

IN THIS  
HIBITED

# BIZHUB 360



"In the past the man has been first. In the future the system must be first."  
— FREDERICK WINSLOW TAYLOR



"In the journey of an entrepreneur, the most important thing is self-belief and the ability to convert that belief into reality."  
— MUKESH AMBANI

## rapido

Rapido is the fastest and best quality taxi app in India. It is a multi-brand taxi app that is available in over 100 cities. The app has over 10 million users and is valued at \$1 billion. It is a unicorn startup.

## Patil Kaki

Patil Kaki is a food delivery app that is available in over 100 cities. The app has over 10 million users and is valued at \$1 billion. It is a unicorn startup.

## DREAM 11

DREAM 11 is a fantasy sports app that is available in over 100 cities. The app has over 10 million users and is valued at \$1 billion. It is a unicorn startup.

**ELON REEVE MUSK**  
Elon Musk is a business magnate, investor, and engineer. He is the CEO of Tesla and SpaceX. He is also the founder of Neuralink and The Boring Company. He is one of the most influential people in the world.

## Mentimeter

Mentimeter is a digital polling tool that is used by businesses and organizations. It allows users to create polls and surveys that can be used in presentations and meetings. It is a popular tool for gathering feedback and improving communication.

## Groww

Groww is a digital investment platform that is available in over 100 cities. The app has over 10 million users and is valued at \$1 billion. It is a unicorn startup.

## DIGITAL MARKETING

Digital marketing is the promotion of any business, product, or service through digital channels. It includes a variety of techniques, such as search engine optimization, social media marketing, and email marketing. Digital marketing is a powerful tool for reaching a large audience and driving sales.

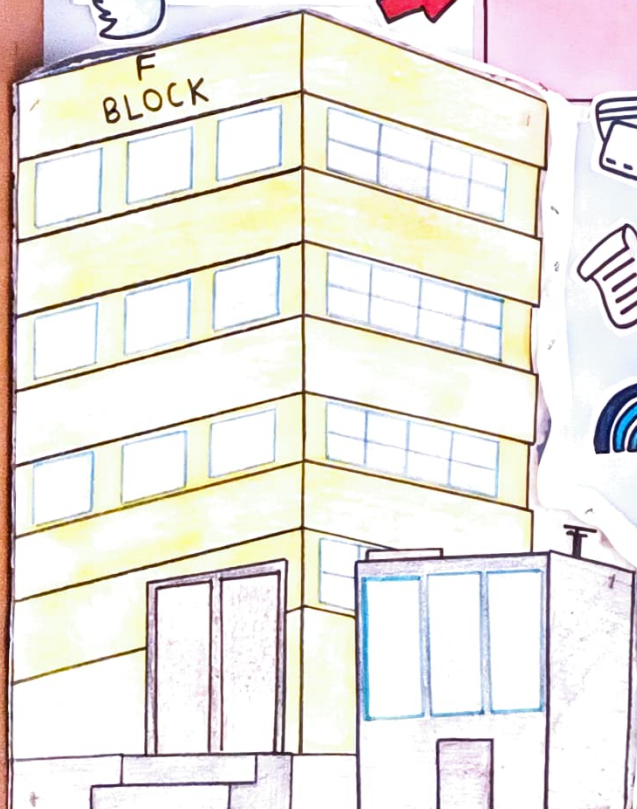
## B2B & B2C

**B2B** → B2B refers to any transaction between two business entities. The seller and the other business is the customer. B2B as a Business Model → As a business model, B2B companies are responsible for creating and providing products or services for other businesses. B2B companies include product manufacturers, wholesalers, marketing agencies, etc.

**B2C** → B2C or business-to-consumer refers to a transaction between a business and a consumer. B2C as a Business Model → The B2C business model is present in almost all common businesses or platforms that are generating sales through a website.

## Proper Credit Management

- Step one: **KNOW** - Learning to reject credit can lead some cracks into your business strategy.
- Step two: **ASSURE** - Reduce the use of financial credit and non-recyclable products.
- Step three: **REUSE** - In an effort to reduce waste, reuse items throughout the business instead of buying new ones.
- Step four: **REPAIR** - Fix things that don't need to be replaced or repaired by repairing it.



**Global Market**  
The global market is a complex and dynamic environment. It is characterized by a wide range of products and services, and a diverse set of consumers. The global market is a key driver of economic growth and development.

