

Bridges for Enterprise

New Delhi Chapter



BRIDGES
FOR
ENTERPRISE

Annual Report
2022-23



Bridges For Enterprises

Escalating social impact



Bridges for Enterprise (BfE) is a global non-profit organization, where passionate professionals and students work together to provide pro-bono impact consulting services to support early-stage businesses.

BfE New Delhi Chapter at SSCBS, the first BfE chapter in India, undertakes consulting engagements and financial advisory projects to create a more inclusive and sustainable future ensuring impact creation at the most basic level.

At Bridges for Enterprises we aim to escalate social impact and promote social entrepreneurs trying to bring some positive change.



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We believe social entrepreneurs can
change the world.





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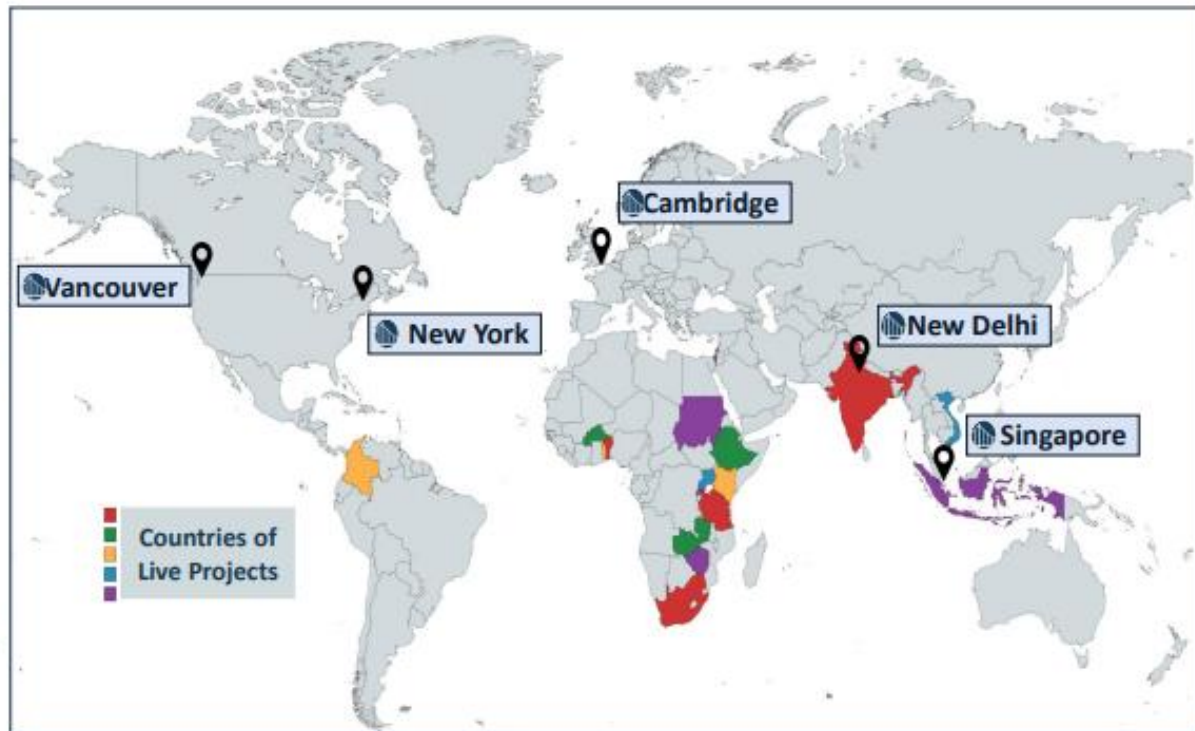
Shortlisted **Startups** joined the BfE Incubation Programme since inception

300+

Students and professionals available to provide support to entrepreneurs

78%

of Startups in the 2019/20 cohort were very satisfied by their experience



OUR IMPACT

5 global chapters BfE working to scale social impact

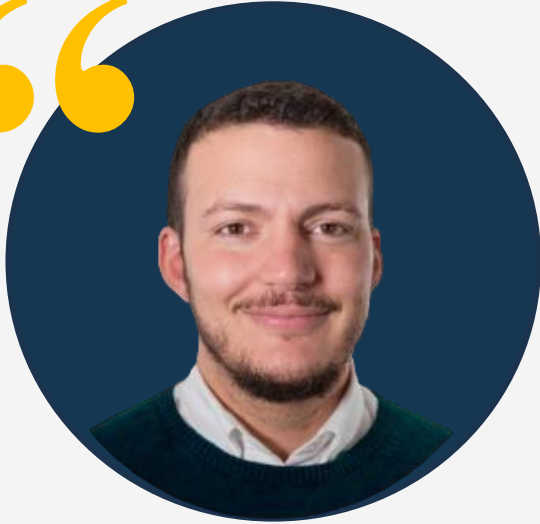


Mentor Board

2022-23



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DAVID HINTON

*Senior Venture Partner,
GoodTech Ventures*



EDWIN AJOGUN

Program Manager, RAE



Chrissy Hu

Investor, 500 Global

NANOLABS LRC.

