



STRATEGY, START-UP's & AI And Business Modelling

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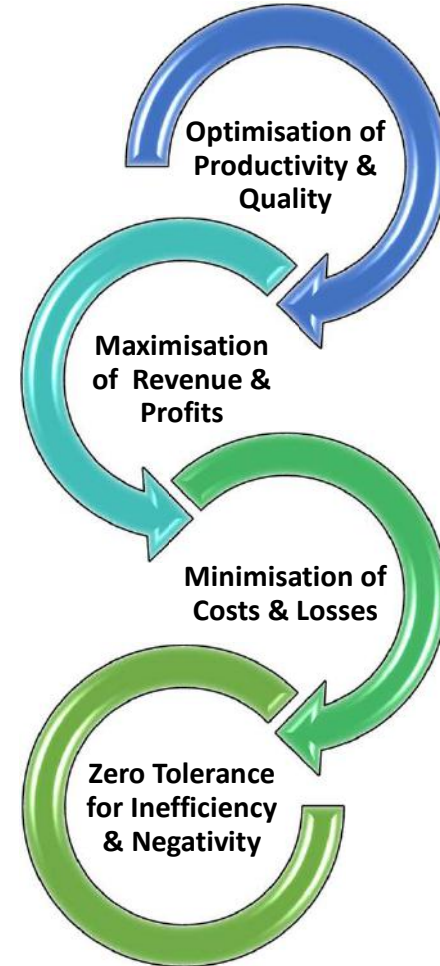
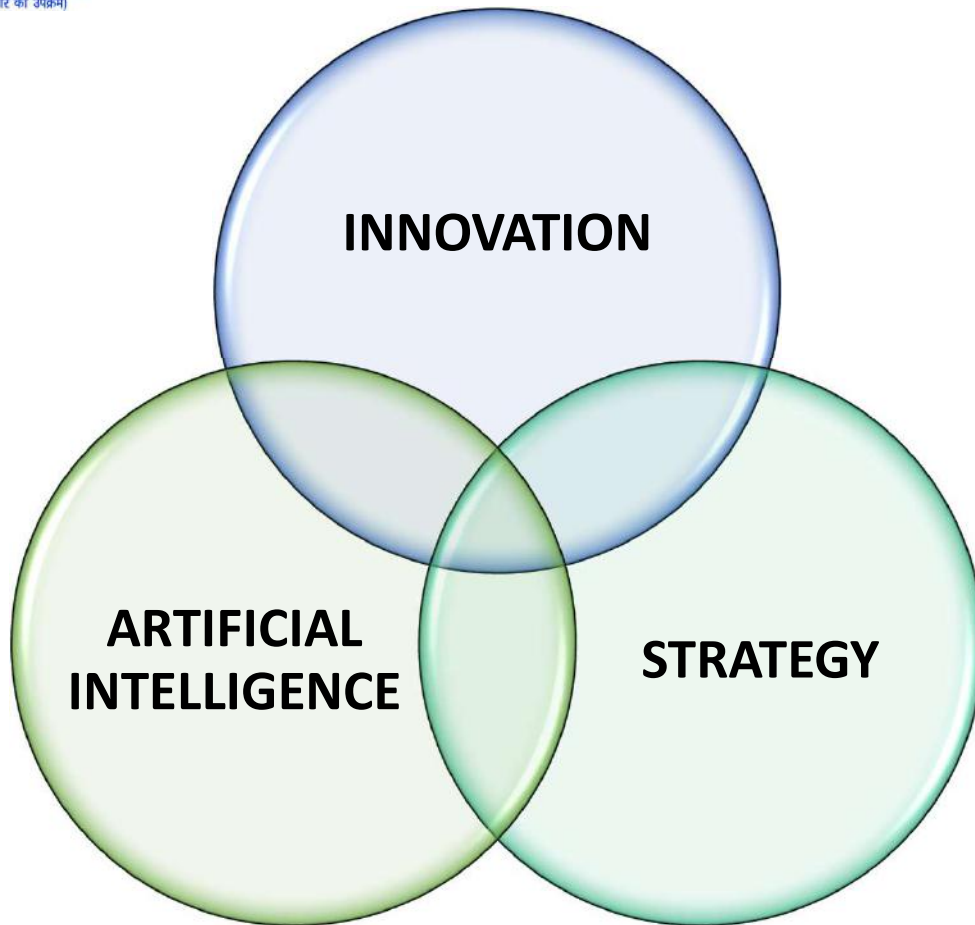
6th April 2020



