MISSION
AND VISSION
We envision a world full of healthy people.
Our mission is to empower people and communities, particularly the marginalised, to make the right choices and lead healthy lives.
BRAND KEY
**Competition**
The market and alternative choices as seen by the consumer and the relative brand offers in the market.

**Target**
Person for which the brand is always the best choice, defined in terms of attitudes and values, not just demographics.

**Insight**
Revelation about the target consumer and their needs, upon which the brand is founded.

**Values & Personality**
What the brand stands for and believes; and personality.

**Brand Essence**
The dilution of the brand’s genetic code into one clear thought.

**Benefits**
The differentiating functional and emotional benefits that motivate purchase.

**Discriminator**
Most compelling reasons for target audience to choose our brand.

**Reasons to Believe**
The proof we offer to substantiate our positioning.
COMPETITION
COMPETITION

Ecosystem Enablers

Domain Specialists
(consulting, research, operations, impact)
TARGET
TARGET

Ecosystem Partners

Like Vision & Values
Across intersections and geographies
Health and Humanities

Corporates

Solution Partners
Leaders
Patient Capital
Lack of healthcare is ‘Violence and Injustice’ affecting the poor.

Catastrophic Health Expenditure
Broken systems- Inefficient delivery
No access / solutions
Preventable deaths
Unmet goals
VALUES & PERSONALITY

Leadership
- collaboration, efficiency, accountability

Innovation
- value driven, transformative

Vitality
- humanity, agility

Expertise
- result oriented, setting benchmarks, uncompromising
POWERFUL BY PURPOSE
DISCRIMINATOR

Nervous System

Central Nervous System (CNS)
- Brain
  - Receives and processes sensory information, initiates responses, stores, memories, generates thoughts and emotions
- Spinal cord
  - Conducts signals to and from the brain, controls reflex activities

Peripheral Nervous System (PNS)
- Motor Neurons
  - CNS to muscles and glands
- Sensory Neurons
  - Sensory organs to CNS

Somatic Nervous System
- Controls voluntary movements

Autonomic Nervous System
- Controls involuntary responses
  - Sympathetic Division
    - "Fight or Flight"
  - Parasympathetic Division
    - "Rest or Digest"

Divisions of the nervous system.
http://pharmacology-notes-free.blogspot.com/
INTERSECTIONALITY

noun. the **theory** that the overlap of various social identities, as race, gender, sexuality, and class, contributes to the specific type of systemic oppression and discrimination experienced by an individual.
THE INTERSECTIONAL ADVANTAGE

Empower the Dots to Power the Connections
DISCRIMINATORS
DISCRIMINATORS

SOLUTION & PREVENTION
FOCUS

Two-way modeling
Unlock value
Practice hard, play easy
DISCRIMINATORS

AGILE
It’s a state of emergency
Open to change/criticism/competence
Glocal
DISCRIMINATORS

STATED & PRACTICED VALUE SYSTEM
BENEFITS

Scalable – Sustainable - Systemic change
Community Transformation
‘Well’thy days – Composite Dashboard

New Benchmarks
REASON TO BELIEVE

Team
Systems
Process
Impact
Feedback
BRAND ESSENCE
HEALTH AS A SOURCE OF EVERYDAY WELLBEING
(Revive healthcare delivery to democratize wellbeing)
BRAND POSITIONING
To like ‘vision and value’ partners wanting to create benchmarks of wellbeing, we Swasti, are a wellbeing ecosystem leader who strengthens every intersection to catalyze life saving and life enhancing impact in marginalised communities.