

BUSINESS UPSIDE

SEPTEMBER, 2021 ISSUE

INFORMATION WITH
ANALYTICAL INSIGHT

FEATURED
ENTREPRENEUR



07 CRUCIAL FACTORS
FOR SUCCESS IN
E-COMMERCE BUSINESS

15 5 TIPS FOR
MANAGING
A TEAM REMOTELY

19 TRAVEL DESTINATION
OF THE MONTH

28 THE DO'S AND
DON'TS
OF BRAND
MERCHANTISING

**VENTUREPOLE FOUNDER & CEO,
XIAO JEAN CHEN, SHARES HER
ENTREPRENEURSHIP STORY**

INDEX

»» Business, Finance, Entrepreneurship, Marketing and Technology Insights, Actionable Ideas, Tips and Tricks

01-06

FINANCE

- You Probably Can't Avoid Taxes Like a Billionaire, But You Can Lower Your Tax Bill
- 4 Signs of ACH Fraud within Your Business
- Is Gold IRA a Good Investment? Finding The Best Gold IRA Companies

10-12

SUCCESS STORY

- VenturePole Founder & CEO, Xiao Jean Chen, Shares Her Entrepreneurship Story

07-09

BUSINESS

- Upcoming Top Business Events in The World
- Crucial Factors for Success in E-commerce Business

13-17

MANAGEMENT

- Why is Human Resource Planning Important for Businesses?
- Tips for Managing a Team Remotely





22

PHOTO OF THE MONTH

Featured photo selected by a panel of experts from global pile of entries.

23-24

STORY OF THE MONTH

Featured story picked by editorial panel from authors all across the world.

25-28

TECHNOLOGY

- Hot Tech Startups and Why Investors Like Them
- How Direct to Customer Approach was Instrumental in Dell's Success?

29-32

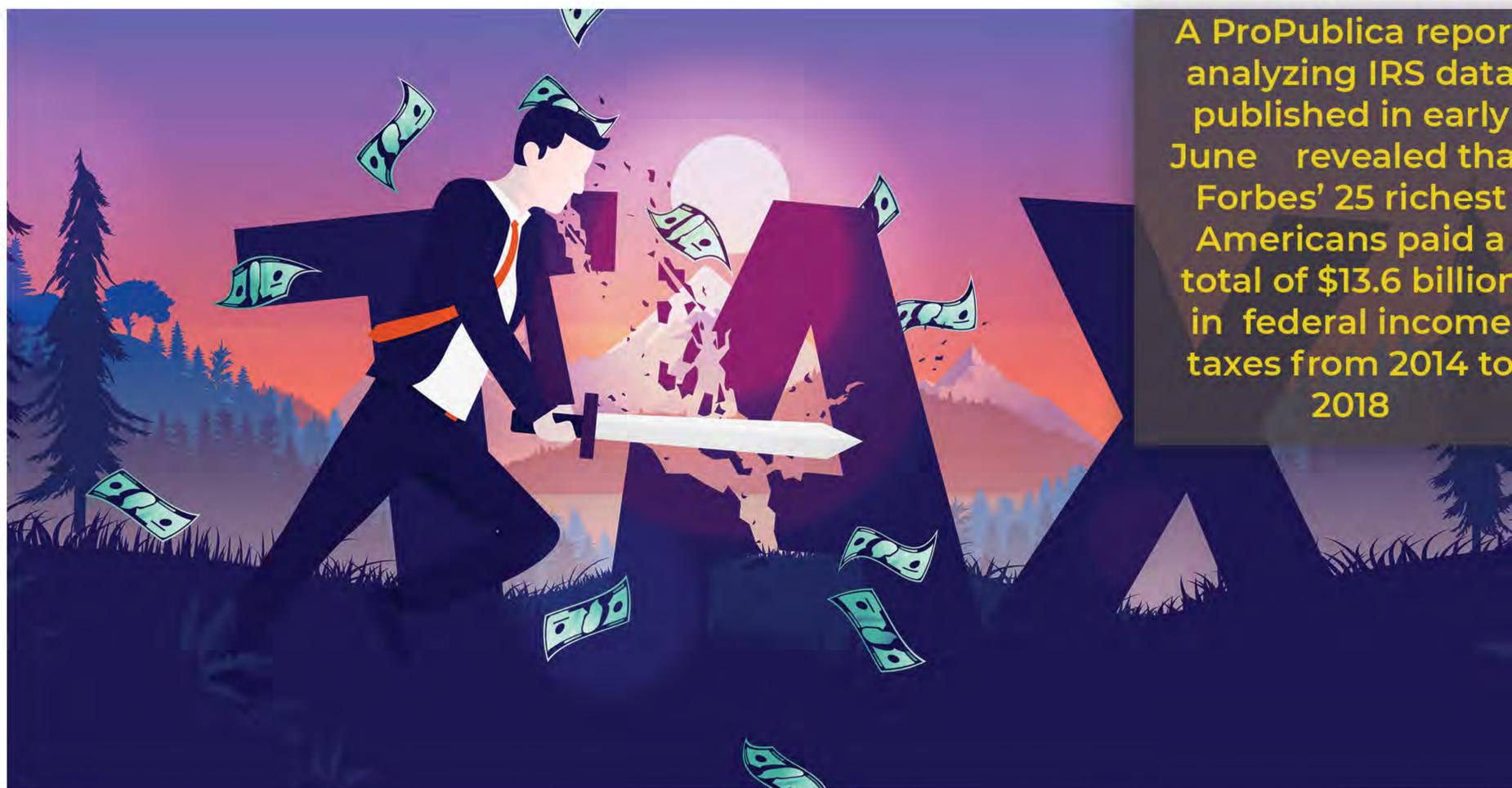
MARKETING

- The Do's and Don'ts of Brand Merchandising
- How to Measure the CPM of Your Advertisement

“BUSINESS TRENDS AT YOUR FINGERTIPS”

SEPTEMBER 2021

YOU PROBABLY CAN'T AVOID TAXES LIKE A BILLIONAIRE, BUT YOU CAN LOWER YOUR TAX BILL



A ProPublica report analyzing IRS data published in early June revealed that Forbes' 25 richest Americans paid a total of \$13.6 billion in federal income taxes from 2014 to 2018

By now, even if you waited until the last minute to file your 2020 taxes, you've likely received your tax refund. And if you've been paying attention to the news lately, you're probably also aware that if you paid any taxes at all, you probably paid more in taxes than many of America's wealthiest people.

A ProPublica report analyzing IRS data published in early June revealed that Forbes' 25 richest Americans paid a total of \$13.6 billion in federal income taxes from 2014 to 2018, despite their net worth growing by more than \$400 billion over that span. That's a true tax rate of a mere 3.4%.

The Richie Riches has taken advantage of a tax system designed to supposedly have everyone pay their fair share. But that's just not the reality.

Instead, the median American household earned roughly \$70,000 a year but paid about 14% in annual federal taxes in recent years. Meanwhile, there were years when Jeff Bezos, Elon Musk, Michael Bloomberg, Carl Icahn, and George Soros completely avoided paying federal income taxes because gains on assets like stock and property aren't considered taxable income until sold.

Jeff Bezos isn't a hero for setting his annual salary around \$80,000 a year to be on par with middle-class earners because wages are taxed at a higher rate than investment.

HOW TO PAY LESS INCOME TAX

Overpaying in taxes is like a punch in the gut. If you weren't happy with your refund from this year, it's never too early to start planning for filing your 2021 tax return.

You probably don't have the ability to dodge the taxman the way billionaires do—unless you can get by without your job, in which case... why are you even working? But you might be able to take some legal actions to pay less in income taxes.

- Contribute to a 401(k) or other retirement plans.
- File for business deductions from freelance gigs or a side hustle.
- Take a home office deduction.
- File for a higher education credit.
- If you don't pay federal income taxes, see if you qualify for the earned income tax credit.
- Itemize your deductions
- Donate stock to avoid capital gains tax.

SAVING ON TAXES CAN HELP YOU PAY DOWN DEBT

If you got a sizeable refund this year, you might be eager to put it toward a vacation or concert tickets after the brutal 15 months of coronavirus-related restrictions that have now been lifted in many states across the U.S. But putting your tax refund toward debt repayment can be its own form of self-care.

For those starting from scratch, the first step toward paying down your debt is creating a repayment plan. The debt snowball, debt avalanche, and hybrid methods are popular approaches to working toward a debt-free lifestyle.

With the debt snowball method, you put as much as possible toward your smallest balance while paying the minimum on your other balances. Once you pay off the smallest balance, you put the money you were using for that toward the next smallest balance and continue the cycle until you've wiped out your debt. This repayment plan allows you to gain momentum from small victories along the way.

The debt avalanche method is a similar concept, but instead of prioritizing the smallest balance, you prioritize the

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

smallest balance, you prioritize the balance with the highest interest rate and work toward the balance with the lowest interest rate. With the debt avalanche approach, you can save money on interest in the long run.

Whatever you do, just don't end up like Al Capone.

- Casey Musarra

Casey is a reformed sports journalist tackling a new game of financial services writing. Mike Francesa once called her a "great girl."



“What we lack is a good, strong business climate with lower taxes, fairer regulation.”

~Kevin Brady

REDUCE
TAXES

VECTOR ILLUSTRATION

LOW

4 SIGNS OF ACH FRAUD WITHIN YOUR BUSINESS



Processing online payments and receiving direct deposit transfers are some examples of electronic financial transactions using automated clearing house (ACH) transfers. If your business accepts and processes online payments and other electronic financial transactions, then you're using ACH.

Automated Clearing House (ACH) transfers refer to digital, bank-to-bank money transfers. Financial institutions like banks use this processing system to aggregate financial transactions for processing, usually happening thrice a day.

WHAT IS ACH FRAUD?

The National Automated Clearing House Association (NACHA) runs the ACH network since 1974. This electronic funds transfer system provides ACH transactions such as payroll, tax refunds, direct deposit, tax payments, consumer bills, and other payment services in the United States. However, fraud could also happen in ACH.

ACH fraud pertains to the theft of funds via the ACH financial transaction network linked in the banking system of the United States. When someone sends an

electronic payment, it lingers in the ACH network or central clearing facility, awaiting banking destination clearance. You can read this article to find out more about how ACH fraud works.

ACH FRAUD SIGNS

ACH transfers are convenient, fast, and easy ways to receive payments from your customers and pay your business bills too. But how do you know if there's ACH fraud in your business? Learn the signs of ACH fraud within your business by reading below.

1. Receiving Suspicious Emails

Cybercriminals target ACH transactions because the ACH network is the central hub of digital payment transactions linked with the national banking system. That's why they use different infiltration methods and exploit system vulnerabilities.

