

Aus der Graduate School

Interview with Rohan Kale, IBC-Alumnus, Graduation in 2012 and Founder of "X Factor Presentations"



Rohan Kale, IBC-Alumnus in 2012

Bild: Fritz Lahin

Could you give a short description of your business?

X Factor Presentations helps businesses boost their sales by converting prospects who visit their websites into customers by explaining their products and/or services with very compelling 60-90 seconds video(s). The first business X Factor Presentations exists since September 2015.

I currently have 15 employees working with me on a project basis.

How did you get the idea for the business?

Use of Videos in day to day life is exponentially increasing and people prefer it rather than reading texts on website or mobile or any other media. I did some research and the video marketing industry is on a rise so I thought why not using this to my advantage and make the best of it and help businesses. The figures and statistics matched up and the business is steadily growing and maturing.

In how far did your MBA-studies help you to create the company?

The planning of the business, the financial and the sales and the marketing

aspect, which is my role, is what I can relate to in the daily business activities.

Are there any particular challenges?

Since we are a startup, funds for marketing of our services are a challenge but this is expected in the beginning. We therefore have built many strategic partnerships so that we can exchange services at the minimal costs and help each other grow.

What are your plans for the future?

The future plan is to be a one of its kind digital agency which can be approached by a client just with an idea and we will make sure to make this idea a reality using all the latest tools for creation or building of software or application, websites, copywriting, marketing, client acquisition, etc.



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