

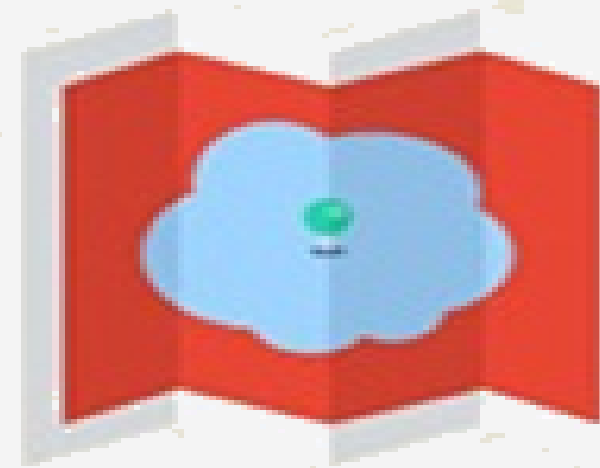
How to Start Up ?

IDEATE / OBSERVE



Think of problems you wish to solve. Choose the one you feel most passionate about or the one that you know you can make a difference to.

NOTE / DRAW



Always make note of your ideas and probable solutions you think of. Draw rough sketch of your idea or just list the key requirements of the execution plan.

NOTE / DRAW



Research on the topic or find people who can help you with it. Help yourself always, and others will join in sooner or later. Build prototypes to visualize & validate!

Believe in YOURSELF and You can do anything !

Execution makes the Idea rise or fall !



Ideas may be the same ,
but **Execution** : how you reach from A to D , is the **Game Changer** !

Entrepreneurship is a Win – Win Game



- Build relations
- Take risks
- Work harder
- Work smart
- Be a decision maker
- Learn something new each day!

You may or may not hit success during your first few attempts,
But you don't fail either. The **lessons you learn are priceless** & some things are best learned when
experienced !

INNOVATIVE MODELS FOR THE FOOTWEAR INDUSTRY

1. 3D Printing
2. Leather Engineering
3. Manufacturing of Non-Leather material for Footwear and accessories
4. SaaS – Software as a Service

**WE CHOSE SAAS – SERVICE AS A SOFTWARE TO GET
THE LEATHER INDUSTRY ON ONE PORTAL
FACILITATING CONNECTIONS, COMMUNICATION AND
EXCHANGE OF INFORMATION AMONG THE PEOPLE
WORKING IN THIS SECTOR.**



#StartUp | #B2B | #India

Building Industry Specific B2B portals

About

BizCrum is a family of Industry Specific B2B Portals to fulfil Industry specific requirements and enhance communication among business entities of particular industries and a dedicated eMagazine for the same. These industry specific social networks also connect various types of inter-dependent businesses with each other.

In other words, BizCrum is a consolidation of industry specific B2B portal coupled with their respective magazines.

The first such portal under BizCrum- ShoeKonnnect will cater to footwear industry. ShoeKonnnect will be complimented by Biznista Magazine.

BizCrum
INDUSTRY SPECIFIC B2B PORTALS



BIZNISTA

The need



- Existing B2B portals are not able to effectively connect intra-industry businessmen & provide the requisite specialized forums
- No holistic source of information / trends for the various industries resulting in lack of awareness



- Limitations for Small and Medium business due to substantial fee charging tactics of the current B2B information portals
- Lack of good UI & User Experience

Conclusion

Need of a complete package - B2B relation building , e-commerce & informative portal , that is user friendly & pocket friendly.

The market

Market opportunity – 2015++

- Huge untapped market potential
- Early movers advantage
- Multiple Scaling opportunities



