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Institute of Management, Nirma University

SUMMER INTERNSHIP REPORT

For

Wishtree Technologies LLP

On

"Wishtree – UN Relationship: One step further"

Submitted To:

Prof. Nina Muncherji

Submitted By:

B Santoshi Sandhya

191216

Date of Submission: 18th July, 2020

TITLE OF THE PROJECT

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Title of the Project:	"Wishtree – UN Relationship: One step further"
Purpose:	In Partial Fulfillment of "Summer Internship"
Duration of Internship:	04-05-2020 to 31-07-2020
Prepared for:	Wishtree Technologies
Faculty Guide:	Prof. Nina Muncherji
Organization Guide:	Mr. Amit Majithiya
	(Business Development Associate–Wishtree Technologies LLP)
Submitted to:	Institute Of Management, Nirma University
Date of Submission:	18-07-2020

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ACKNOWLEDGEMENT

I had internship opportunity with **Wishtree Technologies LLP**. Though being a virtual internship, it was a great opportunity for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I also got chance to interact with so many new people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to my organization mentor, Mr. Amit Majithiya and Mr Dilip Bagrecha, who in spite of being extraordinarily busy with his work, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization. Not only did they give me their help and supervision, but they also gave me plenty of opportunities to learn about things that were new to me. They gave me the absolute freedom to employ my creativity at work and helped me whenever needed. I would like to say they 're both really great mentors. The dexterity and understanding I gained under their mentorship would support me in my career path that I'm about to embark in near future.

I would also like to thank Institute of Management, Nirma University for giving me an opportunity to work in such a respectful organization.

Lastly, I would like to express my sincere thanks to my faculty mentor Prof. Nina Muncherji, for providing me with the necessary guidance regarding the important things before the start of my internship as well during the course of internship. She was a thorough support and has always been encouraging and appreciative of the work.

B Santoshi Sandhya

EXECUTIVE SUMMARY

This report reflects the invaluable experience I gained from the summer internship which began at Wishtree Technologies, Ahmedabad in the month of May. I was Associate Trainee in Business Development for the Wishtree Services division.

In 2010, when two co-workers cum friends at Infosys started their own company, Wishtree Technologies was founded. Since then, they have been in the business of providing its corporate clients with customized app-based and software solutions. The technology team at Wishtree is specialized in web development, app solutions, cloud services and other digital services.

In this 10 week of Internship, I carried out Business Development Activities which facilitated sales and increased brand awareness of Wishtree Technologies. One of the objectives of the task was to generate leads using different social media platforms like, LinkedIn, Twitter, and Facebook. After gaining experience in data collection and data scrapping I was given the task of finding new business opportunities in terms of procurement opportunities provided by various International Agencies and Development banks. Apart from that, lead generation activity using remote portals was also consigned to me, which included intensive data scraping and search. Lead generation and sales in the service industry is quite unique experience, customer engagement plays a major role in it. Overall learning during the internship was enriching.

The experience provided an opportunity to apply the theoretical concepts learned at IMNU on the workplace practically and also to learn new tools and techniques. It provided valuable professional and personal learning to assist in future career pursuits.

UNDERTAKING

I, **B Santoshi Sandhya**, hereby declare that my Summer Internship Report, submitted in partial fulfilment of the Summer Internship Program is original and is not substantially the same as the one that was submitted in part or in full for any such similar qualification to the University to the best of my knowledge.

Name – B Santoshi Sandhya

Roll No - 191216

Section - B

Batch - MBA - FT (2019-2021)

PART A - PROFILE OF THE ORGANIZATION

Organization History

Wishtree Technologies LLP was founded in the year 2010 by veterans of IT industry, who have experience of over 18 years. The team comprises of individuals from Oracle, UBS, RBS, KPMG, and Infosys. Wishtree has its offices in Ahmedabad, Pune and also has its global presence, namely in the countries like UK, Australia, and North America. The company believes in providing quality services and focuses on being effective and efficient with the available resources and looks for innovation and combines technology and research expertise.

Structure

Wishtree was founded by highly experienced individuals who have been a part of software giants like RBS, UBS, KPMG and Infosys. The Indian offices are run and managed by Mr Dilip Bagrecha and Mr Ravishankar Iyer. The Ahmedabad office is managed by Mr Dilip Bagrecha and Pune office by Mr Ravishankar Iyer.

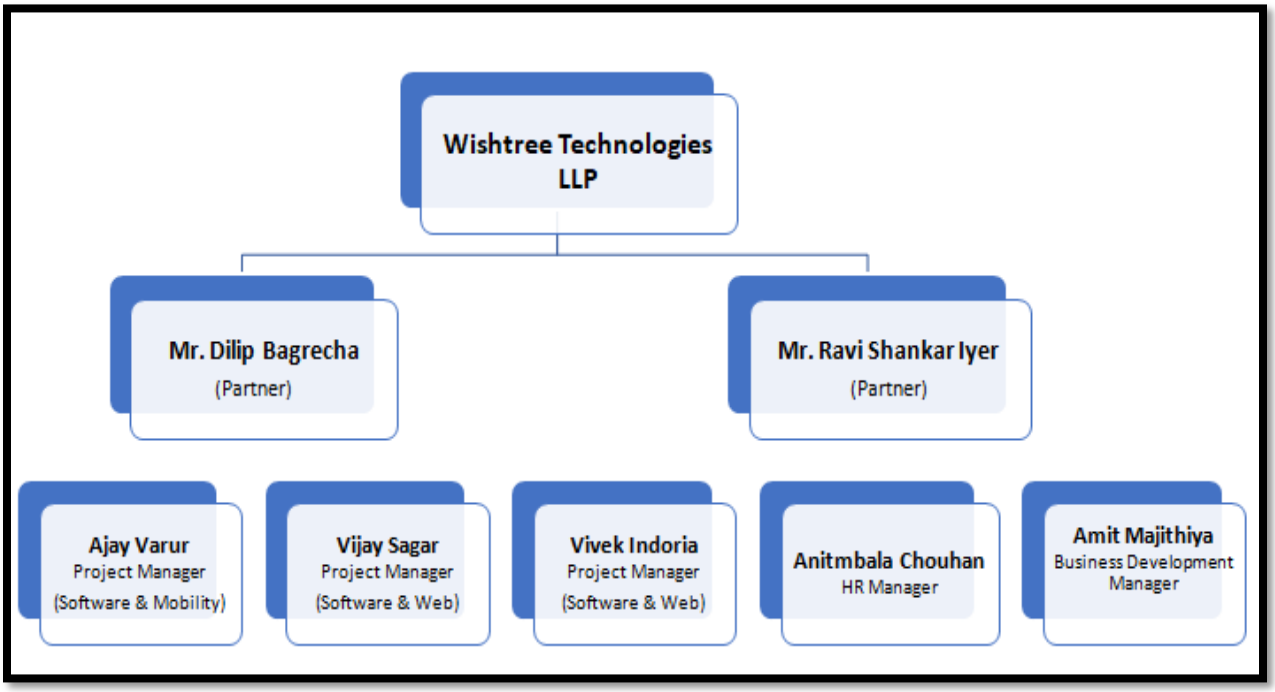


Fig 1: Structure of Wishtree Technologies LLP.

Punchline of the Organization

"Small Enough to Listen, Big Enough to Deliver"

Mission and vision

Wishtree's key goal is that each of our customers becomes a reference customer and we work hard consistently towards it. Wishtree invests extensive time and effort to ensure that Wishtree employees have opportunities to learn and grow and thus provide high-class services to our customers each time. We significantly focus on nurturing the right talent and this, in turn, enables us to provide high-quality services and solutions to all our customers. We understand the importance of having the right information at the right time to make the right decision. As simple as that sounds, we know how difficult it can be to access the right information to gain accurate insights. Hence we provide unequalled ability to combine technical expertise with business understanding to address this requirement.

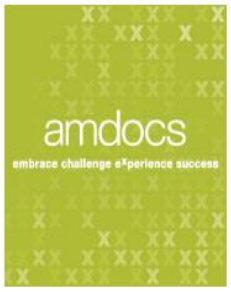
Size of the Organization:

Wishtree doesn't follow any hierarchy and hence is a flat organization. It has around 30-50 employees across all the offices combined. They believe in the equal distribution of work and provide a room for creativity and ideas for all their employees,

Business Scope

Wishtree's daily operations consists of services like Technology Consultancy, Software Development, Tools and Technologies, Providing Mobile Solutions and Digital Transformation.

Customers



.

How does service reach customer:

The organization provides the right combination of industry, business process, technical and organizational skills to deliver comprehensive, strategically aligned solutions that help its clients capture and harvest information on-demand—access to timely, relevant data that is aligned and consistent throughout the enterprise—enabling them to anticipate market change, understand customers, products, partners, and employees, and gain competitive advantage.

PART-B – MAIN BODY OF THE PROJECT WORK

1. Introduction to the project:

Wishtree Technologies was founded in the year 2010, by veterans of IT Industry who had 18+ years of experience in IT Industry. Wishtree has many prestigious organizations as its clients and is focused on providing niche solutions to them. Wishtree follows B2B business model, and works on project basis. The project the company gets is more from foreign clients than domestic ones. And as part of business development they are focused on increasing their foreign clientele. And hence the project that I have been given as a part of my internship is to boost business development through lead generation and brand awareness.

I have been using various social media platforms like LinkedIn, Facebook, and Twitter to gather potential client information. Also various chrome extensions like snov, hunter, getemail, etc are a part of my everyday work. I have worked on tasks like – finding contacts of senior management of UN Agencies as a part of email marketing, finding the companies that are working with UN so as to analyze the competition in the market and also get in touch with these bigger and more resourceful organizations. Another task that I have been assigned to do a research on what kind of software does UN agencies use.

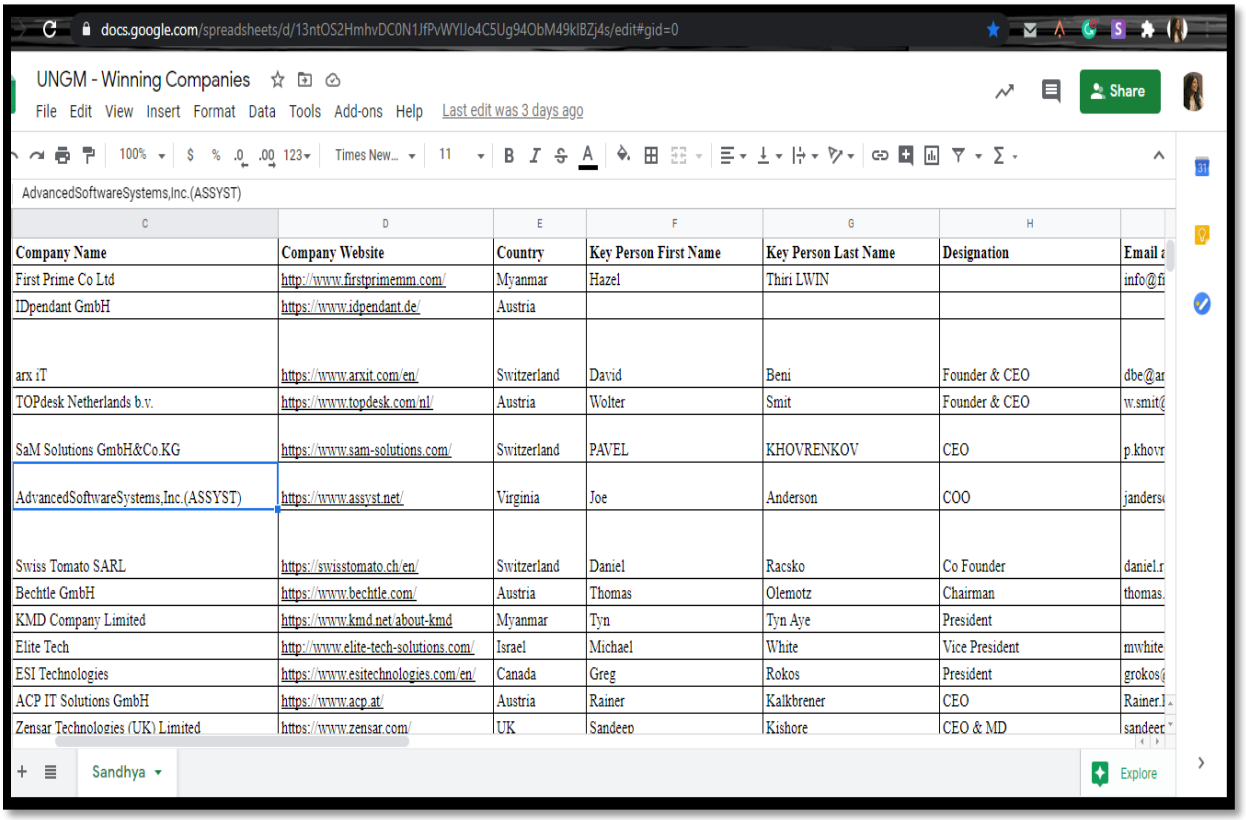
The project required tremendous amount of data digging and scrapping. Some tasks required as long as 10 days to get completed. Sometimes the resources would also get exhausted but then with the help of my mentor I would find some other sources to find the data required. The tasks gave an ample idea as to how business development plan looks like. The tasks have helped me in improving my secondary data collection skills and my excel skills as well. The task also required for me to use LinkedIn in the most efficient way possible and also helped me in knowing the importance of keywords used while searching anything on Internet and also made me familiar with the concept of Bulletin Search.

