

Introduction

Samadhan Systems (Pvt.) Ltd. was started in August 2007 to facilitate technology based start-ups to set-up design and business development operations at India on a build-operate-transfer (BOT) basis. The company office is located in the national capital region of Delhi, India.

Value Proposition

Start-ups in any vertical face certain common challenges, such as:

1. Rapidly build the R&D team with required skill sets at a minimal cost.
2. While in expansion mode, defer capital expenditures until the time company is cash flow positive.
3. Expand business into emerging markets such as India/China without incurring any long term liability on resources or infrastructure.
4. Ensure that the founder management is not swamped by operation issues due to expansion and continue to have bandwidth to address critical aspects such as raising funds and acquiring new customers.

An ideal solution would be that while the start-ups works on its core technology, they have a partner who could build and operate a remote design team in a relatively lower cost economy and then transfer the team to the parent organization as soon as the latter can invest with required capex to build its own infrastructure. This is where a partner like Samadhan Systems kicks-in.

Samadhan's IncubationPlus zero capex India Operations Business Model

Samadhan offers a unique build-operate-transfer (BOT) based business model, which allows start-up to set-up operations in India at ZERO capital expenditure to start with. A brief synopsis of the business proposition is as follows:

1. Client identifies the key area of expansion, which could be R&D or business development functions. One could start from a team size of as low as 4 members.
2. Samadhan will build the team as per client's requirement. Every member would be interviewed and approved by the client.
3. The team is 100% dedicated to the client and NOT a shared resource.
4. Samadhan will provide complete admin; HR and IT support with IPR protection. Samadhan will administer short and long term employee benefits to attract the best talent.
5. Functionally the team will work with the client organization directly. Samadhan will ensure that the performance of each team member is as per mutual expectation.
6. As and when the start-up is ready to expand substantially and invest into its own infrastructure in India, Samadhan will transfer the dedicated team. Typically this happens in 8-12 months ("lock-in" period) of building the remote team.

7. Samadhan will charge a fully loaded cost on a per MM basis. Rates depend upon the skill set and experience level of the team required. There will be a transfer fee administered when this entire team is moved to client's organization.
8. The "virtual" team at Samadhan are on Samadhan payroll and start-up has no long term liability, both towards employees and on infrastructure.

IncubationPlus Customer Advantage

IncubationPlus program offer some clear advantages vis-à-vis working with a traditional IT outsourcing organization. To list a few:

- Start-up can start from a small team of 4-6 members. Typical outsourcing companies are not keen to work on such small engagements with a high risk profile customer.
- Customer gets a 100% dedicated team with known profiles. Unlike "time and material" projects, there is no "pyramid" applied for cost reduction.
- Unlike "fixed price" contracts, customer does not have to do detailed SoW exercise. SoW can be very time consuming to create and repeatedly negotiated over the course of the project. The virtual team at Samadhan is available to you from day one for any and all kind of work to be executed.
- During the lock-in period, customer gets enough time to fine tune the India team to get required skill-set and best performance. This is generally not possible in regular "offshore" outsourcing since exposure to individual team members is not possible.
- On completion of lock-in period, customer is free to set-up its own entity in India, **transfer its dedicated team from Samadhan and be highly productive from day ONE**. This makes the whole process of setting up one's own office very straightforward:
 - The Samadhan team, which is being transferred at start, acts like a catalyst to attract more talent
 - Capex is fully justifiable since the team has been delivering over the lock-in period with Samadhan.
 - Know-how transfer from Samadhan helps in forecasting opex burn and thereby better budgeting.

How to engage...

If you are an angel funded or VC funded company, looking to set-up operations in India with initial team strength between 4-10 people at zero capex expense, **IncubationPlus** program is for you. Contact us at the following address to discuss the next steps:

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