## STOCK MARKET

A stock market is a marketplace where buyers and sellers trade shares of publicly traded companies. The stock market is a key indicator of economic health and growth. It provides a platform for companies to raise capital and for investors to diversify their portfolios.

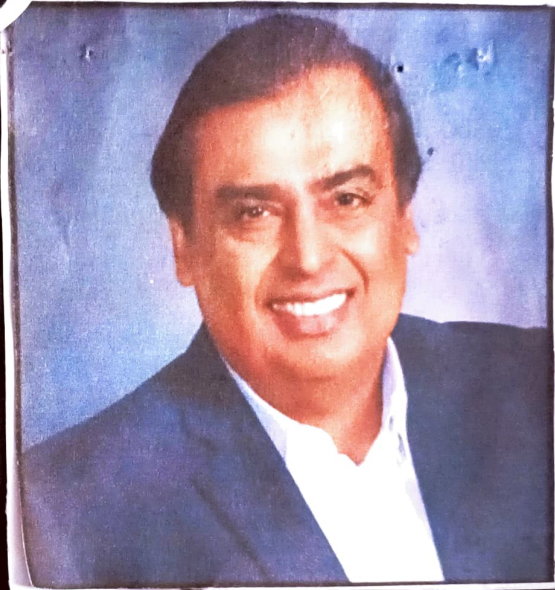
Get goals before investing in the stock market. Research and analyze the market before investing. Diversify your portfolio. Monitor your investments regularly. Stay informed about market news and trends.





"In the past the man  
has been first;  
in the future the system  
must be first."

~ FREDERICK WINSLOW  
TAYLOR



"In the journey of an  
entrepreneur, the most  
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# rapido

BIKE TAXI

Rapido is the fastest and first growing bike taxi app with a whopping of 25 million + app downloads. It is now running operations in more than 100 cities. They have crossed 10 million happy customers and 100 million rides.

-Poojita Dixit

# ₹



# Patil Kaki

The legend behind the yummy taste, Geeta Patil has been making homemade snacks since 2017. The flavourful goodies cooked at home, for home members soon started receiving orders. Finally, Patil Kaki was born in 2020 as a result of the pandemic. She had started her business in 2017 with just ₹5,000, and over the years, has made it into a ₹3 crore business.

Products of Patil Kaki - laddos, puranpoli, chivda and traditional namkeens.

-Poojita Dixit





# DREAM 11

Dream 11 is an Indian fantasy sports platform that allows users to play fantasy cricket, hockey, football, kabaddi, handball, basketball, volleyball, rugby, futsal, American football and baseball.

Founders :- Harsh Jain, Bhavit Sheth

Revenue :- 2706 crores INR.

Headquarters :- Mumbai

Owners :- Sports Technology Pvt Ltd.

Founded :- 2008



## Proper Waste Management

Step one: REFUSE - Learning to refuse waste can take some practicality into your business strategy.

Step two: REDUCE: Reduce the use of harmful, wasteful, and non-recyclable products.

Step three: REUSE - In an effort to reduce waste, reuse items throughout the workplace instead of buying new ones.

Step four: REPURPOSE - For every item that can't be refused, reduced, or reused, try repurposing it.

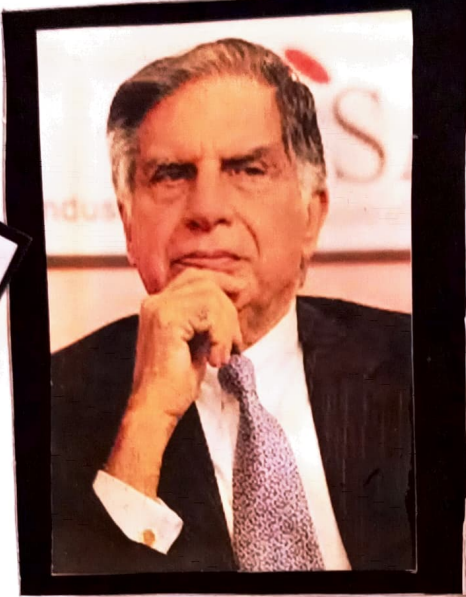
— Kakali Baruah





TATA GROUPS

LAND ROVER



TITAN



TATA MOTORS

TATA  
CONSULTANCY  
SERVICES

Ratan Navul Tata (born 28 December 1937) is an Indian industrialist and former chairman of Tata Sons. He was also the chairman of the Tata Groups from 1990 to 2012, serving also as an interim chairman from October 2016 through February 2017. He continues to head its Charitable Trust. In 2008, he received the Padma Vibhushan, the second highest civilian honour in India, after receiving the Padma Bhushan, the third highest civilian honour in 2000. He is the son of Navul Tata, who was adopted by Ratanji Tata, son of Jamsheji Tata, the founder of the Tata Group. He graduated from the Cornell University College of Architecture with a bachelor's degree in architecture.