 **Philippines**
(Strategic Consulting)

PROBLEM STATEMENT

- Nanolabs seeks global expansion due to zinc scarcity in the Philippines
- Exploring B2B collaborations with international industry peers
- Goal is to secure zinc sources and widen market reach

OUR APPROACH

- **Step 1:** Research global hotspots for battery design and manufacture
- **Step 2:** Develop SOP for Nanolabs to reach out to businesses while safeguarding patents abroad

RESULT

- Identified 9 suitable hotspots for nanotech battery market.
- Recognized 3 potential partners in Australia & Canada.
- Partnerships could address the looming lithium crisis expected by 2025

STARTUP OVERVIEW



- **Nanolabs** specializes in research and development
- They offer prototype creation and consultancy services
- Target clientele includes higher education institutes and independent research institutes
- Pioneers in the field of zinc-ion batteries



Nigeria

PROBLEM STATEMENT

- Seeks **\$6,000,000** from investors within and outside Nigeria
- Requires a comprehensive investor's pitch deck to raise funding
- Looks for strategies to fostering the growth and development of non-formal educators.

OUR APPROACH

- Conducted a thorough market research to analyse competitors' strategies
- Developed revenue and cost structures from scratch, categorizing inflows and outflows
- Identified potential investors to support the startup's growth

RESULT

- INFEP successfully applied to multiple startup incubators
- Gained recognized as a leading contender for raising **\$6 million**
- It was acknowledged for potential in startup incubation programs

STARTUP OVERVIEW



- **Institute of Non-Formal Educational Practitioners (INFEP)** is dedicated to advancing non-formal education
- It aims to ensure standards and protection within non-formal education.
- It aspires is to develop the non-formal education sector and its practitioners in Nigeria, Africa and beyond



MERAKI ACADEMY

 Jordan

PROBLEM STATEMENT

- Meraki Academy struggles to offer affordable courses in Jordan due to lack of government grants
- Exploring MENA region expansion to overcome pricing obstacles
- Seeking new markets for sustainable growth

OUR APPROACH

- **Step 1:** Filter countries using a customized framework
- **Step 2:** Develop a seamless go-to-market strategy
- **Step 3:** Analyze KSA's government tenders and procurement policies under Vision 2030

RESULT

- Identified 3 potential nations
- Developed a 3-fold marketing strategy
- Leveraged advantages influenced by Vision 2030, particularly in collaboration with the KSA government

STARTUP OVERVIEW



- **MERAKI Academy**, founded on **October 12th, 2019**, offers affordable coding training
- Targets individuals without prior coding experience
- Utilizes an in-house curriculum to reduce costs
- Emphasizes ongoing engagement with graduates
- Facilitates connections with companies in their network



 **India**
(Strategic Consulting)

PROBLEM STATEMENT

- Enhancing campus ambassador program efficacy for improved brand engagement.
- Developing effective product launch strategies for cookies, energy bars, and gummies.
- Optimizing retail and distribution channels to maximize sales margins.

OUR APPROACH

- **Step 1:** Identifying the lack of caffeine consumables in tasty solid forms as a key issue
- **Step 2:** Conceptualizing ready-to-go energy consumables in the form of gummies, chocolate bars, and spreads

RESULT

- Collaborated with 50+ businesses, driving 700+ sales at college fest
- Launched Campus Ambassador Program across 20+ colleges, achieving 40% growth
- Implemented omnichannel distribution incorporating cost structure analysis & competitor's market journey, reducing costs by 10%

STARTUP OVERVIEW




BUZZ!

- Buzz offers health-conscious energy bars, focusing on digital marketing
- Campus Ambassador Program enhances brand visibility and community engagement
- Strategic partnerships with e-commerce platforms facilitate market expansion
- Quick commerce delivery options ensure efficient product distribution



NANOLABS LRC.

 **Philippines**
(Financial Advisory)

PROBLEM STATEMENT

- **Nanolabs, Lrc** developed an advanced nanotechnology-based smart packaging product
- Objective is to evaluate market size and identify target industries
- Goal is to create a robust go-to-market strategy for effective market penetration

OUR APPROACH

- **Step 1:** Analyzed target markets for Nanolabs, Lrc in Philippines and APAC region and assessed potential market share
- **Step 2:** Offered collaboration suggestions and client acquisition strategies
- **Step 3:** Conducted detailed competitor analysis for insights into the competitive landscape

RESULT

- Identified promising markets in agriculture and pharmaceutical industries
- Successfully pinpointed potential clients and collaboration opportunities
- Accurately calculated target market size for the product

STARTUP OVERVIEW



- Nanolabs, Lrc is an innovative startup based in the Philippines
- Specializes in extensive research and development activities.
- Offers expert services in prototype creation and consultancy.
- Clients include researchers from higher education and independent research institutes



