# Giggr

## The future of work

# Accelerating Pursuit of Excellence

We are a Cloud Native Digital Technology Enterprise. Involved in Engineering Life Technologies catalyzing the Pursuit of Excellence for Individuals, Industry and Institutions. Shape Shifting the Information Age to an Age of Intelligence.

**Let's Get Started**

# Design in India, Design for the World

**Design has two parts:**

1. **Design Learning** Inquires, Explores & Discovers Potential.
2. **Design** bridges it with Performance by Fusing Data, Talent, Resources / Materials / Energy, Capital and an Intelligent Infrastructure.

On the occassion of India's 78th Independence Day, PM Modi coined a new phrase -- "Design in India, Design for the World". The Prime Minister called upon Technology Professionals to create Products that cater to both domestic as well as International markets. He said we need to focus on design and we need to try to make the Indian Standard the Global Standard.



**Giggr**
The future of work

**Goverment Of India**

**Shri. Narendra Modi**
**Honorable Prime Minister of India**

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# BRIDGING POTENTIAL WITH PERFORMANCE
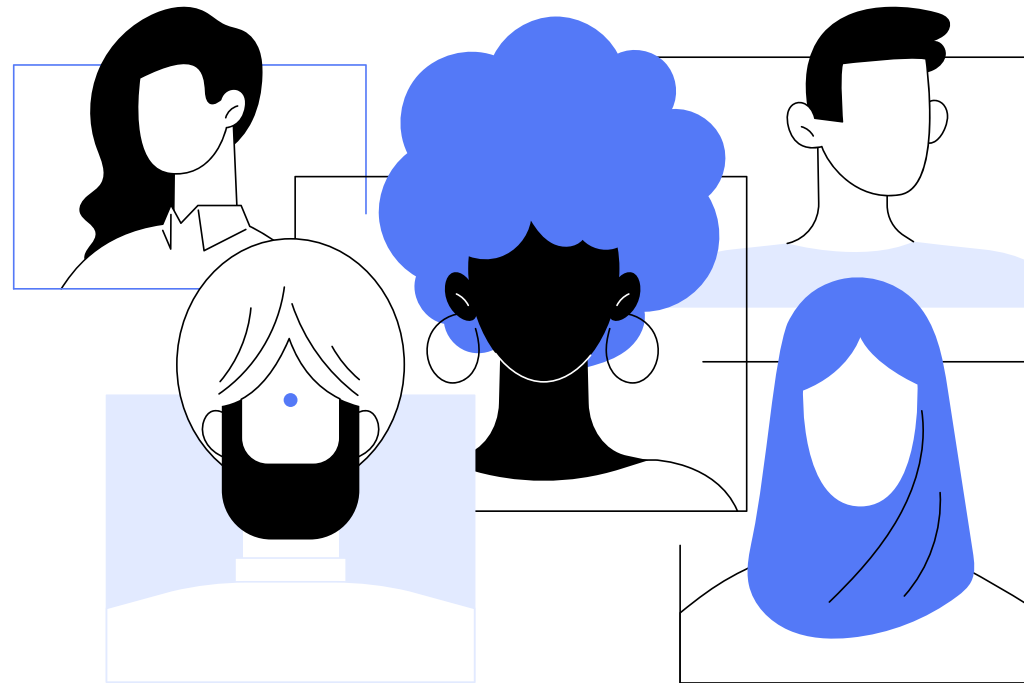
**An Inclusive Approach to Building Human Capital**

