

Go.Global101

Partner to Succeed!

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About GOGLOBAL101

WHAT WE DO

Driven by innovation, we help our customers carve out their space in the world.

We believe that a business is ultimately a service to society, and society will keep any business alive and thriving as long as it deems the service necessary.



Go.G**l**obal101

GOGLOBAL101 has consistently aided those with unproven product and service concept holders, assisted them in entering the market, assisted them in locating their first client and investor, and offered resources to assist them expand their business.

- ●
- ●

our services

#InnovationManagement, #ProductEngineering, #Strategy, #Marketing,
#BusinessRevival, #ProcessOptimization #FundraisingSupport



Go.Globa101

Innovation Management
Services

We take you
from concept
stage to
commercial

- •
- •

A person with a large afro wig and safety goggles is lighting a sparkler. The sparkler is lit and glowing, with sparks flying out. The person is looking at the sparkler with a focused expression. The background is dark, making the sparkler and the person's face stand out.

INNOVATE.
ACTUALIZE.
COMMERCIALIZE.

Believing in an idea enough to risk venturing on it, is on its own, a great step forward.

GOGLOBA101 helps you bring your ideas into absolute, functioning reality and take them to market for customers and investors alike.





INNOVATION MANAGEMENT > THINK DESIGN

We help your products and services meet the needs of new markets by adding modern, cutting-edge technologies like AI, ML, NLP, and Vision Technologies to IoT, AuT, and AoT.



**INTELLIGENT
MECHATRONIC
PRODUCTS**

**SPECIALIZED
HARDWARE & AI
SERVERS**

**CROSS PLATFORM
CLOUD, DESKTOP &
MOBILE APPS**



INNOVATION MANAGEMENT > DESTEP Analysis

DESTEP Analysis is our favorite way to turn an idea into a fully developed plan.



DEMOGRAPHIC
ANALYSIS

ECONOMIC
ANALYSIS

SOCIO-CULTURAL
ANALYSIS

TECHNOLOGICAL
ANALYSIS

ECOLOGICAL ANALYSIS

POLITICAL / LEGAL
ANALYSIS



INNOVATION MANAGEMENT > Product Engineering

GOGLOBAL101 helps take up ideas from an ideation stage to pre-prototyping and market fitment stages, helping plan out investments and milestones that include MVP (minimum viable product), prototype launch, and a soft test market alongside investor engagement.

We help with production and investment design.



**DESIGNING WITH
CONSTRAINTS**

**COST
MODELLING**

**BASELINE
CONFIGURATION**

**PROTOTYPE / MVP
BUILD**

**INTEGRATED
TESTING**

**SOFT MARKET RUN
PLANNING**

**INVESTOR
READINESS**

**FAILSAFE PLANNING
& CERTIFICATIONS**

**BACKUP & RECOVERY
PLANNING**



INNOVATION MANAGEMENT >

INDUSTRIAL DESIGN

Service segment that is purely dedicated cyber physical product engineering design and design for manufacturing as a service. This includes Civil, Mechanical, Electrical and Electronic Engineering Design Services.