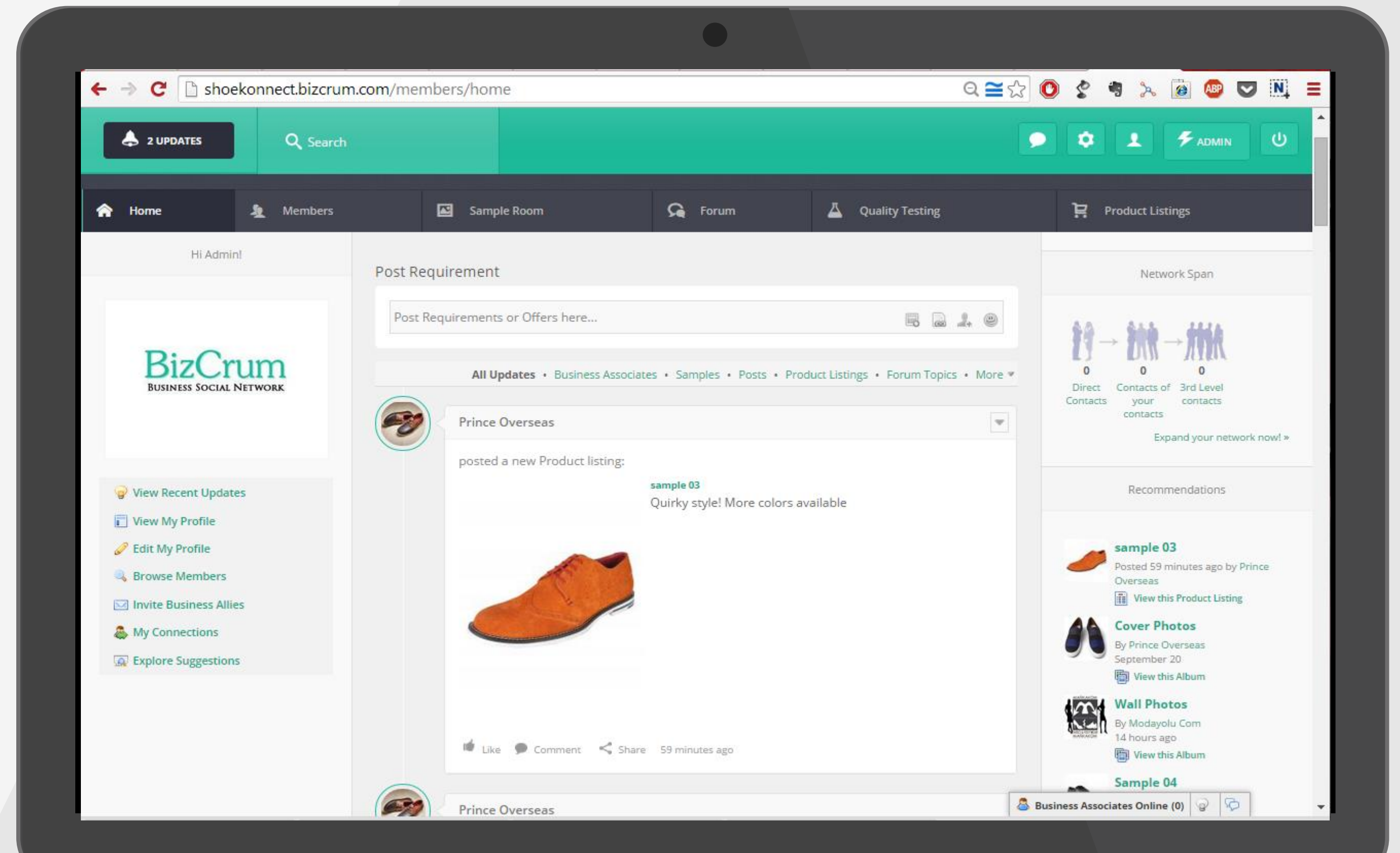
Product overview - ShoeKonnnect

Industry specific platform

ShoeKonnnect is business social network for the footwear industry which aims to bring together component suppliers, footwear manufacturers, wholesalers and retailers on a single platform.



Click 'Play' to watch the explainer video



Traction

300+ Shoe Business Owners / Designers from more than 9 countries India, Italy, UK, U.S.A, Australia, U.A.E, China & France signed up on ShoeKonnnect

Average time spent on ShoeKonnnect 3:54 minutes
Biznista has 6500+ unique visitors from 90 countries

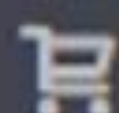
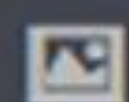
Over 3 months BizCrum has 3200+ Organic likes on Facebook & 750+ followers on Twitter

ShoeKonnnect

Oct – Jan' 15

BizNista

June – Jan'15



Post Requirement

Post your requirement.....



SHARE

Everyone

[All Updates](#) • [My Networks](#) • [Business Associates](#) • [Samples](#) • [Posts](#) • [Documents](#)

[Components & Machinery](#)



purti international

- ✓ Everyone
- Business Associates & Networks
- Business Associates Only
- Only Me
- Custom

Share with Everyone



0

Direct
Contact





1 UPDATE

Search

ShoeKonnnect

Members

Sample Room

Forum

Quality Testing



You and GHI Components Ltd. are now Business Associate.

17 minutes ago



GHI Components Ltd. has sent you a message.

26 minutes ago



GHI Components Ltd. likes your post.

27 minutes ago



GHI Components Ltd. has requested to be your Business Associate.

13 hours ago



GHI Wholesaling Company- Demo has written a review for the member.

Tue at 10:05 PM

View All Updates | Mark All Read

Post Requirement

Post Requirements or Offers here...



All Updates • My Networks • Business Associates • Samples • Posts • Documents • Product Listings •

Components & Machinery ▾



GHI Components Ltd.

posted a new Product listing:



Leather Shoe Sole

Leather Soles for 2\$ per sole.

