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## ABOUT US

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180 Degrees Consulting is the world's largest student consultancy organization and premier social impact consultancy. We work with organizations to develop innovative, practical and sustainable solutions to whatever challenges they're facing. We aim to connect untapped potential of student consultancy to socially conscious organizations to strengthen their social impact through development of practical solutions.

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## OUR CLIENT PROJECTS (2020-21)

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### 1. Save The Children

**Duration:** February - July 2021

**Number of Participants:** 15

Save the Children is the foremost independent NGO advocating for child rights in India, operating across 18 states. Their efforts have positively impacted over 11 million (1.1 crores) children, aiming to enhance their lives.

#### **Objective**

Enhancing youth involvement as volunteers and strengthening the organization's social media Footprint.

#### **Approach**

We conducted focused group discussions to gather insights from both past and non-volunteering youth, aiding our understanding of optimal volunteer program durations and preferred flexibility levels. Analyzing the social media strategies of STC and comparable organizations revealed reasons behind lead generation challenges despite substantial social media followings. Additionally, we explored future



expansion plans, analyzing content needs and strategies for broadening the volunteer base across wider age demographics.

### **The Results**

Our social media strategy effectively raised awareness among youth about child rights issues, promoted volunteerism, and expanded our social media reach by 1.2k followers. Furthermore, utilizing insights from focused group discussions, STC successfully tailored a volunteer program to align with the preferences of our target audience.

## **2. Lemon Bowl**

**Duration:** February - July 2021

**Number of Participants:** 11

Lemon Bowl, a newly established Cloud Kitchen, specializes in delivering carefully curated global meals presented on pre-plated platters, ideal for intimate gatherings and gifting occasions in Delhi NCR & Gurugram.

### **Objective**

A thorough market research to improve operations

### **Approach**

To streamline operations, we recommended improved avenues for raw material procurement based on research and consultations with existing entities in analogous domains. Additionally, to broaden customer outreach, we proposed additional methods for placing orders.

For enhanced reliability, we compared various POS systems tailored to fit the brand's portfolio, ultimately suggesting the most suitable options. These recommendations included necessary functions such as Head Chef Requisition and inventory management to optimize kitchen operations.

### **The Results**

The company has experienced robust growth, with consumer outreach expanding by over 50%. Many of our recommendations, including enhancements to raw material procurement avenues, were embraced by the client. Additionally, the client is preparing to overhaul their inventory management system based on our suggestions.



### 3. We Listen Foundation

**Duration:** February - July 2021

**Number of Participants:** 13

The We Listen Foundation initiates efforts to raise awareness about mental health and improve the accessibility of therapy services for adolescents in our nation. Their objective is to establish a supportive environment where adolescents feel heard and receive attention regarding their mental well-being.

#### **Objective**

To develop marketing strategies and find means of communication among the users and trainers.

#### **Approach**

The team carried out various possible ways to develop and strengthen the marketing strategies for WLF in terms of its users base. It further delved into various communication platforms to suggest the most suitable one for the foundation. A Phase wise implementation was further derived for the proposed discord channel and the social media marketing strategies for the users and the trainers.

#### **The Results**

The proposed strategies benefited the users, trainers and advisors making the discord channel and overall marketing base stronger for WLF

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## OUR ACHIEVEMENTS (INTERNATIONAL)

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### 1. Springboard

**Organised by:** NUS x SSCBS

**Position:** Global Top 10

**Participants:** Saumil Nagpal (BMS'23), Manvi Bhatt (BMS'23), Ramanjeet Singh (BMS'23)

Springboard is a business case competition for students. Teams tackle real-world scenarios, analysing problems and proposing strategic solutions. The competition tests their critical thinking, problem-solving



skills, and ability to present compelling recommendations under pressure.

## **2. Global Microfinance Case Competition**

**Organised by:** Melbourne Microfinance institute

**Position: Global Rank 5**

**Participants:** Saumil Nagpal (BMS'23), Manvi Bhatt (BMS'23)

GMCC witnessed the participation of over 2,000 teams from 13 universities across 4+ continents. The competition witnessed the participation of notable colleges and universities such as the Nanyang Technological University, Singapore Management University, University College London, and the University of Melbourne to solve a real-life case based on a pressing issue faced by an Indonesia-based Microfinance Institution- Unite for Hope.