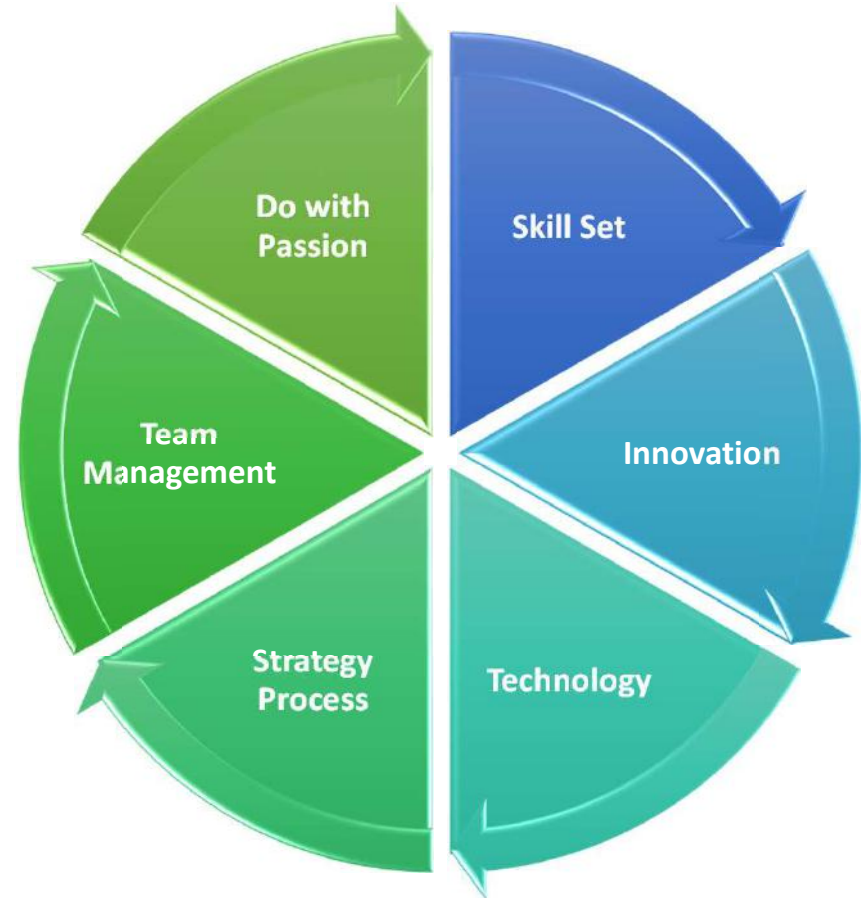
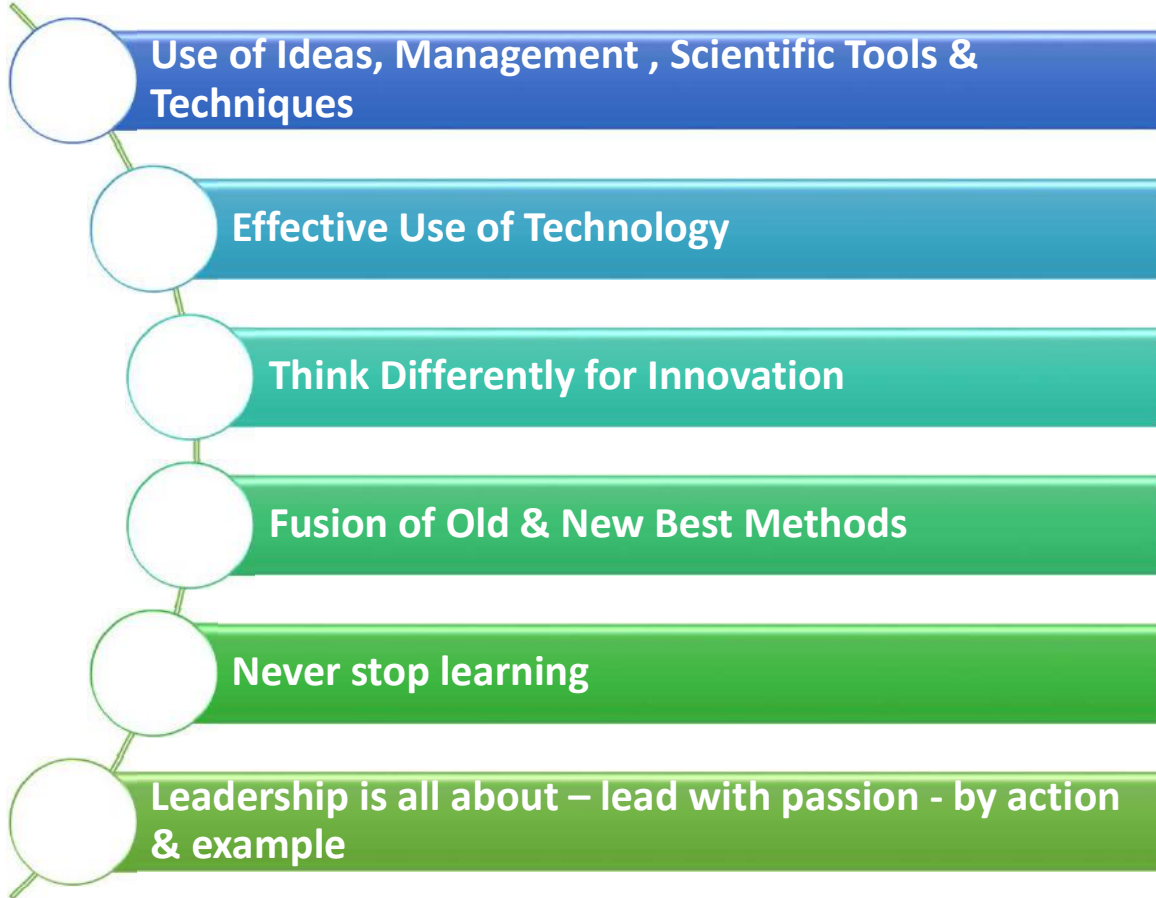
Discussion Contents

- Strategy & Innovation
- Strategy Case Studies :
 - Power, Telecom, Legislative J&K, Cinema
- Startup's Case & Innovation:
 - Education, Real Estate and Agriculture
- Data Analytics and AI