Tasks Assigned	Brief Description
Target List	• Created a Database of around **500+ contacts** of all the IT companies in USA, UK, Canada, Singapore and Australia. The list was created for the purpose of **E-mail marketing**. • Created a Database of **500+ contacts** for all the companies working with **United Nations**, and also the database for **the senior management** of all the prominent **UN Agencies**.
Market Research	• Researched and created a list of all the software used by the UN Agencies, this was useful by the company in diversifying their services catalogue.
Finding Procurement Opportunities	• Founded around **20+ International Funding Agencies** other than UN, which provide procurement opportunities
Webinars	• Created a list of useful webinars that can help in increasing the brand awareness of the company.

- **Steps taken to find Solution of each task assigned**

1. **Creating a Database for all the IT and related companies, winning UN Contract Awards.**

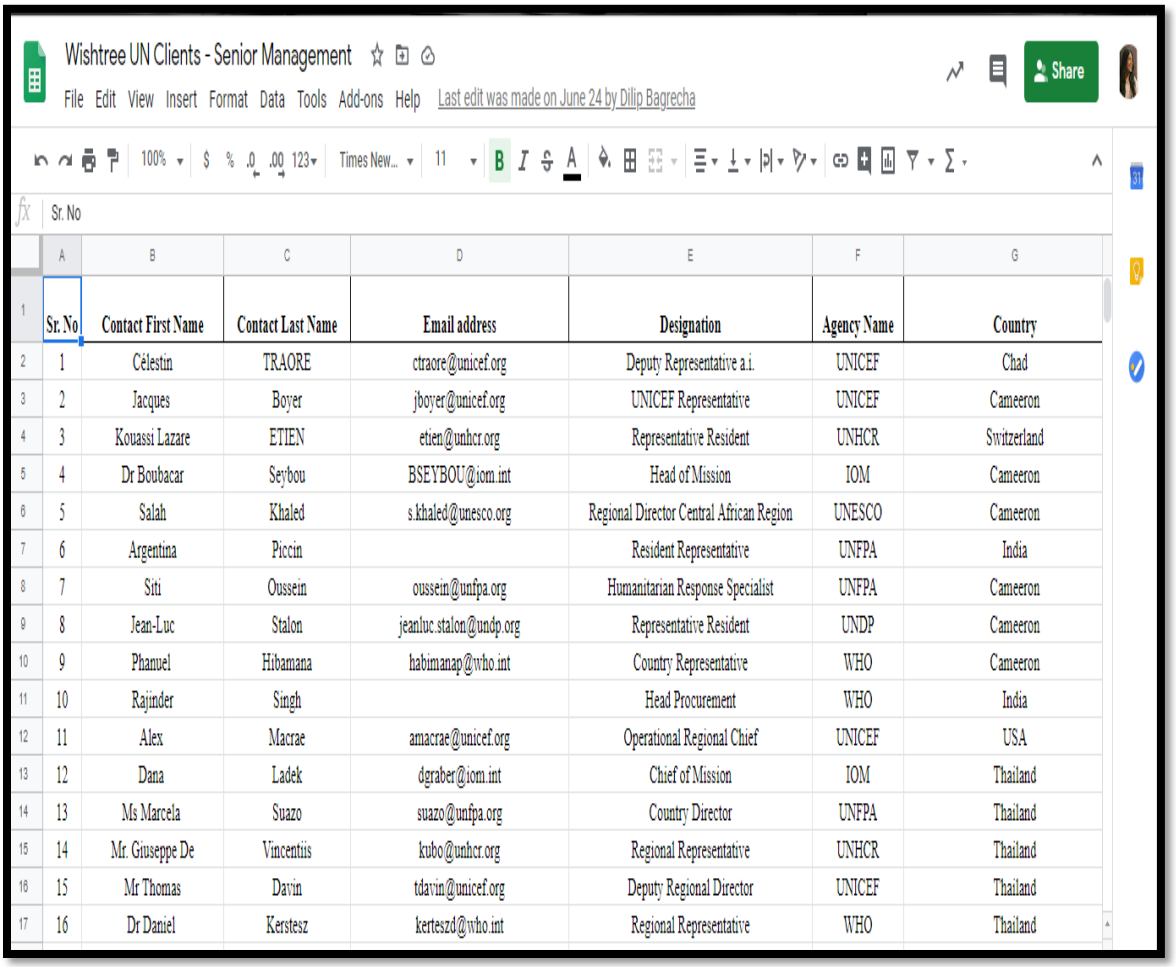
   Under this task I was asked to created a database for 500+ companies who have worked for UN Agencies like Wishtree. United Nations has a common supplier portal called **United Nations Global Marketplace,** all the companies that have won contract awards are listed there. My task was to collect the information of all the IT based companies, software companies and digital marketing companies and present them in a given format. According to the Director of the firm, Mr Dilip Bagrecha, this information would be used by the company for email marketing and competitor benchmarking.



Company Name	Company Website	Country	Key Person First Name	Key Person Last Name	Designation	Email a
First Prime Co Ltd	http://www.firstprimemm.com/	Myanmar	Hazel	Thiri LWIN		info@fi
IDpendant GmbH	https://www.idpendant.de/	Austria				
arx iT	https://www.arxit.com/en/	Switzerland	David	Beni	Founder & CEO	dbe@ar
TOPdesk Netherlands b.v.	https://www.topdesk.com/nl/	Austria	Wolter	Smit	Founder & CEO	w.smit@
SaM Solutions GmbH&Co.KG	https://www.sam-solutions.com/	Switzerland	PAVEL	KHOVRENKOV	CEO	p.khovr
AdvancedSoftwareSystems,Inc.(ASSYST)	https://www.assyst.net/	Virginia	Joe	Anderson	COO	jandersc
Swiss Tomato SARL	https://swisstomato.ch/en/	Switzerland	Daniel	Racsko	Co Founder	daniel.r
Bechtle GmbH	https://www.bechtle.com/	Austria	Thomas	Olemotz	Chairman	thomas.
KMD Company Limited	https://www.kmd.net/about-kmd	Myanmar	Tyn	Tyn Aye	President	
Elite Tech	http://www.elite-tech-solutions.com/	Israel	Michael	White	Vice President	mwhite
ESI Technologies	https://www.esitechnologies.com/en/	Canada	Greg	Rokos	President	grokos@
ACP IT Solutions GmbH	https://www.acp.at/	Austria	Rainer	Kalkbrener	CEO	Rainer.I
Zensar Technologies (UK) Limited	https://www.zensar.com/	UK	Sandeep	Kishore	CEO & MD	sandeep

Fig 2: The format in which the data was collected for UNGM- Winning Companies

2. **Creating a Database of all the Senior Management of UN Agencies**
   Another task that was assigned was the collection of contact information and other details of the senior level management of the UN Agencies. The purpose of this task was to collect the information of **Resident Representatives** and **Country Representatives** of various UN Agencies to different countries, and **pitch them about Wishtree**. This would be done through mail. For Wishtree it is important to maintain rapport and increase their brand awareness in the eyes of these senior management as it can help them in procuring some good business opportunities in form of both short term and long term projects.



Wishtree UN Clients - Senior Management

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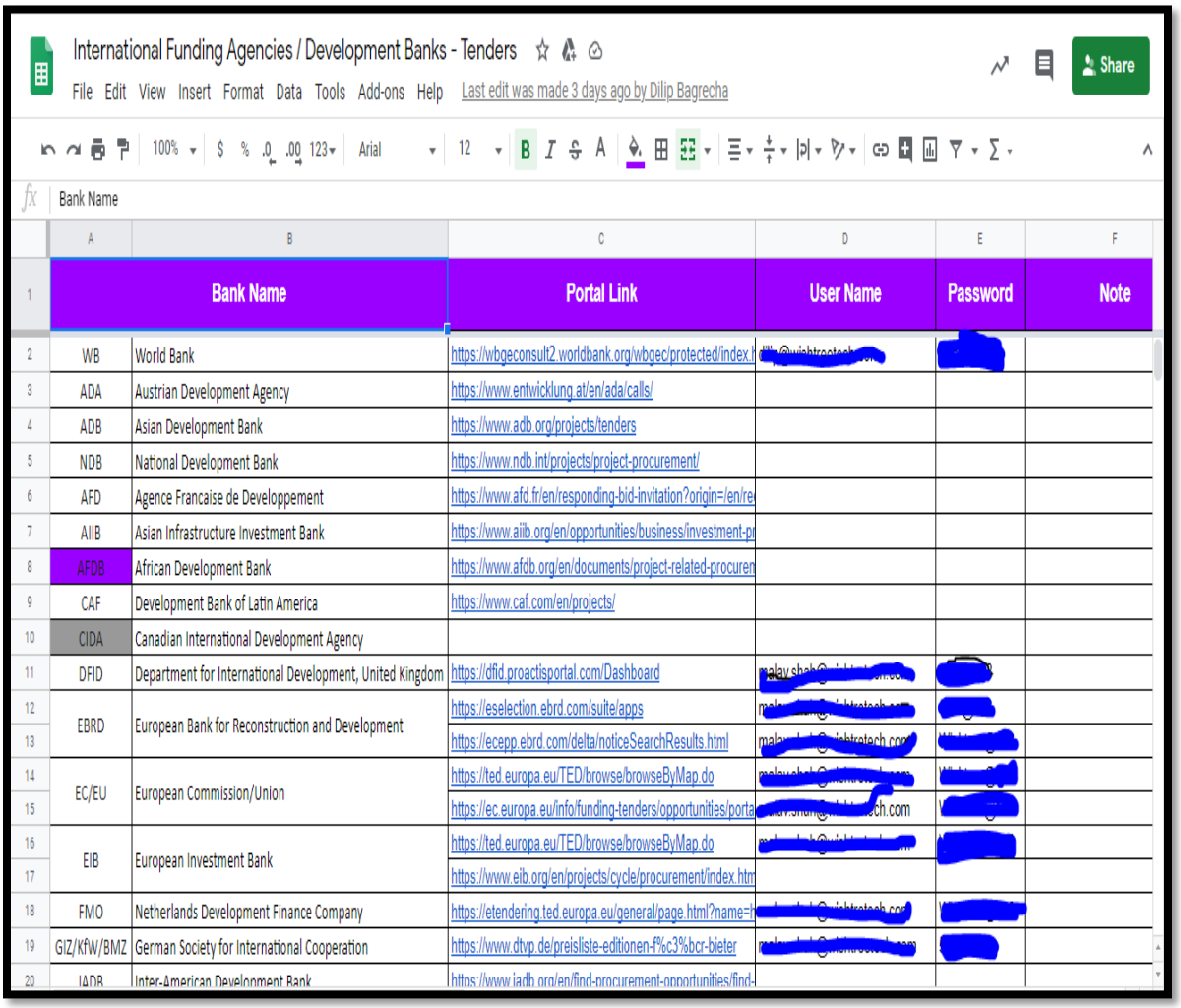
Sr. No

