

---

# **X-Culture Report**

## **Jan Mar 2019**



---

**ARIHANT INSTITUTE OF BUSINESS MANAGEMENT**

**Prepared by: Prof. Akhtar Ali**

# TABLE OF CONTENT

Sr. No.	Particular	Page No.
1	Introduction to X-Culture	3
2	How X-Culture works?	4
3	Companies associated in this Semester	5
4	List of Students Participated	7
5	Overall Peer Evaluation (Based on Weekly Performance)	8
6	Report Grading	9
7	Consolidated Report Grading	10
8	Sample Certificates	11
9	Communication Letter	21
10	X-Culture Invoice	25



  
**Director**  
Arihant Institute of Business Management  
Bavdhan (Bk.) Pune - 21.

**Dr. Amit Medhekar**  
**Director**

---

# ABOUT X-CULTURE

## Introduction:

X-Culture is a Global Collaboration Course involving theoretical training and two months of practical experience as a member of a Global Virtual Team developing high-quality business plans for multinational companies. X-Culture was initiated in 2010 by Dr. Vasyl Taras.

X-culture Collaboration has an association of over 5,000 students per year from 110 universities & institutes in over 40 countries on 6 continents. It puts students into international teams of about 6: usually 6 students, 6 countries. They work as a global virtual team for two months on a business project. The performance of the students is monitored and evaluated either individually or in a group. And based on the evaluations, feedback and guidance is provided.

X-culture not only provides the students to understand the concept by formal training, but also give a practical approach. In X-culture, students work on real life situations and globalization problems faced by companies and then provide practical solutions.

AIBM has participated in X-culture event for the very first time. Total 20 students from AIBM have taken a part in X-culture 2019-1 early track (i.e. from 15<sup>th</sup> Jan to 8<sup>th</sup> March 2019) and successfully completed the project.



  
**Director**  
Arihant Institute of Business Management  
Bavdhan (Bk.) Pune - 21.

**Dr. Amit Medhekar**  
**Director**

---

# HOW X-CULTURE WORKS?

## Training & Competition

*You can't learn international business from textbooks. You have to experience it*

- Every semester, thousands of students and professionals from over 40 countries take part in the X-Culture competition
- For several months, they work together on business projects presented by our corporate partners
- They compete, collaborate, learn the challenges and best practices of international business consulting

## Business Solutions

*2 heads are better than 1 & 2,000 heads are better than 2*

- Companies present their business challenges
- Thousands of amateurs and professionals develop their solutions
- It's like sending armies of ants in every possible direction: if there is something good for your business out there, they will find it and bring it to you
- The best ideas come from where you expect them least

## Benefits to the Students

On a successful completion, students will receive

- Itemized Personal Cultural Intelligence Report
- Personal Performance Review
- Reference Letter
- X-Culture Global Collaboration Certificate

---

# LIST OF ASSOCIATE COMPANIES

## FOR 2019-1

- **Packing SAS, Colombia,**

Product: Cross-cultural consulting and research

Challenge: Branding and new market expansion plan. ICCM specialized in cross-cultural management research and consulting. One of its most popular products is the annual Cross-Cultural Management Summit that the Institute organizes in Florida every spring. It is already very successful in its region, but virtually unknown outside the greater Orlando area. The company is seeking help with expanding globally, as well as developing a strategy for attracting more attendees to the Symposium from other regions and countries.

- **Mary's Poop, USA,**

Product: Exotic organic fertilizer (i.e., alpaca poop; yes, poop. Don't laugh. There is a huge market for it).

Challenge: New market expansion plan. The company is already very well known in its region and has a roster of devoted customers. Watch the movie "The Smell of Success" for more on how this industry operates. The company is ready to expand into new markets. It is seeking help with developing a market expansion strategy, including identification of new promising markets, optimal market entry mode, cost-effective product promotion and marketing, and staffing decisions.

- **Hiplantro – La Teresita, Colombia,**

Product: Tea

Challenge: New market expansion plan. The company is already attracting clients from multiple countries and is ready to expand into new markets. It is seeking help with developing a market expansion strategy, including identification of new promising markets, optimal market entry mode, cost-effective product promotion and marketing, and staffing decisions.