One sign of an ACH fraud attempt is phishing or receiving suspicious emails. Phishing emails can lure business owners if they're not keen, compromising their financial data and their customers' sensitive information. Protect

your business from fraud by knowing the warning signs of suspicious emails.

Authorized employees for ACH transactions deliberately receive an email, leading to an infected site. Once it's clicked, a keylogger is installed, allowing access to the authentication information. Once the cybercriminal can access the data, the thief impersonates the organizations authorize representative and then withdraws the funds.

Here are the warning signs of phishing or suspicious emails:

- Demanding Action Or Sense Of Urgency

If an email threatens negative consequences, treat it with suspicion. Reading the email quickly leaves room for not detecting inconsistencies of a phishing campaign.

- An Unfamiliar Greeting Or Message Tone

Suspect phishing if you read an email that seems inappropriate such as an employee who becomes overly familiar or friendly in the tone of messages. Somebody must be using your employee's

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

email to steal valuable information.

- Email Feature Inconsistencies

Consider any discrepancies in email addresses, links, and domain names a red flag.

- Grammar and Spelling Mistakes

Legitimate businesses use grammar and spell-checking tools before they email their message to the sender. You should expect error-free emails that originate from a professional source such as your suppliers.

- Others

Suspicious attachments and requests for payment information, credentials, and other personal details are also signs of phishing emails that you need to be aware of at all times.

2. Noticing Suspicious Financial Transactions

You should consider suspicious financial transactions as a red flag if there are unauthorized returns on an account and an invalid routing number. Detecting ACH fraud is more effective if you have a risk verification system.

A risk verification tool is an indispensable solution to avoid ACH fraud, protecting businesses and consumers. Business owners use this tool to help detect ACH fraud easily, enhancing their depository system.

Using a risk verification system shows suspicious financial transactions in real-time by:

- Validating bank routing number.
- Complying with the web debit rule.
- Providing optional Office of Foreign Assets Control (OFAC) checking.
- Providing decision code on transactions.



- Identifying closed accounts
- Identifying not found accounts
- Validating bank account number
- Providing account positive and negative history
- Providing new routing number

3. Financial Transaction Data Discrepancies

Cybercriminals attempt to change personal data such as mobile phone numbers on the system for them to receive the authentication code on their number and access the financial data information of a company or a client. If you notice any discrepancies in your financial data or your client's data, extensive verification is a must.

You can prevent causing worry to your loyal customers by using a risk verification system to detect discrepancies. In this way, you can take prompt action before it's too late. A risk verification system can detect any discrepancies in financial transactions by:

- Checking names, addresses, and telephone numbers linked with the account
- Providing first and last dates that the account has detected in the risk verification database
- Determining the average number of days for refund or payment on returned items
- Identifying details of return reasons
Checking additional retail and financial databases
- Detailing unauthorized returns on the account
- Providing risk level codes on all transactions



4. Seeing Your Business Info Somewhere Else

If you notice you caught your business information being advertised or used other than your authorized platforms, then you're a victim of business identity theft. Hence, fraud detection and identity proofing are crucial to your business. One of the best ways to detect fraud is by monitoring transactions. You can hire an analyst or assign someone to do this for you or invest in transaction monitoring software.

Investing in transaction monitoring software can help you monitor customer transactions in real-time daily. This software program combines this information with the profile and historical information of the customer, creating alerts for any suspicious activity. A reliable transaction monitoring software can monitor wire transfers, cash deposits and withdrawals, peer-to-peer transfers, and ACH activity.

Conclusion

ACH network is the central clearing facility of electronic fund transfer (EFT) transactions. However, cybercriminals attempt to access a customer's credentials by generating an ACH file in the name of the originator and quickly withdrawing funds, which is then too late for the victim to discover fraud. Be keen on determining any data discrepancies in ACH transactions by using reliable tools that can help protect your business.





IS GOLD IRA

A GOOD INVESTMENT?

FINDING THE BEST GOLD IRA COMPANIES

Many people find it hard to retire for some reason, especially when it comes to financial concerns. Although retirement should be the age to rest and reap most of your hard work, some people find themselves still working to secure themselves from economic decline. Of course—retirement is an all-or-nothing proposition, not a temporary decision. Not being able to provide for your needs and wants may affect your retirement planning, especially when inflation fluctuates year by year (read more).

Some people flock over stocks, bonds, options, and a lot more to generate more income. Still, certain people want to preserve rather than risk their wealth in uncertainty. One of the latter is investing in Gold IRA. Instead of jumping into the stock market world, a highly volatile market, solidifying your wealth is a way to go.

But before you invest anything from your pocket, knowing how it works first and foremost is crucial.

WHAT IS A GOLD IRA?

Gold IRA is a retirement investment means used to secure wealth by literally holding gold bullion protected by a custodian. This type of investment is less volatile than the stock market. In fact, when the stock market falls, the gold IRA usually does not fall along with it.

Furthermore, one of the advantages of owning a physical asset is that its value rarely depreciates and has shown to be more progressive when paper currencies are losing their value. So the question is – is gold IRA a good investment? – well, that can be entirely subjective to you.

Below are a few things to keep in mind when you're looking into this industry.

Time Value Of Money

The time value of money is a concept that describes how the money you have today is worth more than the money you will have in the future when you invest. However, all because of inflation, money has depreciated in value since then. It could barely buy \$6.65 in 1970. By 1990, it was only worth \$1.97, and by 2000, it was only worth \$1.50, all in terms of 2020.

In a nutshell, saving up a physical currency would not be enough to save your wealth in the long run. In some countries, the value of money has become so diluted by inflation that it was no longer worth anything. Imagine having so much money, but you could not afford to buy anything you want; that would be quite frustrating, wouldn't it? In situations of very high inflation, the economy usually comes to a grinding halt.

Risks Of Investing In Gold IRA

Since you are holding a physical asset, you might be required to pay for extra expenses, including the care— hiring a custodian, to maintain that gold for you in a safe place. This can be more expensive since it requires extra security to ensure that it won't get damaged. Thus, it may require you a large capital to be able to secure your account from any circumstances.

Also, the value of gold isn't predictable. You wouldn't know when it would rise or not. It takes patience to see it grow, and if you're a type of aggressive investor, it will take so much of your time and effort. Nevertheless,



if you are willing to wait for it to grow in value before selling it for a higher price than you paid for it, you will get a better return.

As a matter of fact, the price of gold has increased for over a decade by 360%, as shown on this page:

<https://www.investopedia.com/has-gold-been-good-investment-over-long-term.asp>. Even experts say it is a wise investment, regardless

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

BEST GOLD IRA COMPANIES

Gold IRAs, like all IRAs, are not particularly easy to learn. Investing in Gold IRA has lots of moving parts. You may need to find a custodian and an approved depository in some cases for a legal transaction. That includes the purchasing and delivery part of the bar to the depository so that it wouldn't be harmed or damaged, aforementioned.

To see if a company is reputable, here's a list of factors you have to take note of:

Price Transparency

Custodian or storage fees aren't cheap at all. Therefore, it is best not to transact with companies that can't be transparent with their costs, including hidden fees in their agendas that may burden you in the future.

Credentials

Who would want to transact with a company with no credentials? No one! So make sure to look for a company that has a good record among objective third parties. To be sure, you can dig deep into their track records to see some complaints that you wouldn't want to encounter. That also includes all the licenses needed to make sure that you're transacting in legal form.

Flexibility

Holding a Gold IRA account will not take you for a short time but for the long term. Therefore, finding a company that will cater to your needs is critical. They should be able to develop educational resources to make you well informed and educated about how this account works.

The Bottom Line

Investing, though, is a risky move. Even so, such decisions may result in greater benefits. Investing in a Gold IRA allows you to take control of your financial future and ensure a more prosperous retirement. These are also great for protecting you and your family from various situations, including car accidents, fires, thefts, premature death, and unplanned deaths. It provides a high quality, effective hedge when compared to other assets, as it serves as a measure of stability, and it has an inverse relationship with the value of paper assets.



“

Quote Of the Month

**“I WANT EVERY LITTLE GIRL WHO'S BEEN TOLD SHE'S BOSSY
TO BE TOLD AGAIN SHE HAS LEADERSHIP SKILLS”**

**-SHERYL SANDBERG
COO AT FACEBOOK**

UPCOMING TOP BUSINESS EVENTS IN THE WORLD

DATE AND PLACE	
1st Sep, San Diego	SAN DIEGO CYBER SECURITY CONFERENCE
September 2, Frankfurt, Germany	GROWTH MARKETING SUMMIT
September, Paris, France	B2B ROCKS
TBA, Ottawa, Canada	SAAS NORTH
September 8-10, Salamanca, Spain	STARTUP OLE
September 21-23, San Francisco, CA, USA	TECHCRUNCH DISRUPT
2nd September	FREE NETWORKING EVENT IN NYC
Tue, Sep 14, 1:00 PM, New York, United States	TECH CAREER FAIR: EXCLUSIVE TECH HIRING EVENT
11:30 AM at Dallas	DALLAS JOB FAIR - DALLAS CAREER FAIR
Location: San Francisco, United States, Date: September 27-28, 2021	INTERNATIONAL CONFERENCE ON E-BUSINESS AND E-GOVERNMENT ICBG
8th September 200 N Harbor Dr, Milwaukee, WI, United States	SUMMERFEST TECH
September 22, 2021 in Caliente, United States	DMWF NORTH AMERICA WEST - DIGITAL MARKETING WORLD FORUM



“ **PLAY BY THE RULES, BUT BE FEROCIOUS.** ”

-PHIL KNIGHT

BUSINESS UPSIDE

SEPTEMBER 2021



CRUCIAL FACTORS FOR SUCCESS IN E-COMMERCE BUSINESS

E-commerce is an increasingly competitive field. There are now between 12 and 24 million E-commerce businesses online, with more being created all the time. If you're the owner of an eCommerce business, you need to ensure you have the best possible experience for your customers, otherwise, you're liable to get lost in the mix.

To do this, you'll want to make sure you have a few crucial elements. These elements will help ensure you are providing a strong customer experience, from the moment someone visits your website to after they complete a purchase. Below, we outline these crucial factors to help you improve your eCommerce site and stay ahead of your competition.

Fast and Responsive Website

The first thing you'll want to focus on is a fast and responsive website. Studies have shown that if your website takes too long to load – meaning more than just a few seconds – visitors are likely to leave and look elsewhere. You need a website that not only loads quickly upon the initial visit but has a fast response time while the customer is interacting with your website.

There are several ways to help you achieve this. Start by looking at your hosting provider. Some hosting providers put multiple websites on the same server, which can slow down your website if the other sites receive a lot of traffic. Consider switching to a private server for better speed. After that, look to simplify your website. Try to avoid having too many videos or high-resolution images, as these take longer to load. Finally, the easier you can make it for customers to find what they are looking for, the fewer pages they'll have to go through, which means less time spent waiting for pages to load.