GenA: 08 - 18

GenZ: 18 - 25

GenY: 25 - 40

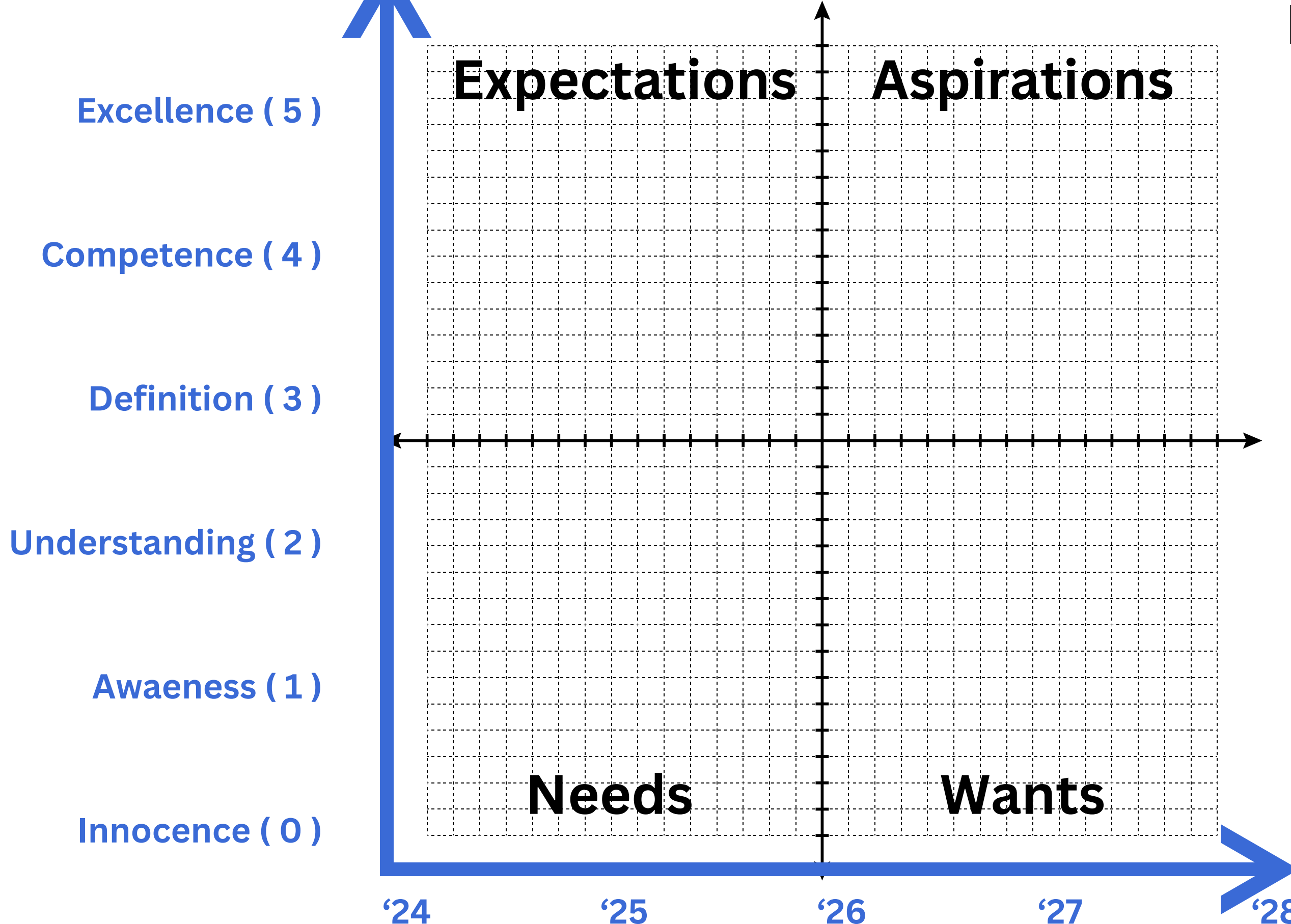GenX: 40 - 60

Baby Boomers: 60+

- **50%** Potential
- **25%** Talent
- **25%** Performance

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**Value**

Excellence ( 5 )

Competence ( 4 )

Definition ( 3 )

Understanding ( 2 )

Awaeness ( 1 )

Innocence ( 0 )

Expectations | Aspirations

Needs | Wants

**Profiling, Personalizing & Preferentiating**

**Demography**

**Biography**

**Psychography**

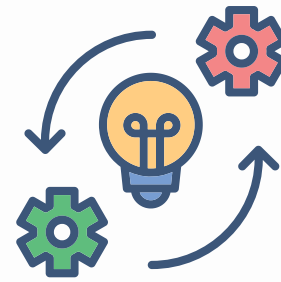**Time**

'24   '25   '26   '27   '28

# Case Study: Yuva Samruddhi - Transforming Karnataka's Entrepreneurship & Youth Employment Landscape

## Aspiration

- Program Name: Yuva Samruddhi
- Objective: Create 1 crore jobs in five years in Karnataka
- Initiated By: Govt. of Karnataka (GOK)
- Conceptualized By: Giggr Technologies
- Leadership: Dr. Ashwath Narayan (then Honourable Minister of IT)

## MOU & Gazette

- MOU & Gazette Details:
- GO No. sDEL 33 ELM 2021, Dt.08-04-2021
- GO No. SDEL 33 ELM 2021, Dt.19-04-2021 (Revised)
- Addendum No. SDEL 33 ELM 2021, Dt.29-06-2021
- Task Force Leadership: Dr. Selva Kumar, Principal Secretary, Government of Karnataka & Subbu Iyer, CEO of Giggr Technologies

