



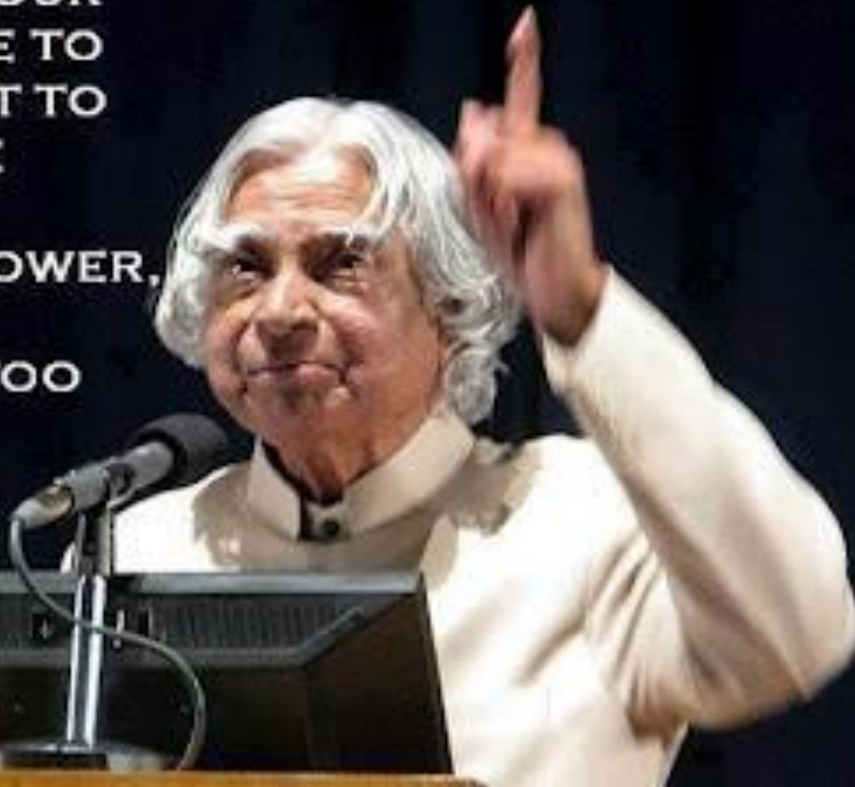
# PROFESSIONALS AS A START UP CONSULTANT

*CS. Rajiv Bajaj*  
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*-ICSI 2015-2018*  
*Chairman NIRC-2012*



**DIFFICULTIES IN YOUR  
LIFE DO NOT COME TO  
DESTROY YOU, BUT TO  
HELP YOU REALISE  
YOUR HIDDEN  
POTENTIAL AND POWER.  
LET DIFFICULTIES  
KNOW THAT YOU TOO  
ARE DIFFICULT**

**Dr. A.P.J. Abdul Kalam**





## The main challenges for Startups are:



Struggling to gain  
finance from banks.



## **The main challenges for Startups are:**



Not attracting Angel Investment or unable to access government help for start-ups



## **The main challenges for Startups are:**



Lack of planning is causing overspending and cash flow is becoming increasingly tight.



## **The main challenges for Startups are:**



Struggling to build a customer base.



## **The main challenges for Startups are:**



Finding it difficult to grow business



## The main challenges for Startups are:



Cannot attract best possible talent



## The main challenges for Startups are:



- How to deal with post COVID -19 situation
- How to quickly deal with the Cash Flow Issues & Survive in the Market.



**What is the answer?**



## **Professionals can provide start-ups with:**

- Affordable Services
- Value-adding and flexible business consulting
- Help them quickly reinvent their business model for post COVID 19 situation
- Help them improve profitability, increased efficiency and make businesses sustainable.



**These goals are achieved by focusing on our Key Concepts:**

**3**





# #startupindia

## Core Solution for Start-ups

**By 2024, the government promises to help set up at least 50,000 new startups and 500 new incubators, as also 100 innovation zones in urban local bodies.**



[HTTPS://WWW.STARTUPIINDIA.GOV.IN](https://www.startupindia.gov.in)

- Eligibility for Start up
- Action plan of startup of India
- Registration Process
- Supporting documents with application
- Sources of funding
- Incentives
- Benefits & Advantages to startups

**STARTUP**  
**INDIA**  
**STAND UP INDIA**



# Financial Management

Cash flow Management

Cost Reduction

Management Accounting

Business Analysis

We can help start-ups control their cash flow by reducing costs and improving cash collection processes

We can ensure the management team receive frequent, high quality financial data to help them make informed decisions.