If you want to analyze the speed of your website, you can use Google's PageSpeed Insights. This will tell you if you need to make changes to your website for a faster load time.

A MOBILE APP

A good way to provide customers with a better shopping experience is through a dedicated mobile app. Almost half of all web traffic now comes from mobile devices, meaning you'll want to optimize the experience for these users. Through a dedicated mobile app, you can create an experience that is optimized for smaller screens, while also making it easier to send your customers notifications.

To make a mobile app for your eCommerce business, you have a few options. First, you can learn how to make an app yourself. Building an app is likely easier than you think, especially if you do not need a lot of advanced features.

The other option is to hire someone else to build the app for you. There are many independent contractors and third-party companies that specialize in building apps for eCommerce businesses. Contact one of them, discuss your needs and see if it makes sense to work with them.

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

STRONG CUSTOMER SERVICE

Strong customer service is an important element for any business, not just eCommerce businesses. However, it's often a little harder to provide good customer service through just a website. One way to do this is through a live chat feature.

With a live chat feature, customers have access to your customer support team at all times. This is important because, according to live chat stats, 51% of customers wish businesses were available all the time.

When you add a live chat feature to your website, look to add one with a chatbot feature. A chatbot can respond to basic inquiries with pre-written responses. This helps to lessen the load on your customer support staff and can assist customers during the hours when your customer support team is not available.

FASTER CHECKOUT PROCESS

Finally, look to provide the best possible checkout experience. Too many eCommerce businesses lose out on customers because their checkout process is too complicated and customers decide to leave before completing the transaction. You should start by making the checkout process as quick as possible. This means limiting the number of steps, such as allowing customers to checkout as a guest rather than creating an account.

The other thing to explore is your payment options. The more payment options you can provide, the more likely it is that you'll have the preferred option of a customer. For example, you can allow your customers to pay via a credit card or with an online payment service such as PayPal.

Often, the payment options are available depending on the checkout software you're using. If you don't currently have many options available, consider switching to different software.

Focus on the Core of Your eCommerce Website

It's hard to grow an eCommerce business if the foundation isn't strong. This starts with ensuring that your website has all the crucial factors needed for success. Go through the list above, and if there are any factors you're missing, develop a plan to add them as soon as you can. Only after that should you focus on tweaking the little details that might give you an edge over your competition.



GENERAL TRIVIA

Simply put, E Commerce is 'Using Electronic Platform for Business Transactions'. It is also called a 'Virtual Market Place'. Every minute millions of people from all over the world are logging into the Internet looking for some information, for product, services, to look for news, download music, for online shopping and so on. Every individual is looking for something that he would like to obtain or buy online instead of having to go through a physical transaction. Imagine what this means to the business organisations. If they are able to identify and access those individual users who have a specific need or want, they have a ready customer in waiting.

One could wonder whether it is the online community or the technology that is paving way for E Commerce. The answer is that both these factors are driving the E Commerce. The technological developments are providing the backbone for business transactions to take place and the growing volumes of users buying online is making it possible for E Commerce and markets to grow.

Source- Wikipedia

BUSINESS UPSIDE

SEPTEMBER 2021



VENTUREPOLE FOUNDER & CEO, XIAO JEAN CHEN, SHARES HER ENTREPRENEURSHIP STORY

“A person is successful if this is their last year on earth, and they would not change what they are doing.” – this belief has shown success to the young and successful entrepreneur, Founder & CEO, VenturePole, Xiao Jean Chen.

Xiao Jean Chen is an award-winning business and technology hybrid, who has built smart tools to make venture capital faster, better and equitable. Her business mission is to raise money for female founders.

Being a researcher in management and ex-consultant, Chen’s toolset includes rainmaking, data analytics, mixed-method research, programming, and writing poems. She also provides mentorship and funding to the startups.

Xiao Jean Chen shares her views on entrepreneurial strategies and tips, and motivation with Business Upside in this interview.

EDITED EXCERPTS FROM THE INTERVIEW:

Business Upside [BU]: How did you get your idea or concept for the business?

Xiao Jean Chen [XC]: Thank you for having me!

In 2018, I started ideating VenturePole, a venture investment platform. The idea was conceived after I started investing in blockchain companies in 2016. As I started on my journey as an angel investor, I quickly realized how manual and cumbersome venture investing is.

In fact, since the inception of the asset class around 1940, there hasn’t been innovation in venture capital, except for some VCs who have reinforced their deal sourcing with web crawlers. Almost all investors still do screening and due diligence manually, it’s as if we’re riding horse carriages when other industries are driving electric cars.

The more the researcher, technologist, and consultant in me looked into this problem, the more certain I am of building a better solution. This is how VenturePole was born, to solve my problems as an investor.

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

Business Upside [BU]: How did you come up with the name for your company?

Xiao Jean Chen [XC]: VenturePole was not the first on the list of names we wanted for our company, which had almost two dozen names on it. We finally landed on “VenturePole” because our website domain, venturepole.com, was available at a reasonable price. We are very happy with our decision, although we were surprised at how much a good domain name costs!

Business Upside [BU]: Have you ever turned down a client?

Xiao Jean Chen [XC]: Several times. Since late 2019, I've turned down two blockchain projects and a fashion tech business that had asked to be introduced to our investors, but they didn't complete the due diligence required by our platform. This is a red flag.

Granted, it takes time to fill out due diligence questionnaires and upload investor decks onto our platform, but it saves time in the long run, because investors have access to it from the get-go, so they don't need to go back and forth asking for more information or documents.

As an investor, due diligence is the key factor that separates professional investors from retail investors. In most countries, retail investors only have access to public companies, because they lack the expertise and time for due diligence, this is the main reason why so much money was lost in Initial Coin Offerings. We do due diligence to present only quality deals to our investors.

To create value for our startups, signing up on our platform is free, as well as our smart tools. Our startup customers automatically receive an investment risk rating, a valuation approximation, and a company strength and weakness analysis, all at no cost, generated from the data they had provided upon signing up.

Business Upside [BU]: What is unique about your business?

Xiao Jean Chen [XC]: Technology. VenturePole is a tech company at heart, in the vanguard of digitizing venture capital. Our mission is to make venture capital faster, better, and equitable, closing its flagrant diversity gap.

Mahinga Singh, our CTO, is proud of our technology: “VenturePole is built with the most advanced and powerful technology, lined with cutting edge frameworks and applications. The beauty of our platform is that it is stacked with microservices, making it agile, scalable, and secure.

For example, our Investment Risk Rating is a machine learning model trained with a database formed by merging global business and startup datasets, such as Crunchbase and AngelList, which provide over six million data points from over 700'000 companies. We then apply techniques including unsupervised machine learning and Principal Component Analysis, to predict investment risks as high, medium, or low. This risk rating is visualized in 3D graphics, presenting a comparison of the deal company with similar companies in our database, offering our users an insightful overview.”

Business Upside [BU]: How do you generate new ideas?

Xiao Jean Chen [XC]: I sleep on things. Did you know that when we sleep, our brain burns more energy? There is a lot of “processing” and magical work the brain does when we meditate, drink, tea, walk or sleep.

These activities activate alpha, theta, and delta waves in our brain, they induce creativity, concentration, and connectivity. This superior state of mind has contributed to many great scientific discoveries, like the periodic table.

I've also been a vegetarian/vegan for 13 years. I find a plant-based diet is a key to a clear, focused, and calm mind, complementing the aforementioned habits.

Business Upside [BU]: If you had one piece of advice to someone just starting, what would it be?

Xiao Jean Chen [XC]: I wrote an article including 11 tips for entrepreneurs, these two are my top tips:

“Warm introductions: Multiple studies have found that informal and formal networks are major sources of deal flow for investors, meaning that we look at startups referred to us by someone we know. In contrast, cold emails from founders we don't have any connections to often fall through the black hole of our inbox. So, try to get a warm introduction to help you get into the door and follow the next tip to build your network.”

Most people don't have access to investor networks, then I would advise the following tip:

“Put yourself out there: I am an introvert with Asperger's and relish alone time as a researcher, programmer, poet, and pianist. Perhaps too well, I know the resistance to drag our overworked asses to yet another networking event. That said, a big part of being a startup founder is having a commanding presence; you've got to believe that you have every right to succeed – and then go out and get it. Apply to competitions and accelerators, update your LinkedIn and other professional profiles, and bring your business cards to events and functions, especially if you're in a more conventional industry.”



BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

Business Upside [BU]: How do you define success?

Xiao Jean Chen [XC]: To me, a person is successful if this is their last year on earth, and they would not change what they are doing.

Eight years ago, when I started to learn about Buddhism, my first lesson was “impermanence”. It’s an extremely simple teaching that changed how I live my life. Impermanence means three things: one, we all die; two, nobody knows when (until you do, if you do); three, all we can take with us is karma, which is the good and the bad we’ve done.

So I’ve been living every year as my last and align my self-actualization accordingly. I do what I love and spend time with people I enjoy being around. This approach doesn’t stop the suffering and misery we carry around as human beings, but it elevates us with mindfulness.

Business Upside [BU]: Do you believe there is some sort of formula or pattern to become a successful Businessman?

Xiao Jean Chen [XC]: I’m a researcher in the domain of leadership and management, so this is a topic of particular interest. According to The Harvard Business Review, there are 16 most important competencies of outstanding leaders, the top three are “taking initiatives,” “self-development” and “integrity and honesty.”

This study also found that women scored higher in all three top competencies than men, so I often cite it to encourage women to pursue leadership positions, whether in business, politics, or any field. “Women belong in all places where decisions are being made,” as famously said by the American Supreme Court Justice Ruth Bader Ginsburg.

Business Upside [BU]: How do you market your business, and which method has been most successful?

Xiao Jean Chen [XC]: When the pandemic hit last year, we had just launched our platform and our business development was immediately affected, as most venture investing activities went to a halt. While keeping a close eye on the development in the industry, I brushed up on some management and entrepreneurship classics including Peter Senge’s The Fifth Discipline and Peter Thiel’s Zero to One. These books helped to clear my mind from fear and distractions, to focus on the essentials, which is our unique value proposition. As a result, we revised and adapted our go-to-market strategy to focus on acquiring accelerators as customers, becoming an expert partner for their screening, due diligence, and portfolio management.

Business Upside [BU]: What motivates you to become an Entrepreneur?

Xiao Jean Chen [XC]: As a female founder and investor, I have the first-hand experience in the gender injustice in venture capital, and have made it a personal mission to help other female founders fundraise. This is why I do what I do.

Statistics tell us that less than 3% of female founders receive VC funding, even though startups with a female founder are 63% more profitable than startups founded by all-male founders. I believe that ending this injustice will unleash the superpower of venture capital, which is to fuel a better future for all mankind.