Sr. No	Contact First Name	Contact Last Name	Email address	Designation	Agency Name	Country
1	Célestin	TRAORE	ctraore@unicef.org	Deputy Representative a.i.	UNICEF	Chad
2	Jacques	Boyer	jboyer@unicef.org	UNICEF Representative	UNICEF	Cameeron
3	Kouassi Lazare	ETIEN	etien@unhcr.org	Representative Resident	UNHCR	Switzerland
4	Dr Boubacar	Seybou	BSEYBOU@iom.int	Head of Mission	IOM	Cameeron
5	Salah	Khaled	s.khaled@unesco.org	Regional Director Central African Region	UNESCO	Cameeron
6	Argentina	Piccin		Resident Representative	UNFPA	India
7	Siti	Oussein	oussein@unfpa.org	Humanitarian Response Specialist	UNFPA	Cameeron
8	Jean-Luc	Stalon	jeanluc.stalon@undp.org	Representative Resident	UNDP	Cameeron
9	Phanuel	Hibamana	habimanap@who.int	Country Representative	WHO	Cameeron
10	Rajinder	Singh		Head Procurement	WHO	India
11	Alex	Macrae	amacrae@unicef.org	Operational Regional Chief	UNICEF	USA
12	Dana	Ladek	dgraber@iom.int	Chief of Mission	IOM	Thailand
13	Ms Marcela	Suazo	suazo@unfpa.org	Country Director	UNFPA	Thailand
14	Mr. Giuseppe De	Vincentiis	kubo@unhcr.org	Regional Representative	UNHCR	Thailand
15	Mr Thomas	Davin	tdavin@unicef.org	Deputy Regional Director	UNICEF	Thailand
16	Dr Daniel	Kerstesz	kerteszd@who.int	Regional Representative	WHO	Thailand

Fig 3: The format in which data was collected for UN Clients – Senior Management.

3. **Finding Procurement Opportunities other than UN**

For a business development point of view expansion is really important and for the same my mentor and the director of Wishtree asked me to find more procurement opportunities other than UN. This was the part of International Development project and a source to grt new opportunities from the agencies other than the United Nations. All the development banks, Non-Governmental and Governmental Agencies around the globe go for global procurement and this is the opportunity that Wishtree wishes to seize. The task also required for me to fill out supplier registration form on behalf of Wishtree, and register it on any supplier portal.



International Funding Agencies / Development Banks - Tenders

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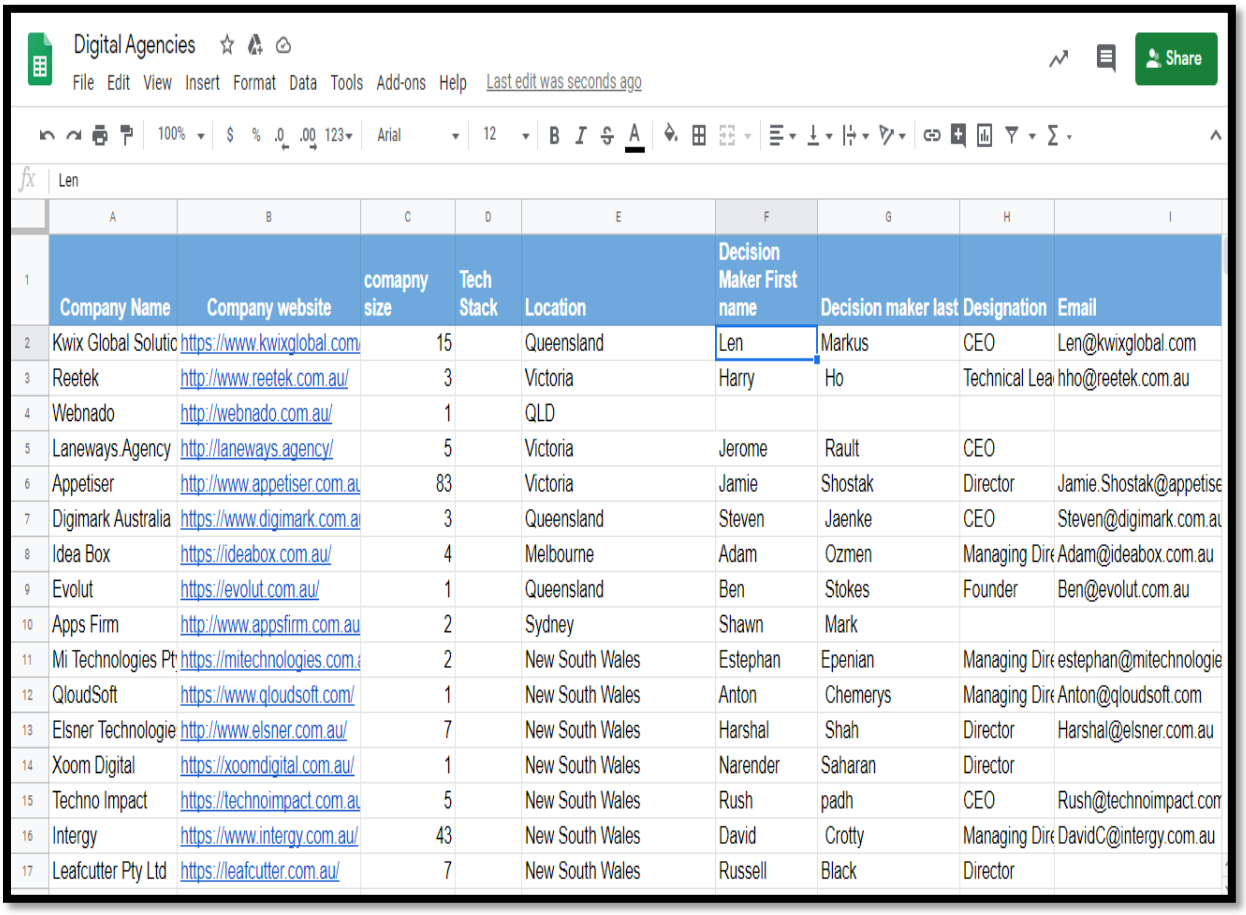
Bank Name

	A	B	C	D	E	F
1		Bank Name	Portal Link	User Name	Password	Note
2	WB	World Bank	https://wbgeconsult2.worldbank.org/wbgec/protected/index.h	[redacted]	[redacted]	
3	ADA	Austrian Development Agency	https://www.entwicklung.at/en/ada/calls/			
4	ADB	Asian Development Bank	https://www.adb.org/projects/tenders			
5	NDB	National Development Bank	https://www.ndb.int/projects/project-procurement/			
6	AFD	Agence Francaise de Developpement	https://www.afd.fr/en/responding-bid-invitation?origin=/en/re			
7	AIIB	Asian Infrastructure Investment Bank	https://www.aiib.org/en/opportunities/business/investment-pr			
8	AFDB	African Development Bank	https://www.afdb.org/en/documents/project-related-procuren			
9	CAF	Development Bank of Latin America	https://www.caf.com/en/projects/			
10	CIDA	Canadian International Development Agency				
11	DFID	Department for International Development, United Kingdom	https://dfid.proactisportal.com/Dashboard	[redacted]	[redacted]	
12	EBRD	European Bank for Reconstruction and Development	https://eselection.ebrd.com/suite/apps	[redacted]	[redacted]	
13			https://ecepp.ebrd.com/delta/noticeSearchResults.html	[redacted]	[redacted]	
14	EC/EU	European Commission/Union	https://ted.europa.eu/TED/browse/browseByMap.do	[redacted]	[redacted]	
15			https://ec.europa.eu/info/funding-tenders/opportunities/porta	[redacted]	[redacted]	
16	EIB	European Investment Bank	https://ted.europa.eu/TED/browse/browseByMap.do	[redacted]	[redacted]	
17			https://www.eib.org/en/projects/cycle/procurement/index.htm			
18	FMO	Netherlands Development Finance Company	https://etendering.ted.europa.eu/general/page.html?name=h	[redacted]	[redacted]	
19	GIZ/KfW/BMZ	German Society for International Cooperation	https://www.dtvp.de/preisliste-editionen-f%c3%bcr-bieter	[redacted]	[redacted]	
20	IADB	Inter-American Development Bank	https://www.iadb.org/en/find-procurement-opportunities/find-			

Fig 4: The format in which the data was collected for Non-UN Agencies.

4. **Creating a database for the IT companies in countries like USA, UK, Canada, Singapore and Australia.**

This task required to collect information for all the companies of the above mentioned countries. Wishtree targets to join hands with offshore companies and get more projects from such companies. Wishtree wishes to collaborate wtih the companies present in these countries and increase its global reach. All these tasks are a part of International Development vision of the company; The contact information gathered would be used for email marketing and promote Wishtree as a brand.



Digital Agencies

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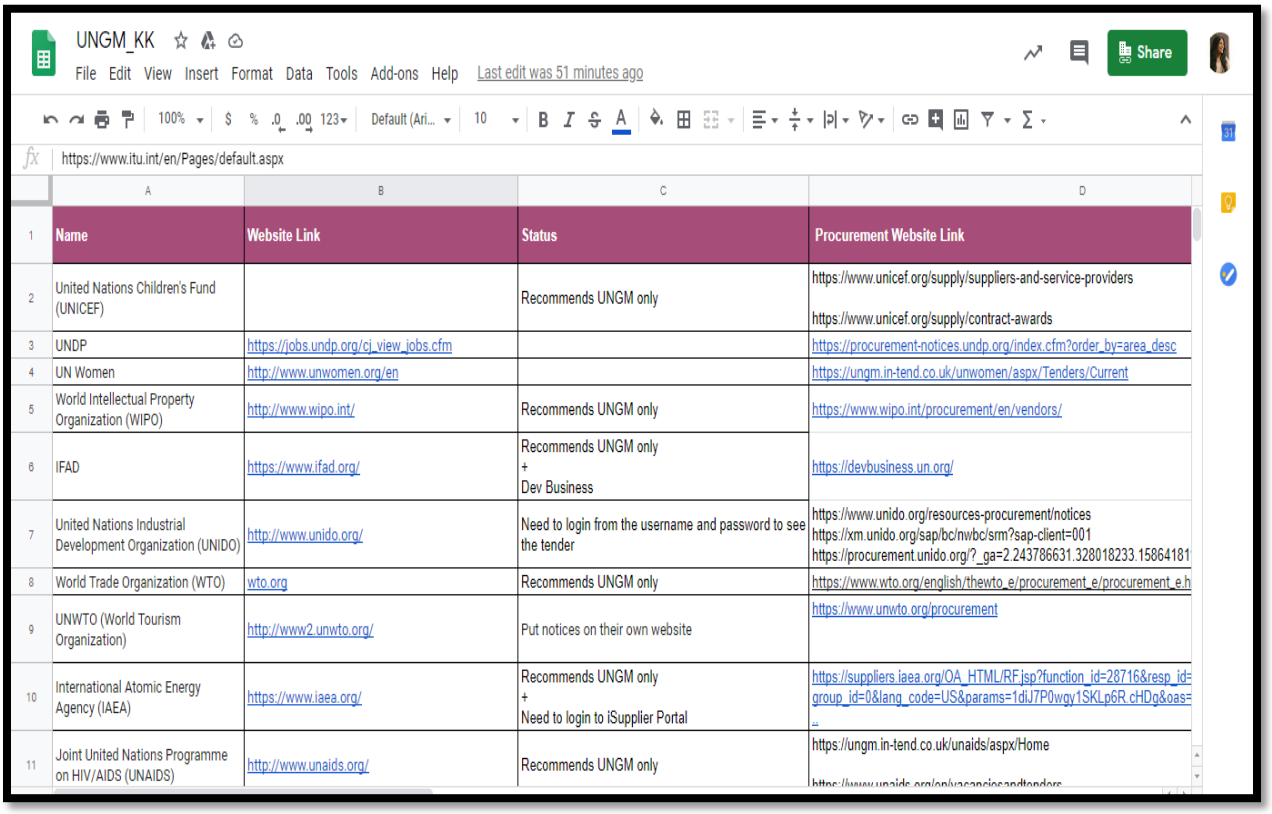
Len