"I don't believe in taking right decisions  
I take decision and then make them right" - Ratan Navul Tata

- Nadia Ahmed



# STOCK MARKET

A Stock Market, equity market, or share market is the aggregation of buyers and sellers of stocks, also called shares; which represent ownership claims on businesses; these may include securities listed on public stock exchange, as well as stock that is only traded privately such as shares of private companies which are sold to investors through equity crowdfunding platforms. Investment is usually made with an investment strategy in mind.

## Stock Market Tips -

- ↳ Set goals before investing
- ↳ Understand share market basics
- ↳ Research and conduct due diligence
- ↳ Select fundamentally strong companies
- ↳ Do not buy based on rumors
- ↳ Define profit targets
- ↳ Invest through reliable intermediaries
- ↳ Avoid risky low priced stocks.



- Radhika Dixit

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HIMA SUBEDI

Talking about the modern day, influential a whirlpool in the markets across the

entrepreneur whose tweet can create nation.

**ELON REEVE MUSK** is the world-tycoon and investor having numerous sectors. He is one of the most successful leaders who has created numerous benchmarks strategies. He was named the richest person net worth of \$212 billion as of

renowned American business business in various modern and powerful influencing business through his innovative business in the world with an estimated October 2022.

Entrepreneur **Elon Musk** has

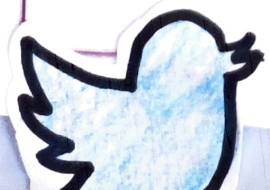
as the chief of electric **TESLA** Inc

achieved global fame executive officer (CEO)

automobile maker and the private

Space X, Musk investor in and in OCT deal to take Twitter.

space company was an early several tech company 2022, he completed a Inc.







# Menstrupedia

Menstrupedia is the fastest growing startup that offers high social impacts educational materials in form of comic books, workshops, and animated videos. The materials developed by menstrupedia are used by over 25,500 schools and hundreds of NGOs, Cooperates and government organisations across India and several other countries across the world. Menstrupedia is the brain child of Aditi Gupta.



- Radhika Dixit





# Groww



Groww app is a proprietary trading platform owned by Groww. Groww is a safe and secured app with a simple clean, and beautifully designed interface that allows investors to invest in stocks and mutual funds. Groww's total revenue increased 50.6% YOY to INR 427.2 cr in FY22. Its other income including interest earned on fixed deposits and current investments saw 70% YOY decline to INR 76.3 cr in FY22.

— Rashika D. Mitt





# DIGITAL



# MARKETING



Digital marketing can majorly benefit the promotion of any business. Be it service provision, application development, or anything practically that can be sold. Compared to traditional marketing, digital marketing provides benefits. Some of these are follows.

**Affordability:** If an organisation or a company wants to invest money in marketing and advertising a product or service, they will not invest in newspapers, televisions, and such as they would in online advertising.

**Better ROI :** Digital Marketing has the ability as well as the potential to provide returns on investments. As mentioned in the point above, this form of marketing is cost-effective and enables you to reach a larger, more targeted audience.

**Tracking and Measuring Gains:** Due to analytical tools and very clear data that is available, it is easy to determine what caused success and what did not. This is almost immediate and help companies rethink and change campaigns and strategies that do not work almost immediately.





# B2B & B2C

B2B → B2B refers to any transaction between two business. One business is the seller, and the other business is the customer.

B2B as a Business Model →

As a business model, B2B companies are responsible for creating and providing products or services for other businesses.

B2B companies include product manufacturers, wholesalers, marketing agencies etc.

B2C → B2C or business-to-consumer refers to a transaction between a business and a consumer.