## Six Key Initiatives

1. Building Digital Skills & Mindsets
2. Career Information & Guidance
3. Digital Services & Tech-based Models
4. Entrepreneurial Ecosystem at District Level
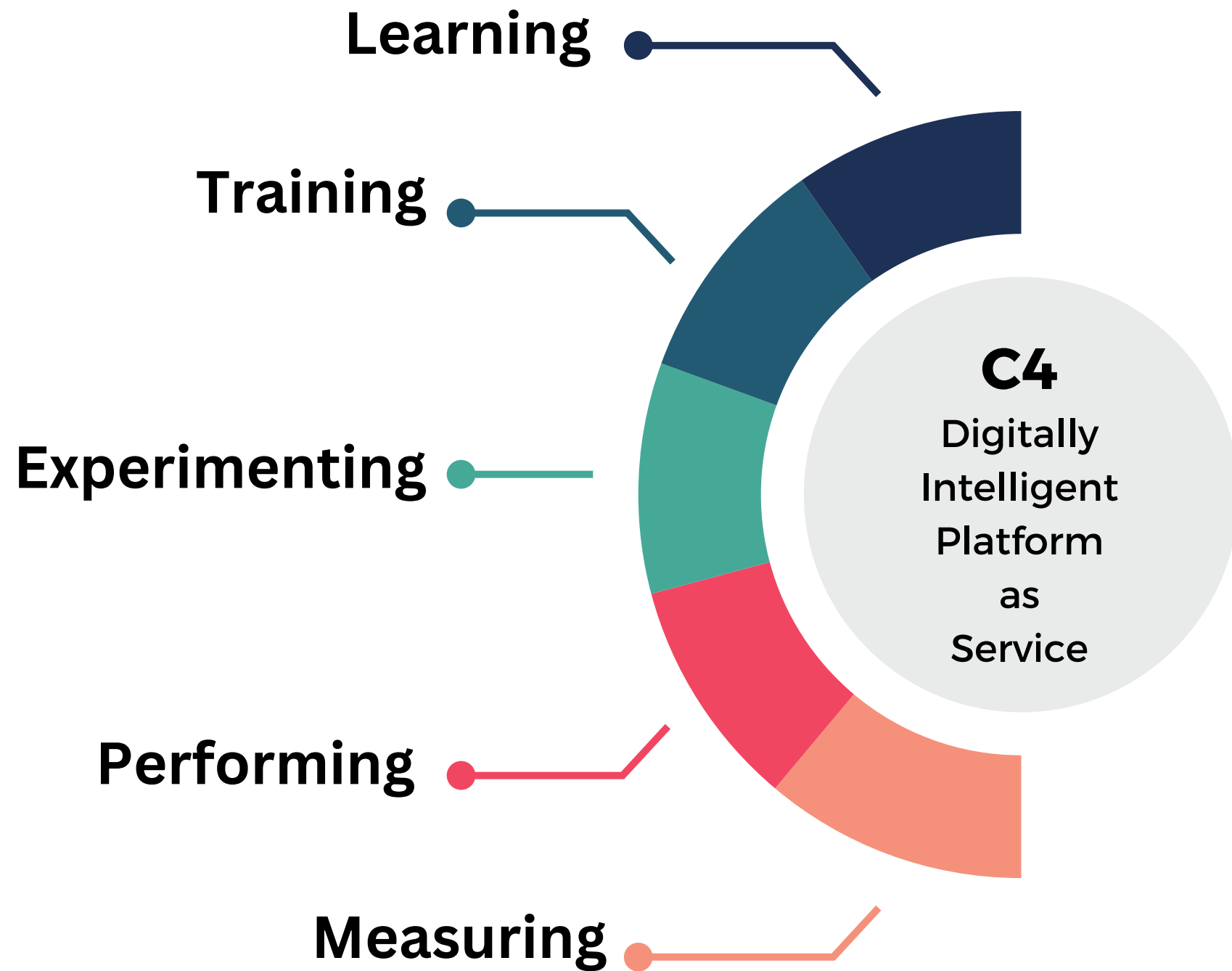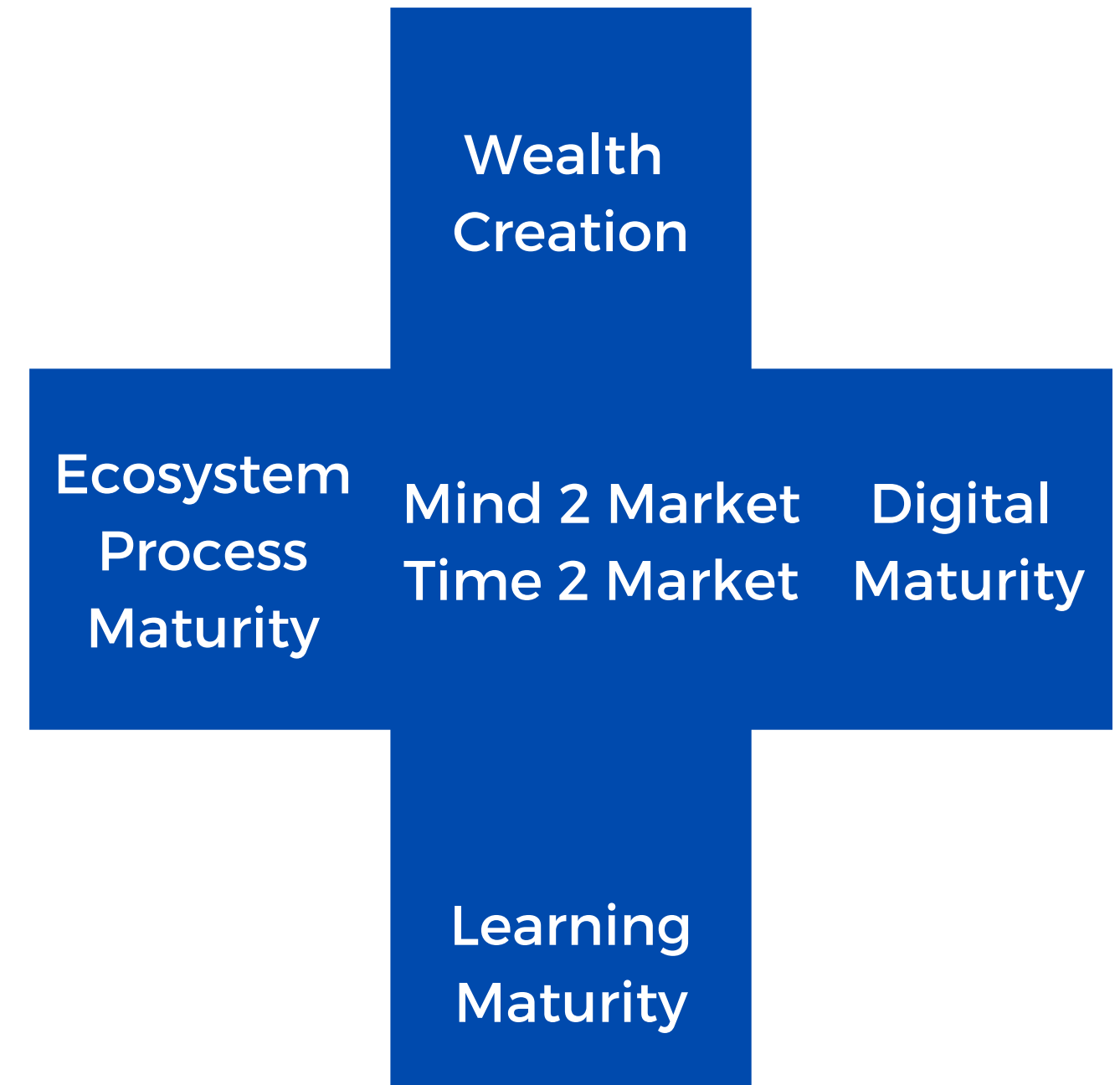5. Youth Entrepreneurship
6. Agri & Agritech