This is why our smart tools are unbiased algorithms that factor in the diversity surplus. They can transform investors’ pack mentality to funding more female founders, who build better products and services, AND create higher returns for investors!



“

**A PERSON IS SUCCESSFUL IF THIS IS THEIR LAST YEAR ON EARTH,
AND THEY WOULD NOT CHANGE WHAT THEY ARE DOING.**

-XIAO JEAN CHEN

”

WHY IS HUMAN RESOURCE PLANNING IMPORTANT FOR BUSINESSES?



Three core systems form the business backbone – finance, customer service, and human resource (HR) planning. Yet, entrepreneurs only give importance to the finance department, considering business success gets measured in financial terms. Well, that's only one aspect of the business. When we talk about running operations, conflict resolution, employee training, the role of the HR department is equally crucial.

The responsibilities of the human resources department go beyond recruiting and enrolling employees. In today's dynamic workplace, HR has to develop the company's strategy, handle employee-centered activities, and process payroll monthly. Hence, if you don't have an HR department, engage in human resource planning to run business operations smoothly. Having a strategic plan will facilitate the recruitment process, maximize output, and improve productivity levels.

However, if you are uncertain about this, have a look below. Here we are highlighting five reasons why human resource planning is essential for businesses.

Administers Payroll Salaries

Believe it or not, managing a company of 10-20 employees alone isn't possible. In addition to distributing tasks, you have to administer salaries, pay for overtime, file insurance, and account for taxes. Successful human resource planning can save you all the trouble. The HR

experts will administer payroll with precision and accuracy. Additionally, they will complete the employment paperwork, ensuring you have all the details available.

If you wish to make HR more effective, invest in payroll systems to upscale the processes. The tech-savvy system will streamline the payroll process, ensuring employees receive salaries on time. It would also calculate the wages automatically, reducing workload from HR's end. Moreover, HR planning will also help you stay on top of complicated remuneration schemes and changing legislation. It will ensure your company is complying with the law, closing doors for legal troubles.

Promotes Budget Control

The rising business costs have become a leading concern for every entrepreneur. Alongside decreasing profitability, high expenses can hinder growth and expansion. Luckily, successful HR planning can help you with budget control. The HR department develops methods for scaling down the costs associated with workforce management. In addition to curbing unnecessary spending, it helps save money in the long term. But remember, these cutbacks won't be at the cost of employee satisfaction.

The HR team would negotiate better rates for employee benefits such as healthcare, insurance, etc. Similarly, they analyze employment trends and salaries in the market to ensure wages are

realistic. If your business runs on a strict budget, human resource planning can be super helpful.

Ensures Effective Conflict Resolution

Conflicts in the workplace are inevitable, regardless of high levels of employee satisfaction. The diversity of job roles, working styles, personalities, and experience levels will always lead to disagreements and arguments. Although employees try to sort these issues between themselves, mainly the HR team has to intervene. HR experts have training and expertise in handling conflicts between employees. They try to reach a middle ground and restore positive working relationships throughout the organization.

Often, the HR experts discuss the matter with employees individually and conclude after listening to both sides of the story. It makes workers feel valued, boosting morale and satisfaction. In addition, they use their practical negotiating skills to convince employees to compromise. Without the HR team's expertise, continuing operations smoothly in a firm won't be possible.

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page



Forecasts Talent Requirements

Today's business landscape is volatile. Every day, new trends come and go, making it essential for organizations to adapt quickly. Lately, the demand for data analysts has increased because of the influx of digital data. Fortunately, effective human resource planning can help you win the war on talent. The HR team would forecast the company's talent requirements so that you can get an early start on finding the right talent.

For instance, if accountants switch to automated servers and cloud technology, HR experts will highlight the need for cybersecurity experts. After all, turning to technology without security protocols can put a company's confidential information at stake. Besides this, the HR team can optimize shift allocation to help the business achieve efficiencies while reducing the overall wage bill. In turn, you can achieve the future strategic business with the best talent on board.

Maximizes Employee Output

Unsurprisingly, the HR department is responsible for employee performance. At the end of every quarter, the HR team prepares performance appraisals to give management an idea of employees' performance. Before that, they go through a series of measures to keep the employees motivated. They provide training to polish workers' skills set and teach them new things to upscale productivity levels. After all, the performance of happy and skilled employees can translate into growth and profitability.

Moreover, effective HR planning helps in removing obstacles that are coming in the way of productivity. For example, the poor working conditions might be making it arduous for employees to work properly. The HR team will make amendments and tweak the office space to suit workers the best. It will ensure the employees perform at their optimum levels, maximizing output.



Final Thoughts

Even though a few entrepreneurs don't acknowledge it, HR planning has become super crucial for businesses today. Having a proactive approach to manage your employees puts the company on the front foot, ensuring a smooth flow of operations. In addition, it helps in identifying and solving conflicts within the organization, improving productivity. Most importantly, HR will recruit the best talent, which is the key to business success.

“

**EVERY GOOD CONVERSATION
STARTS WITH LISTENING.**

-TOM HAAK

”

BUSINESS UPSIDE

SEPTEMBER 2021



5 TIPS FOR MANAGING A TEAM REMOTELY

Has your team started working remotely, or is your team still transitioning into a remote working model? Building and maintaining a healthy working environment at home is challenging, and your company is not exempted from the struggles that come with the transition.

Many businesses favor co-located. The benefits of a co-located team include a close, dynamic working environment that encourages collaboration. However, the COVID-19 pandemic has forced many teams to work from home, with mixed results.

The sooner you accept that you might have to manage your team remotely, the faster you can put a remote working migration strategy into place. As a manager, you must ensure that the transition to remote work is as painless as possible. Here are some tips you should consider as you try to make sense of the new normal.

INVEST IN CLOUD-BASED REMOTE WORKING TOOLS

If you're already using online collaboration tools, your team has the tools needed to transition to remote work. However, if you still rely on site-based collaboration and ticketing tools that require multiple layers of encryption to access, your first few weeks working as a remote team will be tough.

Even if your team members live within a few kilometers of your workplace, it's not safe to assume that they will have the same internet browsing speed or quality. Some people will be able to respond to tickets right away, while others might have slower internet connections.

Instead of insisting on legacy tools, switch to cloud-based tools such as Google Suite or Office 365 for worksheets and documents, Slack for chat and collaboration, Trello for project management, Zoom for video conferencing, and a work scheduling tool like Zoomshift.

Cloud-based remote working tools are easier to load than legacy tools and don't require special installations that take up valuable storage space on employee laptops. They tend to cost less too.

Many of the largest companies in the world have made the switch to cloud-based solutions. For example, IBM phased out its proprietary Sametime messaging tool in favor of Slack at the start of the year and has been using Box for file sharing for a few years now. It is never too late for your organization to get on the bandwagon, especially now that the situation calls for wider cloud adoption.

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page



COMMUNICATE CLEARLY AND FREQUENTLY

When working with a remote team, it's quite easy to overlook the value of communication, especially if you're involved in the development side of things yourself. However, as a team leader, you need to ensure that everyone is on the same page. Overcommunication is one of the most effective communication strategies you could use for a remote team.

Whenever you fail to communicate something, your team members will often make assumptions regarding the work that needs to be completed. For example, if there is a requested change in one of the projects your team has been working on, but it wasn't communicated properly, your team will either get the change request wrong or fail to implement it altogether. Overcommunication helps your team avoid these kinds of scenarios. Every organization, no matter the size, needs someone in charge of managing team communication. People tend to forget things, especially if they have a lot on their plate at work or home, and in the absence of information, they will hypothesize a solution that fills the information gap.

Another factor that influences information retention is the clarity of your messaging. I am all for clear and detailed messaging. When sharing information, ensure relevant information reaches those who need it. Don't send long group messages that people might end up ignoring. You don't end up providing redundant information to people who don't need it. Keep the language simple and use software like Grammarly to weed out any unnecessary mistakes.

GET YOUR TEAM TOGETHER REGULARLY

Part of the hesitation that comes from remote work stems from the lack of personal interaction between team members. There is something about working in the same space that encourages collaboration, especially if your team is comfortable enough to ask questions and share answers on the spot.

Collaboration for a remote team can be a lot harder. Things can get lost in translation, especially if your team members don't speak the same native tongue. This can also be a challenge for staff onboarding and documentation. However, using a technical translation service can make things quicker and less stressful for you.

Having regular video or voice meetings, whether it's a daily scrum meeting or weekly conference calls to discuss work-related and non-work issues, will help rebuild that sense of collaboration in your team. Hearing your team's voices and seeing their faces will encourage them to speak up, especially if you insert structure into your meeting by ensuring that everyone has a turn to speak.

Using Slack or another collaboration tool will help document your conversations. You can also record your meetings and make them available for viewing offline by uploading them on a shared folder or cloud drive.



DOCUMENT EVERYTHING YOUR TEAM DOES

When your team gets a ton of work, technical documentation is often the first thing they neglect. This often happens as deadlines draw closer and closer. However, the pandemic has shown us that we cannot be too sure if resources assigned to a specific project will be available a week from now, especially if they are located in an area with a high incidence of COVID-19.

If these resources don't document everything they do, the people taking over their work in case they become absent will need to spend hours figuring out what's going on with the project. If they don't understand anything, they could end up reverting to the previously saved version of the solution and try to rebuild everything from the ground up, wasting valuable time and system resources.

Using suitable tools for tracking your progress. If you're writing technical documentation for a product, for example, you can turn on the markup and change tracking functions on relevant software. This will let your team identify who made specific changes, and when.



KEEP ITERATING AND LEARNING FROM YOUR ITERATIONS

One key aspect of agile methodology that is very applicable to remote work is iteration. Very few organizations get their remote working arrangement right the first time. People who are not used to working at home tend to commit mistakes, especially when it comes to separating their work and non-work priorities.

For example, someone who has children might be dismayed to find out that their kids rush into the room when they are in a Zoom call with the rest of the team. This can be a distraction. There's also the matter of getting your team familiar with remote collaboration tools, and the reminders and notifications they're bound to miss.

Instead of blowing your top over these mistakes, try to approach them with empathy. The world is on edge right now because of economic instability and the alarming public health situation. A few little mistakes don't seem like much when viewed against this backdrop.



BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

The whole point is to keep iterating and improving on previous iterations. If you discover something that doesn't work, try something else in the next iteration or park it until you find a solution that works. Your leadership style should likewise be open to continuous improvement.

Continuous process and product improvement depend heavily on your will to continuously improve yourself, both by polishing existing skills or adding new ones.

This is a good time to encourage your team to use their time wisely and acquire new skills that could help them do their jobs more efficiently, fix previously unsolved problems with existing projects, or take on new kinds of assignments. Your team has the opportunity to be stronger individually and as a group than ever before.

