



CEO's Corner



Ajay Prasad

I will send the critical lessons from books (business and otherwise) I have recently read. For example, I reread "Why Startups Fail" by Tom Eisenmann. Given that we have several companies at different stages of a startup, I want to share the gist of the reasons for failure according to the book and attempt to connect the dots and explain their relevance for our businesses:

- 1. Scaling too quickly:** Many startups fail because they start scaling before they have validated their business model. For example, the business model of GMR Transcription, GMR Web Team, and RepuGen is validated, but we cannot say the same for ScoreDoc and OpenVio. Therefore, we want to ensure we do not overinvest in ScoreDoc and OpenVio platform marketing until we have a clear and sustainable business model.
- 2. No market need:** We already know there is a market need for our three established businesses, but we are still determining the two new ones. So, we need to invest a small amount of money to ensure actual demand for their product or service.
- 3. Poor execution:** Many great-idea startups fail because of their lousy execution. For example, GMR Transcription execution is flawless; thus, we never encounter issues. On the other extreme, ScoreDoc/RepuTally reputation scorecard report is so flawed that we cannot use it for sales and marketing. Therefore, let us focus on better execution of all businesses, especially the ScoreDoc report, given its implications for sales of RepuGen and GMRW.
- 4. Lack of money:** Money is the lifeblood of every startup. Since we are self-funding our businesses right now, we want to ensure we are careful where we put our resources. Running out of money is a common reason startups fail, and let us ensure that it does not happen to us.
- 5. Leadership conflict:** The relationships between the leaders of startups significantly impact the success or failure of a startup. We should carefully consider the skills and personalities of leaders and establish clear expectations and performance protocols within the organization to minimize conflict.
- 6. Competition:** This is the apparent reason for many failures. However, I have always welcomed competition as a validation of the business model, and I believe that we can win the race so long we are differentiating our business through innovation, constantly tweak UVP to maintain product leadership, analyze and improve our go-to-market strategy regularly, and take care of the five failure reasons mentioned above.
- 7. Legal and regulatory issues:** GMR Transcription got punished by the government because of a mistake by one of its vendors, resulting in thousands of dollars of ongoing investment and a constant drain on its resources. All of our other businesses are in the heavily-regulated healthcare space, so we need to be careful that we are compliant with regulations.

We should learn from the failure of other businesses and avoid them to increase the chances of success for our businesses.

Know Your Colleagues

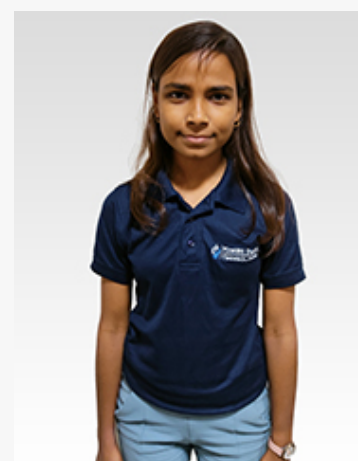


MD Sadique Hussain

Greetings everyone! I belong to Patna, born and raised here. I completed my schooling at Kendriya Vidyalaya. After that obtained a B. Tech degree in CSE from MACET, Patna. My professional journey commenced at FirstBit. Here I have completed two years. From a Jr. Software engineer to a software engineer, I have received unwavering support and encouragement at every stage. I extend my gratitude to Sonu Sir and Amarjeet Sir for their invaluable assistance. I enjoy brainstorming new ideas and exploring innovative approaches to software development that can enhance productivity in my assigned projects. During my leisure time, I love to enjoy food and cherish spending quality time with my family and friends.

Nisha Kumari

Greetings everyone! I was born & brought up in Patna. I completed my BBA from LN Mishra College in 2019. In March 2022, I joined as a fresher at FirstBit Digital Technology. Here I got the opportunity to work under Vishal Sir as an OME and learned many things that helped me improve my SEO skills and knowledge. Apart from my professional life, I like painting, dancing, listening to music, and exploring new places.



THE HR SPEAKS

Welcome, New Hires!

Please join me in welcoming & extend Congratulations to Shivam Kumar and Sanchita Kumari on joining the Marketing Team.



Shivam Kumar



Sanchita Kumari

Work Anniversaries Celebrated

NEELAM NAVEEN
SHASHANK SHEKHAR
CHANDAN KUMAR GUPTA
MD SADIQUE HUSSAIN
NIRANJAN KUMAR
NISHA KUMARI
SHUBHAM RAJ
ADITYA ABHIRAM
RITU KUMARI
MOHAMMAD AMAN QUADRI
NAVINIT KUMAR RAI

Happy Birthday 🎂

April 2023

SHREEKANT
RAJ KUMAR
RAM THAKUR
ADITYA ABHIRAM
KUNAL SINGH
RAHUL

New Projects Signed Up

Renew Acupuncture Clinic
Promise Insurance Agency
RMA Insurance Agency

Important Digital Marketing Links

- [Google March 2023 Broad Core Update Done Rolling Out](#)
- [Google Ads Editor Version 2.3 Is Out with 12 New Features](#)
- [5 Common Google Business Profile Problems & How to Resolve Them](#)
- [Google Search's guidance about AI-generated content](#)
- [Google Doesn't Care About AI Content. Here's Why.](#)