- **Ultraspecialisti, Italy,**

Product: Platform for connecting doctors and patients remotely.

Challenge: New market expansion plan. The company is already offering its services in several countries, and is ready to expand into new markets. It is seeking help with developing a market expansion strategy, including identification of new promising markets, optimal market entry mode, cost-effective product promotion and marketing, and staffing decisions.

---

- **UniCheck, Ukraine & USA**

Product: Plagiarism detection software for students and teachers

Challenge: New market expansion plan. UniCheck develops software for detecting plagiarism in student papers and scholarly publications. It is similar to other plagiarism detection products (e.g., TurnItIn), but newer, better, and costs less. It is already very successful in a number of countries, but virtually unknown in others. The company is seeking help with expanding globally. Suggestions for new functions are also welcome. The company is primarily interested in B2B model (e.g., schools, universities, school districts), but also allows individual users (e.g., students) to buy personal subscription to pre-check their work for plagiarism and writing style quality before submitting it for grading.

- **Unicorn Baby and Unicorn Fibre, USA,**

Product: Baby cleaning products

Challenge: New market expansion plan. The company is already very well known in its region. The company is ready to expand into new markets. It is seeking help with developing a market expansion strategy, including identification of new promising markets, optimal market entry mode, cost-effective product promotion and marketing, and staffing decisions.

- **X-Culture Kids, USA,**

Product: International business experience and training for kids ages 10-17

Challenge: New market expansion plan. The company is already very well known for its X-Culture University program and operates in over 40 countries. It is now launching a similar program for children ages 10-17 and is seeking help with developing a market expansion strategy, including identification of new promising markets, optimal market entry mode, cost-effective product promotion and marketing, and staffing decisions.

- **Bliive, USA/Brazil,**

Product: Time-sharing platform

Challenge: This innovative platform for sharing time already operates in several countries and ready and seeking help with expanding globally. It would be an interesting challenge for students interested in sharing economy, crowdsourcing, social entrepreneurship and IT.

- **BeeUp, Switzerland,**

Product: Crowdsourcing Platform

Challenge: For one of BeeUp clients, design an online platform for providing help to vulnerable youths around the world; a platform that matches experienced mentors with youths in need of help and mentorship.

## LIST OF STUDENTS PARTICIPATED

Sr. No.	Name
1	AJBANI PARAM MUKESH
2	BHATTACHARYA DISHA
3	BHATTACHARYA SHANTANU
4	CHAUDHARI KAJAL
5	DASH PALLAVI
6	DAVE RIPUDAMAN
7	KULKARNI KAIVALYA
8	KUMAR AMARJEET
9	KUMAR GAURAV .
10	PILLAI ROHIT
11	POONIWALA HARSHITA
12	PRADHAN NRIPEN
13	RAJ HARSHITA
14	RAJAK SOURABH
15	SANDIPAN DAS
16	SHARMA ARIBAM NAVRATAN
17	SHARMA SAURABH KUMAR
18	SHENDE SWATI RAJESH
19	SUMIT KUMAR
20	VERMA PALAK



  
**Director**  
Arihant Institute of Business Management  
Bavdhan (Bk.) Pune - 21.

**Dr. Amit Medhekar**  
**Director**

# OVERALL PEER EVALUATION

(BASED ON WEEKLY PERFORMANCE)