YOUR TEAM'S TIME TO SHINE

The COVID-19 pandemic poses a challenge to organizations to adopt policies that encourage working remotely. While your team might have had two or three remote workers in the past, moving your entire team from one site to a full-fledged remote working setup is much more complicated.

However, just because it's more complicated at the start doesn't mean it has to be challenging. It does require a shift in thinking and practice, starting with the tools your team uses, as well as the frequency of email (or collaboration tool) updates and meetings.

To shine as a top-performing team, your organization needs to ensure redundancy through proper documentation of changes and procedures. Otherwise, you may end up wasting time trying to figure out what to do next. A thriving team also applies Agile principles to itself, including the concept of process iterations and continuous learning and improvement.

Managing a team of remote workers doesn't mean you'll lose control of quality and timeliness. With the right strategy and tools, you can make remote work a feasible option for your company.



GENERAL TRIVIA

In any functional team, cohesion amongst team leaders and decision makers is vital. Cohesive leadership means that team leaders act together as a unit and make decisions as a team instead of each branching off into their own work and operating individually. It ensures that the team will be steered in one direction instead of multiple directions due to team leaders not being concise and consistent with their instructions. Cohesive leadership will require team leaders to have strong communication skills.

When team members first come together they will each bring different ideas; however, the key to a successful team is the alignment of its objectives. It is essential that the team leader sets a common goal the entire team is willing to pursue. This way, all of the team members will put in effort in order to attain the goal. If there is not a common goal, team members who disagree with the objective in hand will feel reluctant to utilise their full effort, leading to failure to achieve the goal. In other cases, team members might divert themselves to other tasks due to a lack of belief or interest in the goal.

When team members don't provide input on a decision, it shows that they do not agree or approve of the decision, leading to a halt in team activity and progress. Furthermore, when team members don't express their opinions, views and potential ideas are lost, hurting the project and the company.

WHAT DO WE OFFER?


IEM AMERICA
 Reliability every time




 Content Marketing


 Digital Marketing


 Courses


 Events/Workshops


 Mobile Application
Development
(iOS & Android)


 Website Development


 Software
Development


 VAPT Services

www.iemamericacorp.com

RELIABILITY EVERY TIME!

TRAVEL DESTINATION OF THE MONTH



THE UNTOLD MYSTERY OF GIZA PYRAMID

01

TOP ATTRACTIONS TO VISIT IN GIZA ARE:

- ◆ Pyramids of Giza
- ◆ Great Pyramid of Cheops (Khufu)
- ◆ Great Sphinx
- ◆ Gizeh Plateau
- ◆ Khafre's Pyramid
- ◆ What are the most popular things to do in Giza with children?

02

THE MOST POPULAR THINGS TO DO IN GIZA WITH CHILDREN ACCORDING TO TRIPADVISOR TRAVELLERS ARE:

- ◆ Jakada Tours Egypt
- ◆ Wonders of Egypt Tours
- ◆ Emo Tours Egypt
- ◆ Egypt Select Tours
- ◆ Mr Brown Sugar Egypt Tours

**BUSINESS
UPSIDE**

SEPTEMBER 2021

THE PYRAMIDS

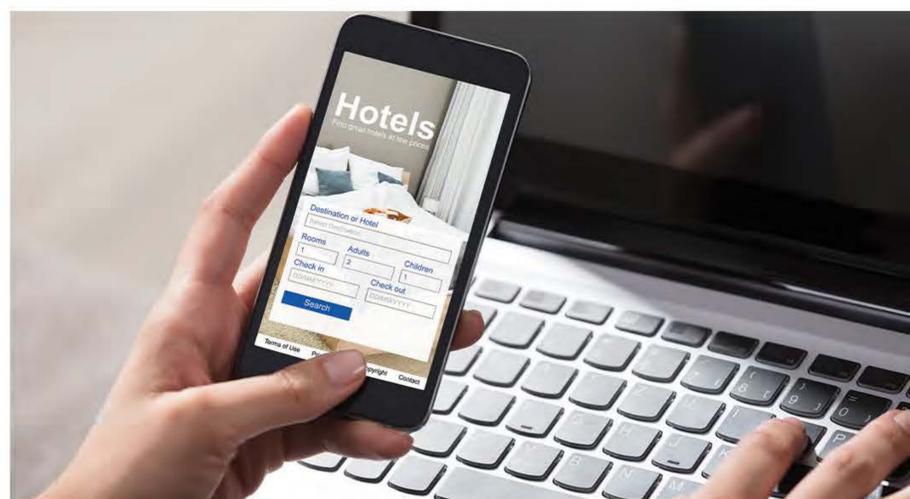
The mark findings which were long back helps to understand the mysteries of the pyramid of Giza. The great Giza pyramid was made nearly about 4500 years ago during the rule of the fourth dynasty of Egypt's ancient kingdom. Then, Egypt was very powerful in terms of highly centralized monarchy along with the wealth that comes from trading and the Nile river nourished agriculture. This great Giza pyramid is the expression of the ultimate power that the kingdom holds.



03

BUDGET HOTELS TO BOOK

- ◆ Mena Inn Pyramids
- ◆ Best View Pyramids Hotel
- ◆ Pyramids Planet Hotel
- ◆ Guardian Guest House
- ◆ Pyramid Edge Hotel
- ◆ Horus Guest House Pyramids View



04

PLACES TO EAT

- ◆ Middle Eastern, Egyptian
- ◆ Steak out
- ◆ Cortigiano
- ◆ Italian, Pizza, Mediterranean, European
- ◆ Semsema
- ◆ Restaurant El Dar Darak
- ◆ Middle Eastern, Egyptian
- ◆ Koshary Hekaya
- ◆ Kebdet El Prince



BUSINESS UPSIDE

SEPTEMBER 2021

THE UNTOLD MYSTERY OF GIZA PYRAMID

Giza pyramid is located in Egypt and is considered to be one of the ancient wonders of the world due to its dazzling work of architecture. There is a hidden void which is about a hundred feet tall, which was discovered by the scientist in the year 2017. Inside the Giza pyramid, there is space dimension which resembles the grand gallery of the pyramid which is about more than 156 foot tall and 26-foot long corridor which takes to the chamber where the burial of Khufu is kept. Khufu is the pharaoh for whom this whole structure of pyramid was built. Giza pyramid

It has been remained unclear about the fact of the spaces for which purpose it was made and what it contains. Since the 1800s the void became the first inner structure to be discovered within the 4,500-year-old Giza pyramid which was possible due to the advanced use of particle physics. Many archaeologists and Egyptologists had said that this discovery was the discovery of the century. There were a lot of hypotheses about the Giza pyramid but to date, no one had ever imagined the void which is so big can be located over the grand gallery.

THE GREAT PYRAMID OF GIZA FACTS

The mark findings which were long back helps to understand the mysteries of the pyramid of Giza. The great Giza pyramid was made nearly about 4500 years ago during the rule of the fourth dynasty of Egypt's ancient kingdom. Then, Egypt was very powerful in terms of highly centralized monarchy along with the wealth that comes from trading and the Nile river nourished agriculture. This great Giza pyramid is the expression of the ultimate power that the kingdom holds.

The pharaoh Khufu had resigned from the power from 2509 to 2493 BC and built this great pyramid for himself whose base is spread over more than 14 acres of land and the tower stands with a height of 479 feet. The whole pyramid structure mainly consists of nearly more than 2.5 million blocks of limestone which have been transported, quarried, and cut according to the sizes and moved into a particular place. In recent times the modern travelers had reached a pinpoint of sublime thrill after seeing the great pyramid of Giza.

PYRAMID

The travelers became very astonishing after seeing that 4600 years old Giza pyramid had withstood the plateau desolate, dunes covering wilderness and the burning Egyptian sun and standing still today. Along with several small tombs and monuments, the Giza pyramid has especially three important tombs i.e. Khufu which is 481 feet tall sometimes also known by the name of Cheops; Khafre which is around 471 feet tall, and the last one is Menkaure which is around 213 feet tall.

The 4th dynasty of Egypt was known for its innovation and engineering projects all over the world. The rule of this dynasty which is around 2575 to 2465 B.C was regarded as the golden age. The second king Khufu of their dynasty was ruling this period. The historians of Greek had depicted him as the cruel and proud king of their dynasty. After the death of Khufu, his son Redjedef ruled for a short period and started to work upon the tomb in Abu Ruwaysh that has never finished.

The next pharaoh i.e. his brother name Khafre who built a pyramid in Giza, the same pattern was followed by the following generation. Son of Redjedef, Baufre built his tomb outside the Giza, and Khafre's son Menkaure built his tomb in Giza. Each of the pharaohs which were built in Giza was mad in so accordance with very simple rules that harmoniously ordered the complexes of three funeralover the plateau: the Khafre's façade at the high temple is aligned with the face of western Khufu's pyramid. And the Menkaure's façade at the high temple is aligned with western Kgafre's pyramid. The imaginary line that roughly joins the three pyramid points towards the temple of Re of Heliopolis.

HOW THE PYRAMIDS OF GIZA WERE MADE?

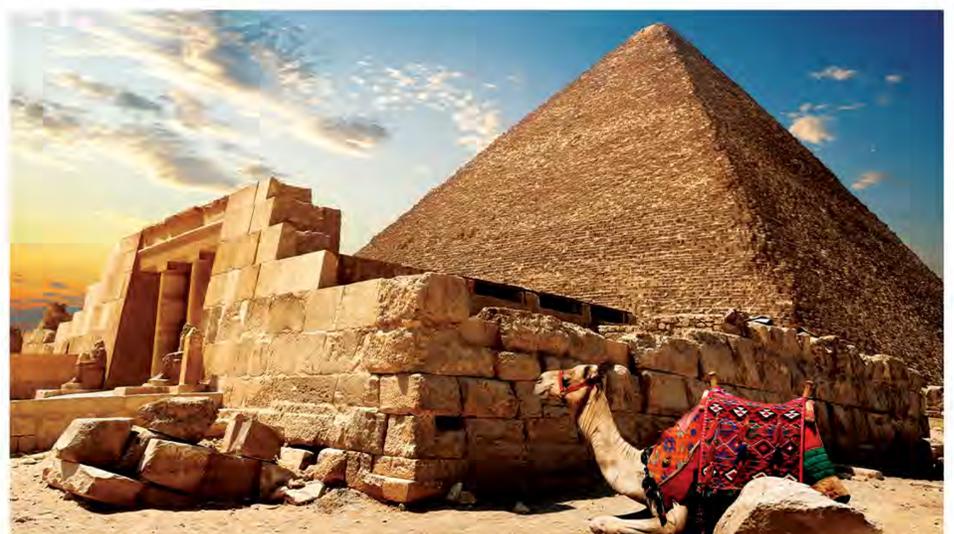
The mysteries of the pyramid lies in the fact that how they were built. It took nearly more than the great pyramid of Giza facts

20 years to complete and there are several other theories debated by various scholars as to who had built this. Some scholars had a point that it was built by slave labor but it seems that the Egyptians had themselves put their efforts, working on the time of flood and their farm work was not possible. The people of Egypt is done it in the form of civil service.

