



# CASE STUDY

The GAIN

VENTURE CAPITAL AND PRIVATE EQUITY INDUSTRY

A Much-needed Investment for the Business through an effective

**DIGITAL MARKETING**

**EXECUTION**



# CHALLENGES:

 Lack of Investments

 Technology Acquisition

 Brand Awareness

 Customer Acquisition



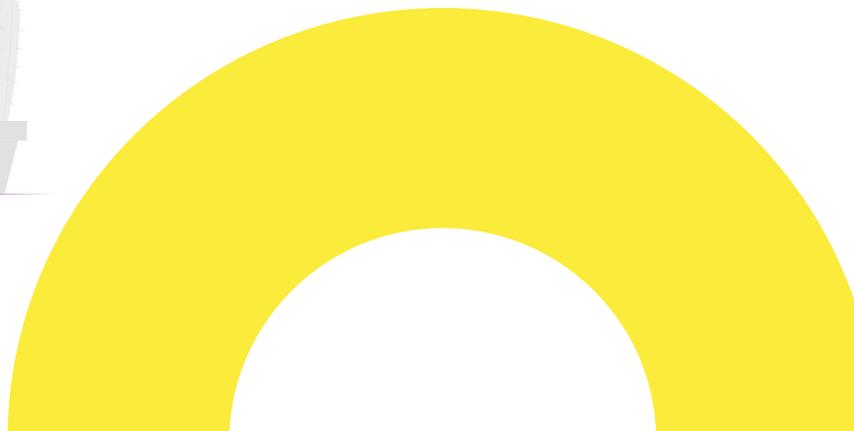
# BENEFITS:

 Brand Positioning

 Digital Presence

 B2B Target Campaign

 New Investors



## THE BACKGROUND:

The GAIN is a Startup growth enabler! The company provides a platform for global acceleration of startups working with emerging technologies. They work with start-ups and innovators to leverage India's talent pool and create a foothold in domestic and international markets. They are focused on helping entrepreneurs scale up. They are partnering with the Ministry of Electronics & Information Technology, Government of India and other state governments with a particular focus on the Digital India campaign.

Even though the company used an innovative approach, it was unable to generate significant investments for its startups due to a lack of effective brand awareness. It was also proving difficult to acquire technology that could streamline their operations even more. New customer acquisition was also proving to be a challenge due to a combination of the above factors.



# THE MORIS “DIAGNOSTICS”:

The GAIN approached Moris with the goal of enhancing their presence on Digital Platforms and ensuring that their innovative work approach could be communicated to the right audiences. Our diagnostic approach made us realize that the company had every potential of succeeding in its chosen business domain but had been hindered by the absence of targeted “Brand Positioning”. With the client primarily operating in the B2B segment, LinkedIn was identified as the most effective platform to register an effective presence for the client. Though The GAIN had created a profile on LinkedIn, however, reaching out to the prospects with proper brand awareness and education was a challenge. This was to be done through a series of interlinked strategies that included:



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All strategies needed to be aligned with a strong B2B focus. This included:  
Inspiring investors to invest in entrepreneurial businesses.  
Bringing aspiring entrepreneurs to collaborate with The Gain.

## Marketing Strategies:



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The GAIN needed a specific brand identity to be created that could reflect their business objectives. This needed a complete redesign of the LinkedIn page of The GAIN. Their vision need to reflect when anyone accessed the page.

## Brand Positioning:

## Qualified Lead Generation:

Identification of the specific clientele that the client needed to target and connecting with them through strategic communications.  
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## Knowledge Transfer:

The content in the page needed to be knowledge sharing, attractive and specific in lines with the business objectives. This needed creation of a content calendar that reflected that was informative and reflected the visions of the clients.  
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# THE PRESENT-DAY SCENARIO:

Within one month of starting the campaign, The GAIN was able to gain distinct visibility online. The company page on the LinkedIn platform has registered a tremendous following and the Lead Generation campaign gave them access to a huge channel of business, giving them an excellent "Return On Investment." The best part of the story is that the company received significant investment for its entrepreneurial partners from leading Venture Capitalists. This is enabling The GAIN's Startup collaborators to scale up their businesses.