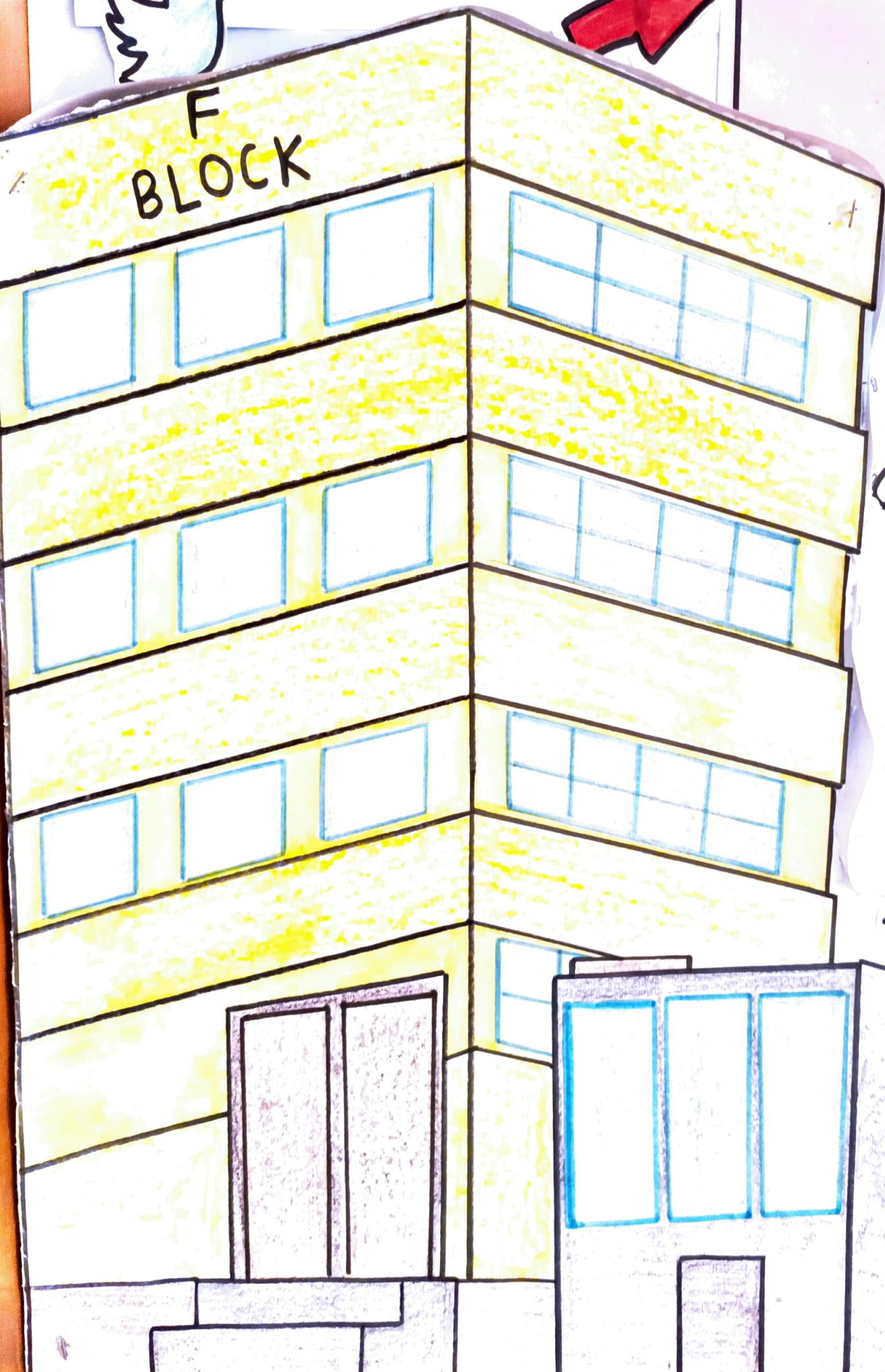
B2C as a Business Model →

The B2C business model is present in e-commerce. Such e-commerce businesses or platforms rely on generating sales through a website.

