

GLOBALLINKER

An AI Powered Platform

Building a Global Community of Digitized SMEs



Contact Us:

globallinker.com

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GlobalLinker: Making the Business Growth of SMEs “Simpler, More Profitable & Enjoyable”

Problem Statement for SMEs

Despite of being key contributors to GDP and Employment, SMEs:

1. Lack the support to to create efficiencies, cut costs and grow
2. Colloquial, Fragmented and Small at Unit Level
3. High cost for Organizations to meaningfully serve them

The Solution

GlobalLinker – An AI Powered, Digital Ecosystem offering a range of services to digitize SMEs through core platform capabilities & partner offerings.

GlobalLinker Benefits

For SMEs: Digital Presence, Discoverability, Access to Partner Offers, E-Commerce Enablement, Supply Chain Management Solution.

For Banks, Corporations, Trade Bodies & Governments: SME Reach, Data & Insights – Firmographic, Behavioral & Transactional; Engage & Deliver Products & Services to SMEs digitally; Contribute to SMEs business growth and the overall SME ecosystem

How it Works

GlobalLinker is Co-Branded by Organizations and offered to their SMEs (including Prospects) as a value-added benefit, thereby creating a single large ecosystem of SMEs across the world

Our Journey so far..



Fast growing, global Community of SMEs

Few of our Co-Branded Partners



Awards & Recognition

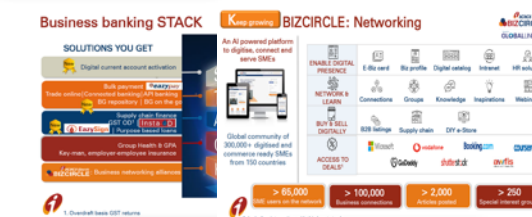


BusinessLine

“Five platforms facilitating work for SMEs during lockdown”

<https://www.thehindubusinessline.com>

ICICI Bank “Recognized as part of core growth strategy for Business Banking” – Investors Day, Dec 2020

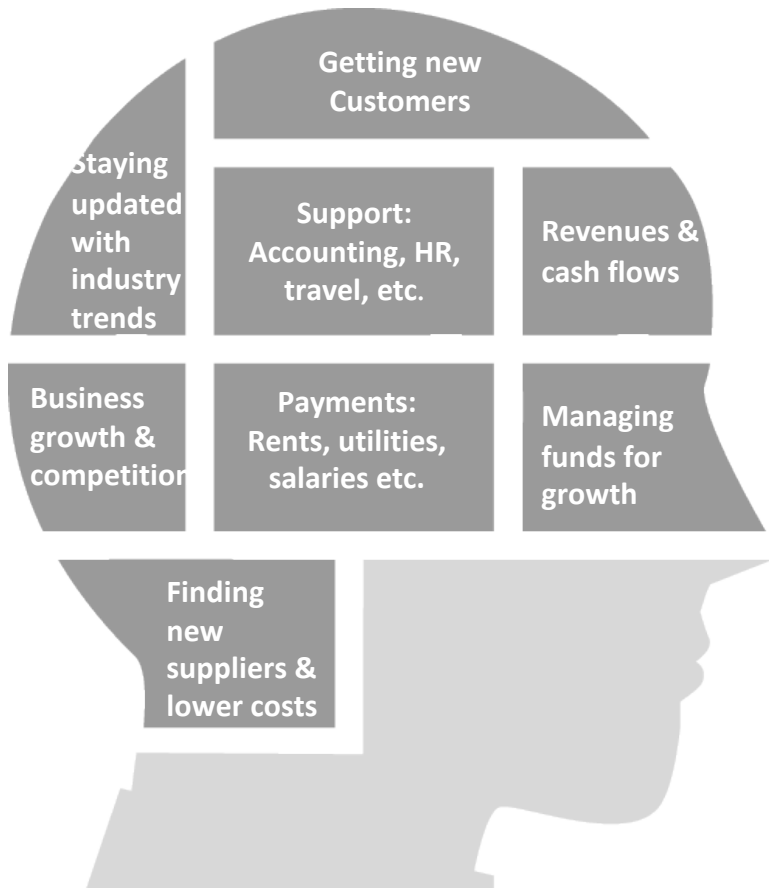


Key Partnerships



Despite of being a significant contributor to the GDP and Employment of any Economy; SMEs lack the basic support to grow their Business

SMEs have several considerations that occupy their minds



Problem Statement for SMEs today:



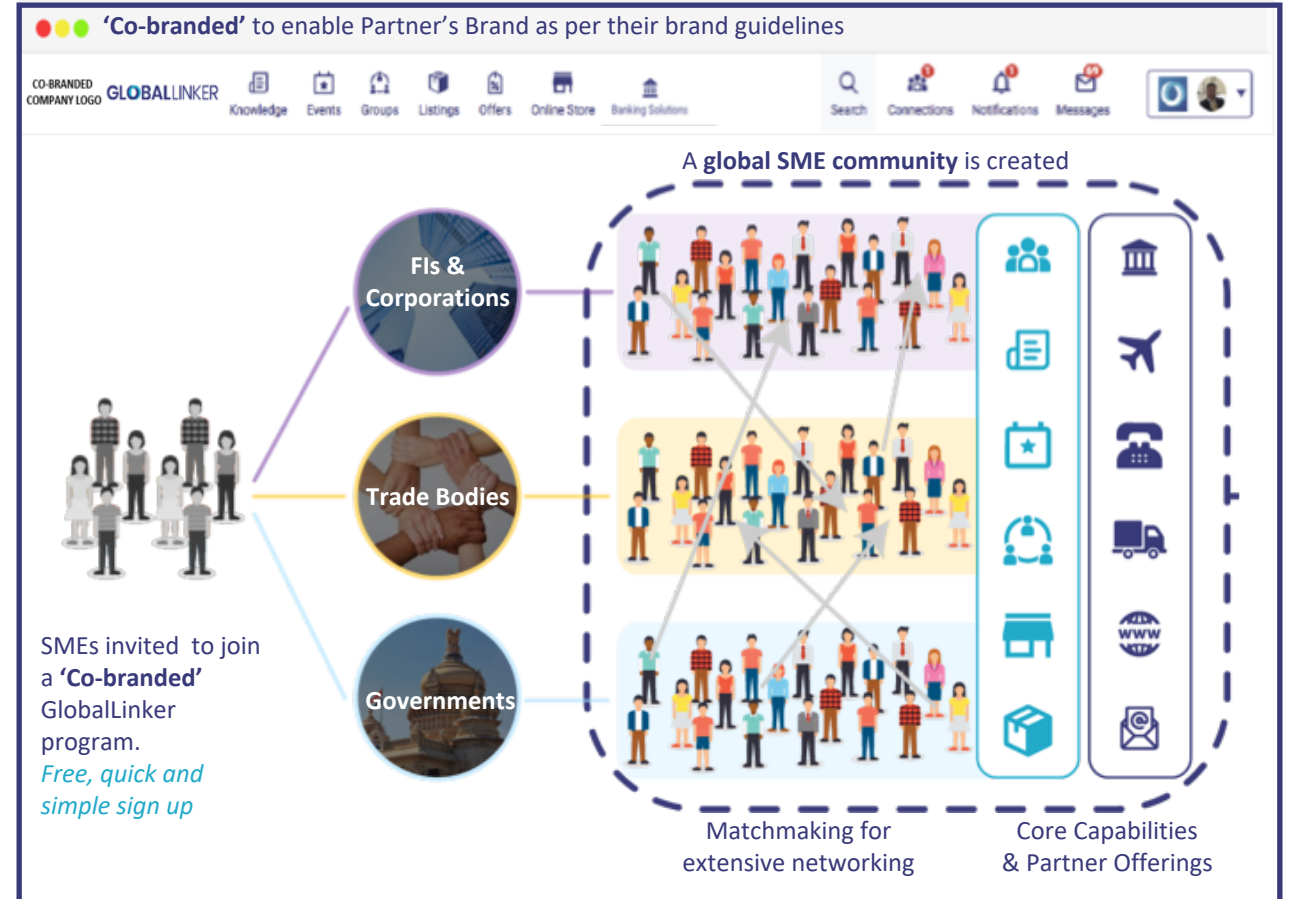
1. SMEs often lack the support to **grow business, manage expenses, and create efficiencies**
2. Individually SMEs are **small and often fragmented** to be meaningfully served;
3. Organizations see SME Segment as an '**Attractive**' opportunity but are challenged by the '**Cost to Serve**;

GlobalLinker: A 'Digital Ecosystem' offering a 'Range of Services' to Digitize SMEs through our Core Capabilities and Partnerships



1 A 'Railroad' approach to bring several 'Partnership Wagons' together to digitize SMEs

2 A Co-Branded Program with FIs & Corporations, Trade Bodies & Governments to enable their Brand Connection;



3 Bring the 'Collective Purchasing Power' of SMEs to create 'Efficiencies and Economies of Scale'

* Global Linker's Core Offerings. The rest are Partner Offerings



A Win-Win Solution for both SMEs and the Organization

BENEFITS TO SMEs



DIGITAL ENABLEMENT

Create e-Biz Card, Digital Product Catalog, HRMS and Business Digitization Tools



NETWORK & LEARN

Rolodex of SMEs to Network. Curated Business articles, News, Events & Webinars based on SMEs Profile & Interest.