## Collaboration

1. Giggr Technologies led collaboration with key agencies - CEDOK, DAY NRLM Sanjeevani, NSDC Skill India & others
2. A series of workshops were conducted to conceptualize the Yuva Samruddhi Program
3. Pilot project initiated in 8 districts

# Process

**Learning**

**Training**

**Experimenting**

**Performing**

**Measuring**

C4
Digitally
Intelligent
Platform
as
Service

# Measures

Wealth
Creation

Ecosystem
Process
Maturity

Mind 2 Market
Time 2 Market

Digital
Maturity

Learning
Maturity

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# Metrics & Measurement

| No. | Initiative | Metrics | Measures | Impact |
|---|---|---|---|---|
| | | | | **Business & HR Metrics** |
| 1 | Innovation | | | |
| | | Mind 2 Market | Patents Registered & Awarded | 60% Increase in Patent Application and 40% increase in accuracy of awards for comparable periods of time. |
| | | | New Ecosystems Created | A minimum of 5 Communities of Interest (COI) and 5 Communities of Practice across the 17 SDG Goals. |
| | | | New Generative Processes | 100 New Processes Every Day for a Customer Experience with exposure to only select customers categorized as Alpha. |
| | | | New Product Engineering | Enabled by Customer Life Journeys increasing Customer Loyalty by 60%. |
| | | | New Materials Used | Using Nanotecgh and Biotech to replace conventional materials. |
| | | | New Resoiurces Used | Robotics used to don repetitive tasks and free the humans to work in the areas of Design & Technology Creation. |
| | | | New Energy Used | More than just measure Carbon Footprints, efforts in the ares of generating and channeling energy to grids that balances the use of energy. Also improving the distribution and Access, & Reach that revolutionized consumption. |
| | | | New Access | 40% New Markets and Customers Created. |
| | | | | |
| | | Time 2 Market | Scaling | Personalization leading to a Segment of 1 deepened existing Customer Consumption by 50%. |
| | | | Flexibility | Digital Access reduced the cost of Contact Centers. |
| | | | Service | Self-Service with Audio, Video, Grapohics and Text reduced cost of Packaging and Product Support Costs and at the same time improved Customer Satisfaction. |
| 2 | Human Capital | | | |
| | | Laerning | Employee Engagement | Workforce Interest and Involvement Increased by 80%. |
| | | | Concept Pipeline | A Pipeline of 60 exists today that is being modeled where none existed before. |
| | | | Culture | A renewed interest in participating in the formulation and implementation of Values, Convictions and Assumptions about what is possible at work has created a new energy and excitement. Prompting new functions and divisions eager to participate. |
| | | | Rewards Recognition & Celebration | An Open dialog on how contributions from associates can be considered a partnership with a renewed understanding of shared Intellectual Property (IP) and Commercialization benefits. |

# Appendix

The Following section is intended to provide a detailes understanding of our Platform and Products.

https://giggr.app

# Our Identity

## We are an enterprise led by Design Learning and we incorporate it as a foundational element in everything we do.

### Mission

Improving the Quality of Life in every sphere.

### Vision

To be counted among the Top 5 Technology Enterprises by 2030.

### Values

Data Autonomy
Sustainability
Diversity, Equity & Inclusion
Accountability
Excellence

## Drivers

**1** Emerging Aspirational Generation

**2** Transversal Technologies

**3** Changing Dominant Workforce Demography

**4** New Resources, Materials, Energy

**5** Value Driven Economy

# A Potential $110 Billion Market in India alone by 2030
## Our Immediate Focus is Catalyzing the GCC Movement for Incumbents, New Entrants, Grownups & Startups

**No. of GCC's**

2400 by 2030

**New GCC's**

Estimated 115 Per Year

**Employing**

4.5 Million People
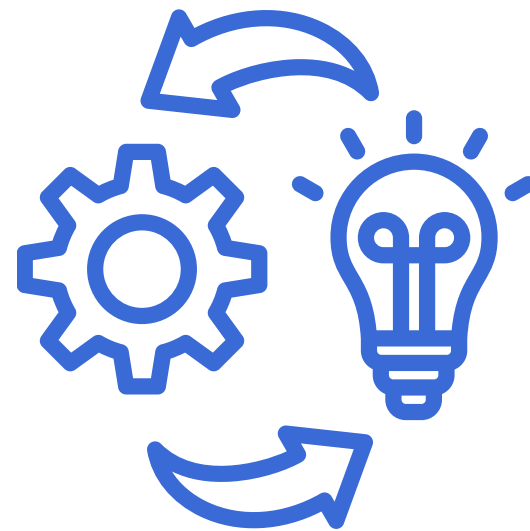
**1** Work Tech is forecasted to approach $1 Trillion by 2026.