## **3. Global Impact Investing Competition**

**Organised by:** GICC

**Position: Global Rank 4**

**Participant:** Manvi Bhatt (BMS'23)

The Global Impact Investing Competition, organized by GICC, challenges students worldwide to develop solutions that generate both social or environmental impact and financial returns. Teams propose innovative investment strategies or business models, showcasing their understanding of social impact investing and its potential to address global challenges.

## **4. Indian Case Challenge**

**Organised by:** IIT Kharagpur

**Position: Global Top 12**

**Participant:** Arindam Neogi (BMS'23), Ramanjeet Singh (BMS'23)

Organised by the Business Club at IIT Kharagpur, the Indian Case Challenge (ICC) is India's premier business strategy case competition. Student teams from across the globe tackle real-world business



problems, showcasing their analytical skills, problem-solving abilities, and strategic thinking. It's a chance to compete for top honours and recognition among future business leaders in India.

### 5. Finance Challenge

**Organised by:** SSE Riga

**Position:** Global Rank 2

**Participant:** Arindam Neogi (BMS'23)

Held by the Stockholm School of Economics in Riga (SSE Riga), the Finance Challenge is a competition for university students globally. Participants test their financial knowledge and practical skills by tackling a series of tasks and real-life case studies related to finance.

### 6. SustainX: Case in Point

**Organised by:** PeaceX Organisation

**Position:** Global Top 8

**Participant:** Pulkit Sehgal (BMS'23)

Organised by The PeaceX Organisation, SustainX: Case in Point is a case competition focused on sustainability challenges. Shortlisted teams from a qualifying quiz analyse a case related to sustainable development, social entrepreneurship, or corporate social responsibility. They then present their proposed solutions, showcasing their problem-solving skills and commitment to a sustainable future.

### 7. CBS Case Competition

**Organised by:** Copenhagen Business School

**Position:** Global Rank 6 (2021) Global top 20 (2020)

**Participants:** Ishaan Jain (BMS'23), Aryan Bharadwaj (BMS'23) (2021) , Tabish Ahmed (BMS'22) (2020)

Held by Copenhagen Business School, the CBS Case Competition is one of the world's largest open case competitions. Students from all over the world compete in teams to solve a real-life business case within a tight timeframe. The challenge tests their analytical thinking, problem-solving skills, and ability to



present clear and concise recommendations under pressure.

### **8. Global Case Competition at Harvard**

**Organised by:** Harvard University

**Position:** Global Rank 1

**Participant:** Sparsh Seghal (BMS'22)

The Global Case Competition at Harvard, organised by Harvard students, is a prestigious event for finance and economics students worldwide. Teams analyse a complex case study related to investment banking or private equity, showcasing their financial expertise and strategic thinking. The top teams present their solutions to a panel of distinguished judges, competing for top honours and valuable networking opportunities.

### **9. Duff & Phelps YOUiversity Deal Challenge**

**Organised by:** Duff & Phelps

**Position:** Global Rank 2

**Participant:** Sparsh Seghal (BMS'22)

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## **OUR ACHIEVEMENTS (NATIONAL)**

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### **1. Innoviz**

**Organised by:** IIM Rohtak

**Position:** National Runners-Up

**Participant:** Saumil Nagpal (BMS'23)

### **2. Investors' Vista**

**Organised by:** IIT Roorkee

**Position:** National Top 20



**Participant:** Saumil Nagpal (BMS'23)

### **3. Markathon**

**Organised by:** IIT Madras

**Position:** Runners-Up

**Participant:** Manvi Bhatt (BMS'23)

### **4. IKON Case Competition**

**Organised by:** IIT Roorkee

**Position:** National Winner

**Participant:** Arindam Neogi (BMS'23)

### **5. Imperium**

**Organised by:** IIM Indore

**Position:** National Top 10

**Participant:** Saumil Nagpal (BMS'23), Raavi Jain (BMS'23), Arindam Neogi (BMS'23)

### **6. HSBC/Sattva Case Programme**

**Organised by:** HSBC & Sattva Consulting

**Position:** National Rank 3

**Participant:** Ishaan Jain (BMS'23)

Co-hosted by HSBC and Sattva, the HSBC Case Competition challenges Asia-Pacific undergraduate students. Analysing real business cases, teams showcase their strategic thinking and problem-solving skills by crafting solutions for complex scenarios. This competition helps groom future business leaders in the region.