BUY AND SELL DIGITALLY

DIY e-Stores for B2C, B2B Listing, Supply Chain solution, Market Place and Group Buy



BUILDING AN ECOSYSTEM FOR SMEs

One Stop Shop for SMEs for all their needs offering a seamless experience (integration to logistics, payment gateway, HRMS, etc.) at Pre-Negotiated rates

**We make the Business Growth of SMEs
'Simpler, more Profitable & Enjoyable'**

BENEFITS TO ORGANIZATIONS

DIFFERENTIATE VALUE PROPOSITION

Invite SMEs with a uniquely Co-Branded Value-Added Services



INCREASED ENGAGEMENT

Engage SMEs based on Profile & Activities through Webinars, Events, Campaigns, Content Marketing.



TAILORED PRODUCT OFFERS

Product Placements at multiple points. Tailored Offers based on Platform insights



LEVERAGE ECOSYSTEM OF PARTNERS

Leverage 'Ecosystem' of Partners to increase reach, create a niche value proposition for specific segments



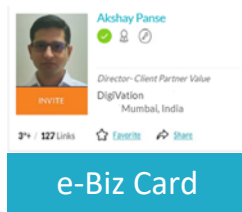
**We make serving SMEs for Banks
'Simpler, more Profitable & Enjoyable'**



An Evolved Platform to 'ENABLE' SMEs with Partner's 'BRAND CONNECTION'



ENABLE DIGITAL PRESENCE



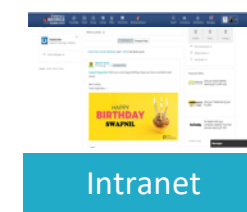
e-Biz Card



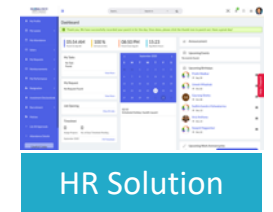
Biz Profile



Catalogue



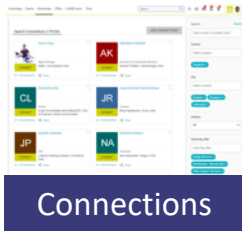
Intranet



HR Solution



NETWORK & LEARN



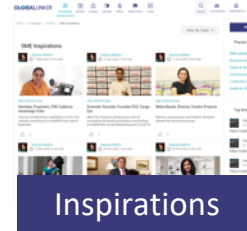
Connections



Groups



Knowledge



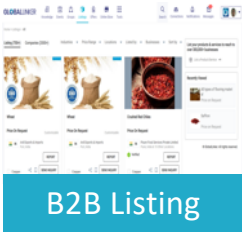
Inspirations



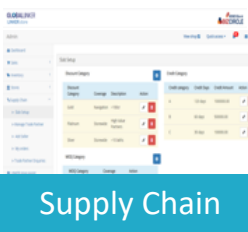
Webinars



BUY & SELL DIGITALLY



B2B Listing



Supply Chain



DIY E-Store



Market Place



Group Buy



BUILDING AN ECOSYSTEM FOR SMEs



Examples of our Co-Branded Programs with Financial Institutions & Trade Bodies



UnionBank

Join a network of over 250,000+ MSMEs

Connect with potential suppliers and customers, build your free online store, and avail of exclusive offers and discounts.

CREATE AN ACCOUNT FOR FREE

Continue with:

First Name: _____ Last Name: _____

Work Email Address: _____

Password: _____

By continuing you agree with our Terms of Use, Privacy Policy & Cookie Policy

Already have an account? [Log in](#)

MOBILE APP PREVIEW: Join a network of over 270,000+ MSMEs

ICICI Bank BIZCIRCLE

Join a network of over 250,000+ MSMEs

Connect with potential suppliers & customers, build your free online store and avail of exclusive offers & discounts to **grow your business.**

CREATE AN ACCOUNT FOR FREE

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MOBILE APP PREVIEW: Join a network of over 270,000+ MSMEs

Mastercard

Join a network of over +250,000 SMEs

Connect with potential suppliers and customers, build your free online store, and avail of exclusive offers and discounts.

