



Swasti

THE HEALTH CATALYST

**Brand
Positioning**





MISSION AND VISSION



VISION

We envision a world full
of healthy people.

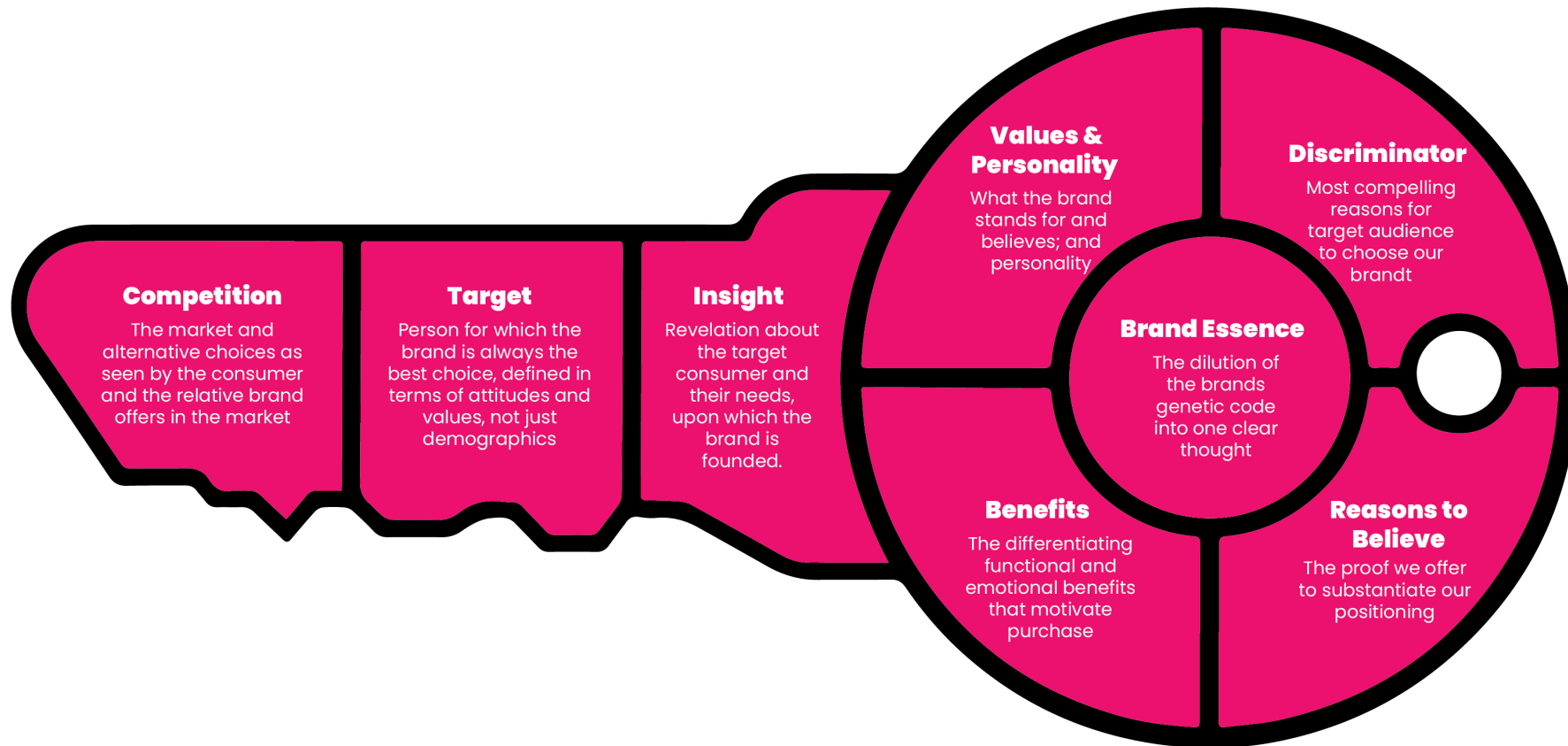


MISSION

Our mission is to empower people and communities, particularly the marginalised, to make the right choices and lead healthy lives.



