



Open App



About Open App

Unlocking the full potential of a start-up

OpenApp is a Bengaluru based start-up that has come up with an IoT-enabled Bluetooth smart locking solutions. So with just one smartphone application, companies can control their locks as well as monitor all movements remotely. This ensures completely transparent and safe unlocking experience, with absolutely no need for physical key. OpenApp's innovation has found many takers in banking/cash logistics, telecom industries, and also in warehouses where there is always a high risk of theft and vandalism.

“When everything else in our lives has been shrunk into a phone, we thought why not your keys?”

-Gotama Gowda, Founder and CEO, OpenApp



The Challenges

OpenApp was facing challenges in three critical business areas - sales and distribution, HR, and supply chain.

Scale-Up Intervention

OpenApp was in need for deep-rooted mentorship and MIF offered the start-up just that with the Scale Up Program. With Nilanjan Roy Choudhury, Head of Sales Transformation & Capability, Marico Limited, as the mentor, the start-up received expert guidance with scaling up their existing B2B business model to expand into the B2C space seamlessly. Since the start-up already had a good value proposition and had already scaled up in the B2B segment, it could be leveraged to help the start-up unlock its full potential.

The MIF team worked closely with Open App on the following areas:

- Identifying the customer segments
- Build a very specific value proposition for each customer segment
- Size the price of each of these segments
- Design a go-to market plan for each of the segments depending on the size of each of the segments



Impact Generated

OpenApp expanded its presence from one to two cities in just 3- months. While the start-up had already scaled up its production, MIF mentorship helped OpenApp on the strategic front and helped ease out the bottlenecks in scaling up.