**PATENTING
ASSISTANCE**

**LOW VOLUME
MANUFACTURING**

**BUILD, BUY, RENT,
ASSEMBLE**

**DESIGN FOR
MANUFACTURING**

**BOM SOURCING &
LISTING**

Go.Globa101

Go-to Market Services

This involves

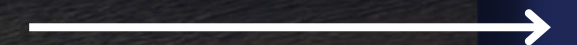
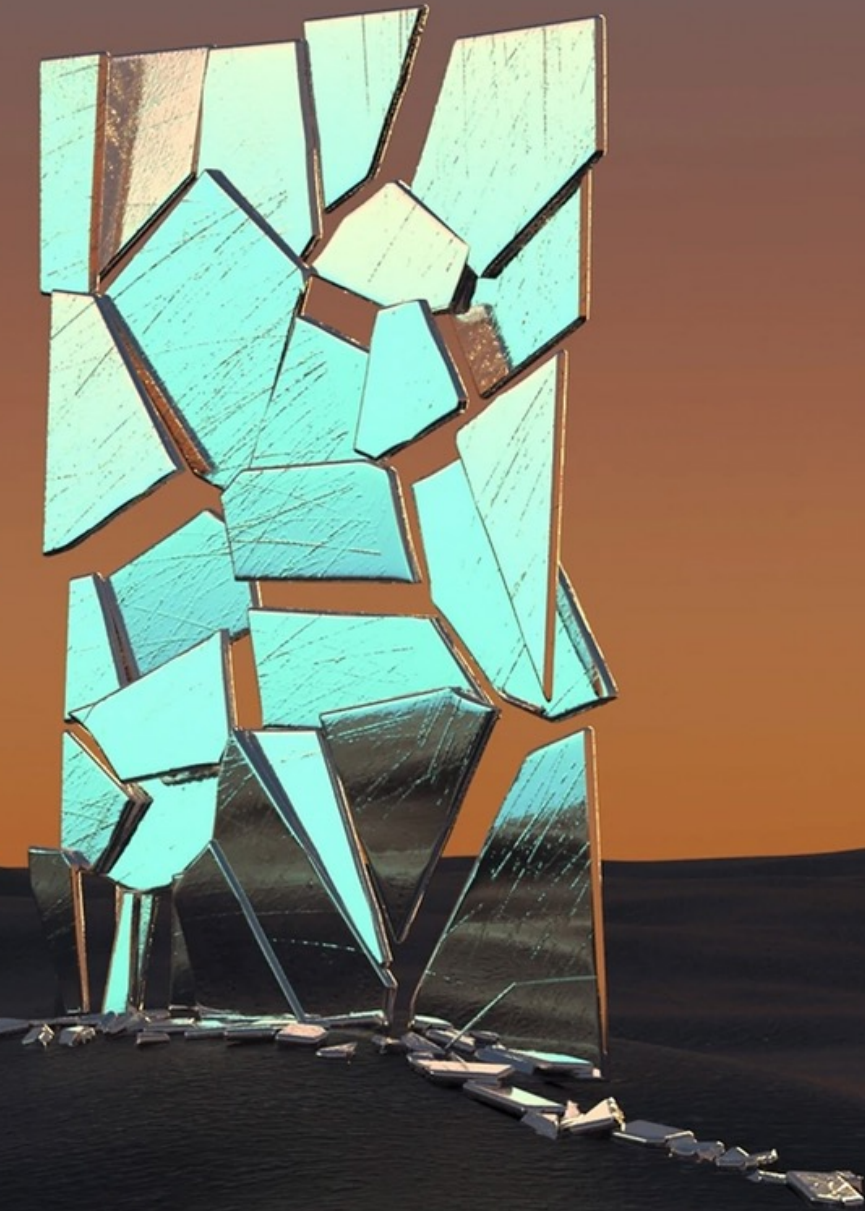
#BlueOceanMethodologies,
#DigitalGrowthPathways,
#SocialEngineeringServices,
#AuthorityMarketing,
#MediaEngagement &
#MarketingAutomation

BREAK. MARKET. BARRIERS.

Shatter the perception of marketing being difficult and costly exercise.

GOGLOBA101 delivers rapid RoI on Marketing investments through its unique 6x6 Week Framework for penetrating any new markets.

[START NOW](#)





GO-TO-MARKET SERVICES >

Blue Ocean Method

We plan, prepare, and position, identify the route to market, and develop market messaging propositions that are fundamentally unique for market engagement, making competition irrelevant.

**PENETRATION
PLANNING**

POSITIONING

MESSAGING

**SERVICE
REPACKAGING**

**OUTMANEUVERING
COMPETITION**



GO-TO-MARKET SERVICES >

Digital Pathways for Precision Targeting & Positioning

We use a custom methodology called the "6x6 Approach," a method of getting results within the first six weeks of engagement that is completely digital but should not be confused with digital marketing, though it is part of the approach.

PERFORMANCE MARKETING

APPLIED ANALYTICS

PREDICTIVE OUTCOME in MARKETING



GO-TO-MARKET SERVICES >

SOCIAL ENGINEERING

This type of service is ideal for business-to-consumer companies that conduct a high volume of transactions and stand to gain from socially embedding their products and sources of revenue.



INTEGRATED SOCIAL BUSINESS

ASTROTURFING

POLICY INFLUENCE



GO-TO-MARKET SERVICES >

Authority Marketing

We bring together the full force of marketing-derived approaches to ensure your presence is felt in the "right" customer segments. A unique service aimed at "One Person Army," a subject matter expert, a coach, a domain expert, the lone wolf, we bring together the full force of marketing-derived approaches to ensure your presence is felt in the "right" customer segments.