	A	B	C	D	E	F	G	H	I
1	Company Name	Company website	comapny size	Tech Stack	Location	Decision Maker First name	Decision maker last	Designation	Email
2	Kwix Global Solutic	https://www.kwixglobal.com/	15		Queensland	Len	Markus	CEO	Len@kwixglobal.com
3	Reetek	http://www.reetek.com.au/	3		Victoria	Harry	Ho	Technical Lea	hho@reetek.com.au
4	Webnado	http://webnado.com.au/	1		QLD				
5	Laneways.Agency	http://laneways.agency/	5		Victoria	Jerome	Rault	CEO	
6	Appetiser	http://www.appetiser.com.au	83		Victoria	Jamie	Shostak	Director	Jamie.Shostak@appetise
7	Digimark Australia	https://www.digimark.com.a	3		Queensland	Steven	Jaenke	CEO	Steven@digimark.com.au
8	Idea Box	https://ideabox.com.au/	4		Melbourne	Adam	Ozmen	Managing Dire	Adam@ideabox.com.au
9	Evolut	https://evolut.com.au/	1		Queensland	Ben	Stokes	Founder	Ben@evolut.com.au
10	Apps Firm	http://www.appsfirm.com.au	2		Sydney	Shawn	Mark		
11	Mi Technologies Pt	https://mitechnologies.com.a	2		New South Wales	Estephan	Epenian	Managing Dire	estephan@mitechnologie
12	QloudSoft	https://www.qloudsoft.com/	1		New South Wales	Anton	Chemerys	Managing Dire	Anton@qloudsoft.com
13	Elsner Technologie	http://www.elsner.com.au/	7		New South Wales	Harshal	Shah	Director	Harshal@elsner.com.au
14	Xoom Digital	https://xoomdigital.com.au/	1		New South Wales	Narender	Saharan	Director	
15	Techno Impact	https://technoimpact.com.au	5		New South Wales	Rush	padh	CEO	Rush@technoimpact.com
16	Intergy	https://www.intergy.com.au/	43		New South Wales	David	Crotty	Managing Dire	DavidC@intergy.com.au
17	Leafcutter Pty Ltd	https://leafcutter.com.au/	7		New South Wales	Russell	Black	Director	

Fig **5: The format in which the data was collected for IT companies in other countries.**

5. UN Opportunities – Other than UNGM

This task required for me to visit procurement pages of UN Agencies and check whether they recommend **United National Global Marketplace** portal for tender notices or not. The UN Agencies publish any notices or tender alerts through this UNGM Portal and hence all the suppliers are required to have their account on this portal and majority of the UN Agencies call for tenders through this portal only. My task was to visit these agencies' procurement pages and check if they post any requirement on their websites or only use UNGM portal. Some of the agencies like International Court of Justice required the suppliers to mail their bid to the given mail address in addition to posting their bid on UNGM Portal. Agencies like United Nations Industrial Development Organization (UNIDO), World Tourism Organization (UNWTO), United Nations Office for Project Services (UNOPS), International Atomic Energy Agency, UN-HABITAT, CTBTO etc post their requirement on their websites as well other UNGM.



UNGM_KK

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https://www.itu.int/en/Pages/default.aspx

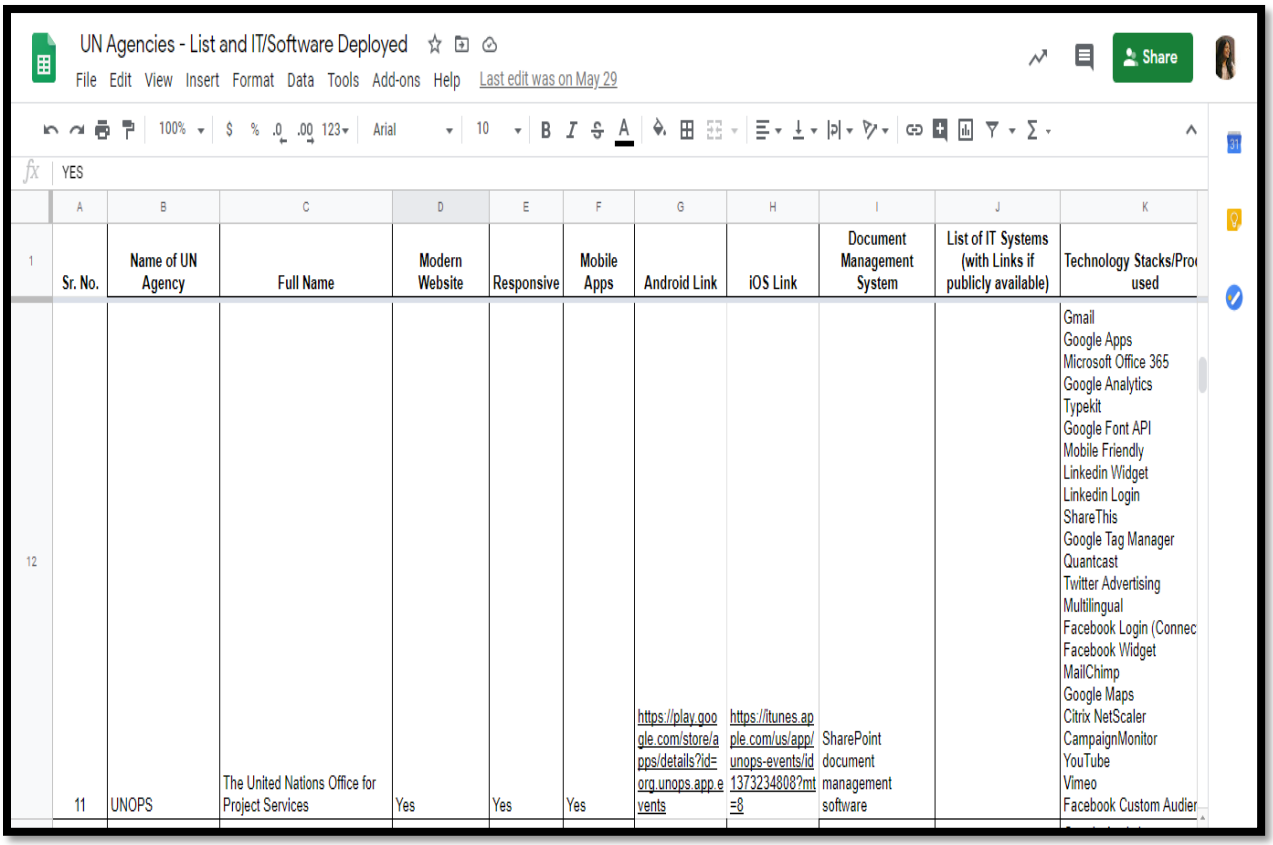
	Name	Website Link	Status	Procurement Website Link
2	United Nations Children's Fund (UNICEF)		Recommends UNGM only	https://www.unicef.org/supply/suppliers-and-service-providers https://www.unicef.org/supply/contract-awards
3	UNDP	https://jobs.undp.org/cj_view_jobs.cfm		https://procurement-notices.undp.org/index.cfm?order_by=area_desc
4	UN Women	http://www.unwomen.org/en		https://ungm.in-tend.co.uk/unwomen/aspx/Tenders/Current
5	World Intellectual Property Organization (WIPO)	http://www.wipo.int/	Recommends UNGM only	https://www.wipo.int/procurement/en/vendors/
6	IFAD	https://www.ifad.org/	Recommends UNGM only + Dev Business	https://devbusiness.un.org/
7	United Nations Industrial Development Organization (UNIDO)	http://www.unido.org/	Need to login from the username and password to see the tender	https://www.unido.org/resources-procurement/notices https://xm.unido.org/sap/bc/nwbc/srm?sap-client=001 https://procurement.unido.org/?_ga=2.243786631.328018233.15864181
8	World Trade Organization (WTO)	wto.org	Recommends UNGM only	https://www.wto.org/english/thewto_e/procurement_e/procurement_e.h
9	UNWTO (World Tourism Organization)	http://www2.unwto.org/	Put notices on their own website	https://www.unwto.org/procurement
10	International Atomic Energy Agency (IAEA)	https://www.iaea.org/	Recommends UNGM only + Need to login to iSupplier Portal	https://suppliers.iaea.org/OA_HTML/RF.jsp?function_id=28716&resp_id= group_id=0&lang_code=US&params=1diJ7P0wgy1SKLp6R.cHDg&oas=
11	Joint United Nations Programme on HIV/AIDS (UNAIDS)	http://www.unaids.org/	Recommends UNGM only	https://ungm.in-tend.co.uk/unaids/aspx/Home

Fig 6: The format in which the data was collected for verifying the procurement pages of UN Agencies.