**2** Global Digital Transformation Market size estimated at $731.13B in '22 and anticipated to grow at a CAGR of 26.7% from '23 to '30.
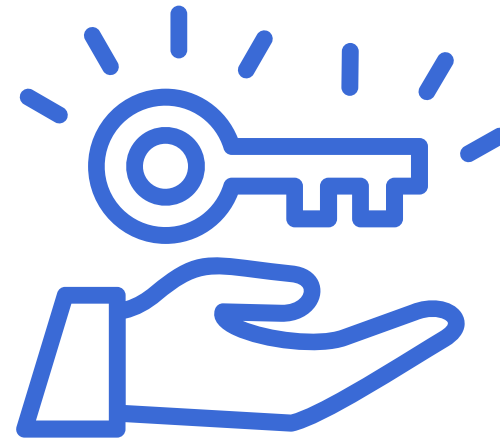
**3** Two promising innovation waves digital and deep science are marking presence.

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# Partnership
## Synergizing Operations & Innovation

**Opportunity**

*Growth
On-Demand*

**Startup Failures**

**Corporate Monopolies**

### Intent

Shifting the focus of technology from Information to Intelligence.

### Imperative

A Stage Gated & Risk Assured Process of Innovation & Operation.

### Impact

Improved Quality of Life.

**Digital Transformation Failures**

**Poor Applied AI Adoption**

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**Humanizing Technology**

Functional Needs / Wants

Lifetime Aspirational

Brand Trust

Emotional Recommending to a Personal Context

Economic investing in Growth

1. Digitally Intelligent Platform As Service (DIPS)
2. Generative Ecosystem within Communities
3. Value Based Investment
4. Personally Relevant
5. Open Innovation leading to Life Connection
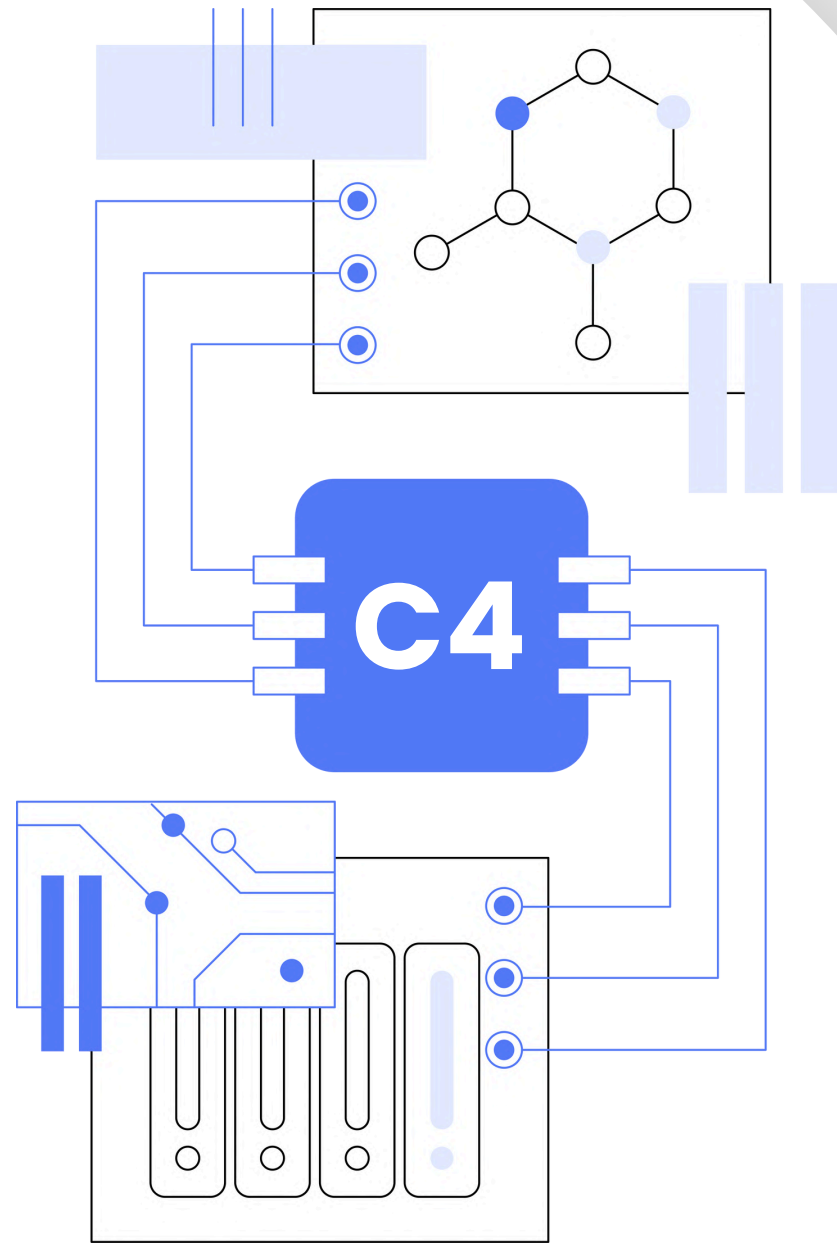
**PLATFORM**