Some evidence says that the great Giza pyramid was built with nearly about twenty thousand workers who were even paid for their work. The procedure of accounting and record-keeping had taken a great deal of organization and manpower. They had been known for their fantastic documentation. The construction of the pyramid was carried on with the use of stone blocks weighing about 2 tons each. Many theories are suggesting about that multiple men together had maneuvered the stone blocks over the ramp.

Many scholars eschew the theory and given a different reason which is mainly the idea of using the wood as a medium of making the stones reach over the ramp. Not only this many scholars had proposed the idea of aliens who had built the great Giza pyramid. The great Giza pyramid was completed which was faced with the limestone of tura which has a spectacular presentation in the desert. It was previously 481 feet high but since the top mysteries of the pyramid was lost it reduces the height of 25 and overs around 13.1 acres of area.

It has been estimated that it required almost around 2.3 million stone blocks which were weighing around 2 to 15 tons each. The pyramid was made of internal passage and with long chambers that have housed the Pharaoh's body and all necessary goods needed for their afterlife. These goods include all the precious stones, handcraft, and everything.



BUSINESS

UPSIDE

SEPTEMBER 2021

FEATURED

Photo **OF THE MONTH**



Undefined Destination

~Photographed by Shibham Paul

“Sometimes a wrong train can take you to the right station”

DESCRIPTION

◇ Aperture - F6 ◇ ISO - 400 ◇ Shutter - 1/30 ◇ Focal Length - 18mm ◇ Camera - Sony A7iii

LOCATION

Satragachi, WB, INDIA

**INTERESTED PHOTOGRAPHERS WHO WOULD LIKE TO POST
THEIR PICTURES MAY CONTACT US!**



Story Of

The Month

Sweet and Bitter

The coffee had too much sugar yet it tasted bitter to Anik, just like his life. Being the Marketing Executive of a popular Advertisement Agency, Anik's usual day starts with the alarm ringing in the morning and ends with the laptop closing at night. The corporate life is full of both sweet and bitter memories but Anik never loses his temper, proving that he is a human after all.

The digital clock showed the date: 28th of August, the day Anik had joined the ad agency two years back. Started as an intern, he had very quickly climbed up the ladder and now leads a team of five people as the Marketing Executive. Along with the pay package, his responsibility has increased, thus making personal time more valuable and a thing to cherish dearly.

The ringing of the alarm failed to reach his ears and he sat up suddenly with a jolt. He glanced at the clock and shouted, "AGAIN THIS HAS HAPPENED". The smartwatch smartly had made fun of him by displaying, "MEETING WITH BOSS AT 8.30 am". He rushed towards the bathroom; the phone snoozed 3 times but he didn't notice. After bath he hurriedly dressed up and took all his belongings and his laptop and rushed out through the main door.

He was unable to book any Uber as it was raining hard. The thunder rumbles matching with his own heart beats. The surrounding apartments, the concrete roads were looking at him like a ruthless monster, prepared to engulf him. One or two cars passed by splashing some water on him.

Again, he tried to book an Uber but the phone was beeping indicating low battery. He had forgotten to charge his phone last night. He tilted his head backward with disgust and took a deep breath. He could clearly visualize the anger in Mr. Rodrick's (his boss) face. It's 9AM, where is Anik?" the boss roars. "The clients are waiting ... Contact him Ria, immediately."

Ria was more worried than anybody else due to an incident that took place last night at the coffee shop with Anik.

Anik told "Is it possible not to make a fuss about this!"

Ria yelled, "Is it a joke for you to just nag your girlfriend and force her to get married! Don't I have ambitions? Don't I have a career or is it just your decision only?"

Anik "I was just asking you to look into this; we can take our time and then decide we have time, don't we?" Ria "You are just forcing me now "

Everybody in the café was looking at Anik with pitifulness and aggression in the eyes. Ria was mad that day because of her boss, but she vented her anger on Anik, which was quite normal between the two love birds.

But yesterday had gone too far for Anik. He silently got up and moved away from the table and walked away paying the bill. Since then, he was not picking up the phone. Ria tried again but the phone continued to ring till it came to the automated voice

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

message, "The subscriber you are trying to reach is not picking up the phone". Ping! - a mail notification came with the attached ppt and video presentation from Anik. Ria informed their boss and ask him to look at it. The client was delighted with the presentation and wanted to work with the company. The boss was also happy. The Boss laughed "This boy is always late but gives perfect presentations." Ria called him up again but the phone was switched off.

Anik tried to take a lift from the approaching car, but he unknowingly comes in the middle of the road. From the opposite direction, a truck rushed to him; a quick flash of life he could see as he closed his eyes. When he opened again, he found that the truck had passed and nothing happened to him.

He ran towards his house, rushing through the street, he needed to make a call to Ria. He opened his apartment door and went inside. The laptop was lying on the bed and a scheduled mail to his boss had been delivered.

The phone on the bed has a message from Ria, "Where are you, please answer." Below it there was another message from uncle: "Anik, your mother is no more, she had passed away last night."

Anik moves towards the open-door of the bathroom ... in the bathtub, he is lying peacefully with his eyes closed.



Story By

Sumanindya Shankar Das, India

**SEND US YOUR ORIGINAL STORY
AND GET FEATURED!**

BUSINESS UPSIDE

SEPTEMBER 2021

7

HOT TECH STARTUPS AND WHY INVESTORS LIKE THEM



Every investor knows the story of the lucky (or smart) folks who got in on the ground floor of companies like Uber, Amazon, and Alibaba. Those startups are known as “unicorns” for a reason: They’re extremely rare among the literal millions of startups that come and go in the tech industry.

But that doesn’t stop investors from searching for their own unicorn, and sometimes it feels like any tech whiz who can program an app or wire an electrical enclosure might have the next one. However, the people who invest in startups for a living—those in the Silicon Valley venture capital scene and beyond—know a thing or two about separating the wheat from the chaff, and when they signal their interest in a startup, the market sits up and pays attention.

Wondering what’s next in startups? These seven companies have innovative business models that are attracting major investor interest, and several are already household names. If you’re looking for the next frontiers, these tech companies are already ahead of the game.

1. CAPSULE

The intersection of tech and medicine is a hot space for startups, and few are hotter than Capsule. This one-stop delivery pharmacy brings patients’ prescription medications to their doors and coordinates with providers to manage prescriptions and refills. It’s hard to imagine a business model better suited for a pandemic.

Now, even with the pandemic ebbing in the U.S., investors think Capsule has what it takes to go the distance. With \$570 million of equity funding from big names like T. Rowe Price, Capsule is on the path to breaking out soon. It’s likely to find fertile ground in the telehealth expansion, which increasingly appears to be permanent.

2. INSTACART

Some people may have gone back to shopping in person as COVID eased, but Instacart is still rolling along. The grocery delivery platform recently picked up another \$265 million round of funding, signaling investor confidence grocery delivery is here to stay. Market research saying online grocery tech will hit 55 percent consumer adoption by 2024 seems to agree.

It’s no longer just groceries Instacart is delivering either. While the company probably won’t become a true Amazon-esque “everything store” that sells engine parts and junction boxes, it has added delivery options for stores that offer items like TVs, toys, and furniture. Furthermore, directly competing with Amazon may actually be a boon for Instacart. It’s allying itself with brick-and-mortar grocery stores eager for backup in the fight against Amazon.

3. CURRENT

Neobanks—banks without physical branches that conduct all transactions digitally—are among the hottest fintech startup sectors, and Current is the latest neobank startup to get investors buzzing. The bank recently received a new round of Series D funding, putting its total equity funding just over \$400 million.

Currently focuses on demographics traditionally underserved by banks, such as people living paycheck to paycheck. Its value proposition is a pretty sweet one: Direct deposits that clear up to two days sooner, free overdraft protection, and perks usually associated with premium credit cards like cashback points. For the many people in America who have to do more with less, these features can be not just cool, but potentially lifesaving.

4. TONAL

The pandemic sent gym-goers scrambling for home fitness equipment, and Peloton wasn’t the only fit-tech business to experience explosive growth. Tonal, a fitness startup that offers a smart home gym oriented toward weight-training enthusiasts, also made its move toward a strong position in the home fitness market.

Investors are betting at least some of those who worked out at home during COVID will decide they prefer home fitness, and Tonal’s sleek platform and live-streamed fitness classes give them plenty of reasons to do so. Tonal received a \$250 million Series E round and has a \$1.6 billion valuation, including investments from athletes like Larry Fitzgerald, Maria Sharapova, and Mike Tyson.

5. HYPR

Managing passwords is good, but what if you could eliminate them altogether? That’s the premise of HYPR, an authentication company that seeks to improve security by replacing passwords with authentication options like using the biometric scanner on a person’s mobile device.

That’s an easy sell in a world where over 155 million people had personal information exposed in a data breach last year. Plus, with the continuing shift to work from home, increasing numbers of employers are looking for better security. HYPR recently got a \$35 million Series C investment that will provide it with more fuel to grow its market share and expand its offerings.

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

6. CLUBHOUSE

It's tough to stand out as a social media app these days, but Clubhouse is defying the odds. The invite-only "social audio" app, where users can voice chat in rooms with celebrities like Drake, Elon Musk, and Oprah, was recently valued at \$4 billion—although it still has yet to reveal how much total funding it's raised.

Perhaps the biggest sign of Clubhouse's success is the number of imitators it's inspired. Companies like Facebook, Discord, Spotify, and others are all prepping services that will compete for at least part of the same market as Clubhouse. That could spell difficulty for the newcomer, but it's also a validation of its fundamental business model.

7. LOOM

Workplace communication and video chat apps also saw explosive growth during 2020. Now that we're all familiar with Zoom, get ready for its rhyming-but-unrelated cousin, Loom. This office communication app allows team members to record video messages for each other quickly and easily, making it a snap to share complex directions, detailed feedback, or just a friendly good morning. Loom brings real human interaction into the digital workplace, but it's also an extremely agile and flexible cloud workplace app. It's both faster and more personal than an email, and it's also an excellent way to cut down on time-wasting meetings. That's an appealing combination for any office, and Loom now boasts over \$73 million in funding.



GENERAL TRIVIA

A startup worth at least a billion dollars is called a "unicorn." As of this writing, there are currently 174 companies that qualify. As far as we know, that's 174 more unicorn startups than actual unicorns in existence!

Based on their social influence, MailChimp was the most influential startup on the internet in 2015. It just makes you wonder what names they threw out before landing on that gem. Because if there's any animal that projects a calm, competent demeanor, it's a chimp.