Malaysia

PROBLEM STATEMENT

- Seeks better market penetration & profitability
- Requires Pitch Streamlining on three verticals
- Aims to identify suitable partners for collaboration

OUR APPROACH

- Executed extensive market research considering growth potential in the European market
- Conducted a Comprehensive Competitor Analysis
- Identified Various potential partnerships for market entry optimization

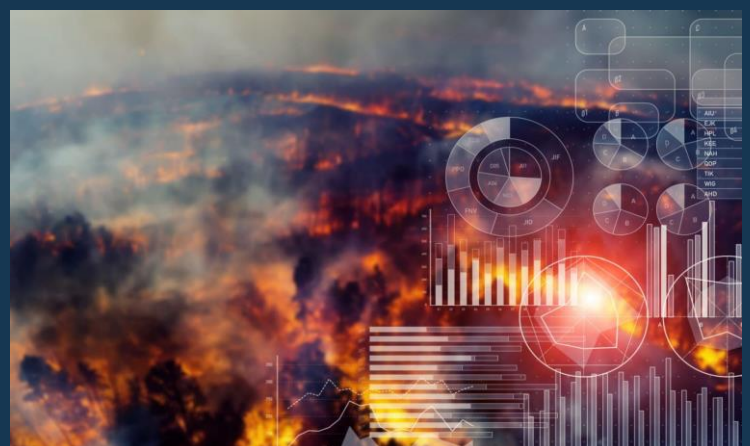
RESULT

- Identified multiple expansion destinations and poised to achieve unicorn status
- Prioritized partnerships to position Mobiva as Europe's health tech leader
- Finalized expansion plans targeting specific country, leveraging collaborations for market dominance

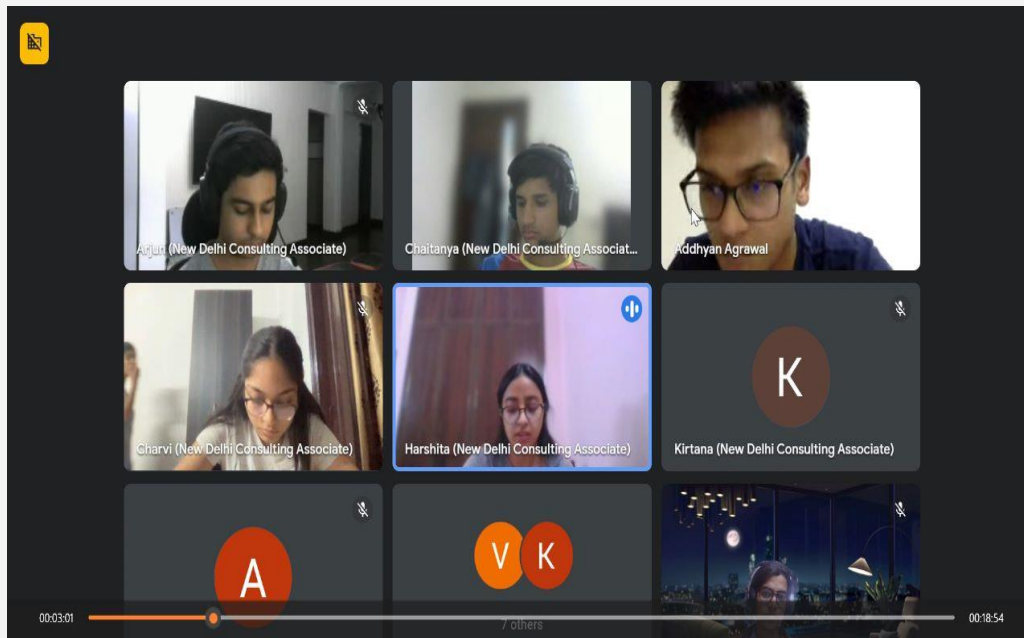
STARTUP OVERVIEW



- Founded in 2019 by Wendy Leong and her sister Winnie in Malaysia
- Specializes in workforce management and disaster risk reduction
- Develops innovative tools empowering seamless team interaction
- Offers capabilities for teams to connect, communicate, and collaborate effectively



TRAINING SESSIONS



CONSULTING BOOTCAMP

At our consulting bootcamps, members engage in live interview scenarios led by professionals from top firms such as McKinsey, Bain, Dalberg, and LEK. Members were trained on unconventional cases and optimizing CVs for securing top internships

KSS

BfE's Knowledge Sharing Session (KSS) covered essential topics such as Time Value of Money and Introduction to the Stock Market, providing members with valuable insights into financial concepts and investment fundamentals



CONTACT US



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Pranjal Jain
Founder- (President)



Parv Jindal
Founder - (VP)



Addhyan Agrawal
(Coordinator)



Luv Sehgal
(Coordinator)