Sr. No.	Team No.	Name of the Student	Overall Grading Out of 5	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
1	43	KUMAR AMARJEET	4.8	4	4.6	4.9	5.0	5.0	5.0	5.0	5.0
2	23	SANDIPAN DAS	4.6	4	4.7	4.9	4.5	4.7	4.9	4.8	4.6
3	89	SHARMA ARIBAM NAVRATAN	4.6	4	4.3	4.5	5.0	5.0	4.7	5.0	4.7
4	42	DASH PALLAVI	4.4	4	4.5	4.8	4.8	4.8	4.4	4.1	4.0
5	21	BHATTACHARYA DISHA	4.4	4	4.2	4.5	4.5	4.5	4.1	4.7	4.7
6	46	PRADHAN NRIPEN	4.4	4	4.8	4.9	3.9	4.7	4.6	3.9	4.3
7	69	AJBANI PARAM MUKESH	4.3	4	4.1	4.7	3.8	4.3	4.7	4.8	4.3
8	120	RAJAK SOURABH	4.2	4	4.7	4.6	4.3	4.3	4.2	3.6	3.6
9	7	SHARMA SAURABH KUMAR	4.1	4	4.0	4.0	NA	4.5	4.0	4.2	4.1
10	193	PRADHAN NRIPEN	4.0	1	3.0	4.8	5.0	4.8	4.5	4.3	4.6
11	41	KULKARNI KAIVALYA	4.0	4	4.2	4.7	3.8	4.1	2.7	4.1	4.1
12	44	POONIWALA HARSHITA	3.9	4	4.2	4.1	3.7	4.0	4.3	3.3	3.2
13	67	CHAUDHARI KAJAL	3.8	3	4.4	1.0	4.4	4.7	4.8	4.1	4.4
14	65	RAJ HARSHITA	3.7	4	4.5	4.5	3.9	3.0	3.0	3.8	3.3
15	68	BHATTACHARYA SHANTANU	3.6	2	3.9	4.6	3.7	4.4	3.9	3.2	3.0
16	62	DAVE RIPUDAMAN	3.6	4	3.9	4.3	4.1	2.9	3.5	3.2	2.5
17	45	SHENDE SWATI RAJESH	3.5	4	3.8	3.9	3.5	3.2	3.4	3.4	3.2
18	64	SUMIT KUMAR	3.4	4	3.7	4.6	4.5	3.9	2.9	2.6	1.3
19	38	PILLAI ROHIT	3.0	4	3.6	3.6	3.5	2.5	2.4	2.3	2.3
20	201	VERMA PALAK	3.0	3	4.4	3.8	3.6	2.1	2.7	2.2	2.3

## REPORT GRADING

Sr. No.	Team No.	Name of the Student	Report Grading out of 7
1	43	KUMAR AMARJEET	6.5
2	23	SANDIPAN DAS	6.3
3	89	SHARMA ARIBAM NAVRATAN	6.3
4	42	DASH PALLAVI	6.2
5	21	BHATTACHARYA DISHA	6.0
6	46	PRADHAN NRIPEN	5.9
7	69	AJBANI PARAM MUKESH	5.8
8	120	RAJAK SOURABH	5.6
9	7	SHARMA SAURABH KUMAR	5.5
10	193	PRADHAN NRIPEN	5.4
11	41	KULKARNI KAIVALYA	5.3
12	44	POONIWALA HARSHITA	5.3
13	67	CHAUDHARI KAJAL	5.2
14	65	RAJ HARSHITA	5.0
15	68	BHATTACHARYA SHANTANU	5.0
16	62	DAVE RIPUDAMAN	4.9
17	45	SHENDE SWATI RAJESH	4.8
18	64	SUMIT KUMAR	4.1
19	38	PILLAI ROHIT	4.1
20	201	VERMA PALAK	2.9