6. Creating a Database for the Software Deployed by the UN Agencies

In this task I was required to create a database of the technology stack by different UN Agencies. The task also required for me to check the websites of these UN Agencies and review them as responsive or not. A website should be both desktop and mobile responsive and should take minimum time to be fully loaded. Also another task was to check whether these agencies had any apps or not. For finding what sort of software they used I mostly referred to their websites, news aricles, and some past data available, Some of the information was available in the websites like Crunchbase, Apollo etc. The most common software used by these agencies were:

Outlook	World Pay	Google Tag Manager
MailChimp,	Google AdSense	Facebook Login (Connect)
SPF	Google AdWords	Font API
Microsoft Office 365	Conversion	Google Custom Search
Drupal	Facebook Custom Audiences	Google Analytics
Hotjar	YouTube	Facebook Widget
DoubleClick	Conversion	PHP 5.3
Flowplayer	Varnish	DoubleClick
Apache	Twitter	Google Dynamic Remarketing



UN Agencies - List and IT/Software Deployed

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Share

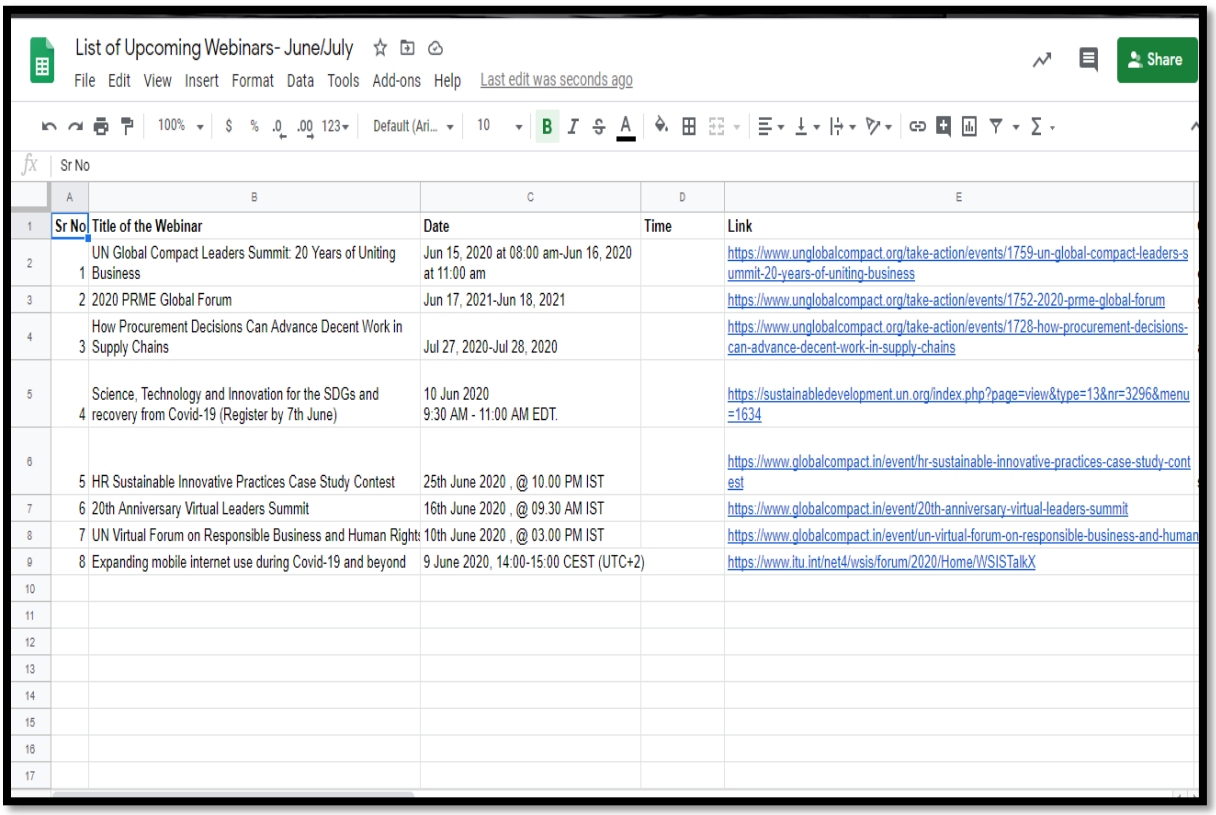
fx YES

	A	B	C	D	E	F	G	H	I	J	K
1	Sr. No.	Name of UN Agency	Full Name	Modern Website	Responsive	Mobile Apps	Android Link	iOS Link	Document Management System	List of IT Systems (with Links if publicly available)	Technology Stacks/Pro used
12	11	UNOPS	The United Nations Office for Project Services	Yes	Yes	Yes	https://play.google.com/store/apps/details?id=org.unops.app.events	https://itunes.apple.com/us/app/unops-events/id1373234808?mt=8	SharePoint document management software		Gmail Google Apps Microsoft Office 365 Google Analytics Typekit Google Font API Mobile Friendly Linkedin Widget Linkedin Login ShareThis Google Tag Manager Quantcast Twitter Advertising Multilingual Facebook Login (Connec Facebook Widget MailChimp Google Maps Citrix NetScaler CampaignMonitor YouTube Vimeo Facebook Custom Audier

Fig 7: The Format in which the data was collected for IT software deployed by the UN Agencies

7. Creating a database for upcoming Webinars

Owing to the current pandemic Webinars are the new Summits. Every organization around the world is adopting virtual platforms to meet and discuss the concerned issues around the globe. According to Mr Dilip Bagrecha, who assigned me this task, Webinars are a great medium to connect to new business professionals and a strategy to increase brand awareness. These webinars provide a platform to meet new clients and observe the business tycoons from all around the world. It is also a great platform to learn and explore about the happenings in and around the world. The task required for me to create a list of upcoming webinars in the month of June and July. United Nations Global Compact is the main body that organizes most of the webinars for United Nations. It addresses all the recent issues and guides the business as to how they should operate in near future. There are various summits of young leaders and is a very experiential form of learning,



List of Upcoming Webinars- June/July

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Sr No

Sr No	Title of the Webinar	Date	Time	Link
1	UN Global Compact Leaders Summit: 20 Years of Uniting Business	Jun 15, 2020 at 08:00 am-Jun 16, 2020 at 11:00 am		https://www.unglobalcompact.org/take-action/events/1759-un-global-compact-leaders-summit-20-years-of-uniting-business
2	2020 PRME Global Forum	Jun 17, 2021-Jun 18, 2021		https://www.unglobalcompact.org/take-action/events/1752-2020-prme-global-forum
3	How Procurement Decisions Can Advance Decent Work in Supply Chains	Jul 27, 2020-Jul 28, 2020		https://www.unglobalcompact.org/take-action/events/1728-how-procurement-decisions-can-advance-decent-work-in-supply-chains
4	Science, Technology and Innovation for the SDGs and recovery from Covid-19 (Register by 7th June)	10 Jun 2020 9:30 AM - 11:00 AM EDT.		https://sustainabledevelopment.un.org/index.php?page=view&type=13&nr=3296&menu=1634
5	HR Sustainable Innovative Practices Case Study Contest	25th June 2020 , @ 10.00 PM IST		https://www.globalcompact.in/event/hr-sustainable-innovative-practices-case-study-contest
6	20th Anniversary Virtual Leaders Summit	16th June 2020 , @ 09.30 AM IST		https://www.globalcompact.in/event/20th-anniversary-virtual-leaders-summit
7	UN Virtual Forum on Responsible Business and Human Rights	10th June 2020 , @ 03.00 PM IST		https://www.globalcompact.in/event/un-virtual-forum-on-responsible-business-and-human
8	Expanding mobile internet use during Covid-19 and beyond	9 June 2020, 14:00-15:00 CEST (UTC+2)		https://www.itu.int/net4/wsis/forum/2020/Home/WSISTalkX

Fig 8: The format in which the data was collected for the upcoming webinars.

- **Nature of problem:**

Wishtree has worked with UN agencies for quite some time now and wants to expand its brand name. The company now has a vision to be a recognised brand among these UN agencies, they want to use their goodwill, and get connected with more UN agencies and not only with the existing ones. They want to be a seen as a brand that is being recommended by UN agencies to other big clients. And as a part of this vision, it is required to gather the information of senior UN clients whom could be contacted and be pitched.

Finding the contacts of the senior management was tiresome but it was a very important task from a business development intern perspective. Also we would be using the contact details of these people for email marketing campaign, and hence finding mail ids was a very important task. This task has made me learn how to find email ids of important clients and the use of various chrome extensions. All the tasks assigned has involved a lot of data digging and scraping, it has made me experience how a business development executive work. Also as a part of increasing awareness about how businesses are working globally, I am assigned to prepare the list of webinars that are conducted by UN. Attending these webinars would provide with some useful insights and would also help in client building as many important personalities attend these webinars organized by the UN.

Also Wishtree aims to serve other International Clients other than UN, and hence for the same finding other International Funding Agencies was a task. Most of the International Agencies, be it Governmental or Non- Governmental procures their need of goods and services from suppliers all around the globe, and Wishtree wanted to grab such opportunities. Therefore as a part of this vision, I researched and found around 20+ such organizations. The names are as mentioned below:

International Monetary Fund
New Development Bank
Asian Infrastructure Investment Bank
Central American Bank for Economic Integration
Economic Cooperation Organization Trade and Development Bank
Eurasian Development Bank

Organisation for Economic Co-operation and Development
Japan External Trade Organization
Peace Corp USA
Oxford Committee for Famine Relief.
Millennium Challenge Corporation
Department of Foreign Affairs and Trade
Nordic Investment Bank
Bank for International Settlements
World Custom Organization
World Vision International Nepal
Action Aid India
The International Criminal Police Organization
The Black Sea Trade and Development Bank
American Red Cross
Cooperative for Assistance and Relief Everywhere
European Economic and Social Committee
EUROPEAN DATA PROTECTION SUPERVISOR
World Resource Institute
Conservation International
The Nature Conservancy

- **Objective of the project:**

- To generate leads using social media platforms – LinkedIn, Twitter and Facebook.
- To connect with senior management of UN Agencies and tell them about Wishtree
- To study 12 remote requirements platform, prepare an analysis report and choose best 3 platforms to work with for the lead generation.
- To connect with new prospects on LinkedIn
- To perform data scraping
- To understand segmentation, targeting and positioning (STP) in Business activities of the company.
- To study current customer segment and identify new customer segment.
- To find out the companies working for UN in order to understand the competition and find out the improvement area.
- To find opportunities in the global marketplace.
- To find International Agencies and Development Banks who provide procurement opportunities for further Business Development
- To use the existing goodwill of the company to reach out to bigger potential clients.
- To generate leads using websites like clutch.co, goodfirms, D&B etc.

- **Expected Benefits:**

The project is being expected to generate more leads and convert them into Wishtree's customer, which in-turn increases the company's business. Lead generation and engagement with prospects using social media was an effective means of initial communication with clients to understand their needs and how to deliver them. A business development plan for the company would be developed at the end of the project which can be implemented over the long term. And for the same I have to undertake an extensive study to understand customer needs and to convert leads to customers. The task assigned to me, in terms of getting new projects, would directly affect the company's growth. I established the company's lead generation strategy, and successfully implemented it during the internship for two months. Besides that the anticipated benefits were:

- Have a business development plan to make sales easier.
- Use LinkedIn, Twitter and Facebook to promote the production of lead.
- To strengthen the Wishtree-UN relationship
- To analyze market competition by creating database of the company working with UN.
- To gather information of IT Companies and their decision makers in the countries like USA, UK, Canada, Singapore, and Australia.
- To expand business and work for other International funding agencies other than United Nations.

