

VALUESUTRA: Nurturing Innovations that can Change Lives

The startup ecosystem gives access to seed funding, incubators and advice from mentors and various experts even for free. Despite this, more than 90 percent of startups don't last beyond a year or two. What they truly need is hand-holding through their initial growth journey to take bold and responsible steps as they scale. This is exactly what Mumbai-based VALUESUTRA specializes in. As a boutique consulting firm catering to small and medium enterprises such as SMEs and startups, VALUESUTRA helps monetize new business ideas and nurtures them with detailed hand-holding, redefining growth strategy for scaling businesses. They also help established startups optimize resources through customer retention, inventory control, operational processes enhancements, IT enablement and capability building of human resources for the business to take its next leap.

They assist clients by gearing them for funding, help them use investor funding effectively and make their business grow profitably and sustainably. "We stand as credible partners to business owners in combining their intimate knowledge of their business with our external perspectives and expertise, through deep mentoring on their growth journeys!" avers Rohit Dabholkar, Founder, VALUESUTRA.

VALUESUTRA's services are based on comprehensive understanding of the organisation's needs as a whole. Its solutions are end-to-end, taking care of multiple domains at one go. Also, the solutions are inter-linked between growth, brand positioning, profitability, customer retention, business performance, employee capabilities and so on. "Our philosophy does not limit us to provide just advice and



Rohit Dabholkar & Shalini Dabholkar, Founders

walk away. We believe in staying with them and making it happen! For many clients, we are in the second or even third year of consulting them, which gives us the satisfaction of being an integral part of their growth journey and success," informs Shalini Dabholkar, Founder, VALUESUTRA.

The company has its clients spread across Mumbai, Pune, Ahmedabad, Udaipur, Delhi, Bangalore and Chennai. Some of its prestigious clients include Liminal (Augmented Reality/Virtual Reality startup), Fountainhead Foods (Millet-based health food startup), Ankur Capital (a large Venture capital fund for early stage startups), Karma Healthcare Services (leading telemedicine startup for rural India), Dr. Raut's ICPRM LLP (a Healthcare startup with patented therapy for Reproductive Immunology), and Vyapaar Samachar (Business News Portal), amongst others.

An Edge over Others

Backed by a dynamic team of professionals from varying domains, VALUESUTRA has been registering healthy growth over the years.

"Our collaborations with knowledge partners, academic institutions and startup incubators like ISEED IRMA, AIC Banasthali, Sardar Patel Technology Business Incubator, Centre of Entrepreneurship and Innovation and such others help nurture innovation in early startups at the right time," Shalini mentions.

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In the coming times, VALUESUTRA aims to make its services accessible and affordable for more MSMEs and startups across the country. To align with this objective, it has launched India SME Accelerator Network, an exclusive business accelerator for MSMEs. "We currently have more than 350 members and 50 members from SAARC countries. Over the next few years, our focus shall remain on providing high quality consultancy and mentoring services to startups and small business owners at affordable prices to accelerate their growth journeys. We would like to see businesses not just recover from the current Covid-19 crisis, but also emerge as winning entrepreneurs who converted yet another challenge into opportunity for a brighter future. We shall continue to collaborate with meaningful partners and industry experts to build a robust ecosystem that nurtures startups and small businesses to keep growing to newer heights," conclude the duo. 