# Market Planning & Strategy

Getting your Marketing & Advertising right is crucial for start-ups, it can be the difference between success or failure.

We can help start-ups

- Analyze core marketing activities.
- Ensure branding of the is aligned to the corporate vision & target market
- Improve customer loyalty
- Improve customer service





# BUSINESS PLANNING & GROWTH



Having a robust business plan that is updated regularly is crucial for start-ups. Your business plan should be reviewed and updated on a monthly basis.

Professional can help start ups with:

- Business Plans for investment, loans or grants
- Corporate Strategy
- Business Planning/Budgets & Forecasts
- Growth Strategies
- Employee Performance Management Building of new reporting systems - Dashboards, Scorecards & KPI's



# PROCESS IMPROVEMENT & INNOVATION

Political, cultural and technological events and trends have a profound impact on how business is conducted as they affect your customers and staff.

Innovation is the introduction of new ideas, goods, services, and practices. It's not just about new technology. It's about new ways of doing things: new methods and new processes.



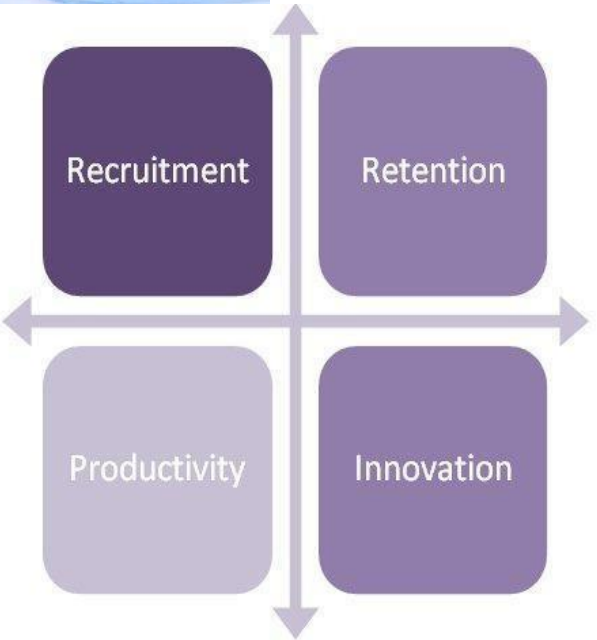
We help drive innovation initiatives, increasing productivity and efficiency.

Key Areas of focus:

- Cloud Computing
- Process Improvement
- Outsourcing options
- New Products & Markets
- Open source software options



# Talent Management



Recruiting and retaining quality staff is one of the biggest challenges start-ups face as they find it difficult to compete with larger companies.

The workforce is changing and employees are more demanding than ever before.

Professional can help start-ups:

- Ensure they recruit and retain the best employee's
- Implement succession management for key employees to reduce business risk
- Ensure the organizational structure is agile and able to respond to change
- Ensure the business fosters a culture of productivity and innovation



# Start-up Services



## Four Core Services – At each stage





# Business Consulting

Professional should focus on 12 key areas of start-up business management that enables them to plan, understand and grow their business.

## Modernize Operations

- Financial Management
- Business Support & Mentoring
- Market Planning
- Process Improvement
- Business Systems & New Technology Adoption
- Problem Resolution

## Redefine Workforce

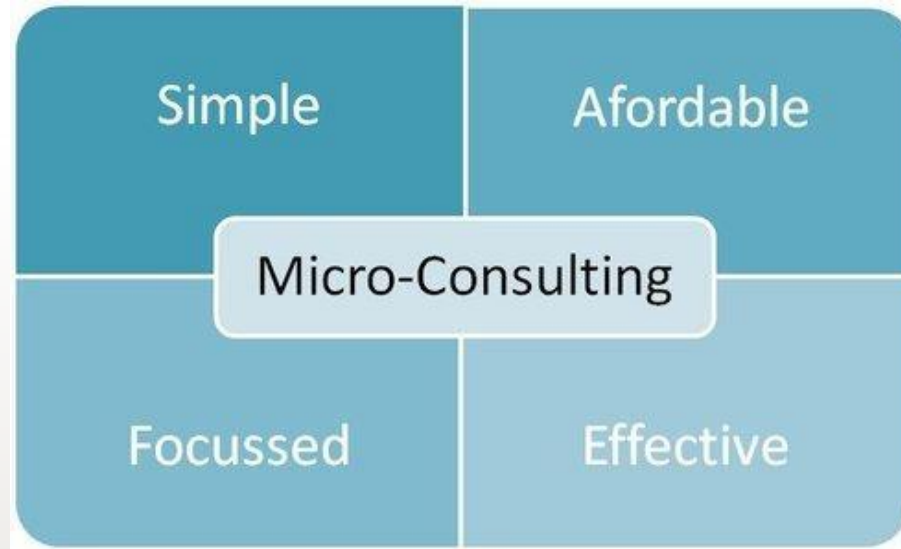
- Talent Management
- Organizational Remodelling