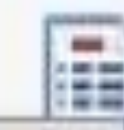


3 Direct Contacts

Direct Profile (Review)



Posted August 28 by LMN Component Trading



[View this Product Listing](#)

GHI Components Ltd.

GHI Components Ltd.

Sir, should we finalize the deal?

Sid Shoes Ltd

Deal Done!

Thermal Innovat..

Posted Mon at 8:47 PM by CVC Component Traders - Demo

[View this Product Listing](#)

PQR Retailers

Help PQR Retailers find more business Associates.



[Suggest Business Associates](#)

Leather Shoe So..

Posted 12 minutes ago by GHI Components Ltd.

[View this Product Listing](#)

I

GHI Components



Business Associates Online (1)



Members

Members

Popular Member

Browse Reviews

What

Who

Where

Within Kilometers

Advanced search

SEARCH

104 members found.



grover enterp...

Deal In*: Other

Agra, Uttar Pradesh, India

Message Add Business Associate

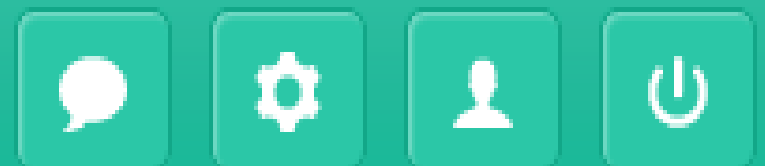
Details »

Naman Components



2 UPDATES

Search



Product Listings

[Product Listings Home](#)

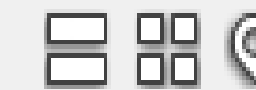
[Browse Products](#)

[Browse Locations](#)

[My Products](#)

[Post a New Product](#)

3 listings found.



sample 03

October 20 - posted by [Prince Overseas](#) , 0 comments, 0 reviews, 17 views, 0 likes

Quirky style! More colors available

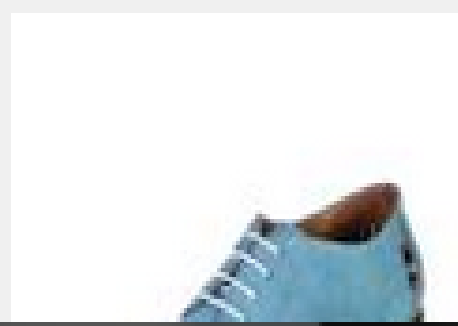


Sample 04

October 20 - posted by [Prince Overseas](#) , 0 comments, 0 reviews, 13 views, 0 likes

agra,uttar pradesh,india - [Get Directions](#)

Men's formal shoes. Stylish and comfortable.



Sample 01

October 20 - posted by [Prince Overseas](#) , 0 comments, 0 reviews, 11 views, 1 like

agra,uttar pradesh,india - [Get Directions](#)

Categories

All Categories

Shoes

Chemicals & Adhesives

Soles

Insole

Last

Heel

Leather

Sheep

Napa

Cabaret

Shoe Lining

Vegetable Tanned

Chrome Tanned

Aldehyde Tanned

Formaldehyde Tanned

Our advantages

Simple & attractive user-interface with analytics coming up soon



Up to date as per latest trends in terms of technology and business



Self Generating Trade Leads



Private & caters to user specific needs



Glocal Standards, building local as well as global business relations



Our team



Siddharth Vij
Founder & CEO



Chaitanya Rathi
Founder & CFO



Sumat Nanda
Co-Founder & CTO



Siddharth Rastogi
Co-Founder & COO



Rittwick Visen
Co-Founder & CMO



Charuka Arora
Co-Founder & Editor-in-Chief
(Fashion)



Aditya Madhusudan
Co-Founder & Editor-in-Chief
(Industry)



Varun Gupta
Creative Head

Media Coverage



Global Blog



National Newspaper



Indian Blog



National Newspaper



Local Newspaper

Supported By



Council for Leather Exports

चर्म निर्यात परिषद्

(Sponsored by Ministry of Commerce & Industry, Govt of India)



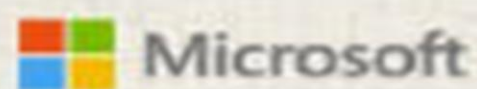
AFMEC

AGRA FOOTWEAR MANUFACTURERS & EXPORTERS CHAMBER

10 000

S T  R T - U P S

A NASSCOM initiative



Rakshit Tandon
(Cyber Security Expert)



Supriya Rathi
(Entrepreneur)



20 YEARS

Indian Footwear Components Manufacturing Association
(I.F.C.O.M.A)

Contact

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www.twitter.com/bizcrum_Konnect



www.facebook.com/BizCrum