VALUE
ESTABLISHMENT

FEATURED
PLACEMENT

MAXIMIZED
COVERAGE

EVENT
LEADERSHIP

PERCEPTION
MANAGEMENT



GO-TO-MARKET SERVICES >

Mass Media Marketing

There are over 300 channels of Media Advertisement Options Available with us. Capitalize the Media Reach with Strategic Sourcing.



PREMIUM AUDIENCE

HIGH VALUE PLACEMENTS

MASS AUDIENCE REACH

INFLUENCER DRIVEN

HYPERLOCAL TARGETING

DEALS DRIVEN

DIGITAL MEDIA STREAMS

OUTDOOR CAMPAIGNS



GO-TO-MARKET SERVICES >

AI Driven Marketing Automation

Artificial Intelligence can be really smart when it comes to Marketing!

AI has been around for many decades, it has now become accessible for every small business that seeks to save efforts and optimize its operations. Marketing especially has significant use of AI within its core, right from being able to develop messages to manage customer interactions.

**WORKFLOW
AUTOMATION**

**PERSONALIZED
MESSAGING**

**AUTO
COPY**

**ROBO
PROCESS**

**UNIFIED
COMMUNICATION**

**SENTIMENT
ASSESSMENT**

**CHURN
MANAGEMENT**



89% Reduction in Cost of Marketing

Using our inverted infrastructure model where in customer only pays for services and not for Data, Transaction, Technology.



Automate
Marketing

Advisory
Planning

Outsource
Promotion

Go.Global101

Business Revival Services

By Business we mean!
Everything about a company's
operations, from entry to exit.

BUILD SOMETHING GREAT!

Business Revival is a comprehensive service. It is decidedly for enterprises that are facing a crisis and are struggling to keep their business alive; however, it is ideal for building a business!

GOGLOBAL101 provides exceptional assistance in navigating the multifaceted complications that arise from running a business.





Business Revival > Heavy Hitter Services

Heavy hitters are people who turn things around! They bring experience, influence, and know-how from running vast enterprises with multiple millions, if not billions, in yearly turnover.

Getting them involved is the surest way to revive your business!

Strategy

Designing Your Recovery

Influence

Connecting with Market Movers!

Experience

Lead by example



BUSINESS REVIVAL SERVICES >

Pathways for Reviving Industries

From leveraging asset values to hedging trade options, we examine available assets and convert them into equitable values for business repositioning and revival.



**VALUE CHAIN RE-
ALIGNMENT**

**FUND
RESTRUCTURING**

**PEOPLE
CAPITAL**

**MARKET
OUTLOOK**

**PERFORMANCE
MANAGEMENT**



Business Revival in Four Steps

Growth achieved through strategic means, change managed by aligning to market demands, and risk controls are vital elements that make or break a company.



Value
Re-Alignment

Work
Acquisition

Fund
Debt + Equity Structuring

Management
People, Process & Technology



Go.Global101

Strategic Management Services

Know Your Pain Point?

Our service depends on understanding your major pain points. The ever-lurking problems have not gone away and are impacting your ability to grow.

GOGLOBAL101 takes it upon itself to provide a viable solution and also owns the solution's implementation. This is where we become true partners; we accompany you on the journey and collaborate with you to identify steps that will solve the problem one step at a time.



IT'S NATURAL TO BE STRATEGIC

Strategic management is not about knowing what to do before it happens; it's more about the dynamic tactical shift to a situation that makes your business win.

GOGLOBAL101 has been partnering with several businesses and remains one of their most trusted strategic management service providers.





STRATEGIC MANAGEMENT SERVICES >

We offer a number of curative solutions, including that of identifying the health of your organisation from within. We provide qualitative data that identifies operational bottlenecks and recommends immediate corrective actions.

**SCORECARD AND
KPI'S**

**PROCESS
IMPROVEMENT**

**AUGMENTED
ANALYTICS**

**TECHNOLOGY
DECISIONS**

**INVESTOR
RELATIONS**

Go.Global101

Process Optimization Services

Process Re-Engineering to Benefit The
Company Bottom Line!

What does your company do that is
right but is still not working the way it
should? We help take a deeper look
and curate the remedy for it as part of
our Process Optimization Service.

TURBULENCE IN OPERATION IS PROCEDURAL FOR BUSINESSES!

Process Optimization is a multi-functional
implementation for any business.

From building software to maintaining the
knowledge base, managing vendors, and
figuring out the right estimates for your
bids, GOGLOBAL101 helps optimize.