2. Methodology

Models and methods incorporated:

1. Business Development and Communication Model

The following models were used to better understand the business development process, namely, the Business Development and Communication (BDC) model. After recognizing the stages of product development the BDC model was planned and developed. In Figure 1, the BDC model is explained:

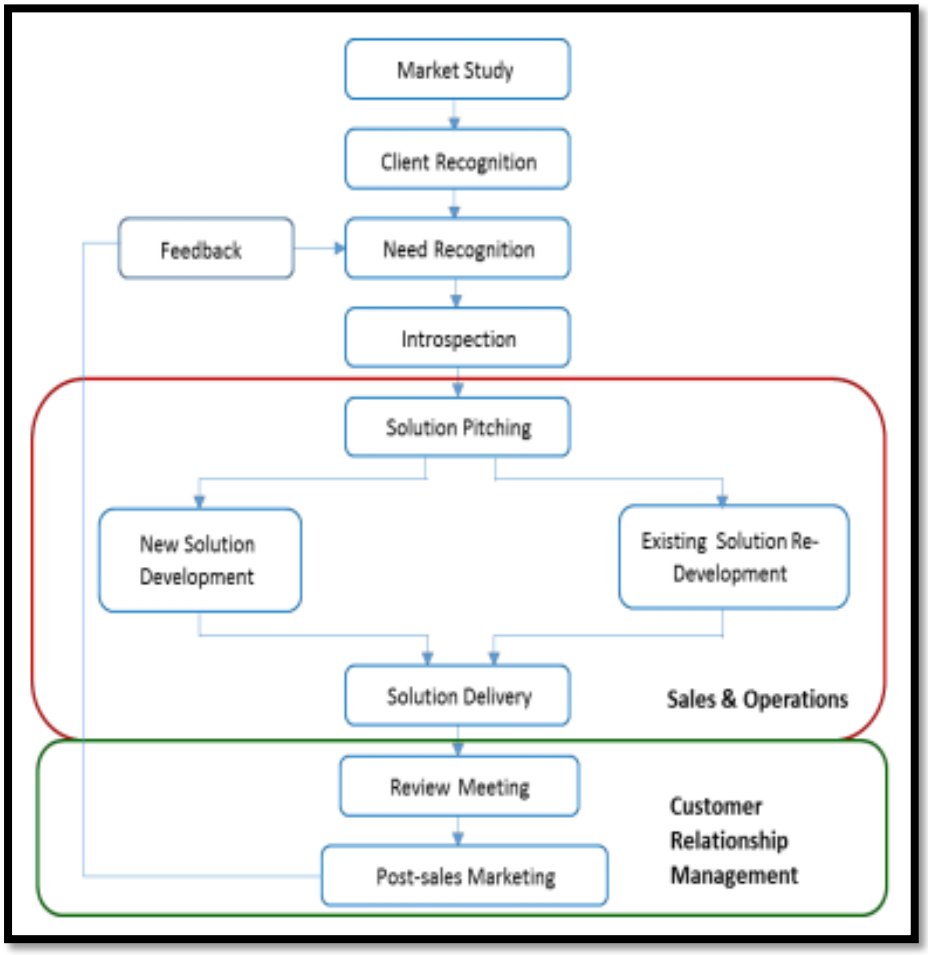

Fig 9: Business Development and Communication (BDC) model

a. **Market Study:** This refers to the research a business undergoes before stepping into the market. Since Wishtree wishes to expand its business in the countries like USA, UK, Canada, Singapore and Australia, it would first study the already existing IT and software companies in the above mentioned countries. Therefore the need of creating a proper database arises.

   In similar grounds when we talk about expanding procurement opportunities, first and the foremost thing to do is to study the terms and conditions of all the International Agencies providing procurement opportunities. Also it is required to check whether a particular procedure is to be followed to become a supplier or not. All this comes under the market study.

b. **Client Recognition:** Most of the tasks assigned to me were based on client recognition only. Since having a correct point of contact (POC) for business development is very much required, finding the same is a tedious job. But once the correct client is recognized converting them into potential client becomes easier. And hence Client Recognition is the next ideal step in business development.

c. **Need Recognition:** After the Client is being recognized, identifying and catering to their specific need is important. Since Wishtree works for individual clients, working according to the need of individual clients is important. Wishtree is into niche market solutions and caters to specific need of the clients, also updating its service catalogue is also important. Hiring more developers and designers becomes important for the company.

d. **Solution Pitching:** It refers to pitching the prospective clients about the services provided by the company. It can be of two types **New Solution Development** and **Existing Solution Re- Development.** Some of the clients might choose the services that is already being offered by the company and some might ask for some modification. Wishtree caters both of the category. It offers its client a proposal of creating a **Minimum Viable Product (MVP).**

e. Solution Delivery: Wishtree uses 7 step strategy to deliver its process. These 7 steps are:

- Discovery
- Strategy
- Content Creation
- Design
- Development
- Testing and Launch
- Maintenance and on-going support

f. Post-sales marketing: After sales marketing and support and marketing is of utmost importance. The word of mouse is the new trend and hence every client testimonial is important. Also ongoing support services helps in long lasting relationship with the clients.

2. Funnel Marketing Model:

Business Development process can differ widely and vary greatly from organisation to organisation. Consider how skilled services companies are having new business through the following model:

Fig 10: 3 Stages of the Marketing Funnel

The model's first two phases, Attracting Prospects and Develop Engagement, are typical roles of marketing. Turning Prospects into Customers, the final stage is a typical sales method. In the conventional position, business development will look for new distribution channels or marketing partners.

Yet the functions change, and conventions for naming evolve. In today's world several businesses refer to the entire cycle of marketing and sales as business development

- **Attract Prospects**

  It is the point at which the potential client is aware of your existence. Approximately 30-40 per cent of the content will be written with understanding as best practice. This stage makes the company aware of potential clients and introduces you to the target market. Awareness content needs to concentrate on best practices on trends or education, and is largely free of explicit sales-oriented advertising.

  This is the widest part of the funnel as it can be seen in the figure, it is so because when we target any new market we reach out to the maximum clients possible. Since the conversion rate is not so high, reaching out to maximum clients increases our chances to develop our business.

  Owing to this explanation I was requires to create a database of 500 plus contacts in each and every task. This stage uses referral sources, existing customer testimonials to expand the business.

- **Build Engagement:**

  Like the stage of attracting prospects, 30-40 percent of this content should concentrate on helping the client gage what you have to give. Focus on producing content that compares your company against that of your rival by communicating each individual's unique selling features and demonstrating the superiority of your product or service over your competitors. The customer has to consider what their needs are, and how the business addresses those needs – against the rival.

  Although this stage is more focused on nudging the consumer into purchasing your product or service than the awareness stage, you do need to avoid a hard sales pitch. Your approach will concentrate mainly on educating the reader about the benefits he or she would get from the functionality of your product or service.

- **Turn opportunities into clients:**

  A typical funnel is wider at the top, and gets smaller as you go down. As for the marketing funnel, the funnel 's coversion stage is the smallest. If you've pushed a possible lead through awareness and engagement, they’re up for sale now.

That's the time for the sales pitch. Yet, caution has to be handled. Good practices for decision-making are to recognize the business' core differentiating factors and key advantages. Including calls for action on your website, whether in the text body or on a side bar, can help increase the probability of a lead being created by your content.

For almost every B2B Business' Funnel marketing is important. Though the process in each step might differ but the objective is same. As for Wishtree, this is the main model on which their Business Development Plan was based. All the employees working under this department work according to this model. Though there is no stringent rule to follow the above mentioned steps but it is expected to follow these steps. The main work of any Business Development executive is to identify the potential lead and generate sales. The process of converting a new client into a prospective client calls for tremendous efforts and patience. Follow up is a very necessary mantra for a successful conversion, a client must feel secure and confident about choosing your service. And gaining this trust is the responsibility of BDA team.

- **How information related to the problem was collected?**

Here at Wishtree Mr Amit Majithiya has been assigned as my mentor. He works as a Business Development Executive here at Wishtree. Apart from Mr Amit, Mr Dilip Bagrecha also guides me and assigns me with tasks. In the first week of my internship I was assigned with the task of finding contacts, mainly senior management of various UN agencies. Another task was to review procurement sites of these UN agencies and check for the updates. I was given some raw data pre handedly and was asked to add on to that information.

Wishtree has a very diverse portfolio and participates in the development of websites and apps for different companies. Such apps is tailored to the requirements of the users, and could also be further adapted to the requirements of other companies. I was therefore assigned to identify companies within the same domain as Wishtree's existing clients.Preliminary problem was in client and need recognition (refer figure-1).

Finding senior management team of various UN agencies called for using social media platform like LinkedIn, Twitter, and Facebook. UN websites was also a source of finding the contacts that I was looking for. Also I had to go through some of the recent news articles so as to find the contacts that were most suited for this organization.

All the information of new prospects was recorded in a format which includes UN agencies name, the name of CEO/director, email address, contact no, LinkedIn profile, twitter handle. For gathering contact details Hunter.io, snov.in, MailDB and Norbert were used, they are lead generation website and tools. Also the information regarding the clients that are working with UN was collected in the format – UNGM Portal number, Title of the project, Company name, Project Bid, Name of CEO/Director, email address, phone number and LinkedIn address. This information was asked to gather in order to review at what bid the competitors are offering their services to the UN. This would help in turning in more projects next time any tender comes up.

All the information related to the new procurement opportunities was gathered in a format which includes Organisation name, Procurement Link, Username, Password for the same, Comment. For finding new business opportunities I searched all the Development Banks of the world, also other Non Profit Organization, and some of the International Governmental Bodies. I was also

responsible for registering Wishtree as a potential supplier in most of these agencies. All this information was then by used by Mr Keshav Kant (Business Development Associate) to look on a daily basis if any new opportunities were posted on these websites and portals.

All the information related to finding software used by UN Agencies was done in the format: Name of UN Agency, Full Name, Modern Website, Responsive, Mobile Apps, Android Link, iOS Link, Document Management System, List of IT Systems (with Links if publicly available, Technology Stacks/Products used, Website. The chrome extensions used to find all the required information was – Apollo.io, Hunter.com, etc. Also to gather these information I had to refer to various news articles, blogs on their website, got thorough with their websites.

All the information related to finding IT Companies in countries like USA, UK, Canada, Singapore, and Australia was done in a format: Company Name, Company website, Company size, Tech Stack, Location,Decision maker first name, Decision maker last name, Designation, Email, LinkedIn, Contact Number. To find all the required information extensions used were snov.io, clutch.co, goodfirms etc. This information will be used as a primary database for carrying out the email blast that the company is planning to do in the month of September.

- **How this information was analyzed in order to understand the problem in its proper perspective and if necessary to redefine the problem?**

LinkedIn sales navigator is one of the best resource (tool) to perform company analysis. Information ranging from company size to company growth over past years can be analysed using this tool. For example: if we have done a project for World Bank then all its sister concerns can be searched on sales navigator, then digging in their profile we would be able to identify is they are in a need of any software solution. If they are then our project with World Bank can help us in getting an edge. Along with that information of the company size, its growth, and existing IT department, etc. can be collected using sales navigator. Using all the data collected, I was able to divide the prospects from interested to least interested and we were able to target the most interested clients first and focus on them.

There are many ways of generating leads online, first alternative is increasing engagement on social media platforms and especially on LinkedIn. Because nowadays it is the only network which is extensively used by corporate for getting new leads and connecting with prospects.

LinkedIn sales navigator is one such tool which can actually increase lead generation and brand awareness of the company. LinkedIn has a vital role in market study, client recognition, need recognition, and solution pitching.

Since Wishtree this year aims to be the “to go” company for various UN Agencies and other International clients, the main aim of my internship is to first gather data of prospective clients and then work on pitch where Wishtree is branded as a company that can provide the best solutions at affordable cost. Wishtree aims to use the positive response from its existing clients as a testimonial for future prospective clients.

3. Exploration of Alternatives

There are many ways of generating leads online, **first alternative** is increasing engagement on social media platforms and especially on LinkedIn. Because nowadays it is the only network which is extensively used by corporate for getting new leads and connecting with prospects. LinkedIn sales navigator is one such tool which can actually increase lead generation and brand awareness of the company. LinkedIn has a vital role in market study, client recognition, need recognition, and solution pitching

Another alternative to generate lead is Email marketing and content marketing. All the B2B Business generate lead through email marketing, it helps in reaching out to the specific and potential leads. A strong database is required for Email marketing. There are many chrome extensions available for doing bulk mailing like snov.io, getemail.com, rocketreach, Apollo, etc. Email Marketing can help in getting faster results as compared to LinkedIn marketing, though the rate of conversion in email marketing is really low.

Third alternative was immediate hiring of IT consultants who can expand our business across USA, UK, Australia, and Singapore. Here “In Mail” facility of Linked was used extensively. Around 100 profiles were searched using LinkedIn sales navigator, then I had interacted with few of them for explaining to them our business and requirements, and further discussion was handled by CEO himself.

4. Conclusion

- ### Nature of Solution

The solution for raising sales and brand awareness is based on the presence of social media and engaging online prospects. It is the combination of professional, social, and remote portals. The very first interaction between company and customer occurs online in today's scenario, hence the digital presence of the company is of utmost importance. With the IT industry highly competitive, sustainability is challenging. But Wishtree has an edge over it, as it offers its customers unique solutions and focuses on the niche market. The solution implemented here is in keeping with the company's core strategy and would therefore help the company grow. Business Development is multichannel, competitive in nature and consistent with the organization's current strategy.

