

P r e s e n t a t i o n **O n** **E n t r e p r e n e u r s h i p** **&** **I n n o v a t i o n**



“Innovation is the ability to see change as an opportunity, not a threat”

Who Are We?



A **financial services** company

One-stop **investment solutions** provider

Founded in 2004 by Mr. Gajendra Nagpal and Mr. Ram M. Gupta

The company is **headquartered** at New Delhi

Reach – More than 323 business offices in 152 cities across India

Customer Base – Over 2,00,000

Service – Premium service at reasonable cost

Quality – Provides certified and quality environment to all the investors

Teamwork – Employees work as a team to achieve customer satisfaction

Strength – 2400 + employees nationwide

Offerings – Equities/Commodities/Derivatives/Insurance Distribution/Retail Wealth Management/Fixed income & Investment Banking Group/ Real Estate/ IPO

www.unicon.in

Verticals



Equity

- Rapid growth in client base trading member of NSE, BSE and F&O
- Depository Participant with CDSL for Capital Market



Commodity

- Started operations in March 2006
- Rapid Growth in Client Base
- Trading and Clearing member for NCDEX, MCX (SPOT) & NMCE



Centralized Sales Support (CSS)

- The team can sell any product to the customers just by referring the customer to CSS team.
- The team members can earn 20% of the revenue that their vertical makes on the sale as incentives.



Internet Broking

- All the products of the company are traded and sold online.

Verticals (Cont.)



Real Estates

- Tie-ups with major Real Estate giants like Supertech, Civitech, Antriksh Group, Sunworld, Ansal API, Indiabulls
- Real Estate vertical generally deals with Residential, Commercial projects, leasing and reselling



Insurance

- Started life insurance business in 2006
- Preferred broking house for many Insurance Companies
- First broking house to achieve more than 100 Crore target in the first year



Currency Derivatives

- Currency market suits the needs of Corporate, retail, clients, importers/exporters



Portfolio Management Services

- Profile based investment solutions, focus on mid-caps/emerging stars, Professional Fund Management, adherence to Chinese wall policy, timely performance rating etc.

www.unicon.in

Verticals (Cont..)



Research

- Dynamic and diverse research team, top down and bottom up approach



Wealth Management

- Equity Solution, Debt Solution, Cash Management, Personal Security, Tax Planning etc.



The entrepreneur is an innovator who markets his innovation and willing to bear the risk to generate significant profit out of the venture. He is basically searches for change, responds to it via innovative strategies and exploits change as an opportunity.

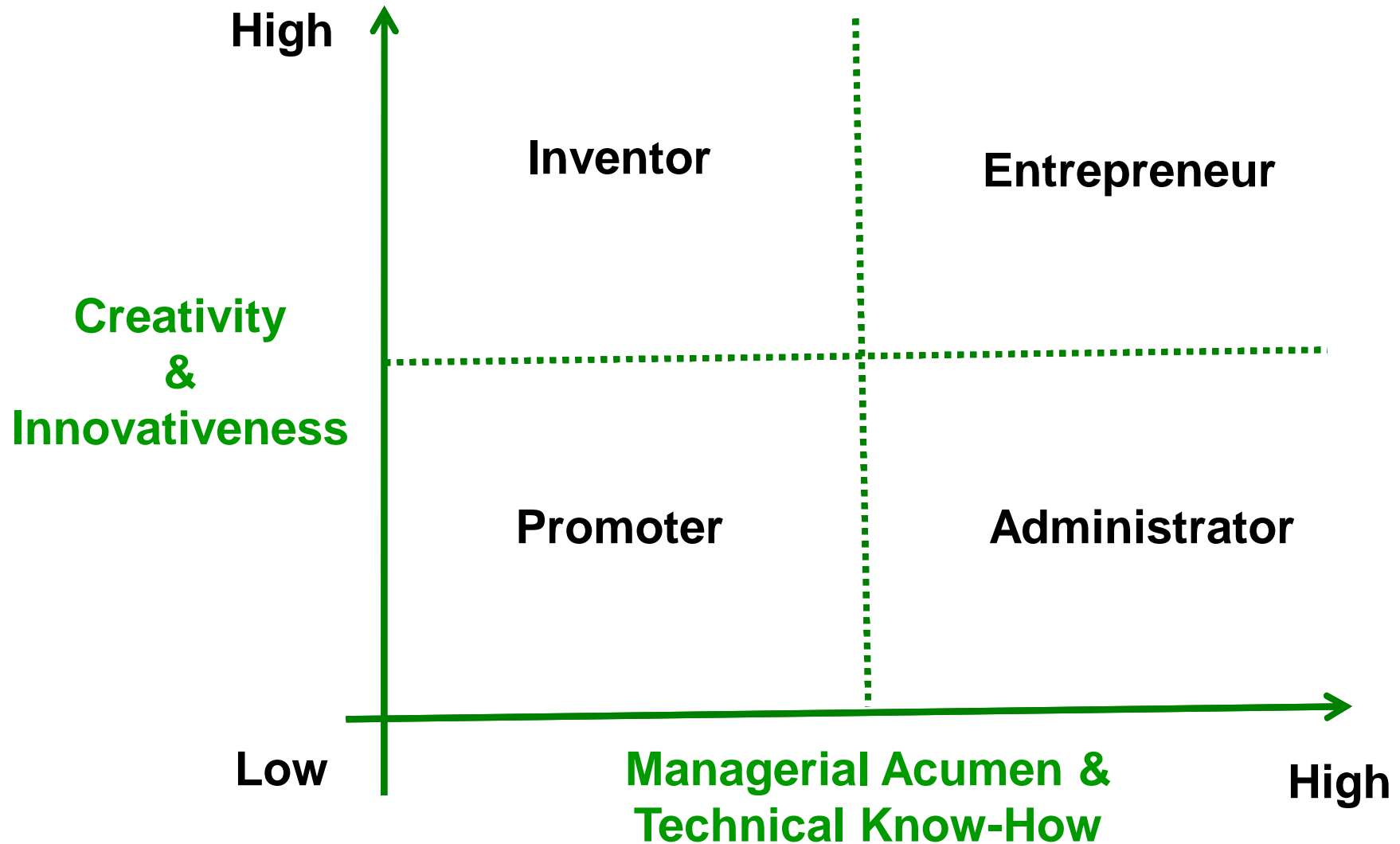
Entrepreneurship

Entrepreneurship is the application of human creativity, innovation, knowledge and skills for developing something new and better. It is a necessary ingredient for stimulating economic growth and employment opportunities in the economy.

Innovation

It is a process of intentional change made to create value by a new combination of raw materials, labor and capital to exploit the business opportunity by doing something differently and better and seeking advantage.

Who is Entrepreneur?



Types of Innovation



Incremental Innovation

- ✓ It represents the continuous change in existing products, technologies or practices that are already available in the market.
- ✓ It generally substitute existing products
- ✓ It is usually done in response of customer needs.
- ✓ Entrepreneurs and customers already know about the products and their values

Breakthrough Innovation

- ✓ This type of innovation can't be compared to any existing practices or methodologies.
- ✓ It employs new technologies and create new markets.
- ✓ It originates on the supply side and not based upon customer needs.
- ✓ It is hard to define the potential and size of the market

“The ability to learn faster than your competitors may be only sustainable competitive advantage.”

By Arie De Geus

