

# Market & Opportunities

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This document is prepared with the intention to offer a brief overview of our approach to identifying the market and the opportunities it holds.

humanflare.com is a biz.DEV agency. We specialize in the biz.DEV approach that effectively showcases the revenue generation potential within our clients' services to their own clientele.

We craft industry-specific, practical biz.DEV mechanism, each with inherent biz.DEV potential, specific to our client's areas of focus. Furthermore, we offer support to our client's business development teams to implement the biz.DEV mechanism we've designed.

**What is an “industry-specific & practical product”?**

*In simple words, a product that makes money.*

Let's consider the medical industry. The medical industry is a broad stream. Our efforts will be directed to win clients for you from the following specialized medical fields.

- Hospitals
- Dentistry
- Hair Transplant
- Cosmetic Surgery
- Cosmetic Dermatology
- Diabetes Management
- Weight Management
- Nutrition and Diet
- Obesity Clinics
- Sleep Disorder
- Healthy Aging
- Longevity
- Heart Health
- Kidney Health
- Liver Health
- Eye Health
- Brain Health
- Bone Health
- Mental Health
- Pathology Labs



- Why would these entities agree to work with you?
- Why would they pay you?
- What makes your offer better than those they receive every day?
- What makes us confident that we can win business from these streams?

They have 5 convincing metrics to do so.  
Let's use hospitals as an example. We will assist you in both committing to and delivering the following 5 metrics:

<p><b>&gt; Incorporate international clients, comprising 5% of the total clientele</b> <i>(out of the new clients added over the 12-month period)</i></p> <p><b>&gt; Focus on 1-US state, 1-European country and 1-country in APAC region to advance them as an ideal destination for medical tourism.</b></p>	<p><b>&gt; Add new corporate clients, constituting 25% of the total new clientele addition.</b></p>	<p><b>&gt; Increase online consultations by at-least 20%.</b></p> <p><i>(using current consultation count as the baseline)</i></p>	<p><b>&gt; Increase lead generation by at-least 10%.</b></p> <p><i>(baseline being current rate of lead generation)</i></p>	<p><b>&gt; Amplify engagement by increasing current followers by 25% and new subscribers by 10%.</b></p>
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Easier  
said than  
Done!



Is it?

Is there a demand in the market for the metrics mentioned above?

- Does medical tourism exist as a practical option?
- Can the underprivileged and middle-class of the US, EU, and APAC comfortably pay for expensive medical facilities in their respective nations?
- Are the corporations providing medical benefits to their employees?
- Are people inclined to consult healthcare experts located in distant cities?
- Does valuable content generate active engagement?
- Do people respond to information that addresses their problems or saves them time, money, and worry?
- Wouldn't effectively reaching the right global audience, with a practical narrative via an appropriate platform result in a significant increase in followers or subscribers?

Up to this point, an important question remains unanswered.

# How?

(How will we deliver?)

Brevity in questions often invites lengthy responses.

We will take one month to answer this single-word question, but the answer will be thorough.

Here's why: We will be invoicing you for the services we provide. The money you will pay us is well earned and is evidence of your hard work. When you hand us your hard-earned money, you also convey your expectations - the expectations we must meet to rightfully earn your money.

Thus, we request you to carefully read the following section.

## Why 1 month?

During the 1st month of our collaboration, our aim is to observe your existing business development setup. We will note what we experience.

During this phase, we will work under the leadership of your business development team leader, aligning ourselves with TL's guidance and directives without hesitation. TL's orders will be followed, no questions asked.

This preliminary phase is essential for us to identify your strength and pinpoint the areas where our involvement can be most effective. Our concentration will be on determining what is required, as well as identifying any existing gaps within your business development structure.

*There are no shortcuts.*

To achieve this, we have to delve into various aspects of your business development mechanism, including the industries you are targeting and the methodology you are currently employing to pursue them.

Working with your business development team will enable us to study the methodology used for new business pursuits.

We recognize that pursuing prospects demands a significant investment of time, financial resources, and energy. Therefore, we cannot emphasize enough how essential it is for us to understand your existing business development mechanisms in place for cost analysis, prospect research, and qualifying prospects and industries. By thoroughly assessing these elements, we can ensure alignment of our approach with your goals and objectives.

Upon the conclusion of the 30-day period, we will submit a report that shares our observations and outlines the proposed biz.DEV initiatives we intend to undertake on your behalf. Should our findings align with your objectives, and we reach a mutual agreement on the report's recommendations, we will proceed to the second month of our collaboration.

For the first month, we will charge you Rs.25,000 for our discipline, time, and efforts.

We'll leave you with a question to ponder: Have you established mechanisms to generate business from the following, highly profitable industries that traditionally suffer from anemic social media engagement?

Pune is an industrial city.

Industry	Reasons for Lower Traction
Industrial Manufacturing	B2B, limited audience
Heavy Machinery	Niche market, limited audience
Financial Services	Compliance and security concerns, conservative approach
Legal Services	Highly regulated, professional nature, limited audience
Agriculture	Seasonal and regional nature, limited need for social media
Mining and Extractive	B2B, Limited direct consumer appeal

If this stirs your curiosity or discomfort, feel free to reach out to us.