- ### Recommendation and action plan

The basic action plan would be to use all the database that have been made in the course of the internship in appropriate manner. The data collected for competitor benchmarking should be thoroughly examined and a new plan should be made to compete with them. Also as the company is planning to get in touch with the senior level management of the UN Agencies, it should surely use its existing goodwill to build the rapport and increase its brand awareness among these senior level management clients. There is no absolute plan to increase business and sales, but rather it is combination of all the channels. Here multiple channels were used to cater leads from different sector. Continuing with any one alternative out of the all defined would be giving less returns in terms of lead generation. But combination of all the platforms would be giving high returns. Action plan her caters all the steps of BCD model. Also all the procurement portals that have been added in the course of internship by me should be regularly watched and any new opportunity should be seized.

Recommendation would be that the company should use testimonials of the agencies that they have worked with and should use it to acquire more clients. Also they should enlist their name in IT Companies' directory websites like, Clutch, D&B, Goodfirms etc. Hiring good IT consultant should also be considered by the company. Since it was a virtual internship recommending more action plan is a task but still the company should try to seize all the social media platforms to increase its brand awareness and should collaborate with more IT giants to increase its presence.

PART C – LEARNING FROM THE SUMMER TRAINING

These 10 weeks of internship has helped me in understanding the vertical of Business Development, especially International Business Development. It was very different experience as it was a virtual internship but still my mentor and the director of the company have helped me in learning various aspects of Business Development. The first and the foremost lesson that I learnt is the importance of maintaining databases. These databases are really important in day to day activities of the firm and helps in staying organized. Another important lesson that I learnt is the importance of review meetings and feedbacks, it really helps in improving and learning a lot. There are various learning in this internship, some of them are listed below:

- As Wishtree was a startup it gave me an opportunity to work directly under the director of the company, Mr Dilip Bagrecha, and it helped me in understanding the work culture of a startup. As there was no hierarchy , everybody was aware of all the business affairs. Mr Dilip helped me in understanding the various aspects related to **B2B Lead Generation.**

- Apart from Business Development, this internship helped me gain insight in the vertical of **International Business Development,** and helped me in knowing as to what factors govern International Business and what is popular in various demographic regions.

- I had learned and implemented **segmentation, targeting and positioning (STP)** for Wishtree technology, which in turn gave me a glimpse of them for IT industry as a whole.

- This Internship helped in implementing the theoretical knowledge gained in classroom, namely **business development communication mode**l was identified and implemented to identify problems, facilitate sales and increase brand awareness.

- I had a hands on experience on Lead Generation and data scrapping using the tools like LinkedIn, Sales Navigator, Hootsuite, Hunter, Snov, Apollo, D&B, and many more.

- One very useful website that I came to know is **Crunchbase**. It is a one stop solution website that will help you gain knowledge on any information related to any organization of the world. It gives you details related to the investors, the funding rounds, the CEOs, the valuation of the company, the details of foundation of the company etc

- **Asana - Project management software** was used by the company for keeping record of each and every task we perform. The task are shared with mentor and CEO. All the data and files related to that task should also be uploaded on Asana portal with the description and comments. Asana would not only save the project data but also keep our progress record, which can help mentor in evaluating our performance.

- Lead generation is not a single day task; a conversion takes weeks and even months. Connecting to a professional platform can not guarantee the generation of leads, but it is the first vital step and will definitely increase your success ratio. Continuous follow-up is also important for closing any deal

- Now I am well versed with some of the key resources that the emerging managers of today need to learn about, the most key of which is LinkedIn Sales Navigator. I am confident enough with the whole process of lead generation activity and business development

- The overall experience of the internship was very insightful and experiential. It had helped me in learning a lot and has definitely provided me with corporate exposure.

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6.) https://techcrunch.com/2016/05/02/the-future-of-digital-lead-generation

Annexure – 1

1) Comment on posting

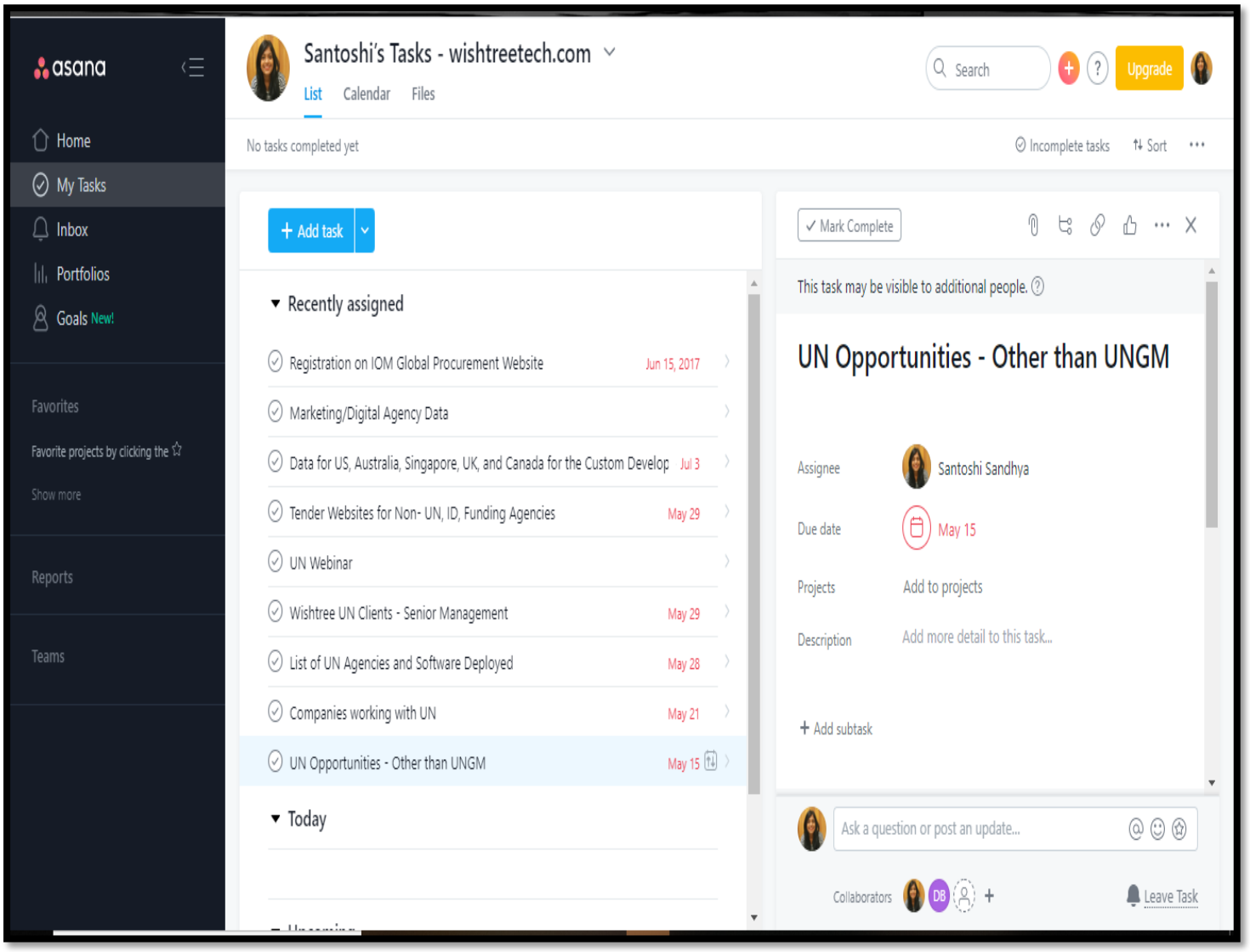
- Hello (Client name), We have a team of creative, expert and experienced web/mobile/Android/(According to posting) developers who can be of precise and immediate assistance to you for the assignment. Let's connect to discuss further.
- Hello (Client name), We work for global organizations like The World Bank, The United Nations, Campbell, Johnson Group and many others. We can be of precise assistance to you for your assignment. Let's discuss.
- Hello (Client name), We have a team of highly skilled engineers who can be of precise assistance to you for the role. Kindly skype/email me on x.y@wishtreetech.com for further discussion. Let's connect.
- Hello (Client name), If you are open for a cost-effective remote model, we can provide you a kick-ass developer for your assignment immediately. Let's connect to discuss further
- Let's talk in detail. Sent you invitation to connect
- Let's talk!
- Hey<Client Name>, We have an expert team of dev here. Let's discuss more please email at x.y@wishtreetech.com

2) Sending Invitation

- Hi (client name), I have seen your posting for (Requirement) and we can be of precise assistance to you with our team of expert, creative and experienced engineers. Let's connect to discuss further.
- Hi (Client Name), We can be of precise assistance to you for your (development) requirement posted on LinkedIn. Let's connect to discuss further.
- Hi (Client name), Let's connect here to discuss your requirement of (development) posted on LinkedIn.