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MOBILE APP PREVIEW: Join a network of over +250,000 SMEs

BusinessLinX

BusinessLinX

การเชื่อมโยงโซลูชันธุรกิจ SME ของคุณ

เว็บไซต์เครือข่ายสังคมเปิดโอกาสให้ผู้คนผู้ค้าทางธุรกิจ แบ่งปันประสบการณ์และความรู้เพื่อการเติบโตของธุรกิจ รับและเสนอ โปรโมชันพิเศษกับสมาชิก SME

ดาวน์โหลดแอปพลิเคชัน Android และ iOS ที่นี่

ชื่อ: _____ รหัสผ่าน: _____

จำชื่อผู้ใช้ ลืมรหัสผ่าน?

MOBILE APP PREVIEW: BusinessLinX

FEDERATION OF INDIAN EXPORT ORGANISATIONS

Build online store, digital profile & catalogue to share with clients

FEO invites you to go digital by creating your free online store & digital catalogue that can be accessed by any buyer worldwide.

MOBILE APP PREVIEW: Build online store, digital profile & catalogue to share with clients

TELANGANA STATE

We're Helping Thousands of Business Owners Connect & Thrive Online

Our digital platform is revolutionizing the way you do business. Join now to see how Telangana State GlobalLinker can bring you remarkable results.

CREATE AN ACCOUNT

Continue with:

First Name: _____ Last Name: _____

Work Email Address: _____

Password: _____

By continuing you agree with our Terms of Use, Privacy Policy & Cookie Policy

Already have an account? [Log in](#)

MOBILE APP PREVIEW: We're Helping Thousands of Business Owners Connect & Thrive Online

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Small business collaboration for big business growth

In today's world, the power of small businesses is being used to grow big. GlobalLinker manages the collaboration between small businesses and big businesses to grow & succeed.