## Energize Strategy

- Business Planning & Growth
- Innovation
- Customer Loyalty & Engagement
- Ethics & Sustainability



# Micro - Consulting



Micro-consulting is a fixed price consulting solution that addresses business problems quickly and in a cost effective manner.



# Business Mentoring

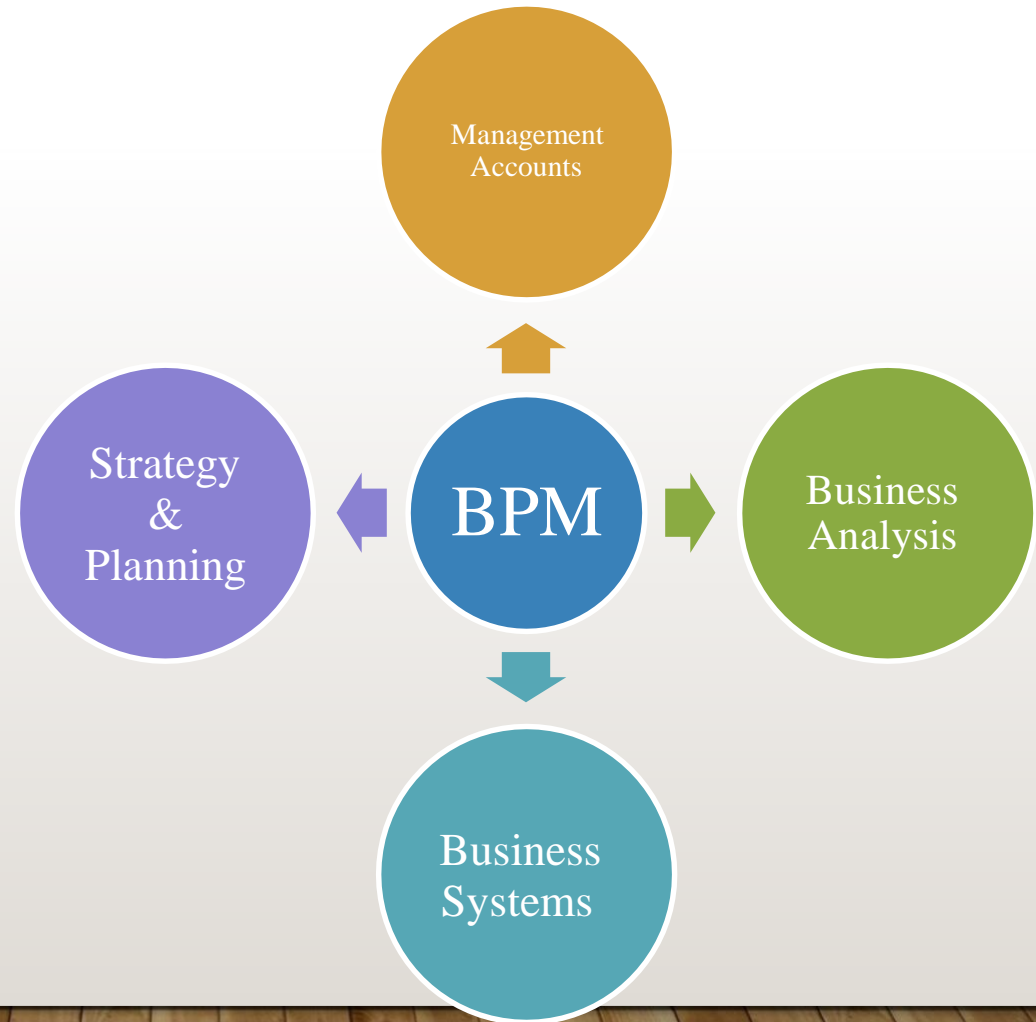
Professional can act as enterprise mentors who provide support to business owners and entrepreneurs and help them develop the skills to start and grow their business.