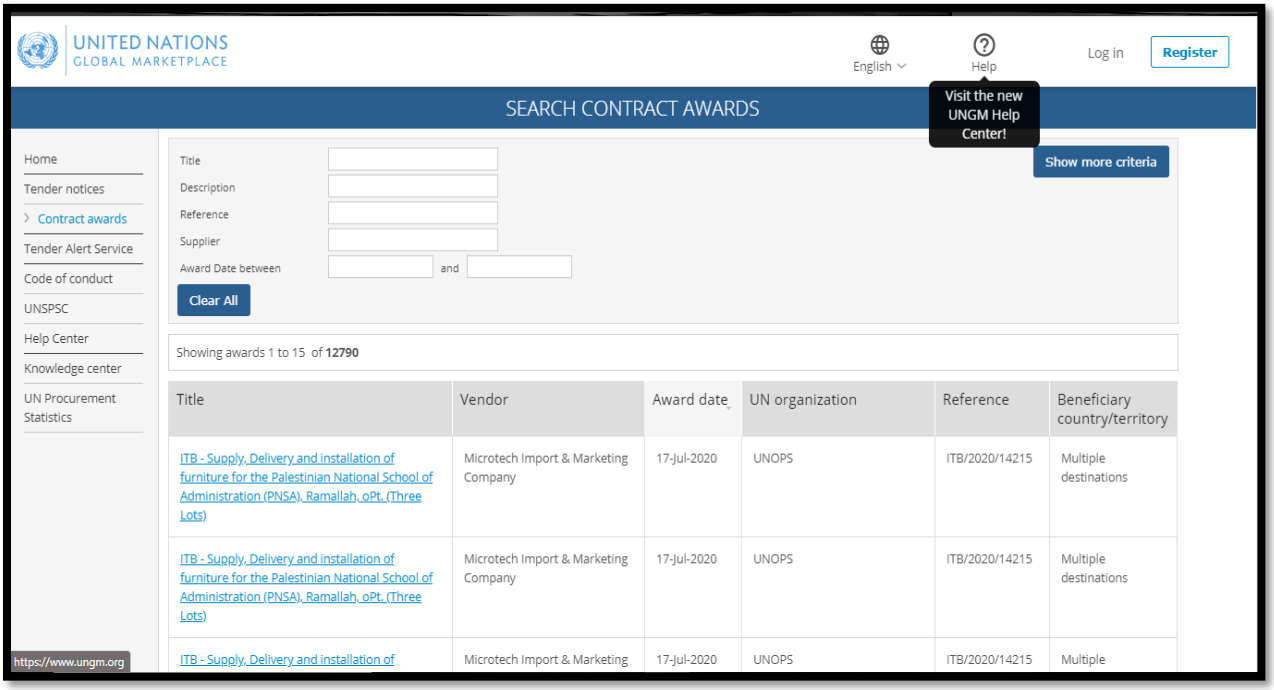
Annexure – 2

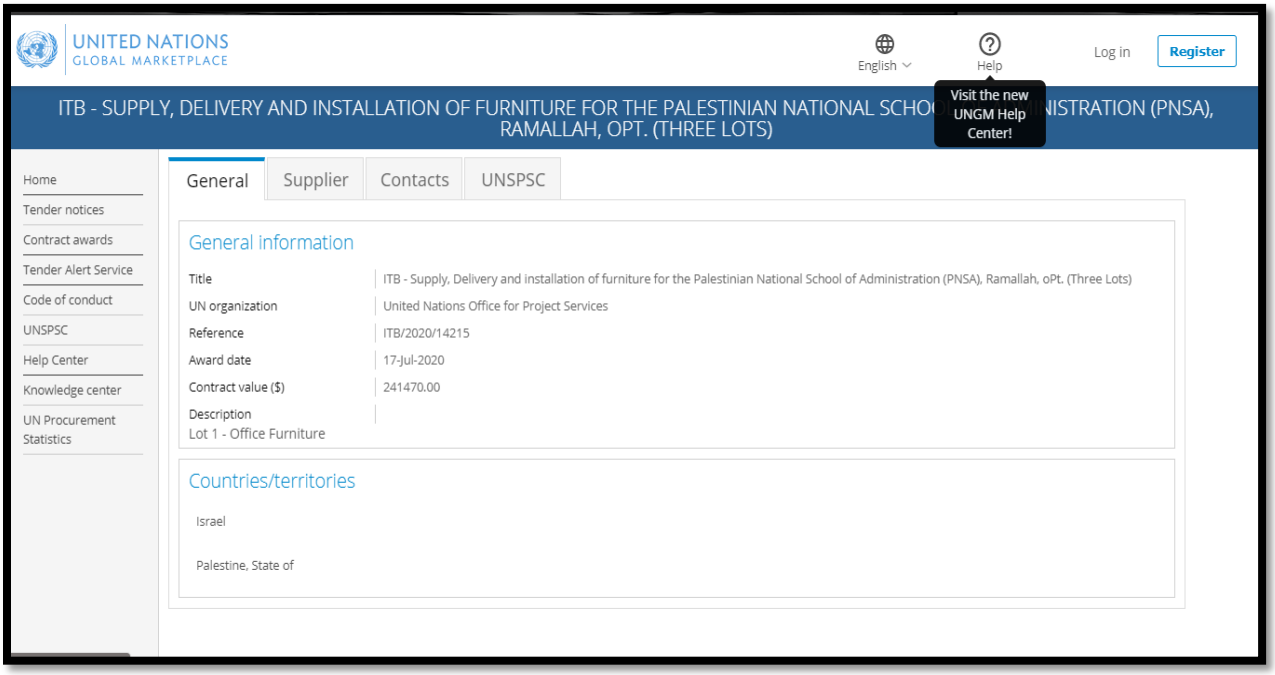
Asana - Project Management Software



Annexure – 3

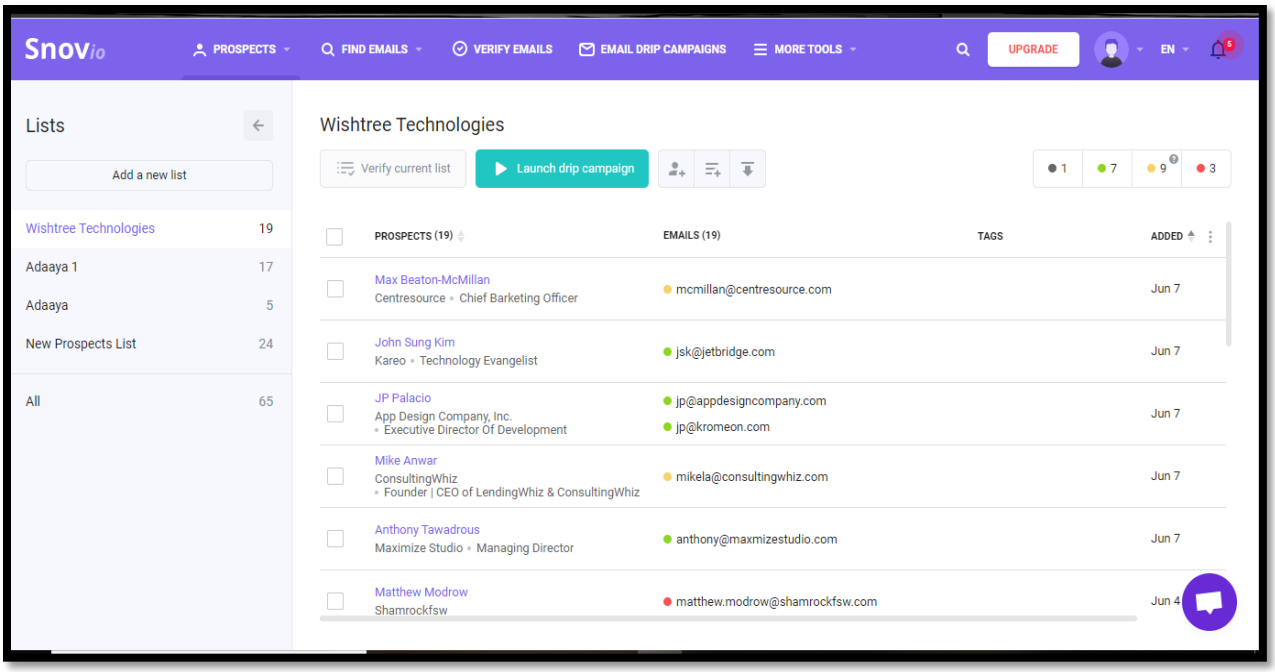
United Nation Global Marketplace – A portal for Suppliers

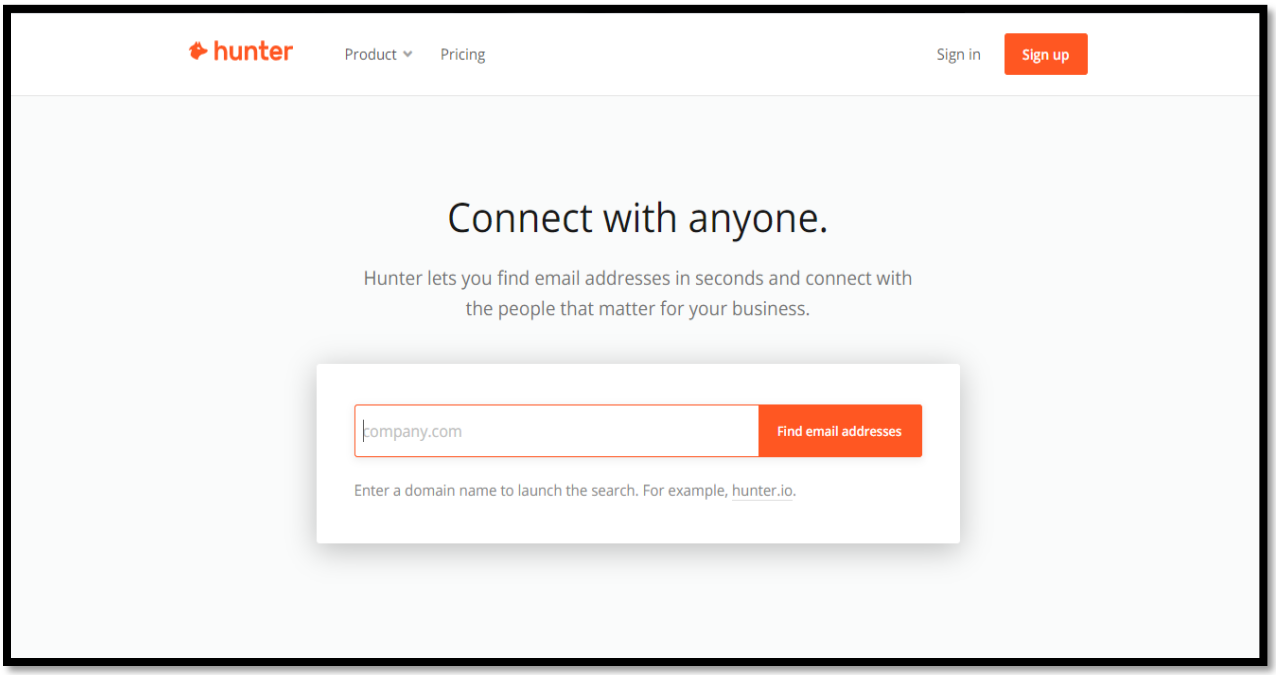


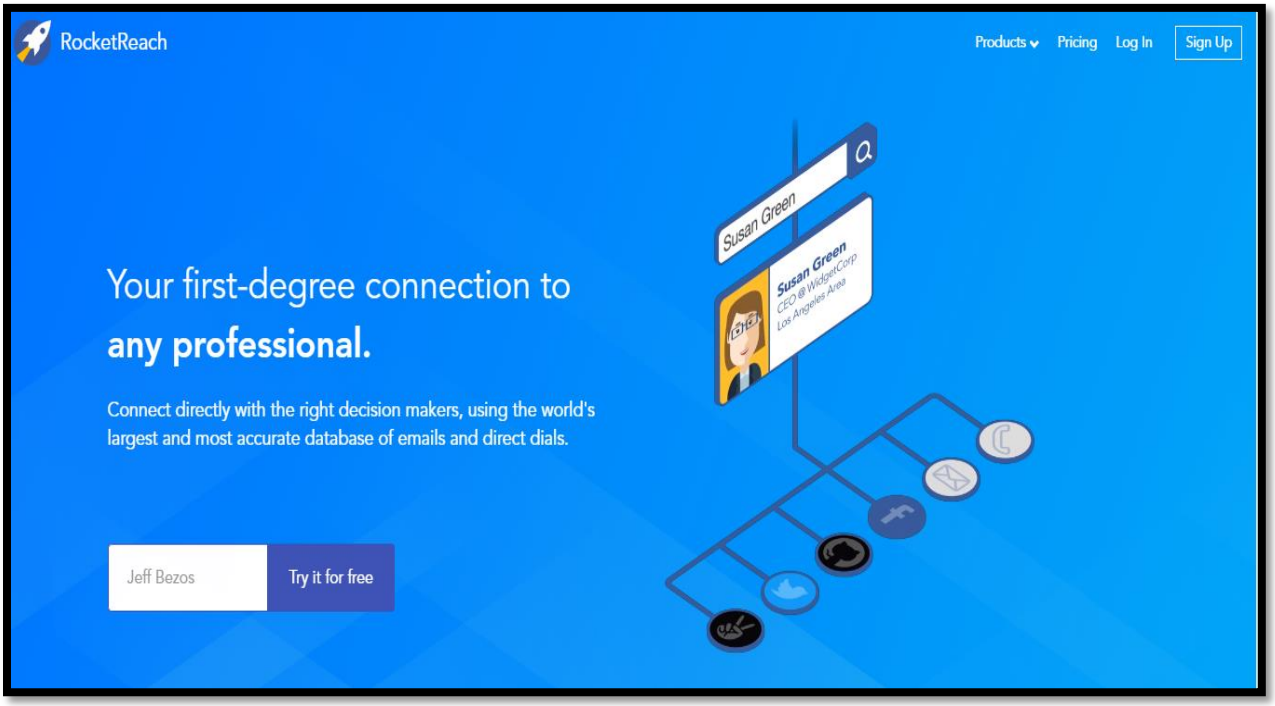


Annexure – 4

Chrome Extension – Snov, Hunter, Rocketreach






RocketReach
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