

Intercultural Business



PRESENTED AT INNOVATIONS CAFÉ,
MUNICH

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My Intro



- Entrepreneur- CEO & Founder of AppDra Software Solutions and Gharbook.com
- Sales and Networking Evangelist
- Startup Specialist
- Mentor
- Investor

Milestones achieved by My Startups



- Only 100% Agile Development company in India
- Nasscom Rated top 8 startup in the country
- Finalists of 10000 startups- A NASSCOM Initiative
- Already signed big MNC's since its inception.
- Driving world class technology with best in class developers
- Covered by all leading daily, magazines and radio station, in India, US and Europe

Intercultural Business, does it exist?



- The globalization of business and industry generates an increased demand for Intercultural Business
- This word would have made sense a decade ago and reserarch papers existed.
- In a few years this word would be redundant in business.
- IT has become a global term, we all talk same language and jargons.
- Result of being true metro/cosmo cities.
- Indians working/studying in India and vice versa.

Steps for effective Intercultural business



- Understanding Cultural Diversity
- Effective communication
- Optimum Time utilization
- Keep it Simple
- And Get Help if You Need It

Process for Inter cultural business

- Since we are the only 100% Agile company in India, We follow the best process to facilitate Intercultural or Global offshoring, ie We follow SCRUM process

- Agile/Scrum Process:

- **Individuals and interactions** over Processes and tools
- **Working software** over Comprehensive documentation
- **Customer collaboration** over Contract negotiation
- **Responding to change** over Following a plan
- **Iterative, incremental and evolutionary**
- **Efficient and face-to-face communication**
- **Very short feedback loop and adaptation cycle**



Advantages of Scrum



- High visibility of progress.
- Regular feedback from customer.
- Measurable productivity (via burndown, velocity, etc.).
- Low bureaucratic overhead (meetings, documentation, etc.).
- Emphasis on face-to-face communication.
- Project can respond easily to change.
- Problems are identified early.
- Customer gets most beneficial work first.
- Work done will meet the customers needs better.
- Improved productivity.
- Ability to maintain a predictable schedule for delivery.

I welcome you to India - a global village



- **We can help you achieve more with less.**
- **Give you access to a whole world of new startups**
- **We can help your company become more scalable.**
- **India offers better pricing flexibility.**
- **High Quality Services.**
- **Time Zone.**
- **Preferred outsourcing location.**

Thank you



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