



Preparing for National Expansion

Shifting From Start-up Mode

Sports education service provider start-up looking for geographical expansion

Focusing on people capability, building capacity for dialogue and co-creating solutions, this start-up empowered its staff to enable national expansion

Executive Summary

Company had bagged a large contract in 1 state and was looking to set the organization for national expansion. Multiple interventions over 12 month period led to 2X growth in revenue and employee count

Challenges

It's a young start-up in the business of sports-education in India. The company has received 1 government contract for 30+ schools and is struggling to deliver on expectations.

The founders are keen to build the organization for national presence and want to ensure they perfect the system on this pilot project before they go national.

How Nuest Helped

We worked with Founders, Customers and Employees to identify problems and expectations everyone had from each other.

We co-created solutions considering employee capacity and stakeholder expectations. We designed simple, easy to follow business processes aided with custom built technology solution.

We defined clear roles and responsibilities, deliverables and drafted a regular review mechanism to ensure alignment and proactive resolution of issues

Results, Return on Investment and Future Plans

The company has since expanded its operations to 2 more states in India and has grown its headcount from 30 to 75

The in-house built software continues to be enhanced based on user feedback received via the designed regular review mechanisms

Leadership capability building efforts have been initiated to ensure the middle layers are managing the operations efficiently to allow founders to focus on more aggressive expansion plans.



Customized software solution that was mobile enabled keeping in mind the nature of business allowed end users to capture critical work information at the right time.