BRAND KEY





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



INSIGHT

**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

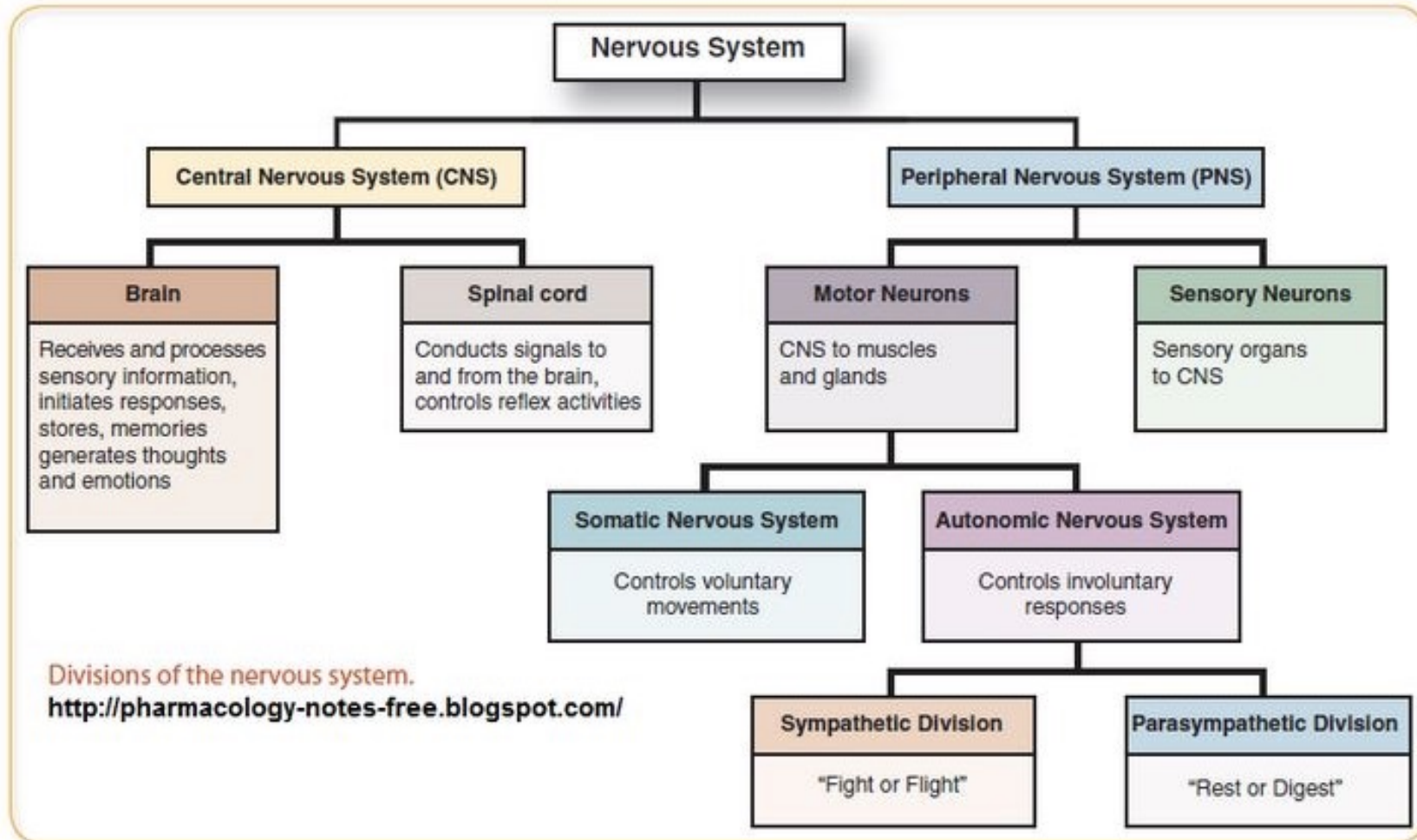
Expertise

result oriented, setting benchmarks,
uncompromising



**POWERFUL
BY PURPOSE**

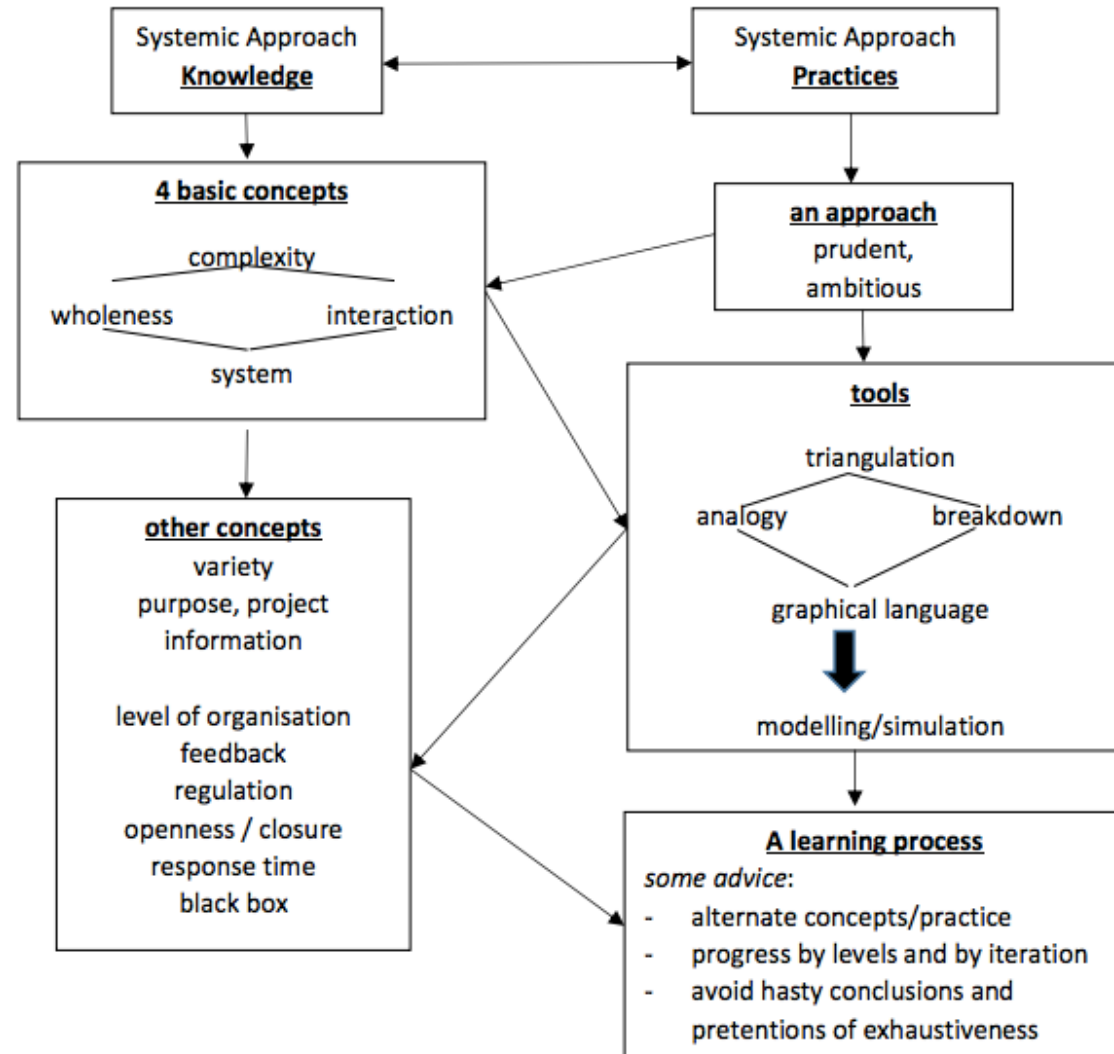