# CONSOLIDATED REPORT GRADING

Sr. No.	Team No.	Name of the Student	Report Grading out of 7	Executive Summary	1. Industry Analysis	2. New Market Analysis	3. Promotion Channels	4. Marketing Message	5. Sample Brochure/Ad	6. Entry Modes (if applies)	7. Product Design (if applies)	8. Certification (if applies)	9. Payments (if applies)	10 HR (if applies)	11. Logistics (if applies)	12. Pricing strategy (if applies)	Formatting, Clarity	Creativity of ideas	Overall Impressions
1	43	KUMAR AMARJEET	6.5	7	6.5	6.5	6.5	6	4.7	6.7	6.7	7	6.5	7	7	6.3	6	6.8	6.5
2	23	SANDIPAN DAS	6.3	5	6.5	6	6.5	6.5	6.5	6		7			7	7	6	6	6.3
3	89	SHARMA ARIBAM NAVRATAN	6.3	7	5.5	5.5	7	7	7	6		6			6	6.5	6	6	6.3
4	42	DASH PALLAVI	6.2	6	6	6.5	6	6	6.5	6.5		6	6		6	6.5	6	6.5	6.2
5	21	BHATTACHARYA DISHA	6.0	5.5	5.5	5.5	6	5.5	6	6.5	7				7	5.5	6.5	5.5	5.5
6	46	PRADHAN NRIPEN	5.9	4.8	5	5.5	5.3	5.3	5	5.8	7	7	7	7	7	5	5.8	6.3	5.5
7	69	AJBANI PARAM MUKESH	5.8	6	5.5	6.5	5.5	5.5	4	6			7	5.5	6	6	6	6	5.5
8	120	RAJAK SOURABH	5.6	6.5	7	6.5	4.5	4.5	6	4.5	7				4	5.5	5	6	6
9	7	SHARMA SAURABH KUMAR	5.5	6.7	4.3	5.3	5.7	5	5.3	5.7	6.5	6	6	5	5.7	5	5.7	4.7	5.3
10	193	PRADHAN NRIPEN	5.4	5.5	5.8	5.3	5.8	5.3	2.5	6	6.5	6	3.5	6	6	5.7	5.8	5.3	5.3
11	41	KULKARNI KAIVALYA	5.3	5	5	5	5	5	5	5	6	5	6	7	4.7	6.5	5	5	5
12	44	POONIWALA HARSHITA	5.3	4	4	6	4	6	1	7	7		7			6	7	4	6
13	67	CHAUDHARI KAJAL	5.2	6	6	6	6	4	1	5				5.5			6	6	6
14	65	RAJ HARSHITA	5.0	2.5	5	4.5	5	5	5.5	5.5			7	4.5			4.5	5.5	5.5
15	68	BHATTACHARYA SHANTANU	5.0	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
16	62	DAVE RIPUDAMAN	4.9	4.5	5	4.5	5	5	5.5	4.5		5			5.5	5	5	4.5	4.8
17	45	SHENDE SWATI RAJESH	4.8	2.5	5	4	5.5	4.5	4.5	5	7	7			4.5	3	5.5	4.5	4
18	64	SUMIT KUMAR	4.1	2.5	4.8	4.8	4.8	4	2	4.7	5	3.8	4	4	4.7	4.3	3.8	4.5	4.5
19	38	PILLAI ROHIT	4.1	4.5	4.5	5.5	5	2.5	0.5	4.3					4	5.8	4.5	4	4
20	201	VERMA PALAK	2.9	2.5	2.5	4	2.5	2.5	1.5	3.5	3	2			7	2	3	2.5	1.5

# SAMPLE CERTIFICATES





## GLOBAL COLLABORATION CERTIFICATE

awarded to

**ARIBAM SHARMA**

*who successfully completed the X-Culture Global Collaboration Course involving theoretical training and two months of practical experience as a member of a Global Virtual Team. The teams developed a high-quality business plan for a multinational company, working alongside over 5,000 students from 110 universities in over 40 countries on 6 continents.*



*Vas Taras*

Dr. Vas Taras, Founder

March 31, 2019



*Amit Medhekar*  
**Director**  
Arihant Institute of Business Management  
Bavdhan (Bk.) Pune - 21.

**Dr. Amit Medhekar**  
**Director**

# COMMUNICATION LETTER



*Attention:*

Prof. Akhtar Ali Sayyed  
Arihant Institute of Business Management, Pune, India  
ar.sayyed@gmail.com

**Subject: X-Culture Acceptance Letter**

*14 December 2018*

Dear Prof. Akhtar Ali Sayyed,

*1. Your application has been accepted*

I am delighted to inform you that your application to participate in the X-Culture Project has been reviewed and approved. Congratulations! We are very happy to have you and your students on our team and look forward to working with you this semester.

*2. Dates*

Below is the list of the upcoming rounds of the X-Culture Project:

- *2019-1a Early track: January 15 – March 8, 2019*
- *2019-1b Late track: March 5 – April 27, 2019*

Based on your semester start/end dates (*January 15 – March 8, 2019*), you have been assigned to the track:

***2019-1a: January 15 – March 8, 2019***

Please let me know if these dates are wrong, and you need to be moved to another track.