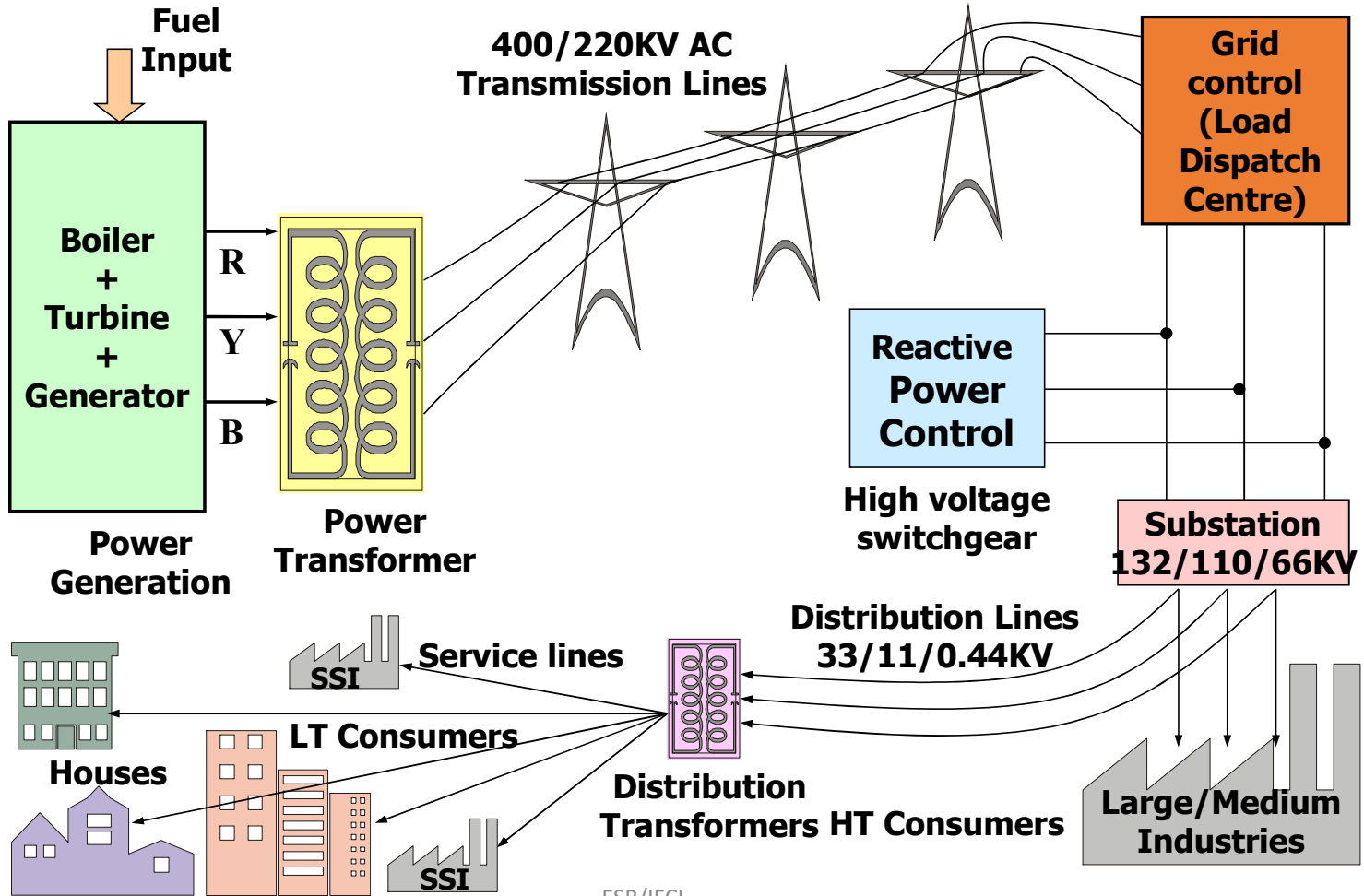
BUSINESS ECOSYSTEM & STRATEGY



STRATEGY & INNOVATION – CRUCIAL COMPONENT OF LEADERSHIP MANAGEMENT



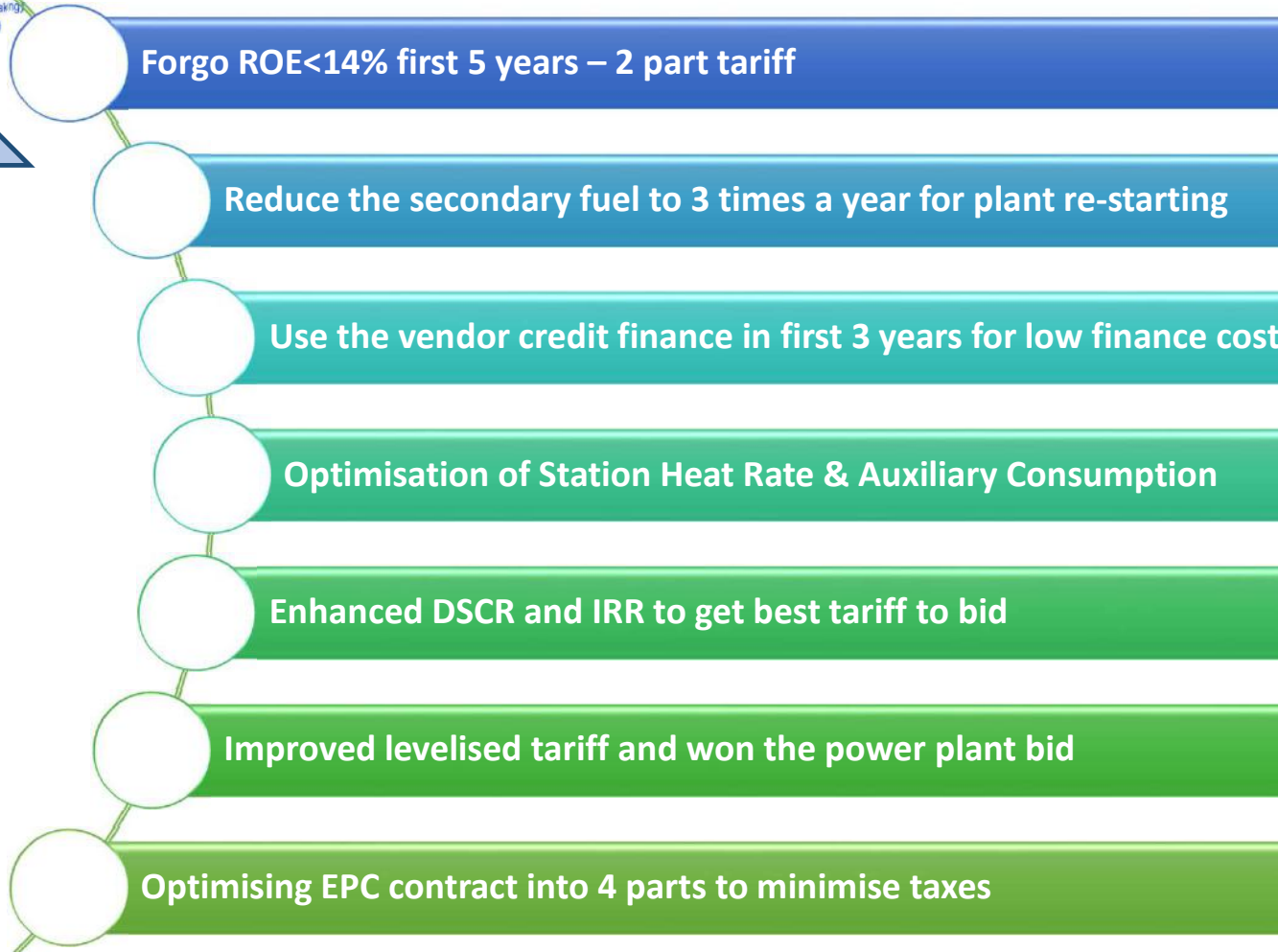
CASE 1: POWER GENERATION, TRANSMISSION & DISTRIBUTION SYSTEM



