



180DC REPORT

2023 - 2024

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CORE 2023-24:

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Mission, Vision & Timeline

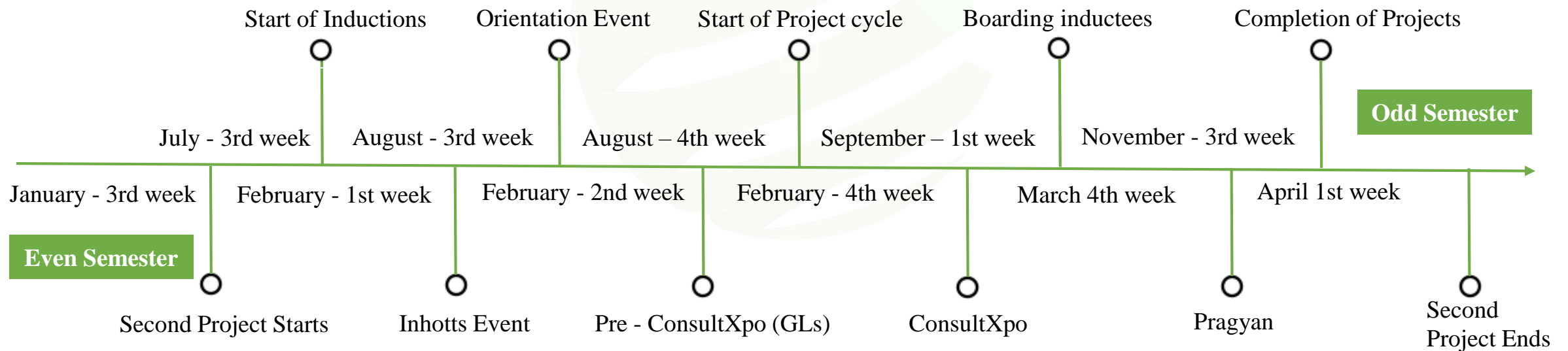
Mission

- To create an everlasting impact in society by serving our clients in social impact projects
- Increase the effectiveness and troubleshoot problems in the client's organizations, thereby helping them achieve a firmer stance amongst competitors and in society
- Spread the consulting culture in NIT Trichy and awareness of opportunities in the consulting world.

Vision

- To be a preferred student consultancy and strategic partner to corporates and non-profit organizations by 2025.

Timeline



Other Campus Initiatives – Orientation Event and Induction'23

Bored of Directors

180DC X ORIENTATION

About

An exclusive **two-day** event conducted in collaboration with orientation for the batch of 2025, which help the **1st years** get an idea about the club. The rounds are based on the basic concepts of management and various other soft skills.

Event Report

- **Registrations:** We received over 150+ registrations through Gform
- **First Round:** An online quiz is conducted on Mentimeter on 20th November 2022. 60 people are shortlisted for the next round.
- **Second Round:** Shortlisted students are grouped into 12 team of 5 members each. A business domain along with the company name is given to the participants, and a general problem statement is also provided. The teams pitch the startup, ideate an USP, and decide on their brand ambassador and marketing strategy. There is a panel of judges to question them at the end based on their presentation

Case Out of Point

180DC X InHOTTs

About

The problem statement is provided on the day of the event, and the participants are to submit a solution in the form of ppt. The entire event has two rounds, 1st round is a submission round, and the selected teams have to present their ideas offline.

Event Report

- **Round 1:** Participants are given a case statement by 07:30 pm on the event day. They get 30 minutes to go through the given problem and start working by 08:00 pm. By 11:00 pm, everyone submits their solution in a Google form link that is sent to them in the mail. Their submission is a 6 to 8-slide ppt
- **Round 2:** Selected teams are asked to present their ideas in front of the panel. Each team is given a duration of 15 minutes to present, which is followed by a Question and Answer session.

Past year - ConsultXpo

Events

Go to Mars

This event is about the battle of wits as the teams present their spicy solutions for the problem statement. The teams will put forth their ideas in the form of PPTs and explain them under a span of 7 minutes per team.

What's your number?

This event requires participants to go to specific locations on campus, solve guesstimates and then move on to the next place until they reach the final destination, and the clues will be relevant to the places they get assigned.

GlobalCon

The teams will be given a prompt about setting up a business in countries. Each team has to state why their country is more favorable for the prompt. Teams will take turns to justify the country they represented.

Case-a-blanca

Each team needs to prepare a PPT of 10 slides. Top 7 teams will be selected and required to present their PPT to the judges' panel, an online meeting. A Q&A session with the judges followed it.

Sessions

Bootcamp



The Bootcamp included three sessions about consulting, which experts in the respective fields took:

Session 1 - **Introduction to Consulting**

(Anirudh Ramesh - Bain and Co Associate)

Session 2 - **How to approach cases?**

(Pinnaki Agarwal - Co-Founder of Brainworks)

Session 3 - **Frameworks and Guesstimates**

(Rajesh Gopal - INSEAD Alumnus)

Guest Lectures



Rajaram Suresh:

Renowned principal at BCG and an accomplished alumnus of IIT Madras and IIM Ahmedabad.

