

EXECUTIVE SUMMARY

The primary goal of this project is to build and eco system to bridge the knowledge GAP of SMEs in Sri Lanka. This is a need of the time in a developing economy where many researches and studies urge for a need of a support system for SMEs. VShare which stand for “Value Share” is a novel concept that will try to address above need by utilizing a knowledge spill over from modern day professionals. The proposed model will try to match the knowledge demand for SMEs with the untapped knowledge and time of the professionals in market who has an aspiration to engage in part time work and enjoy true value creation for the country.

Business model is to create value for SMEs and share that value creation among the VShare talent pool. Success of the concept will be on the acceptance of SMEs as a true value adder who is willing to share the business risk and the VShare brands ability to attract skilled talent pool of professionals in diverse fields. With deep research in to SME sector and its needs VShare has structured itself with frameworks and entry points based on the maturity life cycle of the businesses.

The project used a lean approach to test the market in 2017 and has made significant progress in scoping and defining the value proposition and engagement models. Surveys and focus group discussions continued to accept the concept as an innovative approach. further the project has been able to create the required attraction from both SMEs as well as professionals within the project period. As a result, the entrepreneur successfully signed off nine customers agreements and attract eight professionals to the VShare talent pool. The entrepreneur has defined and established required Operational, Marketing, Finance and Human Resources strategies which will lead to growth in 2018 targeting an annual income of Rs. 5.6Mn in its second year of operations.

Initial clients were introduced through entrepreneurs professional and business community networks and this model is expected to be successful by customer referrals

going forward. VShare made its public presence through E-flyers, Website, Facebook and PIM service launch workshop where brand name “VShare” is becoming popular topic among many professionals.

In sustainability context, current engagements with the customers prove that VShare model is capable of bridging the knowledge GAP of the SMEs which can lead to achieving the ultimate objective of this project. By adopting the right policies and frameworks along with its co values, this project has set the foundation to make an impact in Sri Lankan economy standing by its tag line “Transforming your experiences to value”.