Fusing the 5 Essential Elements for an Ecosystem to thrive

**C4**

Device, Channel & Medium Independent

Design Learning

Personalized Sandboxes

At the Sweet spot of Value, Intellectual & Human Capital

Digitally Intelligent & Open
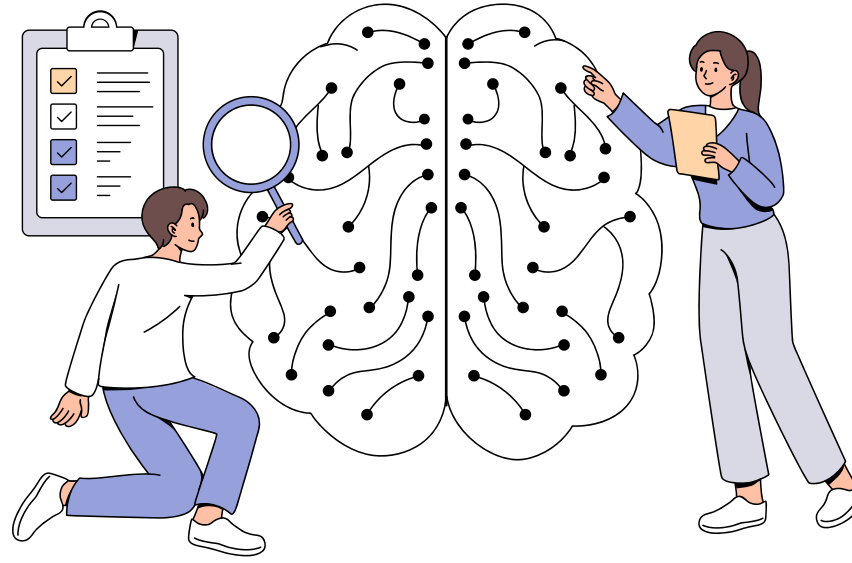
**Data**
Intelligence

**Talent**
Growth Mindset

**Resources, Materials & Energy**
Experimentation

**Capital**
Focused Investments

**Infrastructure**
Role Driven Digital Identity

# C1

# Conceptualization

## Hypothesis

Product Market Fit

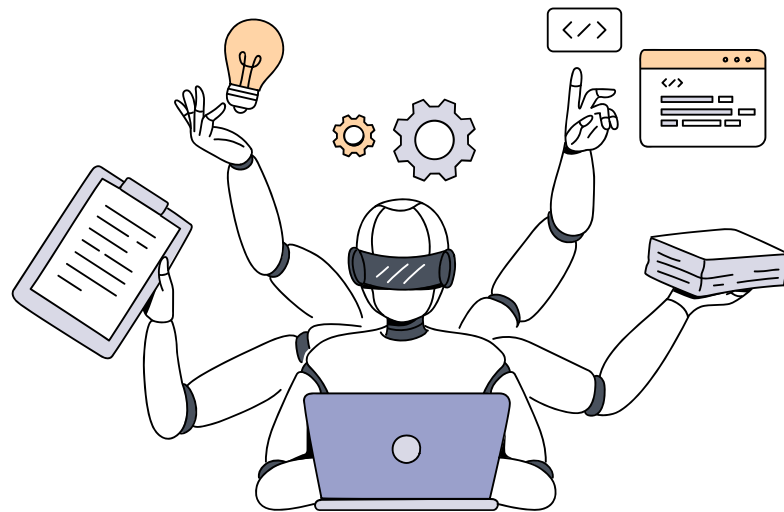## Design Learning

Sustainable
Enterprise Model

## Conceptual Proof

Solution
Visualization

# C2
# Creation

### Engines
The Platform / Product Core

### Components
The Technology Ecosystem

### Connectors
The Digital Fabric

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# C3
# Contextualization

### Devices

The Touchpoints

### Channel

Convergence of Content, Computing & Communications

### Medium

The Data Science

# C4
# Commercialization

### Quality of Life
The Distinction

### Performance
Innovation Metrics

### Sustainability
Impact on Life

# TRANSPORTING INTELLECTUAL PROPERTY (IP) IN A CONTINUUM



**C4**
**Digitally Intelligent Platform as Service (DIPS)**

**C1** Conceptualization

**Models:** *Business, data & Tech Models*

**C2** Creation

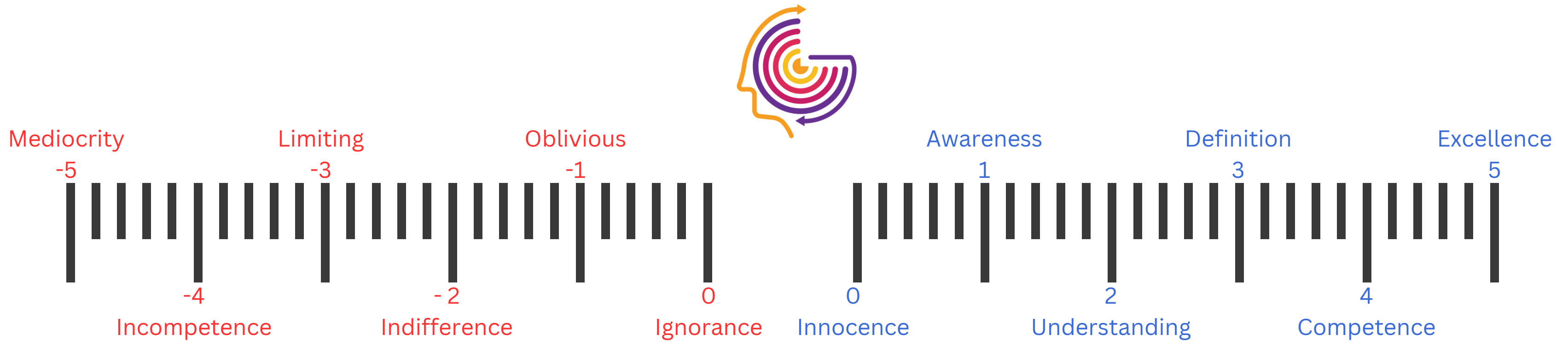**Solution:** *Engine, Components, Connectors*