— Pinki kalita



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BLOCK





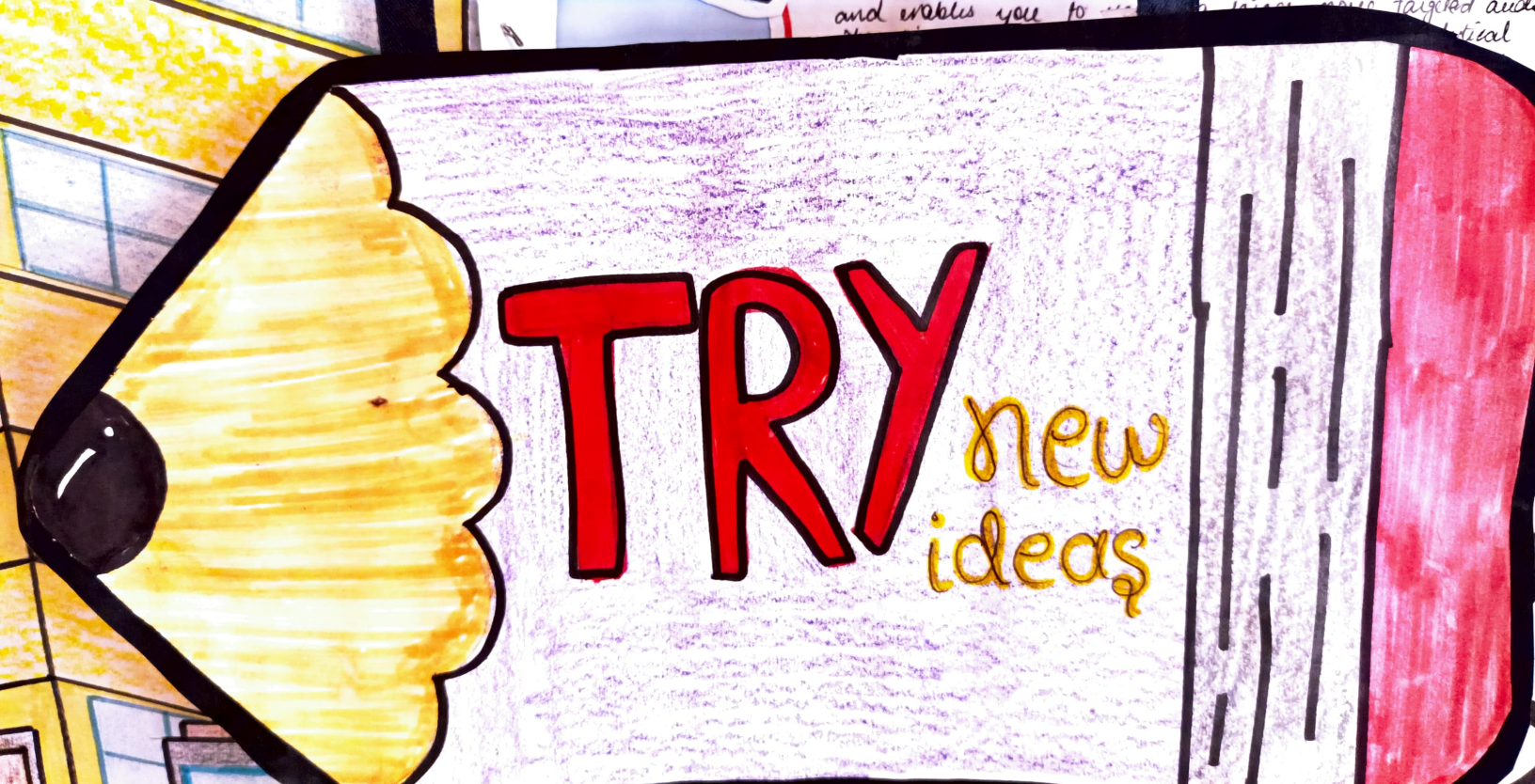


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**TRY** new ideas



BE

Creative







Believe

in yourself



**rapid**

**Patil Kaki**

**DRAGM 11**

**Menhanda**

**Groww**

**STOCK MARKET**

**LAND-ROVER**

**TITAN**

**DATA GROUPS**

**FINA MOTORS**

**FCS**

**IDEA**

**STOCK MARKET**

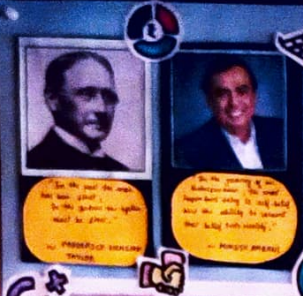
A stock market is a financial market where individuals and institutions trade securities such as stocks and bonds. It is a platform where investors can buy and sell shares of companies. The stock market is a key indicator of the overall health of an economy. It is a place where investors can make money by buying and selling shares of companies. The stock market is a place where investors can make money by buying and selling shares of companies. The stock market is a place where investors can make money by buying and selling shares of companies.

**Work**  
hands

**TRY** new ideas

**BE** Creative

**Believe** in yourself



**EDON KEVIN**

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