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CO-FOUNDER™

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1 YEAR OF INSPIRING ENTREPRENEURIAL JOURNEYS

INVESTMENT REPORT: AUGUST 2017



DIGIFISH3
Become Global Digitally



Digifish3

Become Global Digitally

Digifish3 is an insightful digital outreach and powerhouse, comprising of a group of dynamic individuals. They cater to their clients with a data-centric approach towards achieving an innovative and impactful presence in the digital world. They are a full-service digital advertising agency which is best known for its strategic branding solutions and world-class creativity.

Startup Name: Digifish3
Domain: Digital Agency
Founders: Sandeep Banger and Ashmita Dhingra
Investment: Bootstrapped
URL: <http://www.digifish3.com/>

They are well described by their tagline, "Become Global Digitally." Digifish3 is a 360-degree service agency that started with the adoption of a unique ideology. This digital philosophy encompasses a way of thinking and the method adopted for brands across all genres. The uniqueness of the agency lies in their approach of having customized strategies for each brand to reach their target audience and attain great brand connectivity. Digifish3's expertise extends over a wide gamut of services covering all the aspects of digital marketing. The idea of providing digital services was inspired by the shift in the market from traditional forms of marketing to the much more internet savvy techniques. As the world is progressing towards digitalization, the brands are acquiring maximum attention from this channel.

Digifish3 works upon 3 pillars of marketing that includes

- Presence
- Promotion
- Engagement

They help brands by making them popular on various social networking sites and promote them through Mobile Advertising, SEO, Affiliate Marketing, AdWords, Websites, Branding Strategies, Celebrity Connect, etc. They give a right medium for brands to showcase themselves to increase sales, and helps users in reaching out to the right product/brand. With established brands, Digifish3 works for boosting and optimizing digital exposure, and with upcoming brands, they help in creating the right digital footprint.

Mr. Sandeep Banger and Mrs. Ashmita Dhingra are the founders of Digifish3. They have an experience of 18+ years in the field of marketing, digital marketing and branding. They have worked for brands like Vodafone, Hungama, Seven3Rockers, etc. They have also worked closely with Airtel, Aircel, Docomo, Samsung, etc. to drive acquisitions and understand consumer behavior in the digital space. Both the leaders of the organizations understand the consumer mindset and brand requirements very well. They are a team of enthusiasts and have an epitome of energy. The dynamic individuals have built up a team of professionals who are now catering to people by understanding the value of the organization and showcasing their skills. Every brand that works with Digifish3, are provided with outstanding strategies and best brand-users connect mechanism.

The Co-Founder crew had a discussion with founders of Digifish3 and here is the summary of the discussion.

• How did this idea strike you?

We noticed the lack of connection between users and brands. Brand recall was a major drawback faced by most brands, and to do the right promotion and gain engagement with the users was the major challenge faced by most brands. To fill this gap, Digifish3 came up with the idea of catering end to end

digital needs of brands and users, i.e., to help brands in reaching out to the right audience and also hook them up with the ones who want to be the with the brand.

• The journey so far (When you launched, how far is the traction so far?)

Digifish3's journey had been a bit of a rocky road, as convincing clients about the benefits of digital marketing is a difficult task. From the time of inception till date, we made an impactful change in the overall digital domain. We are now making brands popular online and driving our plans better and ensuring project fulfillment. We do proper research, execute the plans and measure the outcomes of the strategies implemented. We now have a process that we can rely upon and can attain better results from our employees. Our end goal is a better future for the professionals working with us, and in-turn better future of Digifish3.

• What is the biggest challenge you faced as an entrepreneur while establishing your startup?

The biggest challenge Digifish3 founders faced was making a brand name for themselves in the "New Age Media Market - The Digital Media." Creating their digital domains and sustaining in a market of start-ups, along with big giants in the marketing/advertising field was surely an obstacle.

Many people started an organization without understanding the evolution of the market, but to be successful in this new age media, one required vision, a clear understanding of marketing and the roadmap. To top it all, people were not aware of digital, and to make brands experiment this methodology was a significant risk. Digifish3 even took the risk of bearing initial costs for brands to showcase results, and when the results were showcased, the brands were ready to pay. Financial crunches, time-management, processes, and to make people understand the new marketing domain - it all took time!

• How did you overcome it?

We overcame the biggest challenges by being headstrong to take Digifish3 as one of the leading digital agencies in the market catering 360-degree digital services. Secondly, we had our processes aligned along with a roadmap for operations. Lastly, we shared our vision and mission with all our employees and asked them to be a close knight team to achieve our goals. Even at the time of hindrances, at the time of our lows, we made sure to remain high and attain the best of our potential and be like the Phoenix.

- **What is the biggest learning so far in your entrepreneurial journey?**

The biggest learning was that nothing beats hard work. Working hard when things are not going as planned, taking calculated risks and not being stuck with the problems no matter how challenging the journey was, is our best learning. The other learning is about being confident and not covering up the faults; rather face reality and do the best to work around the flaws and accept them. Learning from the past and not making a decision just based on monetary profits is another major entrepreneurial learning. Don't be afraid to start small, was an idea we had when we started, as we believed that one needs to start from somewhere and if one has the driving force for it, nothing is impossible.

- **Who is your mentor/role model? What's the best lesson you learned from them?**

Role Model for Digifish3 has been its charismatic founder - Sandeep Banger, who is a risk taker and a strong-minded individual. He has an aim of growing the organization big and nurturing various lives by his motivational teachings and guidance. He is a self-made man and achieved success through sheer hard work despite all odds. He is a well-versed man in all subjects like politics, business strategies, and numerous other topics. The best thing he imparts is confidence, hard work, humility, dedication, and compassion.

- **What's your revenue model?**

Digifish3 started with a service model, and now we are getting involved with various products/brands as their exclusive digital partners. We assist a brand in conceptualizing and implementing strategies for the product from scratch. We are also coming up with our own products in the B2C segment. So, the revenue model for Digifish3 is a mix of both Services as well as Products.

- **What are your future plans with your startup?**

We are no more a startup. We have various plans aligned for growth, and one of our major plans is - Digifish3 Training, which is an extended arm of our business. We started noticing a huge gap in people's knowledge in Digital Marketing, so we designed a course which caters to each individual according to their requirement and their domain, rather than just providing mere basics. Along with this, we aim at getting ourselves into products in genres like fashion, healthcare, and recruitment. Secondly, we are also developing few B2C products to ensure better lifestyle for consumers.

- **Who are your competitors?**

None. Competition is when you feel some people are doing the same thing you do but in a better way. We didn't find any such companies as of now. We compete with ourselves, and we cater to attain the best results for the brands associated with us.

- **What's your tip for newbie entrepreneur?**

Be a hard and smart worker with zeal, dedication, and determination to achieve something in life.

It takes time and patience to achieve something, so work towards it and don't lose hope. Together one can reach greater heights, so look for someone who has similar aspirations and can offer endless support.