Functioning Smoothly Requires Continuous Optimization

From building a software to maintaining the knowledge base, managing vendors to figuring out the right estimates for your bids, we help optimize.



SOFTWARE BUILD	VENDOR RELATIONSHIP	ESTIMATION & BIDDING PROCESS	
KNOWLEDGE MANAGEMENT	MARKETING & SALES PROCESS	DOCUMENTATION	
		OPEX COST REDUCTION	

Go.Global101

Fundraising Support Services

We help you communicate your ideas in the most simplistic terms possible, so that even a five-year-old can understand what your brilliant idea is about.

Fundraising is about as smooth as a tightrope walk!

From helping innovators find Seed Funding to operating finance from various investor groups, GOGLOBAL101 provides the necessary components of making the right pitch, with realistic calculations that are also strategic, attractive, and achievable.





FUNDRAISING SUPPORT SERVICES >

Getting YOU ready for funding! Getting funded is just the start of the journey or a milestone.

It is always advised by us to plan for a scenario of no investor funding and build the organisation from the ground up, plan for funding, and not lose focus on running the operations. The goal is to build the business; that's best done by serving customers, not by finding investors. In fact, investors find you when you're running an aggressively growing business.



**PLANNING IT
RIGHT**

**ELEVATOR
PITCH**

**TEASERS &
DECK'S**

**NUMBERS,
MAKING IT RIGHT**

**THE
PROPOSAL**

Go.Global101

INDUSTRIES WE SUPPORT

Ranging from IT and ITeS businesses that are our major share of customers, we have manufacturing and healthcare sector, retail business clients that consume technology extensively for doing and succeeding in business. GOGLOBAL101 has incorporated technology oriented services as part of business growth services.

EMERGING TECH.
BEYOND IT.
MANUFACTURING.
SOFTWARE
ENGINEERING.

GOGLOBAL101 has been working with clients operating in the manufacturing, advanced applied technologies, Beyond IT and IT centric businesses.





ADVANCED APPLIED TECHNOLOGIES



HOW WE WORK

We have marketed and promoted products from Internet of Technologies to Vision Technology to business purpose specific software, we have comprehensive use of advanced technologies, including Augmented Analytics to drive better business performance.

INDUSTRIES WE HAVE SERVED

GOGLOBAL101 is an Industry Agnostic Service Provider!

RETAIL & E-COMMERCE

B2B2C, Hyper Local Retail, Dynamic Bill Discounting, Loyalty Programs

OPERATING TECHNOLOGIES

Enterprise Governance on Realtime Basis

HEALTHCARE

Healthcare made accessible through digital means.

AGRO & COMMODITY TRADING

Value realization of an asset is crucial for stakeholders, and we base our approach on "Value First"

MANUFACTURING INDUSTRIES

Services entails Fundraising, Business Revival and SMART Facilities Introduction

INVESTMENT BANKING & FINANCE INDUSTRY

Finding Investors to Aligning Financial Instruments for Business

SOFTWARE, MOBILE APP

Differentiating in Software Services is Critical for Attracting Customers



Case Studies

Challenges we
have helped our
customers
overcome

Marketing
Cost Reduction

Fundraising
Without Equity Dilution

Product Engineering
Advanced Applied Tech

Process Optimization
Sales

01

MARKETING COST REDUCTION

BACKGROUND

Key expenses concerning marketing are Ad Spending and Operations Management. We are not majorly interested in advocating spend on Adword Campaigns over Google or Social Media & have a developed a Framework called "PPNC - Plan, Promote, Network, Contract".

Following are set of case studies on various industries.

● Problem

Marketing average expense stands at 40 cents a dollar ratio in today's market, with bulk of spending being done on Search Engines and Social Media; SMB's with smaller ad spend budgets just bleed out and barely manage to compete.

● Critical Constraints

SMB's also lack key skill sets required to run campaigns, the skill dependency causes low quality of marketing and coupled with smaller budgets, results in poorer performance, leading to losses. Alternatives such as DEM are heavily compliance driven.

● Solution

Cut down the learning, reduce the dependency on skills, data and compliance management, avoid ad spending and focus on Networking and Strategic Communications with precision targeting.

● Key Metrics

We looked at

- Time to generate a lead
- Cost per Lead
- Time to go-to market

As key metric drivers and found that the average cost reduction on campaign was around 89%

● Approach to Solution

Build the primary marketing infrastructure and optimize market data, make decision makers accessible for right proposition and remain compliance friendly. Only charge a fixed subscription fee

● Solution Limitations

The data needs to be consistently enriched; service infrastructure needs continued investment. Policy impact driven and markets such as EU are ruled out for this method.