ESR/IFCI

CASE 1 : THERMAL POWER PLANT – BIDDING STRATEGY

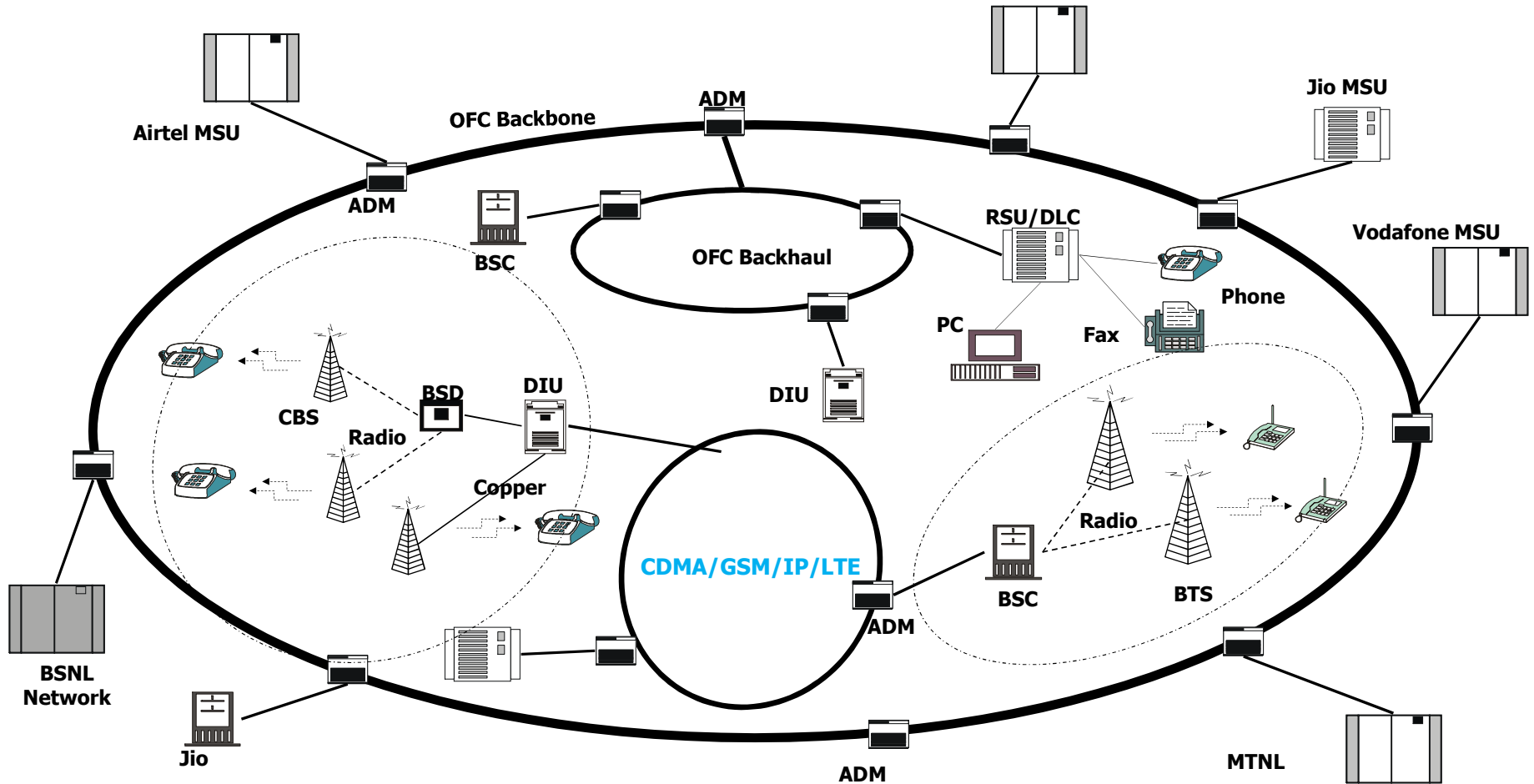
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BACKGROUND

- Strong Players
- Coal based Tariff Bid

CASE 2: INDIAN DIGITAL TELECOM INTEGRATED NETWORK ARCHITECTURE



CASE 2 - STRATEGY – TELECOM SERVICE BUSINESS

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Blended PCM/TDM Network with IP Network

Higher Compression – Lower B/W per channel (32 IP to 16 TDM)