# Business Analysis Outsourcing

Outsourcing management accounting and business analysis provides start-ups with high quality business analysis.

Business Performance Manager (BPM) can have core roles for any business.





# **Benefits for Start up hiring a Professional**



# **Faster Decision Making**





**Higher Cash Balance &  
Cost Savings**



**Increase in sales**





**More opportunities for growth**





**Increased productivity**





## Lessons learnt During COVID 19 by Indian Start Ups

- Importance of Technology in the Business.
- Digital Commerce will be a reality now.
- Business Continuity Planning is extremely important.
- Focus on liquidity and cash flow management
- Cost Cutting & Variable Cost Models
- Risk Management is key to Survival
- Localization & Building a strong Supply Chain
- Importance of Professional advise & support for long term survival



## Immediate Gainers/Sufferers

### **Gainers :**

- COVID Maps – Bangalore based start up informing about the Grocery stores in the Neighbourhood & their timings etc.
- Manipur based Start up doing home Deliveries
- Bangalore Start up Doing Online Consultation for Pets
- Online Supply Start ups
- Digital Payment/services start ups

### **Sufferers :**

- Travel Start ups
- Start up delivering day care for kids
- Hotel start ups



## Emerging Opportunities out of COVID 19 Crises

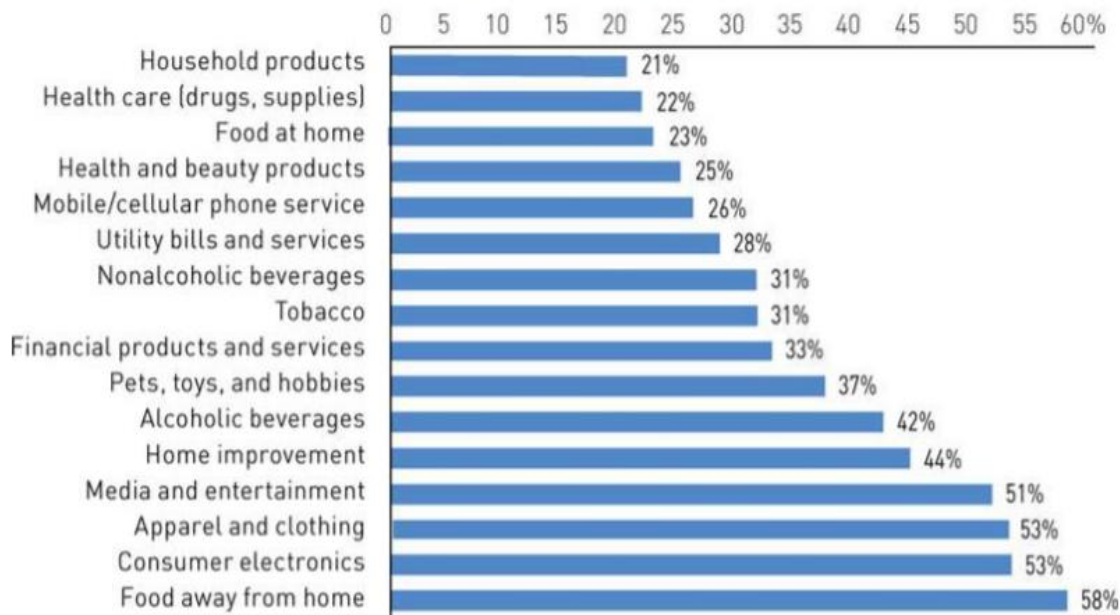
- Telemedicine will get a boost
- Food Delivery will emerge stronger
- On line Learning and digital content development
- Remote Work tools
- Gaming Industry
- Reduce dependency on import through backward and forward integration
- Essential and Semi-Essential goods manufacturing
- Healthcare-Technology-Agri trilogy with quality Products.
- Big Brands in Electronics components shifting to local manufacturing in India
- R&D based pharma opportunity
- Healthcare infrastructure and medical supplies orders from overseas
- Diversification to automation, skills and scale in Manufacturing
- Shift focus on developing industry in Rural Areas & Reverse Migration
- Boost to Chemical industry for localization can be #MakeinIndia



# The Road Ahead – It's a Bumpy Ride

## Impact on industries:

Over the past 12 months, I reduced my expenditure in this category  
(Percentage of respondents who agreed or strongly agreed)



How did consumer spending drop after the 2008 crisis?





# Professionals can help in Strategic Decision making by Startups

## Define your strategy

**Covid-19 Strategy Matrix**  
[boardofinnovation.com](http://boardofinnovation.com)

Note: strategic response also depends on cash position, competitive position and industry attractiveness.