DISCRIMINATOR



DISCRIMINATORS

Systemic approach

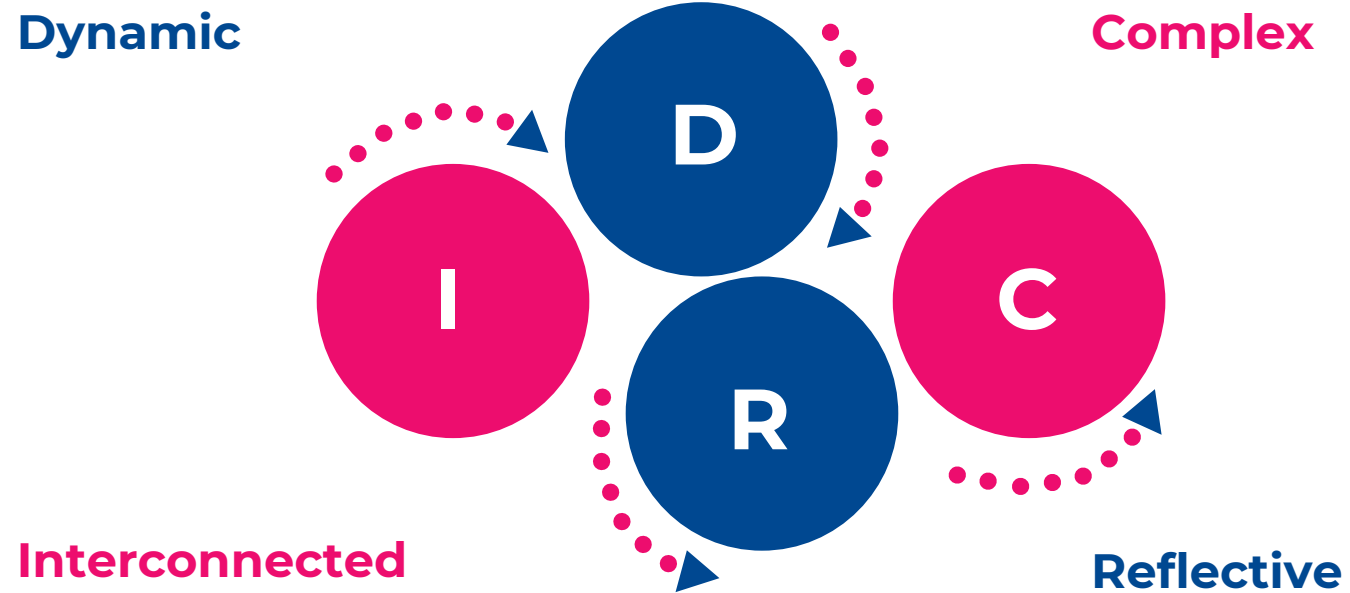
Social
Behavioural
Managerial



Systemic approach

Healthcare
Technical

DISCRIMINATORS





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

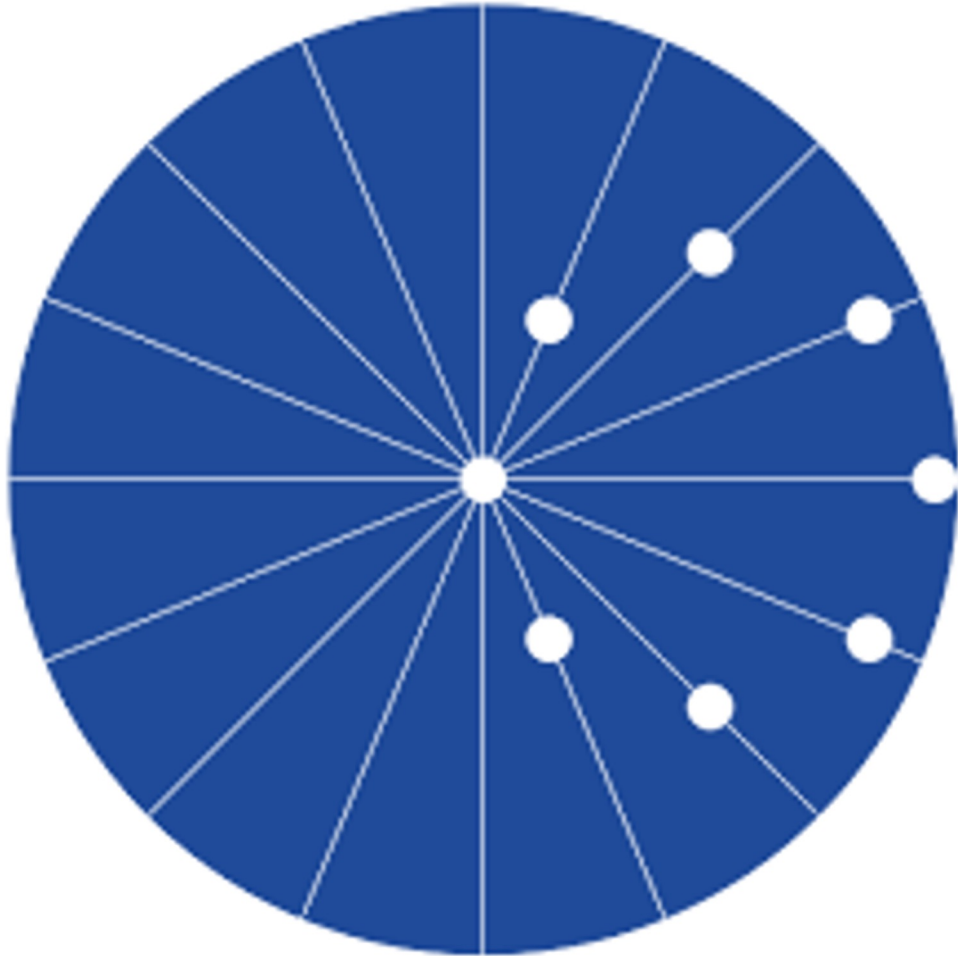
A photograph of a woman with her hair in a bun hugging a young girl with two buns from behind. They are both smiling and looking towards the right. The background is a bright, cloudy sky over an outdoor area with some trees and a goalpost visible in the distance.

**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.