The assumption of risk in anticipation of gain but recognizing a higher than average possibility of loss. The term "speculation" implies that a business or investment risk can be analyzed and measured, and its distinction from the term "investment" is one of degree of risk. It differs from gambling, which is based on random outcomes. Investors can include stock traders but with this distinguishing characteristic: investors are owners of a company which entails responsibilities.

The term "investor protection" defines the entity of efforts and activities to observe, safeguard and enforce the rights and claims of a person in his role as an investor. This includes advice and legal action. The assumption of a need of protection is based on the experience that financial investors are usually structurally inferior to providers of financial services and products due to lack of professional knowledge, information or experience. Countries with stronger investor protections tend to grow faster than those with poor investor protections. Investor protection includes accurate financial reporting by public companies so the investors can make an informed decision. Investor protection also includes fairness of the market which means all participants in the market have access to the same information.

HOW DIRECT TO CUSTOMER APPROACH WAS INSTRUMENTAL IN DELL'S SUCCESS?

Among the many success stories of the 20th Century, one story which stands out belongs to Dell Computer. It was started in 1984 by a college student Michael Dell. This computer company went on to become one of the computer giants in the 21st Century. Dell could have been just another tech giant like many others. To understand why it stands out today is because of Dell's mission statement and the history of its founder and entrepreneur, Michel Dell.

HOW WAS THE DELL BRAND FOUNDED?

Born to a Jewish family, Michael Dell always wanted to be a businessman as both his parents were business owners. He started pretty early pursuing the same. He tried to fast-track his business by applying for high school exams when he was only eight years. He did not pass, but by the age of 15, he had already bought an Apple II computer. He opened up the computer just a few days after buying it to see how it works. When Michael Dell was in high school, he already started a small business.

As a University of Texas student, he started making software and computer upgrades in his dormitory room.

He aimed to use stock components and make computers that were IBM PC compatible. He then got a contract with the Texas Government outbidding established competitors, which was huge at that time. Dell did not complete his college education to focus full-time in business after getting seed capital of \$1000 from his family. This was the year 1984.

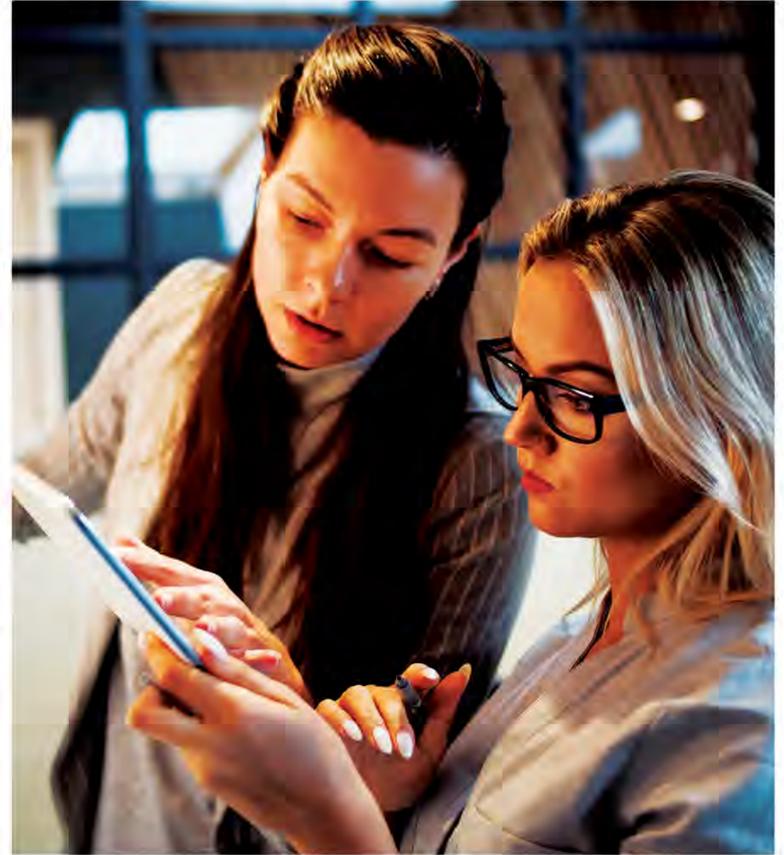
Dell started selling personal computer systems directly to customers, including people he knew in college. His firm, PC's Limited, focused on understanding customer's needs and provided effective computing solutions to them. In the first year of business in 1984, Dell achieved \$6 million in sales. Dell then created a 12-Megahertz 286 processor, which was the fastest PC in 1986. This product competed favorably in terms of price and performance with IBM and became a massive success in the market. By 2000, Dell was already operating in 34 countries with an employee base of 35000+. In 2001 it became the largest PC maker surpassing Compaq Computer. The company's direct-to-customer business model has been the key to its consistent growth and success.

History and growth of Dell Inc.

The firm PC's Limited changed its name to Dell Computer Corporation in 1987, and the very next year, it went public. Dell shares were sold for \$8.50, and the company raised \$30 million in the IPO. Michael Dell was the youngest CEO at the age of 27 in 1992 and was named in the Fortune 500 Company. In the year 2004, Michael stepped down from the role of CEO of the company he started two decades ago.

After his departure, Dell Inc went through a series of challenges and setbacks, losing out to rival and the world's largest PC manufacturer at that time, Hewlett and Packard. Michael Dell was recalled as CEO in 2007. He started his second innings overhauling the business model and diversifying into other products such as computer storage devices, servers, networking equipment, etc.

In 2013, Michael Dell bought out the company from the investors and made it a private company. Later in 2015, Dell acquired EMC Corp for \$67 billion, making it the largest acquisition of a technology company. The very next year,



he merged Dell, EMC, and VMware into a new unified company known as Dell Technologies.

Dell Technologies went back to the public and listed itself on the New York Stock Exchange in 2018. Today, the market capitalization of Dell is \$75 Billion, and Michael Dell's net worth is \$45 billion.

DELL COMPUTERS GLOBAL REACH AND ONLINE MARKETING STRATEGIES

Dell Technologies has reported \$92.20 billion in revenue in 2020 and a net income of \$5.50 billion. Presently, it employs around 1,65,000 people across 326 office locations in 70 countries. It is headquartered in Texas.

Dell products are sold online and retail outlets like Staples, Wal-Mart, and its own e-commerce site Dell.com. Dell is a pioneer in e-Commerce, having started an online platform in 1996. In 1997 it sold \$1 million worth of equipment daily, which set the bar high for coming years. In 2007, Dell was the fourth largest e-commerce site in the US, notching up \$4.20 billion in sales. By 2017, Dell had the third largest market share in e-commerce, shipping \$40.70 million worth of Dell products.

Dell had already started focusing on its e-Commerce business a decade ago. Its online marketing strategy meant reaching out to loyal and potential customers. The digital marketing effort clicked with mobile phone campaigns and Twitter marketing for sales

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

and discounts. The Twitter campaign alone earned the company \$1 million in revenue.

The success of Dell Technology was attributed mainly to delivering the best customer experience. By doing so, Dell met customer's expectations through the highest product quality, leading technology, competitive pricing, and excellent after-sales customer service.

DELL INVESTMENTS AND PHILANTHROPIC WORK

Michael Dell founded MSD Capital in 1999, a private investment firm that manages his family's wealth. As an investor, he also made investments in other businesses, including Domino's Pizza, Calvin Klein, Applebee's, etc., through the MSD capital.

In 1999, Michael Dell founded Michael & Susan Dell Foundation with his wife 1999. The philanthropic organization works towards healthcare, children's education, and economic stability. The foundation has committed \$1.20 billion since its inception. In 2020, it gave \$100 million towards corona relief aid to small businesses.

AWARDS AND RECOGNITION

Michael Dell got the entrepreneur of the year awards in 1989 at the age of 24

In 2002, Michael Dell received an honorary doctorate in economic science from the University of Limerick for his generous donations towards educational initiatives in Ireland.

Named as CEO of the year in 2001. Youngest to receive the award along with Bill Gates.

Worked on many advisory boards such as the U.S. President's Council of Advisors on Science and Technology, International Business Council, Indian School of Business in Hyderabad, India, and the U.S. Business Council.

He is ranked as the 30th richest person globally on the Forbes list.

MICHAEL DELLS' SUCCESS HISTORY

1984 Starts a Firm PCs Limited with a seed capital of \$1000. Achieves \$6 million in computer sales in the first year.

1986 Develops the 286 processor fastest PC

1987 Company Renamed to Dell Computer Corporation

1988 Raised \$30 million through IPO

1992 Michael Dell becomes the youngest CEO. Named on Fortune 500 list.

2004 Steps down as CEO

2007 Recalled as CEO of Dell. Diversified into other products.

2015 Acquired EMC Corp for \$ 67 billion

2016 Merged Dell, EMC, and VMware into a new entity Dell Technologies

2018 Goes public again. Listed on New York Stock exchange.

2020 Dell reports \$92.20 billion in revenue and \$5.5 billion net income.

CONCLUSION

In the first 20 years of its operation, Dell's successful business story was attributed mainly to avoiding intermediaries and cost reduction in advertisements. Plenty of resources were saved, which added to the profitability. In those days, a competitor like IBM, Compaq, sold computers through distributors and retailers. Dell sold directly to its customers. The modus operandi surprised successful businesslike and Wal-Mart.



THE DO'S AND DON'TS OF BRAND MERCHANDISING



Company-branded merchandise items are well-known for increasing brand awareness, familiarity, and loyalty. It also serves as an integral component of brand sponsorships and promotions. Additionally, it enables your business to develop an emotional connection with consumers by providing tangible rewards. Serving as a physical touchpoint for digital activity, it may aid in reinforcing your company's voice and brand presence over the web.

BRAND MERCHANDISING DO'S

To be effective, it's critical to choose the right items to include in your company-branded merchandise package. The goal is to give clients a favorable impression of your business. When it comes to branded items, here are some steps you should do when tackling brand merchandising.

Select Usable Merchandise

The branded product is said to be ineffective unless the intended clients can use it. As a result, you'll want to purchase valuable lifestyle goods that'll retain their value over time. Consider the following products: branded water bottles, USB (Universal Serial Bus) flash drives, tote or laptop bags, power banks, and bracelets from similar online stores.

The more frequently these goods are used by your customers, the more they'll appreciate them resulting in increased positive emotion and brand awareness. However, to avoid losses, you should diversify your product offering. The greater the client reach and understanding of your business, the more diverse your branded products will be.

Recognize Your Audience

Promotional products are believed to be an excellent method to present your business to potential consumers during a sales call or event. Your complimentary item serves as an alternative marketing ambassador for what your brand stands for. Each time a client uses it, they're reminded of your business. As a result, they must satisfy your clients' desires and expectations.