		Impact on your organisation			
		Direct impact of Covid-19 / Indirect impact of economic recession / Ability to adapt fast			
		Positive	Mildly negative	Severe	Catastrophic
		Revenue growth through demand surge <i>e.g. E-commerce</i>	Sustained revenue loss of 0-15% in Q2-4 2020 <i>e.g. Consumer Goods</i>	Sustained revenue loss of 15-50% in Q2-4 2020 <i>e.g. Oil and gas</i>	Sustained revenue loss of +50% in Q2-4 2020 <i>e.g. Tourism</i>
Severity and duration of economic impact GDP forecast / Pandemic evolution / Economic policy	0.5 year impact <b>V-curve</b> rebound; Effective pandemic control and economic stimulus	Ride the wave: boost supply to keep up with demand surge	Push through and prepare for fast back-to-normal upswing	Survive and prepare for relatively slow back-to-normal recovery	Mothball large part of the business and prepare for re-start
	1.5 year impact <b>U-curve</b> recovery; Social distance measurements prolonged, economic stimulus eases damage	Push for growth and market share	Defend, improve competitive position, and find new growth	Pivot through organic innovation and inorganic growth, or divest	Pivot through organic innovation and inorganic growth, or divest
	3 year impact <b>L-curve</b> recovery; Failed pandemic control, and wide-spread bankruptcies and credit defaults	Aggressive push for growth and market share	Defend, improve competitive position, and find new growth	Prepare for aggressive new entrants. Reinvent and create totally new position, or abandon	Abandon market



# EXPECTATIONS FROM THE GOVERNMENT BY START UPS

- Interest free term loans to start ups and working capital for existing businesses with adequate noncash flow cover to safeguard the loans extended.
- Grant rebate along with deferment of payment of GST, Income tax & other statutory dues by a minimum of 6 (six) months without any interest.
- The relief of PF & ESI contribution of employer to be taken care by the govt irrespective of strength of business.
- Electricity fixed charges to be halved for 6months.
- Start a new effective insurance fund to handle this type of situation for workers or people below poverty line which takes care their basic needs during lockdown of any type.
- Reduce tax burden from individual and industry for next one year, more money to individual pocket to spend ,thus increase consumption.
- Refund of average monthly GST3B cash ledger payments of the last year, for each month of lockdown and prorate for part days.
- Exporters should get better draw back in order to cover loss.
- Reduce tax burden and partner Start ups in India development.



# Professional Competencies

Mastery of  
Theoretical  
Knowledge

Commitment to  
Continuous  
learning

Ability to create  
knowledge as  
well as possess it

## Professional Competencies

Capacity to  
solve  
problems

Enthusiasm and  
Commitment to  
customers

Applying  
theoretical  
knowledge to  
practice



# CODE OF CONDUCT

- Friendly environment
- Professional and ethical behavior
- Confidentiality
- Due respect to the fellow members
- Spirit of Law

*Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are.*



## Ideas for Professionals For Business Promotion

- Using Social Media to engage with customers
- Promote your brand but do not be seen as taking advantage
- Extend your brand proposition into content that matters-Give Value
- Identify new occasions and behaviours to drive relevance and trial As almost all stay at home, this is a great opportunity to reach out to them and learn more about them, seek their opinion and get feedback and reviews.
- Connecting & revitalizing relationships
- Innovate to find new ways to deliver solutions and services in line with new requirements
- Reassessing your client engagement program If you have been focused around physical channels , this is the time to probably evaluate going digital as quickly as possible.
- Variable costs and outsourcing methods may be adopted to become more agile and lean.

*HOW DO YOU ACHIEVE SUCCESS?*



# TIPS FOR SUCCESS

- Relationship
- Timely delivery
- Alertness
- Updates
- Understanding
- Extending helping hand
- Balance
- Know your client

*You must do the things you  
think you cannot do.*

*-Roosevelt*



# IN A NUT SHELL

## Professional ROLES:

- ✓ As an Advisor
- ✓ As an Auditor
- ✓ As a Consultant
- ✓ As an Academician
- ✓ As a Researcher
- ✓ As a Director
- ✓ As an Entrepreneur
- ✓ As a People's Representative





**DON'T LIMIT YOUR  
CHALLENGES.  
CHALLENGE YOUR  
LIMITS.**

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Thank you for Your Attention

Wish you a grand success !!!!!

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