

Date: 7th May 2025

To

The Director
International Management Institute (IMI) Kolkata
2/4C, Judges Court Road
Alipore, Kolkata – 700027

Subject: Letter of Contribution – Local Business Accelerator Course

Dear Sir/Madam,

We are pleased to write this letter to formally acknowledge and appreciate the contribution of the student team from IMI Kolkata, who collaborated with us over the past six months as part of the Local Business Accelerator course.

The team brought in a fresh, data-driven perspective and demonstrated strong analytical and interpersonal skills throughout the engagement. Their involvement has added meaningful value to our strategic thinking and operational planning.

Specific Contributions:

- **Consumer Behavior Analysis:** The team undertook comprehensive surveys and interviews to understand our target audience's needs, pain points, and purchasing behavior, enabling us to realign our product offerings and customer engagement strategies.
- **Competitive Market Mapping:** By evaluating direct and indirect competitors, the students provided a structured overview of market positioning, pricing trends, and customer acquisition tactics relevant to our sector.
- **Digital Strategy Enhancement:** They suggested specific improvements in our online communication, website UX, and content calendar, ensuring our digital touchpoints were aligned with user expectations.
- **Customer Journey Optimization:** Insights from their work helped us better define the customer journey — from awareness to conversion — leading to a more coherent and targeted marketing approach.

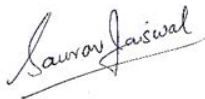
Outcomes Achieved:

- Clearer segmentation and repositioning of our key services to better meet customer expectations.
- Launch of a revitalized digital presence, leading to measurable growth in online engagement and customer inquiries.
- Initiation of new outreach programs, driven by data-backed personas and customer preferences.
- Strengthened internal processes through the adoption of tools and workflows suggested by the team, improving both efficiency and customer satisfaction.

This collaboration under the IMI Kolkata initiative has been instrumental in bringing fresh perspectives to our business.

We express our sincere thanks to IMI Kolkata for this enriching partnership and hope to continue engaging with your institution in the future.

Warm regards,



Saurav Jaiswal
Co-Founder & CEO
Diverse Genomics Pvt. Ltd.