Before ordering advertising products, review your target audience profile first. How old are your average customers? What products do they love using? How much money do they earn? Each piece of demographic data is valuable and essential.

Consider going a step further and research your customers' preferences,

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

MAKE YOUR DESIGN AS PRECISE AS POSSIBLE

When a business discontinues using the distinguishable attributes and features that have become synonymous with it, its most engaged customers may have a hard time connecting with the company. As a result, every part of your brand's design should adhere to specific guidelines.

The typefaces to use, colors, image styles, logo specifics, and much more should all be specified with exact, numerical precision in your brand standards. Your graphic designers will appreciate it and it'll help your customers recognize your brand more quickly.

OPTIMIZE RETURN ON INVESTMENT

Checking the intended return on investment is a critical part of creating exceptional merchandise from a commercial perspective. It's essential to begin with the aim in mind. Do you wish to increase the value or revenue of your brand or to initiate a conversation?

How do these objectives affect your messaging? How much funding will you require and how will it be distributed? To truly maximize your revenue, you must have separate metrics for each of your objectives.

UTILIZE AUTOMATED ORDERING

When you employ automated ordering, your marketing items are only distributed amongst specified groups and interested individuals. Automation solutions are critical because they help determine who is placing orders, when and from where they are placing orders, and which items are popular among them.

This data enables you to adjust and modify your current marketing approach to better align future promotions in a shifting market.

BRAND MERCHANDISING DON'TS

Now that you've learned about the possible steps to effectively foster a positive customer experience with the use of company merchandise, here are some that you must avoid. Keep them in mind in planning and formulating a company brand marketing scheme.

DISREGARD YOUR BRAND'S STORY

Even the most thorough instructions might be difficult to follow or comprehend if a compelling purpose and narrative aren't included. The majority of practical brand guidelines begin with an 'About Us' or 'Our Story' section in which the company's history, beliefs, and mission

are explained. Additionally, this part should include information about the business' target demographic and principles to aid the brand in capturing customer attention.

The brand or company story portion doesn't need to be lengthy, but it should act as a unifying aspect for the many remaining guidelines. Designers who read this section will understand why design features should be based on order, cleanliness, and precision if the purpose, let's say, of a landscaping company is to aid consumers in envisioning the most beautiful yard possible.

When authors, designers, and other creatives are on the same page in this regard, it makes a world of difference.

AGGRESSIVE MARKETING

The best goods are understated, fascinating, and unique. Customers that visit company stores, participate in events, join in promotions, or make purchases directly from sellers have limited access to exclusive merchandise. To have a long-lasting effect, publicity should be somewhat subtle.

Subtle yet successful retail advertising develops an influential captive audience and strengthens your brand among customers who already believe in your products or services. Adding a touch of exclusivity to your collection adds interest to attract potential customers too.

CUT CORNERS ON QUALITY

If you're sparing your best with promotional materials, it may reflect poorly on your organization. A consumer can form an opinion about your firm based on your promotional materials. If you deliver substandard goods, you create a negative image. Individuals feel your business is inexpensive. Another issue with low-cost goods is they get damaged easily.

Never compromise on quality to save money. While planning your campaign, keep the message, the item's function, and your target audience's preferences in mind. When deciding on a promotional deal, avoid making your choice solely based on pricing. The best impressions are always made with high-quality products that provide actual value to the intended recipient.

OVERTHINKING COMPETITION

While it's natural to keep an eye on the competition, avoid allowing it to have a significant impact on your branding selections. If you construct your brand in response to your direct competitors, you may compromise your values, resulting in your customers perceiving your company

as a 'phony brand.' Strike a balance between being aware of your surrounding competitors while remaining genuine to your company.

Takeaway

Your merchandise doesn't have to be expensive. It simply needs some thought, planning, and ingenuity, as well as a grasp of the product's target market, to be effective. Brand merchandising can be the most promising advertising approach available for a company. When executed correctly, they may help yield a high return on investment and sales.

GENERAL TRIVIA

The first imprinted promotional items were used by George Washington in 1789. Washington had commemorative buttons made to support his campaign. Luckily for him, he won.

The first company to make promotional materials opened their doors in 1886. An Ohio newspaper man partnered with a local shoe store owner. While the newspapers printed, he printed bags for the shoe store. These bags were then handed out with each shoe purchase.

Eight in 10 people enjoy receiving promotional products. In fact, many admit that they would like to receive these items more often. It's fun to get new branded swag, especially when it's practical and free!

Consumers often pass along the products they don't use. This is great news, as your investment is more likely to get in the right hands compared to other forms of advertising that simply get passed over.

People keep branded materials for an average of 6.6 months. If they use the product on a regular basis, imagine how many people are seeing your brand name over this six month period!

Adding a promotional item to your media mix can increase its effectiveness by 44%. Having a tangible item boosts product recall, brand recognition, and stronger loyalty ties. These ingredients enhance your other marketing efforts.

BUSINESS UPSIDE

SEPTEMBER 2021



HOW TO MEASURE THE CPM OF YOUR ADVERTISEMENT

Payment is one of the crucial factors to consider when running digital advertisements. COST PER MILE (CPM) is one of the smartest modes of payment. But, what is CPM? Here, you will learn about it and how to measure it for your advertisement.

CPM is nothing but the amount you pay for one thousand impressions that helps you to estimate costs. It is one of the most commonly used metrics in digital marketing campaigns. When you pay in terms of CPM, the total number of clicks on your ads impacts spending. Whenever someone (even the same person) checks out your ad, you will have to pay depending on the CPM framework.

Next, you must understand how much it costs. The CPM cost depends on the location and mode of your advertisement. The average CTR was 0.35% for the full Google Display Network, including YouTube. As you can set your budget beforehand for both CPC (Cost per Click) and CPM, you don't face any unexpected situation.

You tend to find CPC costlier than CPM, and this may decide to keep all your chips on the latter. But there is a possibility of no or very few people clicking on your advertisement. Even if they don't notice your advertisement, you have to pay charges for impressions depending on the CPM model.

Find below the techniques to assess the CPM of your advertisement:

SET THE ADVERTISING CAMPAIGN BUDGET

With an ad campaign, you deliver products or messages to the target audience. So, you need to decide how much you can invest in an advertisement. Setting a budget is decoding half of the required data for CPM calculation.

CALCULATE ONE THOUSAND IMPRESSIONS' COST

Determine the total number of impressions. Then, you need to determine the total number of desired impressions (your ad's target audience) for calculating the cost of 1000 impressions.

For instance, your company wants to perform an advertising campaign that may get 600,000 impressions. You may also use tools like Google Analytics to find out the type of traffic that your website drives. Print media and television tend to use ratings or sales agencies for that type of data.

DO THE RELEVANT CALCULATIONS

Calculate the cost of your campaign divided by the total number of desired impressions and multiply by 100, for instance, $(15,000/600,000) \times 1000$, i.e., 25%.

So, you would be investing 25 dollars per 1000 impressions on your ad campaign with 15000 dollars.

You also have to calculate the possible cost of an advertising campaign. To do that, divide your total investment by the total number of impressions. Find the formulas below:

$CPM = \text{Total Campaign Spend} \div \text{Number of Impressions} \times 1,000$

$\text{Total Cost of Campaign} = \text{Total Impressions} \div 1000 \times CPM$

$\text{Total Impressions} = \text{Cost of Campaign} \div CPM \times 1,000$

You may also require estimating the cost per click for a CPM campaign, even if you don't pay for clicks. Below is the formula to calculate the CPM campaign's cost per click:

$\text{Cost per Click} = \text{Total Campaign Spend} \div \text{Total CTRs}$

CALCULATE TARGET AUDIENCE IN YOUR BUDGET

Once you set a budget and rate, you can understand if the target audience is worth the money you spend.

$\text{Target Audience} = (\text{Total Cost} \times 1000) / CPM$

SELL YOUR ADVERTISING SPACE

When you have a business website and are looking to earn huge advertising revenues, calculate CPM depending on your website traffic and how much money you spend on the advertisement to react to that target audience.

You can sell your advertising space on web advertising with a tool like Google Analytics. Calculate the value of your ad space and sell it to those who bid for the same.

BUSINESS UPSIDE

SEPTEMBER 2021

-cont'd from previous page

INCREASE ADVERTISING COST BENEFITS

CPM rates benefit brands and advertisers who want their products to reach the evidence audience base at the least advertising cost. As CPM is largely variable, you can use it to compare costs across various media and spaces.

Other factors such as advertisement visibility and demographic details affect the total impact of your advertising campaign. Use CPM as a base to analyze advertising costs.

TRACK YOUR INVESTMENT AND RESULTS

When it comes to tracking advertisement expenditure for many businesses, you should combine CPM and CPC advertising depending on campaign goals and anticipated costs.

The monitoring helps you make some credible assumptions regarding which payment mechanism tends to work the best for any advertising campaign. To be sure of the most appropriate payment mode, monitor continuously implementing the CPM calculation knowledge.

Hopefully, this post helps you understand “what is CPM” and how to measure it for your advertisement. So, calculate it correctly to boost the chance of your advertising campaign success.



“
MASTER THE TOPIC,
THE MESSAGE, AND THE DELIVERY.
— STEVE JOBS
”

GENERAL TRIVIA

1. 82% OF CONSUMER INTERNET TRAFFIC WILL BE VIDEO BY 2021

In a whitepaper published by Cisco, video is predicted to greatly outperform all other online mediums in the coming years. Brands are preparing for the shift, with U.S. online video ad spend projected to hit \$17 billion by 2020. To keep up with the trend, marketers must plan to increase investment in digital video.

Many have suggested that 2017 may be the year cable TV died. During the first quarter of the year, the U.S. cable industry lost 410,000 subscribers. In comparison, one of the web's most popular streaming services, Netflix, added 8.3 million subscribers during 2017's final quarter. Online video, especially on social channels, looks to be increasingly central to marketing success.

2. INFLUENCER MARKETING IS A \$1B INDUSTRY ON INSTAGRAM

With Instagram approaching 1 billion users, more and more brands are dedicating ad dollars to the platform. Parallel to this, search interest for “influencer marketing” has multiplied over 198x since 2013. A recent study by Mediakix found that this surge in interest has resulted in a \$1 billion influencer marketing industry on Instagram, which continues to grow.



IHQ REVIEWS



BEST
REVIEWS
AND
DEALS IN
USA



- APPS ♦
- GAMES ♦
- GADGETS ♦
- SOFTWARE ♦
- ELECTRONICS ♦

BUSINESS UPSIDE

WE HELP YOU
CHOOSE
THE RIGHT
PRODUCT

Business, Finance, Entrepreneurship, Marketing and Technology
Insights, Actionable Ideas, Tips and Tricks

www.ihqreviews.com

www.businessupside.com