

Startupflux: Mckinsey for Startups & SMBs!



Toronto, Ontario Sep 20, 2022 ([IssueWire.com](https://www.issuewire.com)) - Story of [Startupflux](#)!

As a tech & marketing leader, Vaibhav Jain always wanted to build the best product and services out there which can have a positive impact on people's lives. That's why he started VA Technology LABS LLP (Startupflux) in December 2016.

Why do you people call themselves MCKINSEY for Startups and SMBs?

Because, From launching a new business to digitizing, streamlining, or scaling an existing setup, Our experts can turn your ideas into realities. We offer an extensive range of services to startups and small businesses including branding, marketing, design, and development.

We are on a mission to turn your ideas into realities.

The goal is simple; to strive for perfection & never settle for less. We have 25+ experts in each domain of marketing and development that live by our core values. Our team comes to work every day to build technology that helps companies guess less and win more.

How "Neha Varma Jain" stepped into the position of CEO of Startupflux?

After Vaibhav (my husband and the founder of Startupflux) passed away, I could only think of keeping his legacy alive and running the show at Startupflux. In the beginning, it was tough to gain the trust of our clients and employees. They were worried that Vaibhav's absence would lead to a loss or create inefficiency in their business. And my biggest challenge was to gain the trust and prove my efficiency and leadership skills to our clients across the globe while making sure the team is given security about their career in the company.

Today, I can proudly say that I did not let my passion and fire to grow this company DIE. I kept my husband's vision alive, I have learned, worked hard, taken risks, made mistakes, failed, and rose again only to see how successful Startupflux is at this stage.

During the last fiscal year, when I came into the picture my goal was to increase our company's ROI and net profits. By the end of the fiscal year, we had increased our turnover by 45% and net profit increased by 5.17 times. I attribute our success to the following:

I encouraged an organizational growth mindset. In difficult times, we niched down on our strengths in a particular sector and executed strategies that led to an increase in client retention and growth of existing and new clients.

Winning through collaboration. We defined events every day like a 30-45 min Townhall where each member collaborated and gave insights to achieve certain OKRs. This led to equal participation and boosted the employee morale that they are a part of the winning team. I treated each person as a leader who was responsible for his or her work. Delegating authority made my team feel as though it was their company. It also made my team work harder because they knew that their leaders would be their bosses in the future.

Building robust processes and removing silos. Scaling with limited resources is a huge challenge. Under Stepping or Overstepping: this could adversely affect the outcomes. We built processes that saved time and increased productivity for the team which was a bigger contributor to the yearly ROI.

Are you planning to expand your business to North America and if yes, then why?

As a leading provider of digital marketing solutions for small businesses in the UK, Australia, and the Middle East, we've helped more than 150 companies globally of all shapes and sizes build a solid online presence from scratch, including B2B providers and B2C e-commerce retailers. Now, we are planning to bring our marketing solutions to North America to support SMBs in cutting down their marketing expenses by up to 50 percent.

We are here to help companies optimize their digital marketing efforts. A group of seasoned marketers who have worked on different kinds of projects and companies from small businesses to large enterprises.

We will help businesses to build an online presence, drive more traffic to their website, and increase conversion rates, and sales by providing the best services possible.

We understand that hiring a marketing expert in the USA & Canada can be expensive, but we don't think one should have to pay through the nose for great service. That's why we've made it our mission to bring high-quality services under budget.



Media Contact

Startupflux

neha@startupflux.com

Source : Startupflux

[See on IssueWire](#)