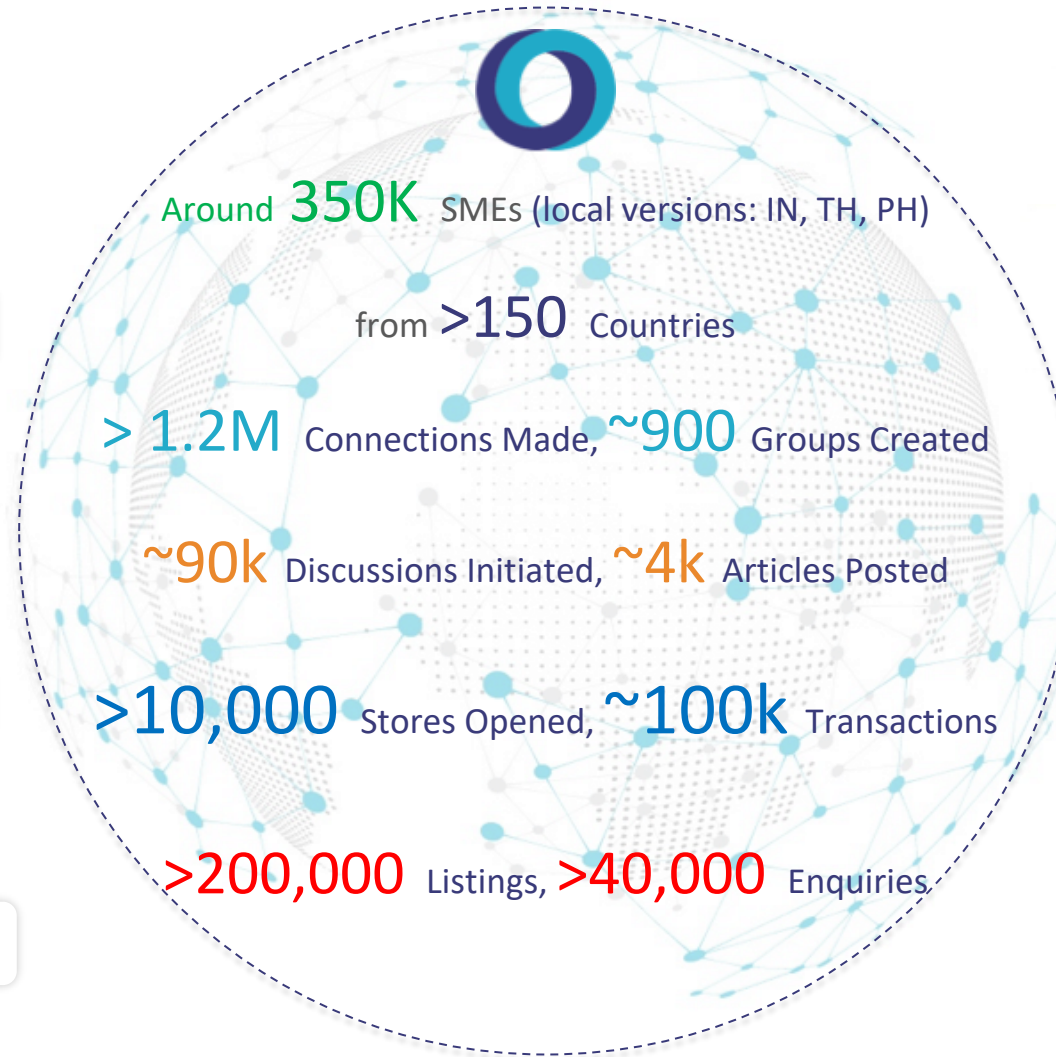
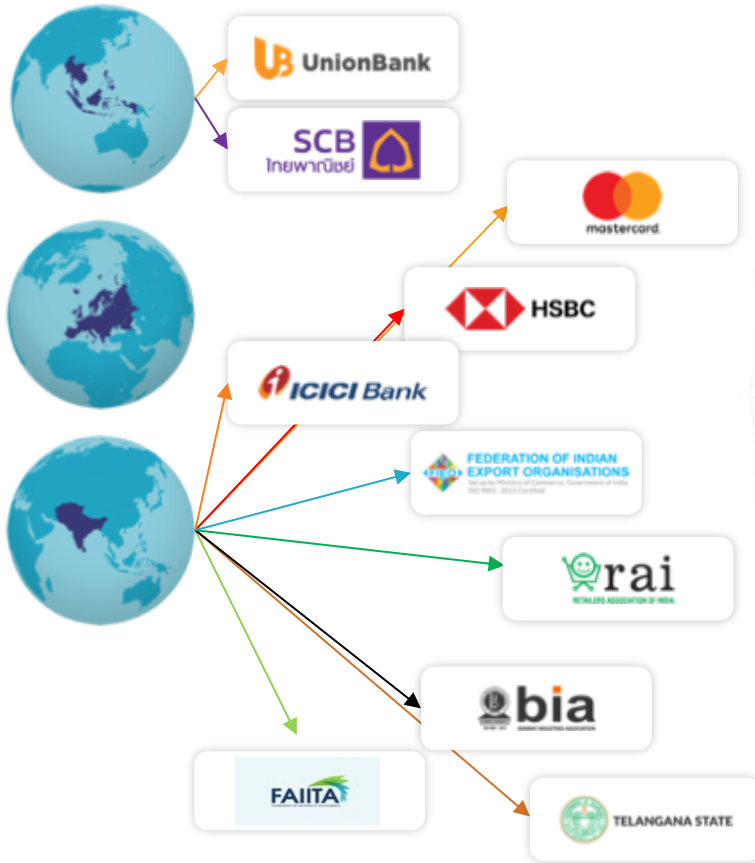
Log in with:

MOBILE APP PREVIEW: Small business collaboration for big business growth

With over 10 Co-Branded Programs; We now have a fast-growing community of SMEs



Co-Branded Partners



Examples of Affiliate Partners



Creating a Digital Ecosystem for SMEs with Global & Local Partners

Useful Resources

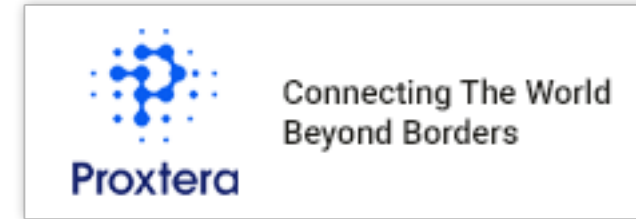


GLOBALLINKER

Watch this short video to see how GlobalLinker empowered SMEs in 2020



Connecting the World Beyond Borders, Proxtera Launches at the 2020 Singapore FinTech Festival



[Proxtera Launches at the 2020 Singapore FinTech Festival](#)



From Beyond Banking to Before Banking



[UnionBank GlobalLinker Case Study](#)



[20 SME success stories powered by UnionBank GlobalLinker](#)

THANK YOU

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