



Company: V Delever Solutions Pvt Ltd,  
Brand: CONNECT  
Our sectors : Construction, healthcare, Events,  
Entertainment, Homeservices, Petcare.  
Gst Number : 27AAICV4177C1Z7

## Business Case

### About Connect

India's first multidimensional innovative platform where anyone and everyone connects to interact with people or businesses, avail or provide services from various industries, sell, purchase or rent miscellaneous products or equipment, showcase individual or group skills and expertise, organize or register to events, share local news and happenings, corporates and partners run their businesses with Customers and many more.

Connect App and Web, together known as **Connect Platform** is the core of its business along with its first unique in-house **Connect SaaS** solution for our partners and business customers.

This is one digital galaxy that is growing fast with people and offerings where the opportunity is limitless.

### Marketplace

Connect Platform where Customers (both B2C and B2B) are registered to communicate commercially and socially based on their diverse interests. This is the place where one provides the offers while others could avail them. Popular industries like Construction, Healthcare, Events, Media & Entertainment, Home Services, Travel & Transport, Pet Care, e-Commerce run their businesses, community activities like seminars, trainings, workshop, blogs, news are digitally transacted. One can buy or sell anything while others can get or subscribe to the services, they need or corporates can grow their businesses connecting with partners, other businesses or directly to the customers.

### Connect SaaS

A unique in-house software as a service solution targeted for businesses through which companies can operate and manage their Sales, Services, Operations, Marketing, CRM and HR processes smoothly from one single cloud portal hosted by Connect.

### Vision

**Marketplace:** Become world's one unique digital platform where everyone is connected to Connect Platform for their daily lives be it personal or business.

**SaaS:** Ultimate solution to any company who wants to run its core businesses managing all departments, customers and vendors in simple user-friendly way for success and scalabilities yet in in-expensive manner.

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**CONNECT**  
Empowering and Improving Lives



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## Mission

**Marketplace:** Connect is growing fast in India onboarding all popular sectors across 10+ big cities and states with its Marketplace offerings through the Connect App that is live in Google play store and soon in App Store.

**SaaS:** Lightweight SaaS that would be plug and play for any industries for its core Sales, CRM and other business operations.

## Strategy

**Marketplace:** Enhance Connect platform, fast onboarding for customers, businesses and partners across any industries, continuously innovate leveraging AI-power.

**SaaS:** Lightweight SaaS solution building and launch by mid of 2025 piloting Marketplace B2B Customers and Partners.

# Assessment Criteria & Questions

## 1. Business Understanding & Problem Identification

- ✓ Summarize the key business objectives of **Connect** as described in the business case.
- ✓ Identify at least **three core challenges** Connect might face in scaling its **Marketplace** and **SaaS** offerings.
- ✓ Highlight potential risks in terms of **market adoption, competition, or user engagement**.

## 2. Industry & Competitive Analysis

- ✓ Conduct a **SWOT Analysis** (Strengths, Weaknesses, Opportunities, and Threats) for **Connect Marketplace** and **Connect SaaS**.
- ✓ Identify and compare **two direct or indirect competitors** of Connect in both **Marketplace** and **SaaS domains**.
- ✓ Suggest **two differentiating factors** Connect should focus on to gain a competitive edge.

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### 3. User & Business Requirements Analysis

✓ List the **primary user personas** for both **Marketplace (B2B, B2C, Partners, Vendors, Service Providers)** and **Connect SaaS (Companies, Corporates, SMBs, Startups, Vendors, Employees, Customers, etc.)**.

✓ Define at least **five key functional requirements** for each of the following:

- **Connect Marketplace (App & Web)**
- **Connect SaaS Solution**
  - ✓ Identify potential **bottlenecks** in onboarding businesses and users.

### 4. Process Flow & Solution Proposal

✓ Create a **basic user journey/process flow** for:

- A **business/service provider onboarding** on the Marketplace
- A **customer availing a service** through Connect
  - ✓ Suggest **three process optimizations** that can improve business efficiency and user engagement.
  - ✓ Recommend **two AI-driven features** to enhance automation and user experience.

### 5. Financial Viability & Growth Strategy

- ✓ Suggest a **basic revenue model** for Connect Marketplace and Connect SaaS.
- ✓ Identify **two key performance indicators (KPIs)** to measure the platform's success.
- ✓ Provide **strategic recommendations** to scale the business in the next **12-18 months**.

### 6. Risk Analysis & Mitigation

- ✓ Identify at least **three major risks** in the business model and operations.
- ✓ Propose possible **mitigation strategies** for each risk.

### Deliverables:

- 📄 **Business Case Report (PDF/Word)** covering the assessment questions.
- 📊 **SWOT Analysis Chart** (Excel/Table Format).
- 📄 **Process Flow Diagram (Lucidchart, Draw.io, or Visio).**
- 📄 **KPIs & Revenue Model Table.**

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