● Key Observations

With precise targeting and use of networking methods, the time needed to generate a prospect came down to just days, not even weeks along with steep reduction in marketing expenditure.

● Causes

Over saturation of search engine & social media-oriented marketing has limited the prospecting options significantly, especially for SMB's with smaller ad spend capacity.

● Problem

Prevalence

This is an industry wide problem, specifically for software services industry wherein customer seek out service providers through the use of internet search engine.

● Key Threats

Dependency of global markets on very few players such as Google, Facebook is a critical threat for independent businesses

● Critical Benefits

We tried the service option on Food Export, Technology Services, Manufacturing, Fundraising and Mentoring (life coach) Services with all delivering consistent results. At no point the expenditure exceeded US \$3500/month for attaining target number of prospects.

● Revenue Impact

With enterprise markets combined, the net value of opportunities delivered has crossed US \$ 3.5 billion for our clients. This has no bearing on sales success, however a minimum average of US \$1 million as revenue potential can be expected for smaller software service agencies.

02

SALES PROCESS OPTIMIZATION

BACKGROUND

Client had a team of 11 resource in sales and was generating close to 200 leads a month, yet reported no new sales in previous quarter. We ended up optimizing the operations reach 2x the sales turnover in a span of 09 months.

Here is how it was achieved.

● Problem Source

The key problem was with the estimation process and internal operations governance on software development, The management had placed a target tracking system that quantified production of a coder with delivery within estimated man-hours.

● Implications

To avoid being seen underperforming, the coders often overestimated the task by a factor of 3x-10x causing even simple projects to carry exorbitant man-hour estimates and thus commercial cost.

● Critical Breakdown

Deliberate over estimations were not challenged by the sales team (rather not permitted to challenge) and were forced to sell at noncompetitive rates, causing total loss of sales for continuous months.

● Ad-hoc Contributors

Product sales had the same billing model as that of a service contract, resulting in delayed payments with no clearly defined deliverable milestones

● Solution

Implemented checks and balances on estimation methods with business analysts who qualified estimates. Sales immediately went back to normalcy; however, we went further and doubled the sales in 9 months span.

● Process Significance

- Introduced Lead Qualification Metrics
- Introduced separate processes for services and product sales
- Implemented robust follow up and lead nurturing systems

● Key Observations

Senior leadership had not taken proactive measures to curb over billing of customers, rather than encouraging high estimates and penalizing lack of sales by heading and accepting that customers are aware of what the service should cost

● Causes

Lack of oversight, lack of data capture around processes and critical lack of analysis and business intelligence around sales processes.

● Problem Prevalence

Structured business have ethical and practical processes for customer billing and do not encourage business by any means, thus problem is not too common in the industry, at least with professional organizations.

● Key Threats

Internal performance optimization should be measured consistently and should not be looked at as targets to meet at any cost. Doing so will directly result in business and add to the loss of morale in the organization.

● Critical Benefits

Sales process governance provides clear visibility around business bottlenecks, combined with process SLA's performance gets continuously optimized resulting in best outcome and as it is sales, increased revenue to the organization.

● Revenue Impact

The company saw sales stabilize to US \$120,000 per month within the first quarter of change implementation, further improved morale, better team interaction saw overall boost in sales by a factor of 2x, almost reaching US \$300,000 per month by the third quarter

03

FUNDRAISING WITHOUT DILUTING EQUITY OR INCURRING DEBT

BACKGROUND

Client is a B2B2C business with focus on hyperlocal marketing and loyalty reward programs. Through critical data analysis and careful planning, we were able to organize financial support services that provided continuous supply of funds, without the client needing to dilute their equity or incur direct debt on books.

Here is how this was arranged.

● Importance of Analytics

We analyzed past performance at a granular level, essentially looking at who – gender, age and what they are buying and where the buying is happening, and it showed a clear trend of middle-aged men buying groceries at a disproportionately high percentage against any customer demography. They were also repeat customers and any solution focused on increasing benefits to this customer segment meant more retainable, consistent, always in demand business.

● Financial Instruments

When supply and demand has B2B and B2C breakup, there exists a specific financial instrument that finances the B2B side of the business against the traction received from B2C..