Used Satellite C+ transponder (with no echo) instead of OFC STM/SDH

Innovated with a Gateway solution SS7 developed by Vocaltech Israel

ASR – 90% on IP and 35% on TDM ; Revenue Advantage – 2 to 5 times for IP

Resulted in lower capex & opex cost Rs.7/min against competition Rs.27/min

Garnered 38% market share and reached 4 digit (in crore) revenue in 2 years



BACKGROUND

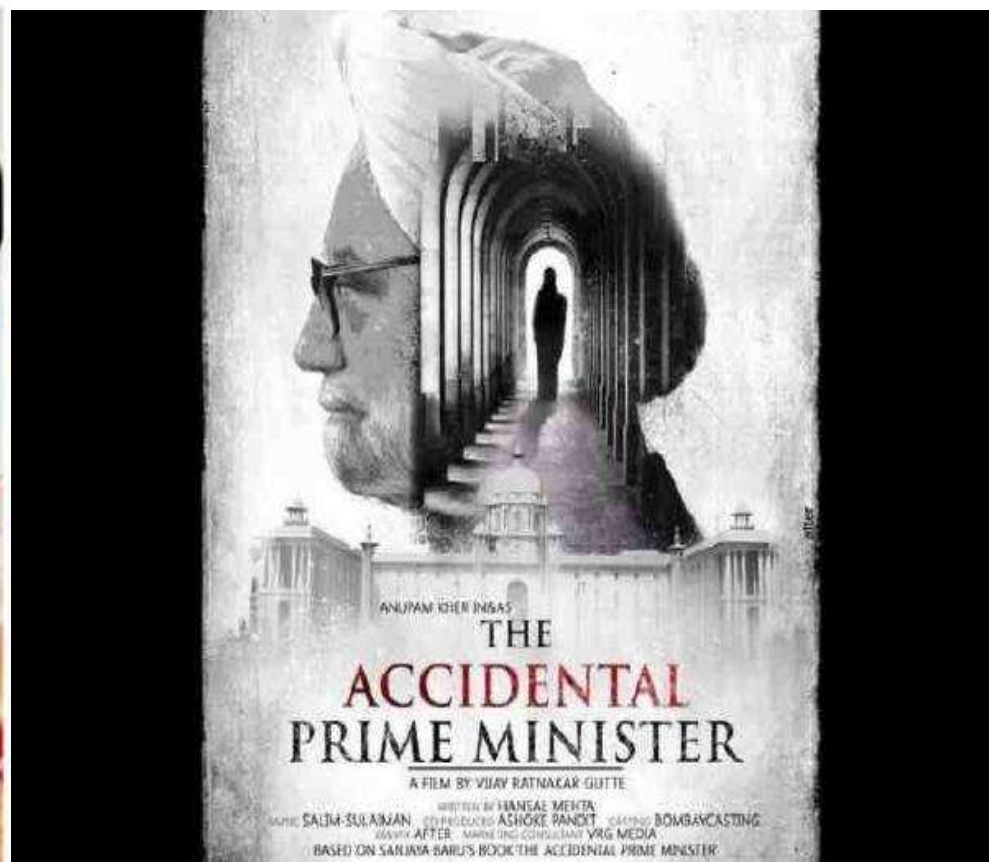
- 3 Strong Competitors
- Using PCM / TDM / SDH / STM technologies

INNOVATION & STRATEGY – LEADS TO SUCCESS

- **Skillset:** Advance Detailed Planning & Execution for repeal of J&K Article 370 & Sec 35A with minute Demographic Data Base Analysis
- **Team:** A Passionate & Experienced multi-disciplinary team work of Legal +Defense+ Intelligence + Parliamentary Affairs
- **Innovation:** Re-organization of J&K state to 2 UT's gain the confidence of the 3 regions citizens
- **Strategy:** First introduced the bill in RS with the discretionary powers of RS Chairman where Opposition is divided and unaware. Then introduced in LS where there is super majority and passed the bill