Rohan Jain:

Esteemed principal at BCG and an alumnus of the prestigious IIT Kanpur and IIM Ahmedabad.

Manpreet Singh:

Vice President of Cashfree Payments and a renowned figure in fintech

Ongoing and future initiatives

Boardroom Showdown 180DC X ORIENTATION



An event in collaboration with **Orientation**, Boardroom Showroom is exclusively planned for **1st year** students to introduce them into the world of consulting.

Candidates will be provided with relevant, fun, and intriguing crossword puzzles. Questions related to the fields of consulting, risk and finance will give 1st year students a taste of 180DC.

Induction 180DC



With over **240+ registrations**, the official induction of 180DC happens in 3 phases.

The objective of consulting inductions in **3 phases** is to teach applicants frameworks, guesstimates, PPT making, data analysis through Excel and case solving.

The best set of students are inducted into the club, but every student who applies learns a lot through the sessions.

Social media posts 180 DC



Aligning with 180DC's primary objective of spreading consulting culture at NITT, the club creates **informative posts** on social media (LinkedIn, Instagram and WhatsApp).

With over **1.9k** + followers on Instagram, the reach on consulting-related topics like guesstimates, MECE and industry reports imparts knowledge to the audience. Updates about events and case competitions conducted for **NITT students** is also intimated through social media handles.

Future initiatives

Campus Development 180DC X SOCIAL COUNCIL



Plans of collaboration between **180DC NITT** and **Social Council NITT** in the upcoming year.

Objective of 180DC is to provide advisory solutions. The club aims to use its resources to help in the **development** of the campus. The club also aims to bring in talented guest speakers and to be the **brand ambassadors** in spreading the aura of management consulting to the students of NITT.

Case Book 180DC



An exhaustive handbook that is a copious compilation of transcripts of live **case sessions**, 180DC's case book serves as a guide to case interviews and guesstimates.

180DC's case book will help students seeking to enter the arena of consulting prepare and ace **case interviews**. The transcripts are made and recorded by 180DC members, with the help of mentors, and they are published on the casebook to help both members of the club and students of NITT.

Industry analysis report 180DC



A detailed report on specific industries (FMCG, Finance, Agriculture) published by 180DC, the **industry analysis** will reveal insights and valuable takeaways for each domain.

The report will cover key players of the industry, scope, competitors etc, and provide a **comprehensive** understanding of the industry for beginners and curious minds alike. It is a report published by 180DC for members of the club and students of NITT.

Projects

Banka Bioloo



This is an enterprise that develops environment friendly water, sanitation and hygiene services.

Problem Statement

180DC is tasked with assessing the market size for refurbishment of decentralized STP's in select cities, strategize GTM strategies to undertake refurbishment and develop a financial model for Urban SAAS for 5 years.

Solution Approach

- Market sizing
- Financial Modelling
- GTM Strategy

Perfios (US and MENA)



Perfios is a digital lending solution company, present in 18 countries across the world.

Perfios - US

Problem Statement

Perfios has no base in US, and they want to enter the US market. 180DC is tasked with understanding the market, existing players, their dynamics, scopes and to strategize ways to enter the US.

Solution Approach

- Market research & Competitor Analysis
- Regulatory Compliance
- GTM Strategy

Perfios- MENA

Problem Statement

Perfios is looking to expand its market to the Middle Eastern and North African countries. 180DC is tasked with strategizing solutions for expansion of existing markets and entry into new markets.

Solution Approach

- Shortlisted countries & competitors
- Customer Segmentation
- GTM Strategy

Achievements, Collaborations and Mentors

Achievements

- **National finalist** (one of the Top 7 teams) in IIT-M's annual social case study competition
- **Finalist** in IIM Calcutta's Pankh National level case competition
- National **semifinalist** in MICA National Level case competition
- **National winners** (#2) in IIM A's Sustain 2.0
- **National winners** (#3) in IIM T's Consulting Czars.
- **Finalist** in Ashwamedha, IIM Indore's flagship legacy leadership event
- **Finalist** in Tata crucible campus business quiz (may).

Collaborations with industry experts

Gourav Sachdeva - Fidelity Investment

He shared his knowledge of Project Management methodologies, Frameworks, design thinking, and Investment Banking.



Mr. Rohan Patnaik – Microsoft

Talked about building resumes, preparing for exams such as the CAT, and providing guidance on pursuing a master's degree.



Madan Chander – Tech Mahindra

He has deep experience in software development, product management, value proposition, and various other domains.



Collaborations with companies



PrepLounge offers interactive content and personalized training plans to help management consultants practice for case interviews. 180DC partnered with PrepLounge, procuring a student discount for using their resources for the winners and participants of ConsultXpo.



Brainworks offers management consulting services to startups across the globe. 180DC collaborated with them to arrange a session on consulting for the participants of ConsultXpo's Bootcamp. The winners of the case competition were awarded an internship opportunity at Brainworks.