Through its well-established partner network spanning 13 countries, GAIN is now recognized as one of the most successful Startup growth enablers. Moris now takes care of not just the LinkedIn Management campaign of the client but is also shaping their complete PR and Digital Marketing Strategy!

Startup Accelerator of MeitY for Product Innovation, Development and Growth

# SAMRIDH

Ministry of Electronics and Information Technology Government of India

MEITY STARTUP HUB

The GAIN

**SUCCESSFUL BUSINESS.**

**Now is Your Chance**  
SCAN & APPLY

SaaS & Software Products' Startups, Get Ready To Grow with

## SAMRIDH

GET BENEFITS LIKE

- Networking
- Market Research
- 80 Lakhs of 1:1 matching funding support
- Assistance & Mentorship

**Now is Your Chance**  
SCAN & APPLY

**Elevate Women Acceleration Programme**  
10TH August 2022 | 11.00 am  
at JU-CMS, Lalbagh Road, Bengaluru

**Eligibility**

- Women led startups from Karnataka
- Technology oriented
- Startups in the POC Stage or beyond requiring acceleration

**Key Highlights**

- Get mentored worth 2 lacs
- Mentorship
- Networking global connects

**APPLY NOW**  
<https://bit.ly/3yV4k4z>

**Karnataka THE GAIN is here!**

## Elevate Women

Get exciting opportunities to get access to network, mentorship, funding, and more!  
Empower Your Tech-Startup With the Best Support & Accelerate Your Success.

**Venue:** CMS Jain university, Lalbagh Road (seminar hall 1)  
**Date:** 10th August, 2022  
**Time:** 11 : 00 am  
**Contact:** Vibhav Shetty - 84528 06595  
Rohan N - 90751 36490

**YOUR SUCCESS IS ONE STEP AWAY!**

Scan QR for more info

## CIRCULAR ECONOMY

**CATALYST REPLICATOR WORKSHOP**  
Call for Applications

Planning to start a circular business model? A workshop which should be the next step!

This Opportunity is for You!

Get Business, Mentorship & Network Opportunities to Scale Up your Business.

**JOIN THE WORKSHOP**

Date: 21st-22nd July, 2022  
City: Bangalore, India  
Venue: Will be informed via email

**APPLY NOW**  
<https://app.secd.uno>

**FREE FEE**  
(Including accommodation & transport)

Last Date: 10th July, 2022

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## MEITY'S SAMRIDH SCHEME

INNOVATE EMPOWER ACCELERATE

**FINTECH ENTREPRENEURS,**  
Get the best benefits for growing your startup!

- 6-Months Accelerator Program
- Get an opportunity to pitch to investors on demo day
- Seed fund up to 80 Lakhs per Start-ups
- Customized mentoring sessions, building programs, and more!

**REGISTER NOW** <https://forms.gle/KbXtgdJZhp9Rd846>

## REVOLUTIONIZE WITH INDUSTRY 4.0

An essential transformation from the traditional approach to a more dynamic and flexible manufacturing environment.

## SAMRIDH SCHEME

Get Advantage of MeitY's

**WHO CAN APPLY?**  
DPIIT STARTUPS | TECH AREAS, PL/AL, AB-VR, BLOCKCHAIN, INDUSTRY 4.0 & WEB 3.0

**REGISTRATION OPEN** <https://forms.gle/KbXtgdJZhp9Rd846>

# IN THE WORDS OF THE CLIENT:



## VARADA RAJAN KRISHNA

MENTOR & INVESTOR, THE GAIN



“Right after the first interaction with Moris, we were able to figure out how dedicated the team is. The team is always available to answer our queries and provide us with effective solutions. Since we have started working with Moris, we have been getting positive responses when it comes to generating leads and building a strong presence.”





Get Seen, Heard, & Remembered!



If you are looking for

**investments in your business**

and want to create a  
specific **brand positioning**,  
connect with our

**DIGITAL DOCTORS**

## **DISCLAIMER:**

**Note:** Moris does not believe in making claims to secure work and follows a strict Non-Disclosure policy with respect to its clients. However, we are sharing this specific case study only as per your request as we have received permission from The GAIN to share their success story. There are many more bigger success instances that are not being disclosed in lines with our Non-Disclosure policy.