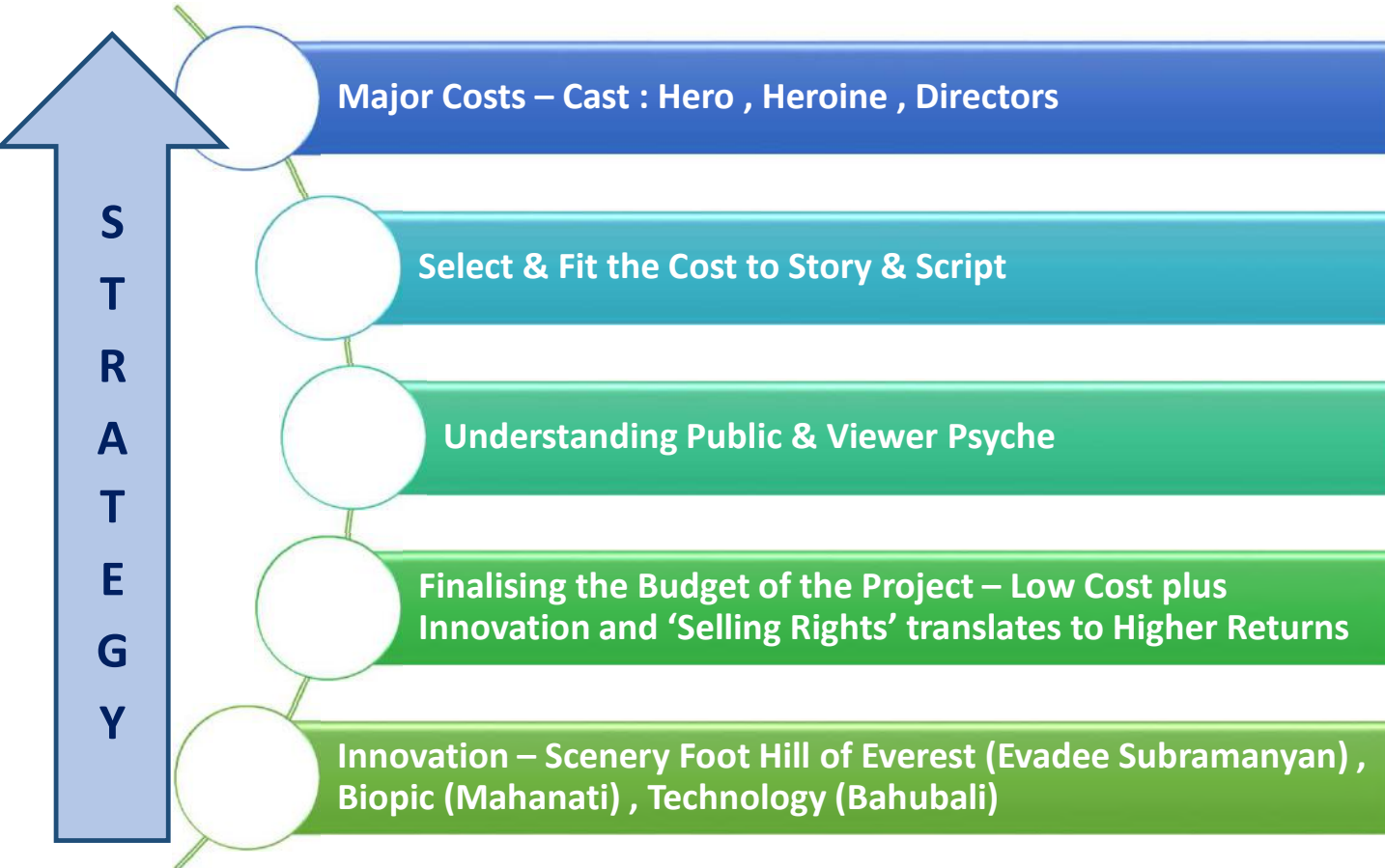


CINEMA- Innovation & Strategy



Cinema Innovation – Independent Biopic Movies are Success and Non-Independent movies are a Failure

STRATEGY – CINEMA



BACKGROUND

- Strong Telugu Media Market
- High Competition

3 YEAR OLD START-UP : EDUCATION



<https://www.stones2milestones.com/>

- Started in 2015
- In business to create a Nation of Readers

- Employee strength risen from 3 to 33
- Income jumped from 0.75 crore to 22.5 crore,
- Valuation has jumped several times

- Sharp jump in user base from 15000 to 250000
- Number of schools reached increased from 8 to 110

- Encouraging & Inculcating Reading habits
- Touching children, parents & teachers

Great Start Up's Humble Origin

Where it all started



APPLE



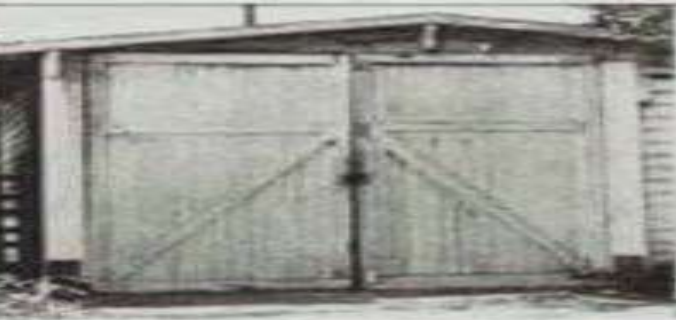
GOOGLE



AMAZON



HARLEY



DISNEY



MATTEL

3 YEAR OLD START-UP : REAL ESTATE MARKETING



HONEY GROUP

<http://honeygroup.com/>

- Started in 2016
- Investment Rs.10 Lakh
- In business end-to-end solutions in real estate - sales & consultancy

- Expanded to 20 branches / 3 states
- Over 500 employees
- Over 350 projects

- ISO 9001 Certified
- Only RERA approved consultancy across 3 states

- More than 1800 satisfied customers
- Revenue grown from Rs.3 cr to Rs.5.7 cr
- Net Worth : Rs. 2 cr

7 YEAR OLD START-UP : AGRI & SOLAR ECOSYSTEM

CLARO[®]

<http://claroenergy.in/>

- Started in 2011
- Rural ecosystem inclusive business
- 1 state
- 30 pumps

- Grown from 6 people to 140
- Income from Rs.2 cr to over Rs.60 cr
- Value: Rs.0.4 cr

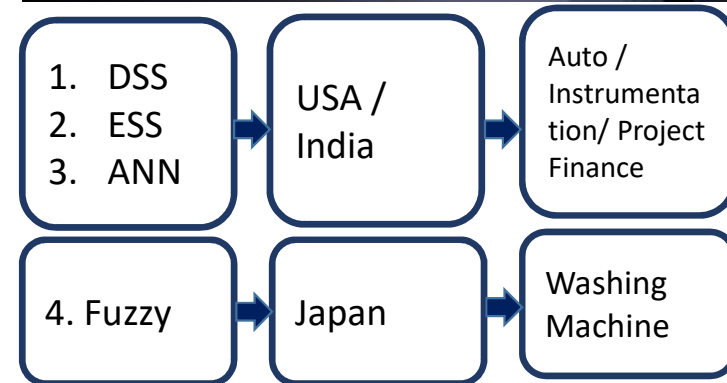
- Geographical footprint widened to over 17 States
- Valuation has risen to 2x Revenue
- 9000 pumps

- Made a mark in the irrigation infrastructure of the country
- Energy efficient, easy access to the farmer & enhanced productivity of land

Leading to a New Company integrating Data Analytics & Artificial Intelligence on Soil, Water & Pumps