**3. Your next steps**

- **Submit your student names/contacts:** Once available, please submit the names of your students [using this template](#). Please make certain all names are spelled exactly the way they should appear on the certificates, and all email addresses are working.
- **Review training materials:** The materials are available at the project resource page.  
Early track: <https://x-culture.org/2019-1a/> (access code 20191)  
Late track: <https://x-culture.org/2019-1b/> (access code 20191)

- 
- *Pay participation fee:* In your application, you requested a \$250 participation grant. I expect the Selection Committee will approve your request. The attached invoice reflects your \$250 grant (pay \$0). X-Culture depends on the participation fees to cover our essential operating expenses. If your situation has changed and there is a possibility your university may be able to cover the participation fee, please let me know, and I will send you supporting documentation.
  - *Welcome Letters:* Approximately two weeks before the project start (or once we receive the student names if the roster is submitted later), each student will receive a personal Welcome Letter. The Welcome Letters will contain a link to the project materials. The students will be asked to review the materials and take an online pre-project Readiness Test before the official project start date.
  - *Teams:* On the first day of the project, the students will be placed on teams and receive the names and email addresses of their team members. They will be instructed to contact their team members as soon as possible, introduce themselves, and start working on the project.

Not much will be happening until about two weeks before the project start. Please do not be alerted by the lack of communication. It will get much busier as we get closer to the project.

It is good to have you on the X-Culture team! We will be in touch closer to the start of the project.

Most sincerely,  
Vas



-----  
Dr. Vas Taras  
Associate Professor  
Program Director, Master's of International Business  
X-Culture Founder and Coordinator  
Fellow of the Academy of International Business, Southeast USA Chapter  
Bryan School of Business and Economics  
The University of North Carolina at Greensboro  
v\_taras@uncg.edu  
www.X-Culture.org

---

## X-Culture Participation Principles

X-Culture is not a business. It is a partnership of professors who are trying to give their students an opportunity to learn international business and teamwork through experience and use the project as an opportunity to conduct high-impact research.

Accordingly, the nature of the relationship between X-Culture and professors is that of *partners*, not that of a service provider and clients.

We rely on collegiality and mutual support. We deliberately have no long formal contracts with fine-print terms and conditions. We collaborate on a voluntary basis, work hard, and keep it simple.

### **X-Culture promises to do our best to:**

- Bring together a large international group of academics and students;
- Bring business partners who will present their real-life international business challenges;
- Prepare all project materials and provide basic training;
- Give all students a pre-project Readiness Test to ensure that your students are teamed up only with students who have the necessary level of skills and motivation; give your students a second chance if they fail the test, and if they fail again, still allow them to participate individually or in collocated teams, so you do not have to design a different project for them;
- Form student teams in a way that maximizes diversity, though it is possible that there may be multiple students from the same country on some teams;
- Organize regular webinars with the management of the client companies, as well as provide additional training and coaching webinars;
- Monitor student performance and team dynamics;
- Provide weekly performance review on each student;
- If a problem is identified in a team, reach out to the affected students, investigate the case and provide help and coaching;
- Answer questions and provide feedback throughout the project;
- In case of a conflict, assign a coach, and if needed an experienced professor, to investigate and resolve the conflict;
- If evidence emerges that a student is consistently undermining the experience for a team (e.g., continuous absence of effort), we will warn the student, and if the situation does not improve, we will remove the student from the team for the benefit of the team;
- If a student must be removed from the team, we will allow this student to complete the project individually – same task, same deadlines, same performance review – so that there is no need for the professor to design a new project for the student;
- About four weeks before the end of the project, we will send print-ready PDF certificates to professors so that they can print them and distribute them to the students at the end of the project;
- After the project is over, we will send each student who successfully completes the project a print-ready PDF personal performance review, feedback on the report, a certificate and a personal recommendation letter, so that even if a professor does not print and distribute the certificates, the students will still receive them;
- After the reports are scored, we will select the winners and send them special certificates and recommendation letters;

