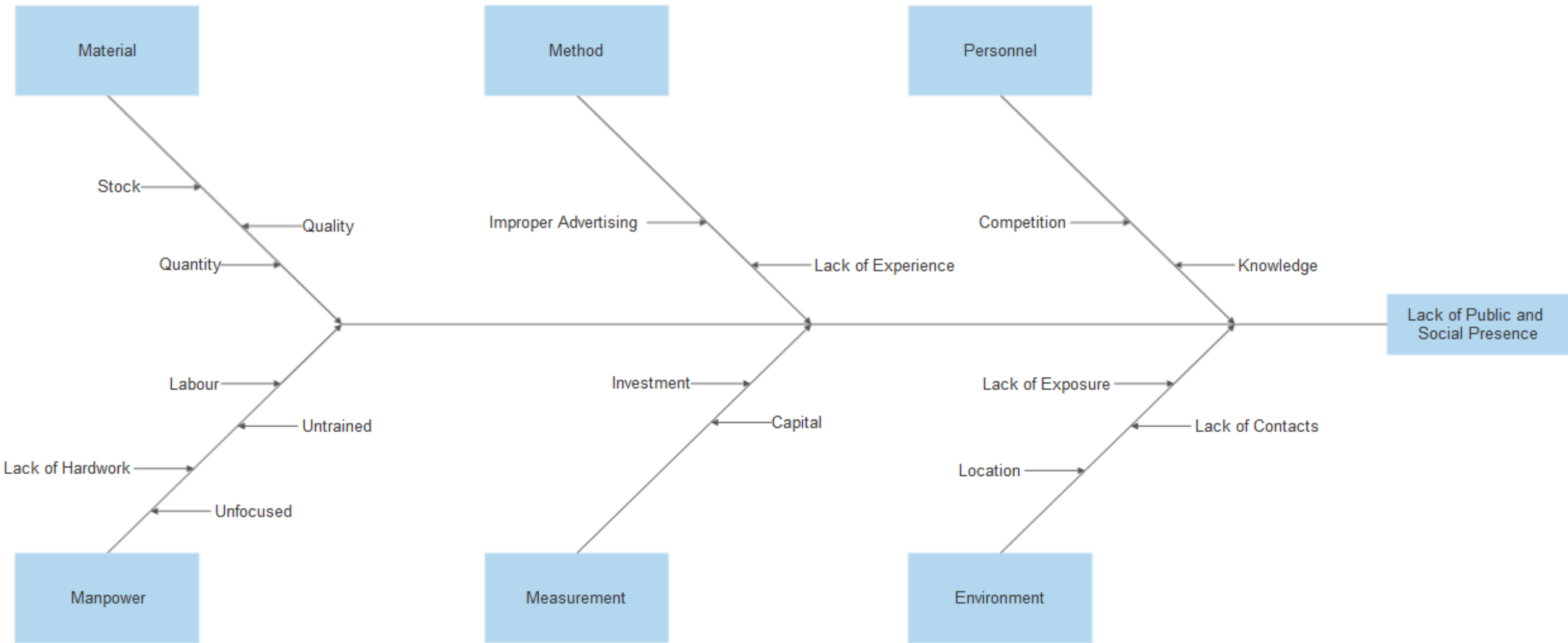


WHY THOUGH?

- ❖ Small businesses do not get sufficient exposure
- ❖ Concentration of ventures in one place
- ❖ The small start ups that still lack even the slightest of presence in market are the target







Blue Hat



1. Good future prospects for the platform
2. Good income
3. Easy to expand at a later stage



How do we approach this problem?
What are the ground rules?

Red Hat



1. Paisa-hi-Paisa
2. Participation



How does this make us feel?
How will customers feel?

Green Hat



1. Targeting yet-to-grow companies, i.e, small companies
2. Easy to expand and go through evolution stages with this platform



What are some alternatives?
How can we innovate?

Yellow Hat



1. Brand new platform
2. Support
3. Tie up



What works?
What are the benefits?

Black Hat



1. No clients
2. No audience
3. No location
4. Logistic problem



What doesn't work?
What could go wrong?

White Hat



1. Enormous numbers of new start-ups and business ventures
2. The only platform to cater to this segment



What do we know?
What does this tell us?



THANK YOU!

ANUSH MOHAN, HUSSAIN DHARIWALA, MITALI SINGH, PARUL SINGH, ROHIT SINGHAL, SAHIL, SURYADARSHINI