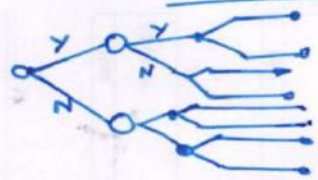
ARTIFICIAL INTELLIGENCE

- Science & Medicine: Prediction, Diagnosis
- Manufacturing: Process modeling, FME & C analysis
- Marketing & Sales: Market analysis, customer classification
- Finance: Portfolio & Investments analysis
- Banking & Insurance: Credit, Risk and Treasury
- Elections: Predictions & Game Theory Simulations
- Power Sector Grid: LDC Computing Algorithm

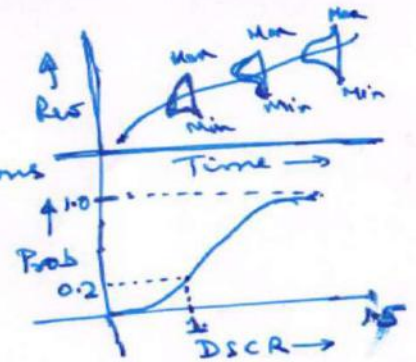
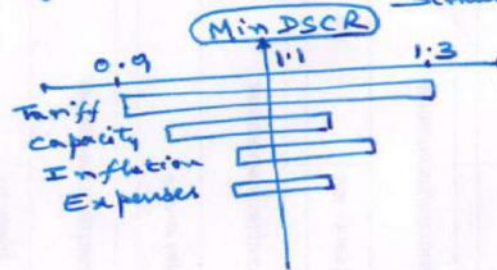


AI - Eco SYSTEM

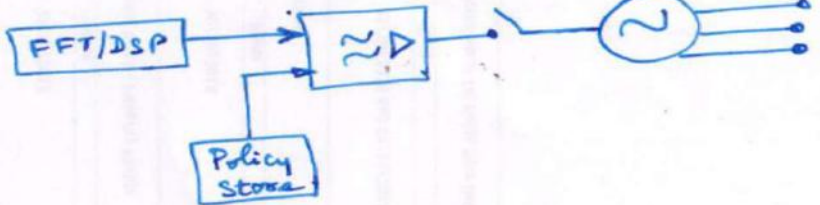
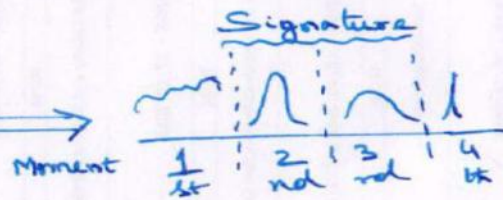
DSS ⇒



Project finance : 2^n Simulations

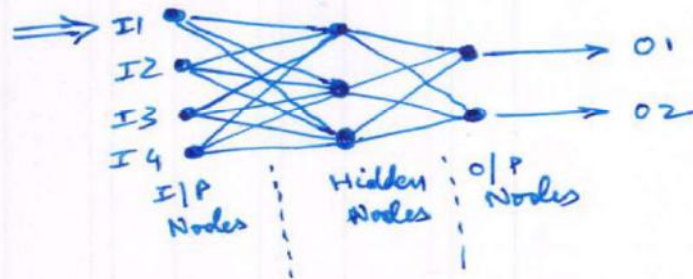
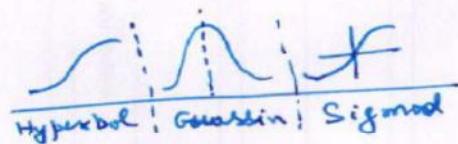