- Likewise, we will send each professor a print-ready PDF certificate and recommendation letter;
- If requested here, we will also send an appreciation/recommendation letter your Dean and/or Department Chair, commenting on your hard work at providing your students with this wonderful opportunity to learn international business by complete a consulting project in a global virtual team;
- After the project is over, invite the students to the X-Culture Symposium (typically Top 25%);
- Allow the best students to enroll in the Coaching Program (typically Top 25%, but must also complete a 4-week Coach training);
- Collect the data and make them available for all project participants interested in using them for research purposes, as per our Research Collaboration Principles;
- Support professor and students by all means that are at our disposal;
- Provide professors with full access to the X-Culture professional network, events we organize, tools we are developing, and support the initiatives proposed by the project participants, as long as they are aligned with our mission and ethical standards;
- When mistakes are made, and they will be made, we will inform you right away and will do our best to remedy the situation.

**We expect that professors will do their best to provide the following in return:**

- Send us the names and email addresses of your students, properly spelled and capitalized;
- Unless the university policies expressly prohibit it, make the project worth no less than 20% of your course grade/mark, make the peer evaluations worth no less than 20% of the project grade/mark; and make the report no less than 20% of the project grade/mark;
- Will review the weekly student performance reviews and, if the review indicates that a student of in your class is struggling, you will try to help the student to the best of your abilities;
- At the end of the project, evaluate the reports from the teams that your students are members of, as per our schedule and evaluation rubrics;
- Pay the participation fee, as we need these contributions to cover our basic operating expenses;
- Be forgiving when you see us underperforming (spelling errors, technical errors, occasional delays, etc.) – we are only humans, mostly non-native English speakers, running X-Culture for free. When you see a problem, we expect you to try to help rather than criticize.

**Here are a few other areas where you can help now:**

- We see a rapid disproportionately large increase in the number of applications from the U.S. If we want to allow them all to participate and keep our teams culturally balanced, we need even more participants from outside the U.S. Help with recruiting non-U.S. participants will be much appreciated. You can use this standard recruitment notice template to inform your contacts.
- We already have several client organizations for the upcoming semester, but our students would benefit from more interesting companies. We would appreciate it if you could help with recruiting companies with interesting products/services that could use help of our many business students in developing their international market expansion strategy. More here.

By submitting your student names using this template, you confirm your agreement with these principles and enrollment in the project.

# X-CULTURE INVOICE



## INVOICE

Invoice No: 2019-1-165.  
Date: 14 December 2018

Company:  
X-Culture Inc.  
ECN: 301525171400315  
1217 Lakewood Dr.  
Greensboro, NC 27410  
The United States of America

Contact name:  
Dr. Vas Taras  
1(336) 256-8611

Description	Unit Amount	Total
<b>X-Culture Participation Fee</b>		
Track: 2019-1a: January 15 – March 8, 2019 Institute: Arihant Institute of Business Management, Pune Country: India Professor: Akhtar Ali Sayyed Email: ar.sayyed@gmail.com	More than 70 students: USD \$350 Fewer than 70 students: USD 250 Individual student students: USD \$15	USD \$0
		Grant, - USD \$250
	<b>Grand Total</b>	<b>USD \$0</b>

### Payment options:

- Online using **credit card**, debit card, internet shopping card, or PayPal:

Copy this link in your browser <http://x-culture.org/participation-fee-payment-250/>

After you open the page, you will see the options to pay with PayPal Account or with a debit or credit card. Sometimes the credit/debit card option is hard to see – please look for it further down on the menu.

- Check or money order, mail to:  
Payable to X-Culture Inc.  
1217 Lakewood Dr.  
Greensboro, NC, 27410, U.S.A.
- Bank wire transfer (please note, online payments and check payments are preferred, please use wire transfer only if other options are not available):  
Wells Fargo Bank, N.A.  
W. Market Branch, Greensboro, NC

Routing #: 053000219; Account #: 9298841538; SWIFT: WFBIUS6S  
For domestic wire transfers, please use 121000248 as the routing number.

■ 1217 Lakewood Dr ■ Greensboro ■ NC ■ 27410 ■ USA ■ 1(336)854-4102 ■ admin@X-Culture.org ■ www.X-Culture.org ■