**C3** Contextualization

**Application:** *Aspiration, Access, Distribution & Reach*

**C4** Commercialization

**Impact:** *Improved Quality of Life*

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# UNIQUE ALGORITHMIC MEASURING SYSTEM

| Mediocrity | Limiting | Oblivious | | Awareness | Definition | Excellence |
|---|---|---|---|---|---|---|
| -5 | -3 | -1 | | 1 | 3 | 5 |

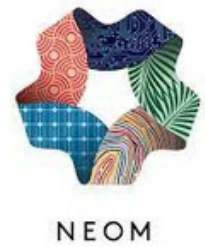| -4 | -2 | 0 | 0 | 2 | 4 |
|---|---|---|---|---|---|
| Incompetence | Indifference | Ignorance | Innocence | Understanding | Competence |

**The World's First Dimensions & Attributes based Self Evaluation System
For Every Sphere of Human Activity, powered by Digital Maturity Compass (DMC)**
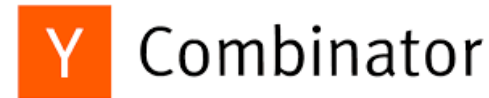
20
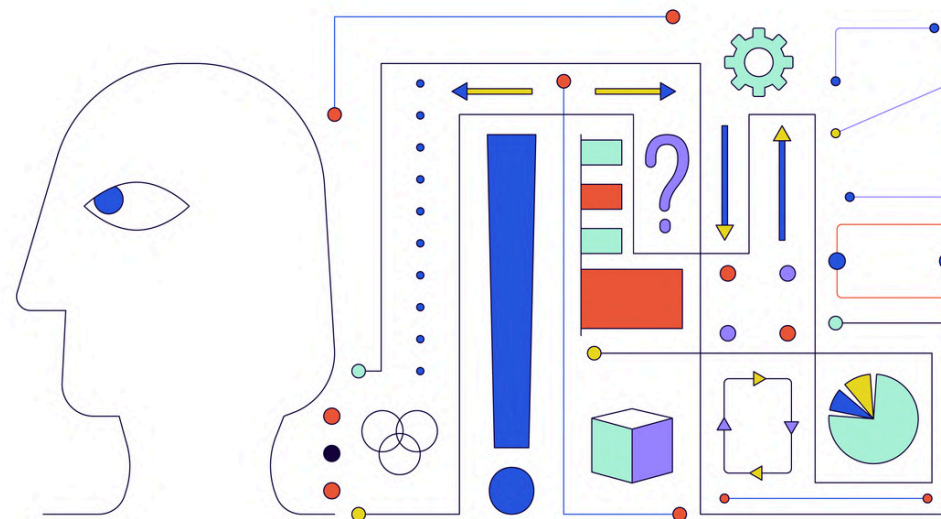
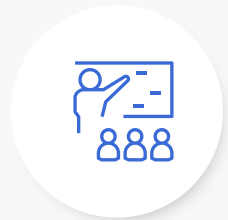# COMPETITIVE LANDSCAPE

**VISIONARIES**

**CONSOLIDATORS**

**PRETENDERS**

**FRACTIONALS**

## Education

Focusing on specific "alpha" customers to actively participate on the platform, benefiting from it while also aiding in the platform's improvement.