ESS ⇒

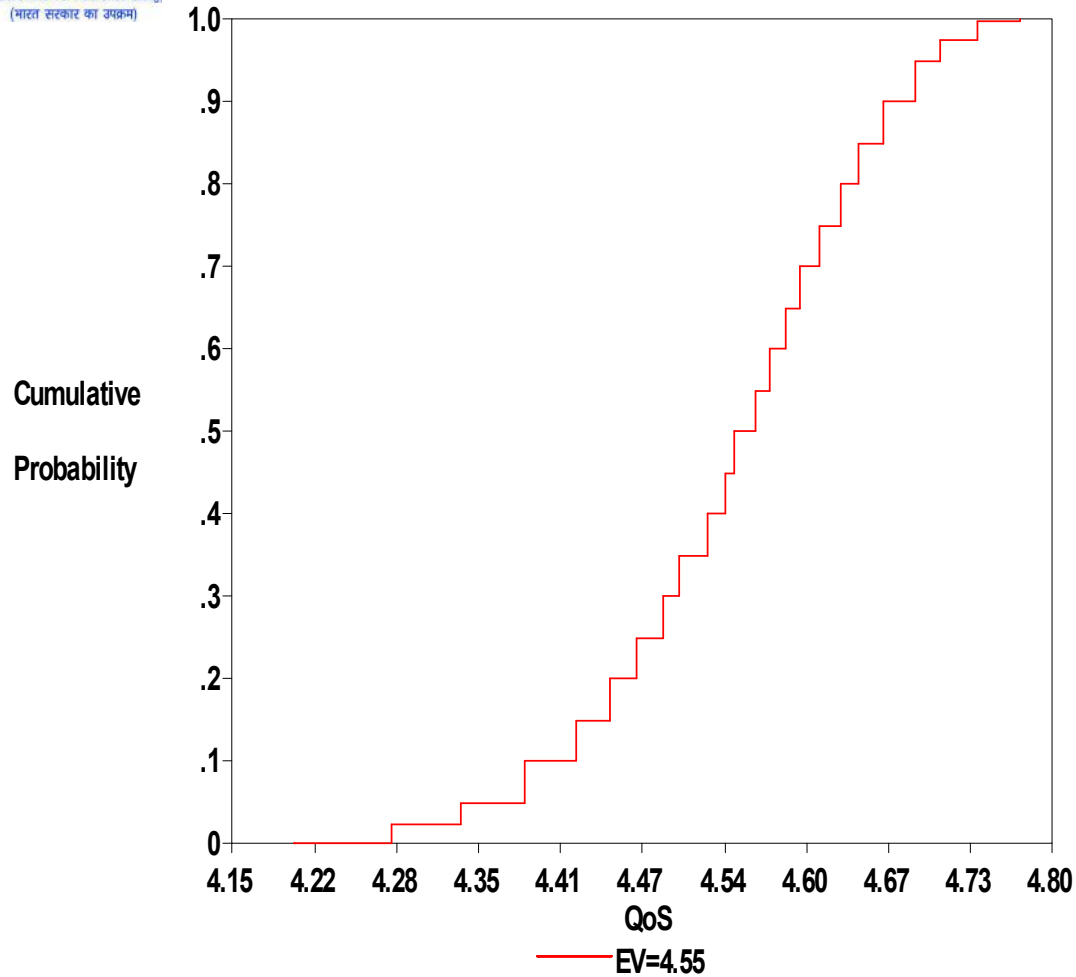


Policy Store

ANN ⇒

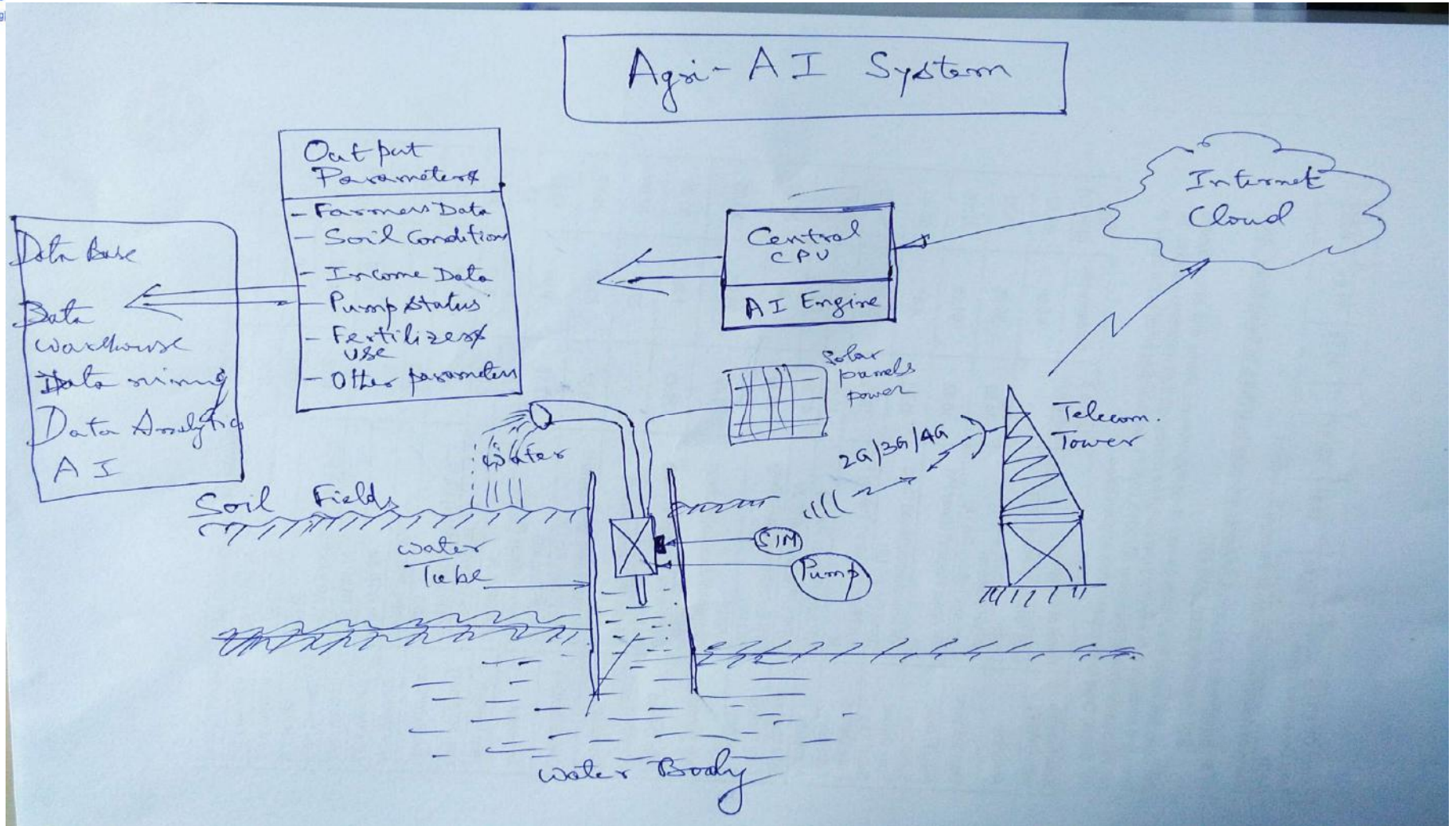


Stochastic Verses Deterministic for Accuracy of Decisions Making



S.No.	Output Parameter	Units	Deterministic Method	Probabilistic Method
1	Traffic	Mn Minutes	835	840
2	Revenue	Rs. Crores	1461	1400
3	EBITDA	Rs. Crores	184	181
4	LCC	Rs. Crores	260	215
5	Capex	Rs. Crores	128	127
6	Opex	Rs.Crores	1276	1503
7	QoS	No.	4.55	4.55
8	NEI	No.	3.87	3.8
9	Availability	No.	.99950	.99945
10	Bandwidth E1s	No.	323	329

ARTIFICIAL INTELLIGENCE IN AGRICULTURE





THANK YOU

***IFCI LTD.
(IN DEVELOPMENT OF THE NATION SINCE 1948)***

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