● The Investment Proposal

By showcasing the B2C potential, we encouraged independent investors to setup and invest into the B2B retail as standalone entities and contained investments within the B2B entity.

● Targeting Investment Ticket Size

For this model to work, the investment risk must be at threshold that is affordable to an average earner. Once the magic number was identified, the market was ready for investing.

● Planned Outreach

We looked at people with certain earning and from a psychometric assessment, we were primarily looking for people that are interested in secondary, passive income with minimal risks. Roadshows were very ideal for such investor outreach.

● Key Partnerships

Several banking and Non-Banking Financial institutions with Dealer, Distributor and Dynamic Discounting model were made as key partners, as the B2C drove real returns for B2B businesses, thus making the case for financing.

● Incidental Benefits of Partnership

Banks had vast market reach and established field force; this became a force multiplier when it came to opening new locations and getting further in Tier III markets.

● Uniqueness

This is a unique model that is only feasible where there is manufacturing, dealership, distribution and retail happening. With B2C being a loyalty product, the ability to sell in the market was crucial and thus is not very common among other ventures.

● Brand Benefit

Since the operation spanned multiple states and cultures, having the bank partnerships helped build trust and provide a true legitimacy to the business operations. Though a startup, the business enjoyed the greatest trust from the investors.

● Investor Confidence

Everything comes down to how the contract was designed with the investors, with assurance and minimum business guarantees provided, the inherent space of groceries that gets consumed easily in the market, we had the easiest and strongest case for investment

● Limitless Funds

The venture was able to generate 30% of operating funds within first two months of the operations rollout and had a limitless ability to generate funds from the market without having to dilute equity or have debts on their books.

IDEA TO COMMERCIAL SUCCESS

BACKGROUND

The idea was to approach existing set of customers, accumulated over a period of 10 years and approach them for any scrap or dead stock to dispose.

This ended up creating the largest auctions ever to be conducted by nationalized banks for stressed assets, resulting in market monopoly for the organization .

● Idea Origin

The director of business development wanted to simply seek the existing customers to provide list of items unsold or by products that will not be sold (waste); the basic idea was that one man's waste is another man's gold and this was not going anywhere, until we got involved.

● Underlying Issue

Waste or dead stock are well regulated before any disposal can take place and the sales team, without domain knowledge of the industry struggled to convince customers and they had no commercial model to propose.

● First Break

We had the team provide a 30–50-word interpretation of the same idea, individually, we ended up with six versions of the same idea. We went with each one the versions until one clicked and it was to dispose the entire business.

● Learning from the Market

Deeper conversations with business owners, their lenders and competitors gave better understanding of the real stakes and knowledge on what awaits such businesses and who really takes the decision

● Getting to the Business Disposal End Game

Stressed business go through number of stages of conflict before the banks are authorized to auction the assets off, auctioning something the client's team understood very well.

● Getting the Ministry Convinced

- Ministry of Finance was looking for way to optimize debt recovery from banks
- We were in the right place to propose based our "market learning"
- A circular was issued to all banks to auction via client like businesses

● Leveraging Service Assets

This is a case of services repacking to cater to a specific industry, up until that point, the focus was on providing auction services for enterprises, bank NPA's as a vertical was entirely new and created by us.

● Early Mover Advantage

As the saying goes, Luck favors the prepared mind, we were able to cover 77% of the Non-Performing Asset auction space, by the time competition could catch up, the market was ours to keep

● Growth Impact

An auction vertical was created with team size reaching 80+, this covered nearly 36 banks in the country and addressed decades worth of disputed assets that were up for auctioning. We made history when MEGA auction got announced by India's largest Bank

● Key Threats

Stressed asset auction tend to attract its own set of buyers and not all actions will be successful. The conflict-ridden nature of auctions often played a critical role in several auction failures, (un)fortunately, this was true for our competitors too.

● Critical Benefits

This introduced a new revenue stream that capitalized on existing service assets and domain understanding, with limited time to adapt and lack of training requirements, the business thrived as the opportunity developed.

● Revenue Impact

The vertical added additional Rs. 12 Cr to the business and started augmenting auctioning as deep vertical to support other industries.



Our Clients

GOGLOBAL101 has been working with the clients from USA, UK, EU, APAC & Middle East Regions





Contact us for More

Questions? Comments? Concerns?

Contact us to discuss anything you'd like, or simply drop a line to say hi. We love (virtual) coffees and always welcome the opportunity.

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