## Ownership

Experiencing value and embracing the offering by becoming early beneficiaries of industry leadership as beta customers.
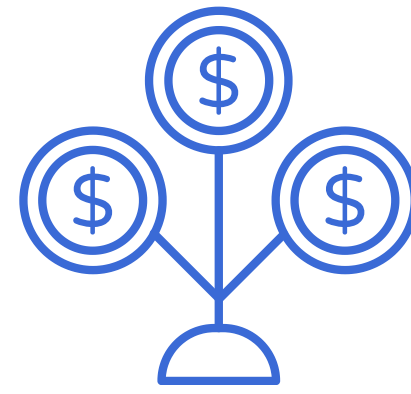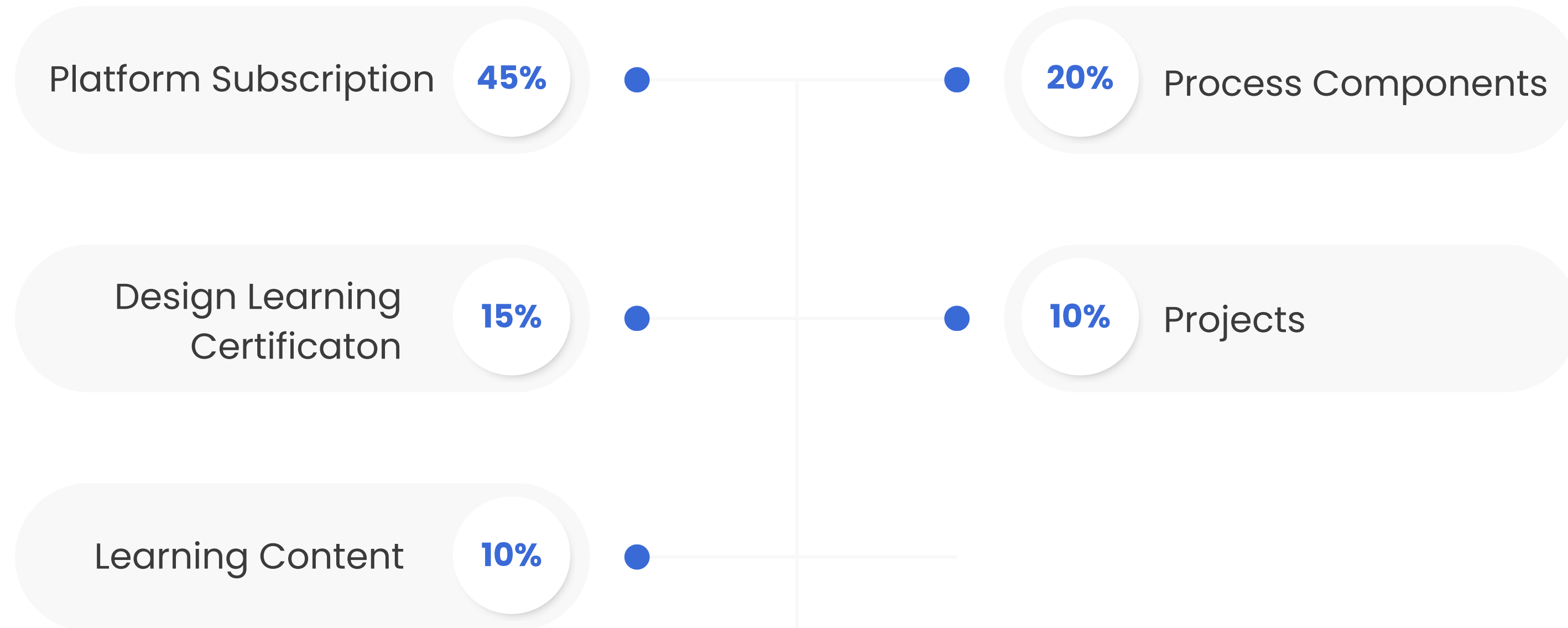
## Commitment

Beta customers transition into platform ambassadors, motivating other customers with their success stories initiating the theta state (Exponential Growth).
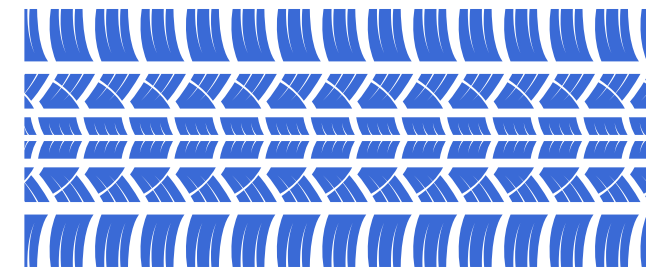
# GTM for an Experiential Economy

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# MONETIZATION

Platform Subscription **45%**

**20%** Process Components

Design Learning Certificaton **15%**

**10%** Projects

Learning Content **10%**

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# TRACTION

**Global Capability Center**

Designing & Establishing a GCC in India.

**Global Capability**

Partnering to power NexGen GCCs.

**Developing Glocal Capability**

Human Capital Development & Entrepreneurship.

**Digital Transformation**

Center of Excellence for Digitalizing the State for Rewiring Growth.

**Start up Incubators**

Establishing value with start-up ecosystems in AI/ML.

**Innovation Hub & Ecosystem**

Enabling the ecosystem and Creating Value.

**Gen A & Gen Z - Future of Workforce**

Enabling Aspirations & Excellence in Sports Technology.

**Gen A & Gen Z - Future of Workforce**

Enabling Aspirations.

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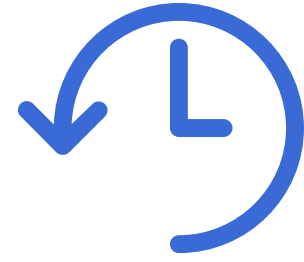
# FLASHBACK

The Founding team worked together while developing a Portal for GOI enabling the reporting UN SDGs.

Founded Giggr Technologies Inc. a C-Corp in the US and Giggr Technologies Private Limited in India.

Ownership of 70 - 30 between the Founders currently in both Independent Entities.

Bring great experience and goodwill in the Industry having had a successful past as Intrapreneur and Entrepreneur.

Can bring the best talent together from across the world.

**Subbu Iyer**
**Founder & CEO**

Author of the Design Learning Framework and the C4 Digital Platform.

Will be the Lead Designer, Architect as well as oversee the Strategic Enterprise Operations.

**Siddharth Patel**
**Co-Founder & COO**

Deep Learning and AI Specialist.

Will lead the Operations, build the ecosystem and oversee the Engineering and Development

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# Thank You!

**Giggr**
The future of work

We hope you have been inspired by the pathway we propose to Improve the Quality of Life on our Planet. People Contributing more than the conventional economic model of consumption.

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